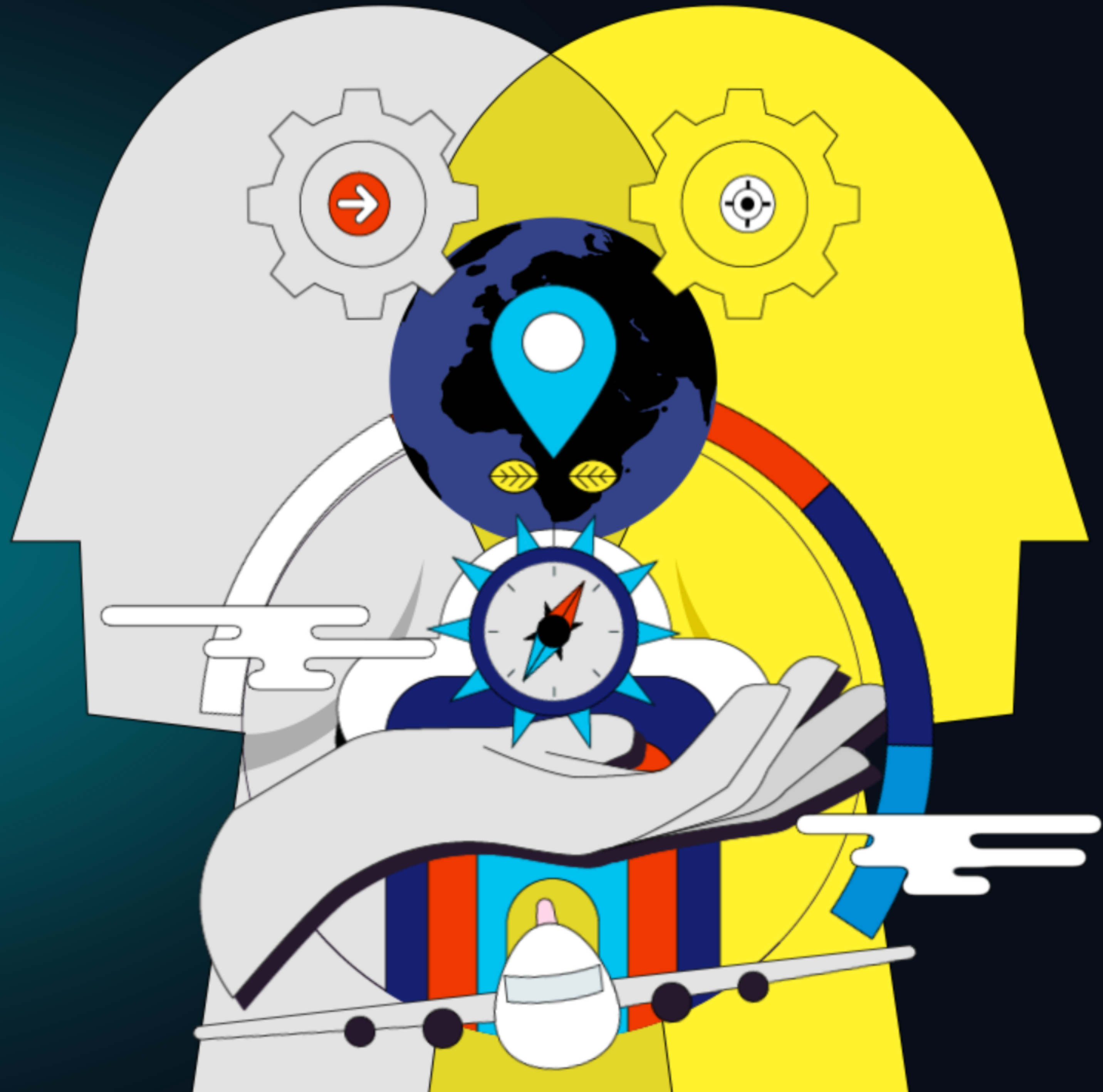


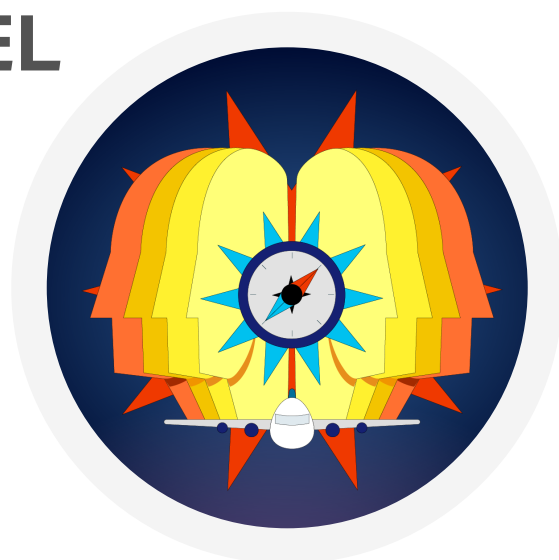
# Skift.

