



---

## Weekly Travel Industry Insight

---

### FEMALE BUSINESS TRAVELER SURVEY REVEALS HIGH RATE OF SAFETY CONCERNS



In April this year more than 500 American female business travelers were surveyed by the Global Business Travel Association (GBTA) and AIG Travel. The main topic of the survey was safety connected to their business...

[Read More](#)  
*on our website*



---

### SHONAI: A HIDDEN CULTURAL GEM OF JAPAN



Japan's Golden Route takes visitors around some of the nation's most famous tourist locations from Tokyo to Kyoto and Osaka, and everything in between. It's a great route to follow for a first-time visitor,...

[Read More](#)  
*on our website*



## MOZAMBIQUE: BOOMING TOURISM SECTOR BRINGS GREAT BENEFITS TO THE COUNTRY



Mozambique, the south African country, has distinguished itself over the past decade by a particularly dynamic economy with an average growth rate of 7%. While the fall in commodity prices and the very high level...

[Read More](#)  
on our website



## TOURISM DECLINE REPORTED BY SPAIN FOR THE FIRST TIME SINCE 2009



The Spanish Minister of Industry, Trade and Tourism, María Reyes Maroto, has estimated that 2018 will close with the arrival of 81.2 million visitors, 0.8% less than last year, whose 81.9 million figure marked...

[Read More](#)  
on our website



## CANNABIS TOURISM IN CANADA MAY BRING GREAT BENEFITS



Tour operators believe that Canada will exploit a commercial gold mine after the legalization of cannabis, but others fear that it will represent nothing but low-quality tourism. Cannabis tourism is a hot issue...

[Read More](#)  
on our website



---

## MAIN CITY OF ZANZIBAR IS A FLOURISHING HOLIDAY DESTINATION



In 2004, the old fort of Stone Town, capital of Zanzibar, became a tourist attraction, a free space populated by street vendors. Since then its popularity has been growing and today it is a well-known holiday destination.

[Read More](#)  
on our website



---

## TOURISM SHOULDN'T DEAL WITH AVERAGE TRAVELERS



We often like to generalize, and yet we remain unaware of how difficult this habit makes it for us when it comes to reaching our consumers. This trend is not unique to the tourism sector; nevertheless, in our industry...

[Read More](#)  
on our website



## TOURISM IN FRANCE FACES UNEVEN DISTRIBUTION



While the number of foreign visitors is beating records in France, professionals in the sector and the government are trying to redirect flows into the territories, to avoid a two-speed tourism in France.

[Read More](#)  
*on our website*



---

## EFFECTIVE CONTENT MARKETING APPROACHES FOR ANY HOTEL



In recent time, the importance of content marketing has been a much-discussed topic in the hospitality industry, and there is no doubt that this strategy is here to stay.

[Read More](#)  
*on our website*



---

## AMSTERDAM FIGHTING AGAINST OVER-TOURISM



The rates of the increase in tourism numbers are enormous all-around Europe. The flow of visitors in many cities is alarming, and the citizens are fighting back. As a result, cities are also taking their first steps...

[Read More](#)  
*on our website*

