

SKIFT MEGATRENDS 2020

TRUCKLOAD FULL OF INSIGHTS COMING YOUR WAY!



Jesse Desjardins ✓

@jessedee

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

THE FUTURE OF TRAVEL IS HERE



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WE ARE
THE LEADERS
IN THE
CONSTRUCTION
INDUSTRY

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

Skift.

Skift.
RESEARCH

 **Skift.**
FORUMS

Skift.
AIRLINE
WEEKLY.

EV = NT ^{MB}

 **Skift.**
Wellness

MEGATRENDS
DEFINING TRAVEL

Skift.
DESIGN
AWARDS
2019 

Skift.X
CREATIVE STUDIO

 **THE**
Skift.
FOUNDATION

 **Skift.**
ASIA WEEKLY

 **AIRLINE**
INNOVATION REPORT

 **TRAVEL ADVISOR**
INNOVATION REPORT

 **Skift.**
DAILY
BRIEFING

 **Skift.**
AIRLINE
WEEKLY.
LOUNGE

 **Skift.**
PODCAST

 **NEW**
LUXURY

 **MEETINGS**
INNOVATION REPORT

 **BUSINESS**
OF LOYALTY

 **CORPORATE TRAVEL**
INNOVATION REPORT

THE SKIFT UNIVERSE

“There's always a story. It's all stories, really. The sun coming up every day is a story. Everything's got a story in it. Change the story, change the world.”

Terry Pratchett, A Hat Full of Sky

WHAT DOES INNOVATION MEAN TO ME?

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

LYNDA GRATTON & ANDREW SCOTT

THE 100- YEAR LIFE

Living and Working
in an Age of Longevity

BLOOMSBURY

DOUGHNUT ECONOMICS

Seven Ways to Think Like a
21st-Century Economist



KATE RAWORTH

*"I read this book with the excitement that the people of his day must have read John Maynard Keynes's *General Theory*. It is brilliant, thrilling and revolutionary!" George Monbiot*

#1 NEW YORK TIMES BESTSELLER

RANGE

WHY GENERALISTS TRIUMPH
IN A SPECIALIZED WORLD



"I love RANGE."
—Malcolm Gladwell

DAVID EPSTEIN

AUTHOR OF THE SPORTS GENE

**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.

SKIFT

#SKIFT2020

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.**

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"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.

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

CROWDRIFT SEE 2019

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.**

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**GIVE
TRAVELERS
CONTROL, OR
ILLUSION OF
CONTROL**

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.

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

**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.

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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.

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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



ORI LIVING

SUBSCRIPTION TRAVEL IS THE NEXT FRONTIER OF LOYALTY

