SKIFT MANIFESTO

THE FUTURE OF TRAVEL IN 2020

#SKIFT2020
TRAVEL
IS THE WORLD’S LARGEST INDUSTRY,
LET'S START ACTING LIKE IT.
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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WHY TRAVEL
THE GLOBAL CRUCIBLE

BIGGEST CONSUMER AND TECH CHANGES HAPPENING CAN BEST BE OBSERVED BY LOOKING AT HABITS IN TRAVEL AND ITS SUB-SECTORS.

TRAVEL HAS A LARGER ROLE REFLECTING THE GEOPOLITICAL REALITIES OF THE WORLD.

WHAT EMERGES IS A HEADY MIX THAT MAKES THE WORLD’S LARGEST INDUSTRY AMONG THE MOST EXCITING SECTORS ON THE PLANET RIGHT NOW.
THE FUTURE OF TRAVEL

WILL BE DEFINED BY LEADERS WHO UNDERSTAND THE LARGER CONTEXT IN WHICH TRAVEL OPERATES, NOT BY NAVAL-GAZING.

THE FUTURE OF TRAVEL

WILL BE DEFINED BY THOSE WHO BUILD AROUND TRENDLINES, NOT HEADLINES.
The future of travel is “consumer in” instead of “silos out.”

Being fanatically focused on the changing consumer behaviors across all sectors, not just travel.

Strategists, technologists, and marketers in travel, the people creating the future of travel in 2015 and beyond.
THE FUTURE OF THE WORLD IS BROWN —

WHICH ISN’T SAYING BROWN PEOPLE —

BUT MIXED, INTERCONNECTED & SURELY NOT CENTERED IN THE WEST.
FOR THE FIRST TIME SINCE THE EUROPEAN RENAISSANCE, THE LOCUS OF TRAVEL IS MOVING EASTWARD.

BOTH CONSUMER AND BUSINESS TRAVEL TRENDS ARE NOW BEING DEFINED AND TESTED OUT IN REGIONS OTHER THAN THE U.S. AND EUROPE.

WATCH OUT FOR THE RISE OF SOUTHEAST ASIA, THAT CAULDRON OF TEEMING HUMANITY THAT IS VERY MOBILE & VERY SOCIAL.

THE ASEAN SOUTHEAST ASIAN NATIONS ARE WHERE THE FUTURE OF TRAVEL WILL BE TESTED.
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.
THE FUTURE OF TRAVEL WILL BE WON BY THOSE BRANDS THAT UNDERSTAND THE 4 Ss OF CONTENT: BE SMART, SHARP, SURGICAL & STRATEGIC.

THE FUTURE WILL BE WON BY THOSE BRANDS THAT UNDERSTAND THAT DATA *IS* MEDIA, ESPECIALLY IF THE GOAL IS TO CREATE MEANINGFUL EXPERIENCES OUT OF IT.
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.
THE RISE OF SILENT TRAVELER

A NEW KIND OF TRAVELER WHO IS ADEPT AT ALL AVAILABLE ONLINE AND MOBILE TOOLS AND USES THEM TO JUMP ACROSS ALL INDUSTRY-DEFINED SILOS.

PEOPLE ARE GOING ‘SILENT’ AND SELF-RELIANT BECAUSE THEY DON’T WANT TO BE SOLD TO ANYMORE.
MILLENNIAL MINDSET
MODERN TRAVELER

THE PSYCHE OF MILLENNIALS MAPS
PERFECTLY ONTO WHAT THE MODERN
TRAVELERS WANT FROM TRAVEL PRODUCTS

HAPPINESS
PASSION
DIVERSITY
SHARING
DISCOVERY
GLOBAL COMMUNITY
THE DELTA BETWEEN TRAVEL TECH AND THE ACTUAL FUTURE OF TRAVEL IS HUGE.

THE DELTA BETWEEN WHAT’S GROWING IN TRAVEL VS. WHAT’S GETTING VC FUNDING IS HUGE.

TRAVEL INNOVATION IS EVERYWHERE, JUST DON’T LOOK FOR IT EXCLUSIVELY IN THE TRAVEL STARTUP OR TECH WORLD.
THE FUTURE OF
THE WORLD IS CITIES.

THE FUTURE OF TRAVEL
IS IN CITIES.

THE FUTURE OF TRAVEL
IS SMART CITIES
THAT WORK FOR
BOTH LOCALS AND
TOURISTS ALIKE.

CARING FOR LOCALS FIRST
MEANS BEING BETTER
ON THE GLOBAL STAGE.

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THE RISE OF SMART CITIES IS CREATING THE RISE OF THE SMART MOBILITY ERA.

PLANNING, BUYING & UNDERTAKING TRAVEL WILL NO LONGER BE DISCRETE PARTS TO BE PUT TOGETHER.

THE JOURNEY AND ITS BOOKING WILL BE AS SEAMLESS AS POSSIBLE, OFFERING SOLUTIONS TO PROBLEMS WHEN THEY HAPPEN, AND IF POSSIBLE EVEN BEFORE THEY HAPPEN.
Alternative travel is now a reality across the world.

Fueled by the marketplace model, which has taken the best of online, mobile, and social to create travel products that allow people to find rides or alternative accommodations with previously unheard of ease.

Transactions are easier, discovery is faster, and feedback is transparent.
The future of travel is quietly being charted in the global hospitality sector.

There is a four-sided collision happening in hospitality and it will change one of the world’s largest sectors forever.
1 The former sharing economy, Airbnbs of the world, now rental economy, is moving up the chain & taking over the vacation rentals sector.

The vacation rentals sector realizes it can’t sit out the city rentals revolution and is jumping right in.

2 Then this alternative accommodation sector is colliding with the organized hotel industry & stealing away share in ways big and small.

3 Alternative accommodation is also colliding with online booking players, as organized hotels is the biggest margin game for them.
The on-demand economy will lead to further unbundling of travel services, especially hospitality.

Full-service hotels in dense urban environments will be affected most.

Consumers will piece together their own experience of a hotel, beyond just a room with a bed.

Smart travel brands of the future will integrate the right on-demand service, make them seamless for users to access & use.
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.
TRAVEL BRANDS THAT IGNORE MESSAGING PLATFORMS SUCH AS WHATSAPP AND SLACK IGNORE THE FUTURE OF HOW PEOPLE COMMUNICATE GLOBALLY, AT WORK AND AT LEISURE.

TRAVEL BRANDS AND APPS THAT AREN’T MESSAGE-CENTRIC WILL NEED TO-transform THEMSELVES, OR ELSE FIND A WAY TO INSERT THEMSELVES INTO THE MESSAGE ECONOMY.


THE ONE-SIZE-FITS-ALL TYRANNY OF THE SEARCH BOX IS NOT A PLACE FOR CONNECTION.
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.
2020

THE UNBUNDLING OF EVERYTHING.

THE ON-DEMANDIFICATION OF EVERYTHING.

THE MOBILITY OF EVERYTHING.
SKIFT:
DEFINING
THE
FUTURE
OF
TRAVEL

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NEW PROJECTS & CONCEPTS IS WHAT MAKES US HAPPY.

IF YOU WOULD LIKE US TO DISCUSS THESE THEMES IN DEPTH WITH YOU AND YOUR COLLEAGUES, OR HELP IN YOUR STRATEGY, MARKETING & INNOVATION NEEDS IN BUILDING THE FUTURE OF TRAVEL, DROP US A NOTE AT MANIFESTO@SKIFT.COM

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