

SKIFT MANIFESTO

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**THE  
FUTURE  
OF  
TRAVEL  
IN 2020**

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# TRAVEL

IS THE WORLD'S  
LARGEST INDUSTRY,

**LETS START ACTING LIKE IT.**

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# 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.

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# THE FUTURE OF TRAVEL —

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

# THE FUTURE OF TRAVEL —

WILL BE DEFINED BY THOSE WHO BUILD  
AROUND TRENDLINES, NOT HEADLINES.

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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.

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**STRATEGISTS,  
TECHNOLOGISTS  
AND MARKETERS  
IN TRAVEL,**

THE PEOPLE CREATING  
THE FUTURE OF TRAVEL  
IN 2015 AND BEYOND.

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**THE FUTURE OF THE  
WORLD IS BROWN —**

**WHICH ISN'T SAYING BROWN PEOPLE —**

**BUT MIXED,  
INTERCONNECTED &  
SURELY NOT  
CENTERED IN THE WEST.**

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**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.**

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# 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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# 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.

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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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# 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.**

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# MILLENNIAL MINDSET MODERN TRAVELER

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

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HAPPINESS

PASSION

DIVERSITY

SHARING

DISCOVERY

GLOBAL COMMUNITY

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**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.

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**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.

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**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.**

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**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.

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**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**

**3** THEN THIS ALTERNATIVE ACCOMMODATION SECTOR IS COLLIDING WITH THE ORGANIZED HOTEL INDUSTRY & STEALING AWAY SHARE IN WAYS BIG AND SMALL.

ALTERNATIVE ACCOMMODATION IS ALSO COLLIDING WITH ONLINE BOOKING PLAYERS, AS ORGANIZED HOTELS IS THE BIGGEST MARGIN GAME FOR THEM. **4**

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**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.

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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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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.

**MESSAGING** IS HOW YOU BREAK OUT  
OF THE TYRANNY OF THE ONLINE TRAVEL SEARCH  
BOX, IN USE SINCE 1995.

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

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**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 UNBUNDLING  
OF EVERYTHING.**

**THE ON-DEMANDIFICATION  
OF EVERYTHING.**

**THE MOBILITY  
OF EVERYTHING.**

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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](mailto:MANIFESTO@SKIFT.COM)

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