## MEGATRENDS

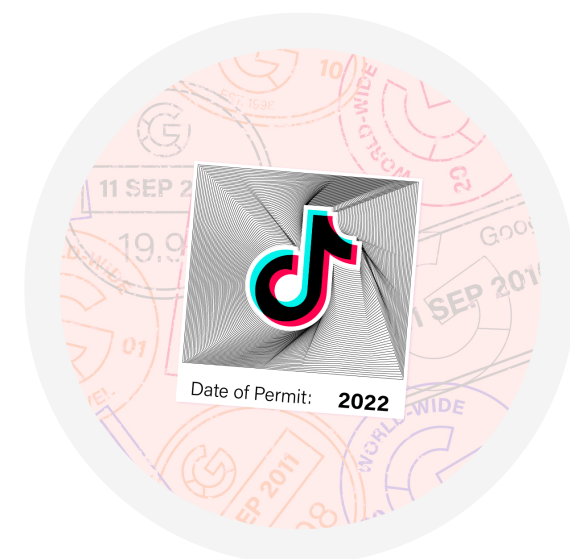
Defining Travel in 2023



**THE CHANGING FACE OF HUMAN CAPITAL IN TRAVEL**



**TIKTOK CHIPS AWAY AT GOOGLE'S DOMINANCE IN TRAVEL DISCOVERY**



**TRAVELER MARKETING POISED FOR REBOOT