



Patti Palacios - Founder/President



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GS Round-up

3QTR News Round-up...

Let's start off the end of the third quarter round up with some good airline news – a buyer opportunity. The anticipated soft global airfare hikes in 2026 offers corporate travel buyers a window to lock in deals with airlines under favorable terms.

That's the conclusion of travel management company CWT VP and global head of consulting services Richard Johnson, whose company earlier this month released with the Global Business Travel Association their 2026 travel pricing forecast. The CWT/GBTA forecast projects that average global airfares in 2026 will increase 0.4 percent—\$3—to \$708, after a projected 2.2 percent decline for full-year 2025.

"For those of you who are negotiating with your preferred suppliers on the airline side, our recommendation would be do so now," Johnson told buyers last week at GBTA's annual convention in Denver. "Take advantage of the fact that you are not seeing high increases in the next 12 months or so and leverage your volumes with your preferred carriers and aim to lock in longer agreements."

This is a great time to check in with GlobauxSource if you need help navigating agreements. Attractive air rates don't come around all the time so this is a good opportunity to research your air options.

Still up in the skies, travelers might notice a spiffy new look the next time they board an Alaska Airlines plane. The Seattle-based carrier has been refreshing its Boeing 737-800 fleet, and it's now unveiling the first look at the new interiors and first-class seats.

In a recent LinkedIn post, Christopher Dela Rosa, Alaska's cabin product director, shared a sneak peek inside the first Alaska Airlines Boeing 737-800—tail number N558AS—to receive the updated interior. Alaska took the aircraft on a quick test flight in early August to evaluate the renovated products.

The new cabins have Recaro R5 seats in first class and Recaro R2 seats in premium and economy classes. All seats will have high-powered USB-C power ports, while the first-class seats also have new leg rests and seatback device holders. You can read more here: [Alaska Airlines First Class](#)

Staying on the topic of good news and first class, Gary Leff of the View From the Wing let us know that first class can cost less than coach and it's happening more frequently. Gary has written

Sustainability Corner

[Sustainability at the highest level!](#)

How Banff Centre for Arts and Creativity hosted the G7 Media Centre without compromise.

When the 2025 G7 Summit brought world leaders and global media to the Rockies, it wasn't a government facility or traditional conference centre that hosted the summit's International Media Centre—it was Banff Centre for Arts and Creativity.

Renowned for its artist residencies, Indigenous leadership programs, and deep commitment to sustainability, the venue had to work out how to host the world's media without compromising its principles.

"We welcomed about 500 delegates from print, radio, and television over four to five days," says Banff Centre president and CEO Chris Lorway. "This was definitely the most technologically complex event we've hosted to date."

This inspiring story is one that can help others to consider ways to support sustainability at high levels.

extensively about how airlines sell upgrades far less expensively than they used to. American, United and Delta will all take small amounts of money from infrequent flyers instead of offering a free upgrade to a customer that spends \$20,000 or \$30,000 with them each year.

Domestic upgrades can be as low as \$40, and long haul business class upgrades even start at just \$300. So if you buy a coach ticket, check how much they're selling a business class upgrade for on your itinerary. *And then check back.* The price may fall dramatically as your travel date approaches – as low as \$299 for Seattle to London or \$350 for Los Angeles to Sydney.

United was early with the practice of making upgrade offers on domestic flights for 'tens of dollars'. American has become very aggressive as well. But Delta is furthest along, with only about 13% of first class seats now going to upgrades (20 years ago it was 90%). That means status with an airline is worth a lot less than it used to be.

Keep this in mind the next time you're making travel plans!

For our final note on air, Paul Griffiths, the CEO of Dubai Airports, recently laid out a sweeping vision for the future of airports among other experts in the travel industry.

Griffiths said that "people don't have the vision that an airport should be a place of hospitality ... a place of welcome." He added that, "when people come to a country, the first experience they get is the airport experience. When they leave, it's the last impression they have."

As the chief executive managing the [world's busiest airport](#) he is on a mission to eliminate the friction of air travel and redefine what an airport can be.

Dubai International Airport is coming off a record year. In 2024, it welcomed 92.3 million guests, surpassing its previous high of 89.1 million in 2018. Over the last decade, DXB has served more than 700 million passengers on over 3.3 million flights. And they're looking to expand! More details in the article, link above.

If you're one of the many planners that incorporate drones into your events, you might be interested to learn that there is a proposed new rule in the works expanding their usage. The U.S. Transportation Secretary and the TSA have unveiled [a new proposed rule](#) for drones that would make it easier for companies to use drones for farming, deliveries, manufacturing and more, called [Beyond Visual Line of Sight \(BVLOS\)](#).

Touted by Secretary Sean P. Duffy as “unleashing American drone dominance,” the new BVLOS rule does away with individual waivers or exemptions for drone operators to use their drones without a visual line of sight. Traditionally, they were approved by the FAA on a case-by-case basis.

