

September 18, 2021

## TOP STORIES

### **Expedia Partners With GetYourGuide on Tours and Activities in a Blow to Viator**



GetYourGuide, which has been trying to break into the U.S., scored a major partnership by securing a deal with Expedia.

**READ MORE**

**Learn from the CEOs of Airbnb, Uber, Marriott and Southwest Airlines at Skift Global Forum**

**Skift. GLOBAL FORUM**

September 21-23, New York City  
IN PERSON AND ONLINE

**OUR INCREDIBLE SPEAKERS:**

- BRIAN CHESKY**  
CO-FOUNDER & CEO,  
Airbnb
- DARA KHOSROWSHAHI**  
CEO,  
Uber
- CAROLINE BETETA**  
PRESIDENT & CEO,  
Visit California
- PETER KERN**  
VICE CHAIRMAN & CEO,  
Expedia Group

**REGISTER NOW**

We're only four days away from Skift Global Forum, and we're putting on the finishing touches to bring you an unforgettable, insightful, and truly mind-blowing experience. Check out the finalized program and secure one of the very limited spaces we have left.

[VIEW THE AGENDA](#)

## Europe's Hotels Will Wait Until at Least 2025 for Full Return of International Business Guests



Be wary of everybody's favorite word at the moment: pent-up demand. Your typical leisure traveler can book a trip and pack their bag in minutes, but companies will keep employees on a tight leash for years to come.

**[READ MORE](#)**

---

**SKIFT PRO EXCLUSIVE**

**[Google's Ticketing for Attractions Off to Rough Start](#)**

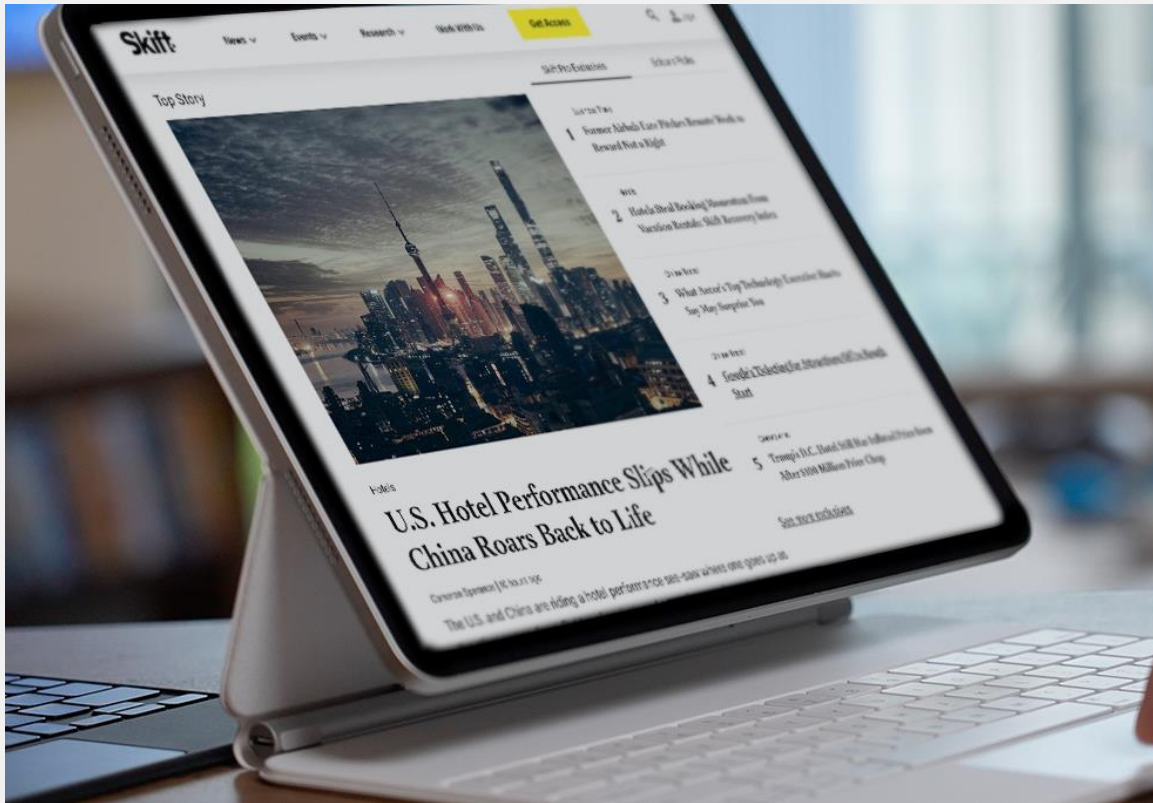
DENNIS' — — — — —  
**ONLINE**  
**TRAVEL**  
**BRIEFING**  
FOR SKIFT PRO SUBSCRIBERS ONLY



