SHAPING THE BUSINESS OF WELLNESS

GLOBAL WELLNESS SUMMIT 2018
SKIFT PRESENTS:

THE MEGATRENDS UNDERLYING OVERTOURISM
DEMOCRATIZATION OF GLOBAL TRAVEL

WHO ARE THE WINNERS AND LOSERS?
THE LARGER NARRATIVE ARCS SKIFT HAS BEEN FOLLOWING SINCE 2012
THE FUTURE OF THE WORLD IS CITIES

THE FUTURE OF TRAVEL IS IN CITIES
CHINESE TRAVELERS CROSS 100 MILLION MARK
1.4 BILLION INTERNATIONAL TOURISTS, 2017
LOW COST AIRLINES ATE THE WORLD
DISMANTLING OF VISA REGIMES: THE BIGGEST QUIETEST FACTOR
TRAVEL BECOMES ASPIRATIONAL, THANK YOU SELFIES & SOCIAL MEDIA!
EXPERIENCES, NOT THINGS: A SECULAR TREND
RISE OF EARLY ADOPTERS, FANBOYS, PROSUMERS & INFLUENCERS
LONGEVITY MEETS TRAVEL: THE 100 YEAR LIFE (READ THE BOOK!)
OLDER TRAVELERS: MORE PACKAGED TRIPS!
SHARING ECONOMY BECOMES MAINSTREAM
LOCAL CITY TRAVEL BECOMES EASY: UBERIZATION OF TRAVEL
MESSAGING IS THE NEW LANGUAGE OF THE GLOBE, DATA IS WATER
FOOD BECOMES CENTER AND ENTRY POINT TO TRAVELING
BLEISURE BECOMES A THING
UNLIMITED VACATION DAYS BECOMES A THING, MAYBE
RISE OF NEONATIONALISM
PERMANXIER THE WORLD
TRAVEL IS THE NEW GEOPOLITICAL CENTER OF THE WORLD: DEAL WITH IT!
SUSTAINABLE TRAVEL, STILL IGNORED 20 YEARS LATER
ENTER “OVERTOURISM” THE SIMPLE PORTMANTEAU

June 14, 2016
APPEALING TO BASIC BASER INSTINCTS: ALARM + FEAR
BUSINESS CASE FOR UNDERSTANDING AND MANAGING OVERTOURISM IS BETTER THAN APPEALING TO THE ALTRUISM
MANAGE GROWTH THE RIGHT WAY, DOWNSTREAM EFFECTS ON SUSTAINABLE PRACTICES OF GROWTH IN HOSPITALITY AND TOURISM.
ICELAND AS A MIRROR TO THE ISSUES UNDERLYING
“We are coining a new term, “Overtourism”, as a new construct to look at potential hazards to popular destinations worldwide, as the dynamic forces that power tourism often inflict unavoidable negative consequences if not managed well. In some countries, this can lead to a decline in tourism as a sustainable framework is never put into place for coping with the economic, environmental, and sociocultural effects of tourism. The impact on local residents cannot be understated either.

As the world moves towards two billion travelers worldwide in the next few years, are countries and their infrastructure ready for the deluge? Are the people and their cultures resilient enough to withstand the flood of overtourism?”
FINALLY PUTTING A FRAMEWORK TO THE GLOBAL TRAVEL BOOM
BOOM.
ICELAND. VENICE. BARCELONA. LISBON. AMSTERDAM. NEW YORK CITY. BALI. ANGKOR WAT.
QUALITY OF LIFE ISSUES MERGE WITH OVERTOURISM
#OVERTOURISM IS BORN
CONSULTANTS & WANNEBES
DOZENS OF PHDS ON OVERTOURISM IN PROGRESS
OVERTOURISM, WORD OF THE YEAR, 2017 (THE TELEGRAPH)
LOTS TO EXPLORE, FROM ALL POSSIBLE ANGLES, SOCIETAL, CULTURAL, ECONOMIC AND DEVELOPMENTAL
PROPOSING SOLUTIONS TO OVERTOURISM IN POPULAR DESTINATIONS: A SKIFT FRAMEWORK, OCT 23, 2017
THE SKIFT OVERTOURISM SOLUTIONS FRAMEWORK

- LIMITING TRANSPORTATION OPTIONS
- MAKE IT MORE EXPENSIVE
- BETTER MARKETING AND EDUCATION
- BETTER COLLABORATION AMONGST STAKEHOLDERS
- PROTECT OVERCROWDED AREAS
THE SKIFT FOCUS: NAVIGATING THE COLLISION OF VISITOR AND LOCAL ECONOMIES
INTENTIONAL & STRUCTURED PUBLIC-PRIVATE PARTNERSHIPS
SKIFT: EXPLORING THE FRONTIERS OF GLOBAL TRAVEL, SINCE 2012