MEGATRENDS

DEFINING TRAVEL IN

2018 AND BEYOND

Skift
SKIFT IS THE LARGEST BUSINESS INFORMATION COMPANY IN TRAVEL, PROVIDING MEDIA, RESEARCH AND MARKETING TO TEN KEY SECTORS.
YOU HAVE BUILT AN INCREDIBLE PLATFORM IN TRAVEL, AND CHANGING THIS INDUSTRY. THERE IS NOTHING LIKE IT.

— MARK HOPLAMAZIAN, CEO, HYATT HOTELS
SKIFT PRODUCTS

SKIFT.COM
Daily news and insights

SKIFT NEWSLETTERS
Inbox intelligence

SKIFT RESEARCH
Research reports & data services

SKIFT FORUMS
Thought-leadership events

NEW SKIFT APP
Subscribers-first app

SKIFTX
Branded content studio

SKIFT TABLE
Business of Dining Out

SKIFT PODCAST
Conversations with leaders

SKIFT LENS
Documentary unit

SKIFT MAGAZINES
Strategically deployed packaged media
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
Travel is the world’s largest Industry. Let’s start acting like it

Travel is now the geopolitical center of the world
TRAVEL IN AN AGE OF
PERMANXIETY & OVERTOURISM

THE TWO BIG DIVERGENT THEMES OF 2017
MEGATRENDS AFFECTING TRAVEL — SPECIFICALLY URBAN TRAVEL — IN 2018
THE NEXT FRONTIER OF CITIES IS THE COLLISION OF VISITOR AND LOCAL ECONOMIES
#2 Festivalization of Meetings and Events
# 3

ALL TRAVEL BRANDS WANT TO BECOME EXPERIENCE PLATFORMS
The Hotel of the Future Needs to Be Everything to Everyone
#5 Brands Embrace Diversity and Inclusion Message Amid Rising Neo-Nationalism
#6

Blockchain will spark a new type of technology race in travel
NEW LUXURY IS SMALL BRAND WITH BIG STORIES
DINING OUT IS NOW THE MAIN EVENT
THANKS

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