Along with the convenience, detractors will surely point to worries over personal safety, surveillance and the potential for drones to reduce the American workforce by automating some jobs. The TSA is inviting comments from the public for the next sixty days. More information here: [TSA drone usage](#)

Everyone is excited about the US hosting the 2026 World Cup and 2028 Summer Olympics, but there are warnings from the U.S. travel industry that a new [US \\$250 visa integrity fee](#) could deter millions of international visitors from attending and thus impact inbound tourism.

The fee comes at a crucial moment for U.S. tourism, with America's 250th birthday next year. It applies to most nonimmigrant visa applicants— even for short trips — including tourists, students and temporary workers and is in addition to the existing \$185 nonimmigrant visa itself.

The good news is the fee doesn't apply to those from the 42 countries in the Visa Waiver Program — including most of Europe, Japan, South Korea and others — who typically do not need a visa for visits of 90 days or less.

Heading south, travel is booming in [Mexico](#). According to the nation's Ministry of Tourism, 39.4 million international visitors arrived in Mexico between January and May 2025, a 14.2% jump from the same period last year.

Mexico's president, Claudia Sheinbaum, is aiming for even greater growth, with a goal of making her country the world's fifth most-visited by 2030 — as part of a wide-ranging plan, dubbed Mexico 2030, that focuses on economic development in various sectors.

Leading the government's charge in the tourism sector is Josefina Rodriguez Zamora, who was appointed Mexico's secretary of tourism in October 2024 after serving as secretary of tourism for the state of Tlaxcala from 2021 to 2024. You can read more here - [Mexico's new take on travel](#) - about the various challenges she faces and the new take on tourism which includes a stronger focus on local communities and sustainability, a new tourism campaign and greater collaboration with travel advisors.

In contrast with Mexico, our friends over at Skift advise us that tourism to the U.S. from overseas has declined for five of the past six months. Japan and Italy were the only two of ten countries to show gains. This is

What is GlobauxSource doing to protect our clients?

Cybersecurity Insurance

Having recently protected itself and its clients with maximum coverage and here is an overview of what you should know.

Cybersecurity insurance protects businesses from the financial losses and other consequences of cyberattacks and data breaches by covering costs such as incident response, legal fees, data recovery, and potential liabilities. It is crucial for any business that handles sensitive data or relies on digital systems, as it provides funds and resources to recover from incidents like ransomware attacks or data exposures.

Coverage typically includes first-party costs (for the business itself) and third-party costs (for lawsuits and regulatory fines) and requires businesses to have implemented basic security measures to qualify for a policy.

Why Cyber Insurance?

- [Financial Protection:](#)
- [Legal Compliance:](#)
- [Reputational Management:](#)
- [Access to Resources:](#)

We hope this information is helpful. If you're looking for more insights, please feel free to contact us – we're happy to share what we learned.

likely to be made worse by increased visa fees and other restrictions. This is not the type of news we like to bring you but it's what we're currently experiencing. More stats here: [Skift's take on tourism](#).

The World Travel and Tourism Council (WTTC) supports the Skift findings, noting that America is on track to lose \$12.5 billion in international visitor spending this year. It's the only country projected to see that type of decline according to Oxford Economics.

Experts say the [tourism decline](#) is due to the costly, and lengthy, process to get a visa, and the current administration's crackdown on illegal immigration, which is leaving travelers on edge. They are hoping the World Cup 2026 will help turn things around.

"We need to let travelers around the world know that we want their business. We certainly understand some of the issues we have here in the United States that focus on illegal immigration. Unfortunately, some travelers around the world are wondering if legal visitors are welcome," says Geoff Freeman, CEO of the U.S. Travel Association, who also feels the sweeping legislation package sent to the president last week is a mixed bag for travel initiatives.

"This legislation is a giant step in the right direction when it comes to improving America's travel infrastructure and security," said Freeman. "Bold, necessary investments in air traffic control and Customs and Border Protection will make a meaningful difference in the traveler's experience."

But, he added, the smart investments in the travel process are overshadowed by new fees that will be charged to foreign visitors and the funding reductions to Brand USA, the nation's official destination marketing organization.

Brand USA's federal match was reduced from up to \$100 million annually to just \$20 million as part of broader federal spending cuts, prompting Freeman to call on Congress to restore the funding, saying it is critical for the success of the country's 250th anniversary and other major global events that will be hosted during President Trump's term. "Making America the world's most visited destination — and capitalizing on the upcoming World Cup and Summer Olympics — requires smarter policy and legislative changes that we are already pursuing," he said. More here: [US Travel Calls for Restoration of Brand USA Funding](#)

Skift Research is once again offering its invaluable State of Travel 2025 report to the industry. As they point out, there is an apocryphal ancient curse: "May you live in interesting times". We in the travel industry are certainly living through an interesting time for tourism in 2025.