Google's attractions ticket beta has been among its least elegant in travel to date. This has angered many tour operators because it couldn't have come at a more inopportune time.

[\*\*READ MORE\*\*](#)

[\*\*Launching: A New Skift.com Focused on Readers\*\*](#)



What's next for the travel industry? Let's start with new website and a new look for Skift.com.

[\*\*READ MORE\*\*](#)

**SKIFT PRO EXCLUSIVE**

**What Accor's Top Technology Executive Has to Say May Surprise You**



## TRAVEL TECH BRIEFING

In his first interview since becoming Accor's chief technology officer, Floor Bleeker explains the hotel giant's contrarian tech strategy. Expect top tech players and Accor's rivals to take notice.

[READ MORE](#)

**Skift** **GLOBAL FORUM**  
NEW YORK CITY

September 21-23, 2021  
**IN PERSON & ONLINE**

**REGISTER NOW** →

[Hopper Partners With Spirit Airlines to Help It Sell More Extras](#)



A significant ancillary play from the Canadian online travel agency, but not quite the leap forward for so-called new distribution capability in the U.S. many would want to see, given Spirit's reach and target flyers.

**READ MORE**

---

**A New List of the Most Valuable Public Travel Companies**



Old school travel companies still largely dominate in terms of stock market valuation, but there is no denying the disruption sparked by Airbnb's debut on the stock market.

[READ MORE](#)

---

**[Free Livestream of Skift Global Forum Opening Night Event With Airbnb CEO Brian Chesky](#)**





Our opening evening for Skift Global Forum 2021 will now be livestreamed free to anyone who wants to tune in. Expect compelling conversations around the future of human movement in coming years and decades.

[READ MORE](#)

---

[\*\*Carlson Family Gives Up Control of Namesake Agency  
CWT in Refinancing Deal\*\*](#)



A new chapter that will help the agency focus on the future, but will an opaque ownership structure hinder its recovery plans?

[\*\*READ MORE\*\*](#)

#### **EDITOR'S PICKS**

### **These 4 Airlines Made More From Upsells Than Ticket Sales in 2020**

In an industry record, four budget airlines generated more revenue from ancillaries than they did from ticket sales in 2020. More importantly, ancillary revenue grew across all of the largest airlines last year despite the crisis.

[\*\*READ MORE\*\*](#)

---

## **Getting Tourism Jobs Back Is First Priority of New CEO of WTTC**

In her first interview with the press, Julia Simpson showed us she has big plans for tourism. But will getting jobs back and reopening borders cloud the urgency to manage tourism's growth post pandemic? That's the unanswered, million-dollar question.

**[READ MORE](#)**

---

## **20 Years After 9/11 a Resilient Airline Industry Faces New Challenges**

There were naysayers after 9/11 that said people would never fly again in droves out of security concerns, and now Covid and its variant joint-venture partners have rocked the travel industry. History has shown, however, that "travel" and the human spirit are indomitable.

**[READ MORE](#)**

Follow us  
 **fin**

**Skift.**

Our address:  
145 W 30th Street  
5th Floor  
New York, NY  
10001 USA

Copyright © 2021 Skift, All rights reserved.

