# SKIFT MEGATRENDS 2020

TRUCKLOAD FULL OF INSIGHTS COMING YOUR WAY!

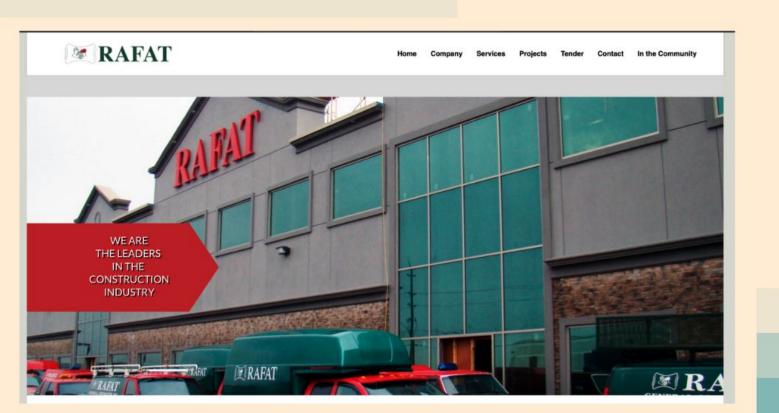


Replying to @CrowdRiff

On my way to #see2019. Following @rafat. Truckload full of insights coming your way.



12:53 PM · Nov 6, 2019 · Twitter for Android



#### Who is Skift?

#### SEVEN YEARS IN...

Skift has become the most influential media brand in global travel, it is how the travel industry and larger world deciphers the sector





































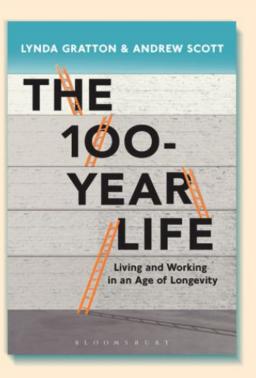


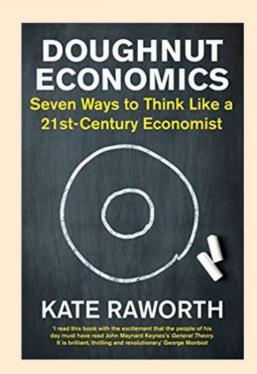


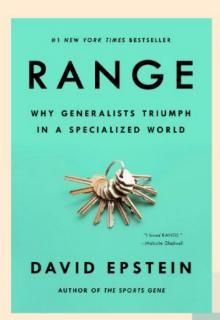
Terry Pratchett, A Hat Full of Sky

## WHAT DOES INNOVATION MEAN TO ME?

#### NEW PERSPECTIVES AND NEW WAYS OF LOOKING AT THE WORLD







## SMALL IS HAVING A BIG MOMENT

## REDEFINE SCALE AS RESONANCE

To be big part of lives of those who really care about you

I wrote this in 2015



## TRAVEL

IS THE WORLD'S LARGEST INDUSTRY,

LETS START ACTING LIKE IT.

## THE SKIFT RALLYING CRY



#### **CROWDRIFF SEE 2019**

TECH SHOULD BE INVISIBLE.

DESIGN &
EXPERIENCE IS THE
NEW MARKETING

#### **WE BELIEVE**

THE BUSINESS
FUTURE OF TRAVEL
IS AT THE
INTERSECTION
OF TECHNOLOGY
+ MARKETING.

#### **WE BELIEVE**

THE CREATIVE
FUTURE OF TRAVEL
IS AT THE
INTERSECTION OF
USER EXPERIENCE
+ DESIGN.

SKIFT

#SKIFT2020

"DESIGN IS THE NEW MARKETING. IT IS THE PRODUCT ITSELF, NOT THE ADS OR THE SLOGAN. DESIGN IS THE SUPPLY CHAIN OF PATAGONIA, THE ETHICS OF PURPLE CARROT AND THE CUSTOMER SERVICE AT UNION SQUARE CAFE."

SETH GODIN







## THE TRAVEL BRANDS OF THE FUTURE

DIGITAL HAS ENABLED THE RISE OF EARLY ADOPTERS, FANBOYS AND PROSUMERS ACROSS VARIOUS INDUSTRIES.

IF EVERYONE'S AN EXPERT, HOW DO YOU CATER TO THIS DEMOGRAPHIC SEEKING A DEEPER CONNECTION?

BRANDS SHOULD BUILD A BUSINESS
AROUND HELPING TRAVELERS CONNECT
TO THEIR IMMEDIATE SURROUNDINGS AND
THE PEOPLE AROUND THEM, RATHER THAN
JUST DIGITAL CONNECTIVITY.

Still the Holy Grail in tourism: Connecting travelers to their immediate surroundings in meaningful ways.



THE MOST FORWARD-THINKING
TRAVEL BRANDS ARE DELIVERING
DEEPER EXPERIENCES TO TRAVELERS
BY FOCUSING ON THREE THINGS ABOVE
ALL ELSE:

INSPIRATION,
PERSONALIZATION
&
A PATH TOWARD
SELF-DISCOVERY.

GIVE
TRAVELERS
CONTROL, OR
ILLUSION OF
CONTROL

SKIFT

#SKIFT2021

#### YOU ARE, THEREFORE YOU BOOK.

FROM MAPS TO MOBILE TO WEARABLES TO PHOTO TO MESSAGING APPS & SERVICES, TRAVEL BOOKING IS BECOMING UBIQUITOUS, EVER-PRESENT.

UBIQUITOUS BOOKING
WILL BECOME THE NORM,
INSTEAD OF GOING TO
BOOKING SITES OR APPS.

**UBIQUITOUS BOOKING HASN'T** TAKEN OFF, **TOO MUCH FRICTION** STILL



#SKIFT2020

Unlikely this will ever be part of a single travel brand, that is a realization I have come to.

UBIQUITY,
EFFICIENCY,
EASE OF USE,
CONNECTION,
CONVERSATION.

CATERING TO THE ON-DEMAND GENERATION

THIS IS THE NEXUS OF WHERE THE NEXT GREAT TRAVEL BRAND OF THE FUTURE WILL BE BUILT.



The Future Has
Arrived...And We
Aren't There In
The Future Yet

### 2020

THE UNBUNDLING

OF EVERYTHING.

THE ON-DEMANDIFICATION

OF EVERYTHING.

THE MOBILITY

OF EVERYTHING.



## UNDERTOURISM IS THE NEW OVERTOURISM

ALTERNATIVES! ALTERNATIVES! ALTERNATIVES!

ALT DESTINATIONS.

**ALT STORIES.** 

ALT SEASONS.



## GOOGLE'S DOMINATION OF LOCAL DISCOVERY IS ALMOST COMPLETE

**GOOGLE MAPS!** 

**GOOGLE MAPS!** 

**GOOGLE MAPS!** 

THE SUPERAPP OF LOCAL





#### THE FUTURE OF TRAVEL WILL BE DRIVEN BY URBAN LIVING INNOVATIONS

## SUBSCRIPTION TRAVEL IS THE NEXT FRONTIER OF LOYALTY