After a smooth take-off at the start of the year, the travel industry quickly hit turbulence as concerns about trade, tariffs, and policy weighed on the global economy. Make no mistake, the state of travel in 2025 remains strong. Our industry continues to grow. Travel has shown impressive resilience in a world tested by macroeconomic uncertainty and evolving consumer expectations.

Then there is the pace of technology. Amid all these shifts, the consumer remains the north star. Travel is the most aspirational purchase in the world. The transition to an experiential economy continues and thousands of new travelers are emerging every day.

But many questions remain. What is the next great travel experience? Where will the next wave of travelers come from? How will short-term rentals, airlines, and hotels adapt to shifting consumer priorities? How will sustainability pressures and the rapid adoption of technology reshape business models?

Skift's State of Travel 2025 report is designed to be your reference handbook for navigating this evolving landscape. Enjoy and wonder!

We're excited to include this piece from Skift by Barbara Scofidio. Barbara is a well-respected industry professional and a long time industry voice speaking on behalf of women. She moderates the SITE Women in Leadership podcast that GlobauxSource is proud to produce and host. GlobauxSource has a long relationship with Barbara and is proud to support her contributions to podcasting and beyond.

Some planners have a social media team they can turn to take care of promoting events – a big item off the to do list. Absent that resource, with some planning and creativity, planners can turn Instagram into a powerful marketing tool for events of all kinds. Again from our friend, Barbara Scofidio, here are 10 Instagram Strategies to Build Buzz Around Your Event.

Northstar notes that U.S. producer prices surged in July. The tariffs have started to push costs higher, signaling that higher prices for consumers might be on the way. It's important to keep track of this as budgets may be affected if you're locked into a fixed-price agreement. GlobauxSource can help you review budgets, assess where cuts can be made and keep the program at the level it needs to be. If you're currently negotiating contracts, GlobauxSource can work on ways to mitigate pricing issues down the road. More here on this important topic: Producer Prices

Good news on events! Despite increasing pressure on budgets and the prevalence of remote working, face-to-face meetings and events are thriving, according to research from Smithbucklin and its event-strategy arm, 360 Live Media, conducted with Hanover Research.

A study of 383 association professionals in different industries has determined Relevance and Connection are key to meeting success. It's important, however, that meetings be organized by a trusted organisation, be relevant to their interests, and should help delegates to make meaningful and lasting connections, according to the findings.

An emphatic 88 per cent rated in-person events as "extremely valuable," citing benefits that digital formats struggle to replicate. Chief among these is trust: over 70 per cent said they trust content from live events more than from emails, online sources, or even colleagues.

Here is a note that should definitely be included in your Know-Before-You-Go info. The TSA is expanding its list of prohibited items, as concerns about in-flight fires mount. The new rule comes as the agency continues to crack down on electronics that use lithium ion batteries due to an increase in related fire incidents onboard airplanes.

Banned items include specific hair styling tools: curling and straightening irons that operate with gas or butane cartridges, as well as refill cartridges for these devices.

For our final note on events and planners, the recognition that there's a need for mental health training has recently gained some traction.

Again from Skift, employers are getting proactive about the stress that event planners face in their daily jobs and providing mental health training. "Victoria DeLuise, director of venue sourcing at FIRST, jumped at the chance to join 20 colleagues located worldwide, to participate in 16 hours of online training by the organization Stress Matters to become certified Mental Health First Aiders. This U.K.-based B-Corp was created by career coach and wellbeing advocate Laura Capell-Abra after she suffered her own debilitating burnout. The training helps the individual themselves and also be a resource to others in understanding that mental health is as important as physical health." Read more here: Mental Health Training

On the hotel front in Las Vegas, historic casino deals finalized late 2024 with the Venetian and the Fontainebleau marked a major turning point in union history. For the first time in the Culinary Union's 90-year history, all major casinos on the Vegas Strip are unionized now! Defying a national trend, and backed by 60,000 members, most of them in Las Vegas, it is the largest labor union in Nevada.

One last comment - Note our sidebar concerning Cybersecurity Insurance. It's a reality that is part of today's digital world and GlobauxSource is here to make sure you're protected.

Care to know more? Contact GlobauxSource for details and support.

Patti

Places you might see us! Events & Conferences 2025

MPI: The EVENT
September 7-9
Fredericton, New Brunswick, Canada

IMEX America
October 6: Smart Monday
October 7-9: Trade Show
Mandalay Bay Convention Center, Las Vegas

FICP Annual Conference
November 2-5
Washington Hilton
Washington, DC

IBTM World
November 18-20
Barcelona, Spain

A look ahead to 2026

Catersource + The Special Event
March 2-5, 2026
LA Convention Center, Los Angeles