FROM GENERATIVE AI**



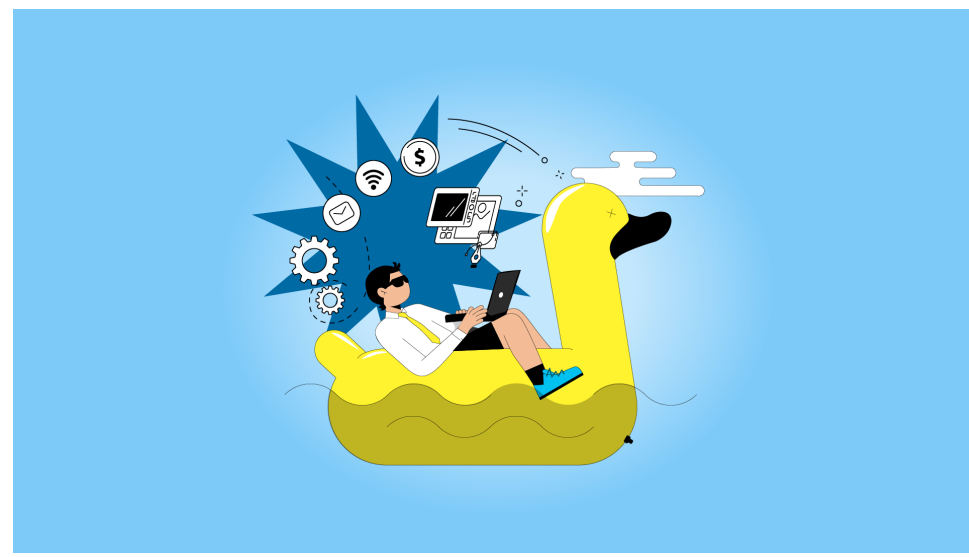
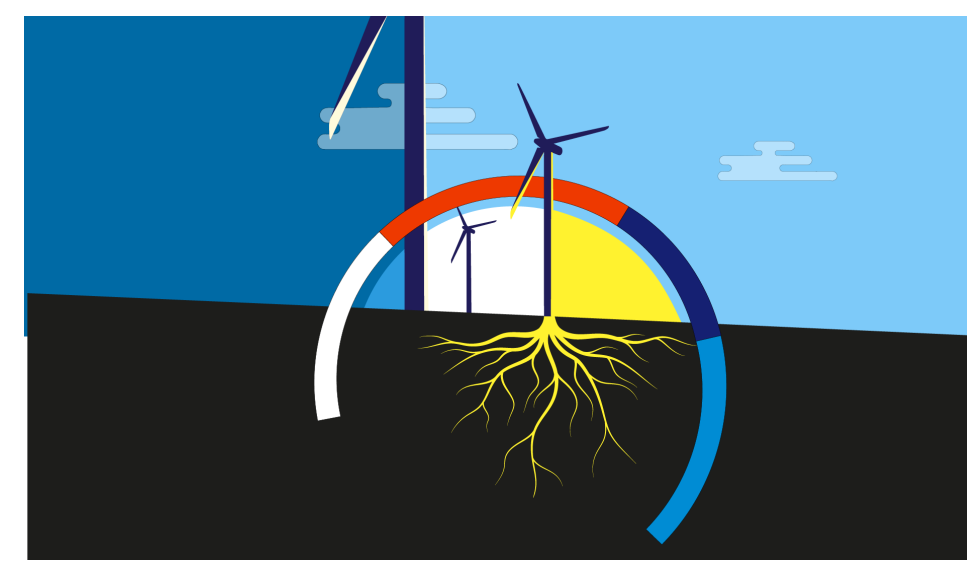
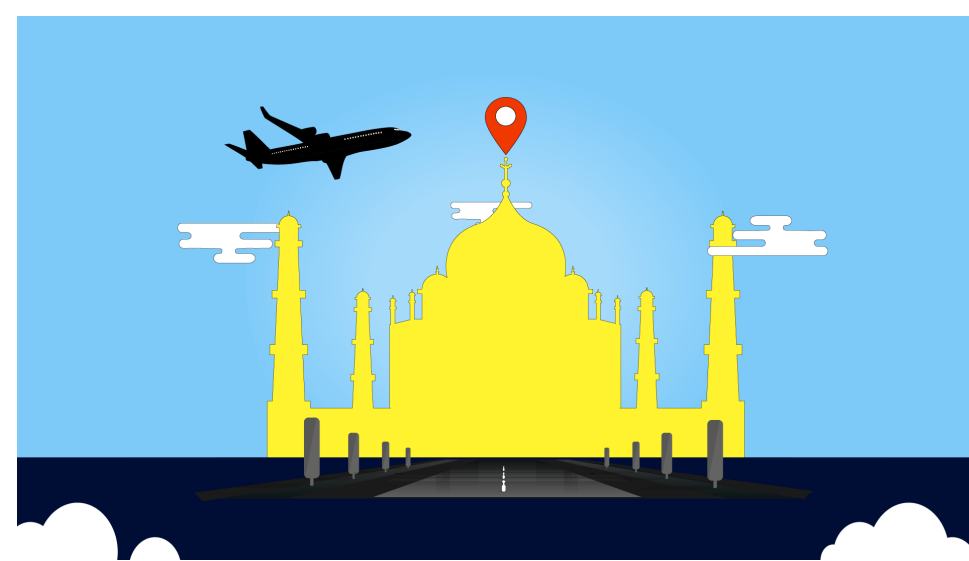
**SUPER LUXURY GOES A STEP FURTHER**



**TRAVELERS LEARN TO LIVE WITH PERMANXIETY**



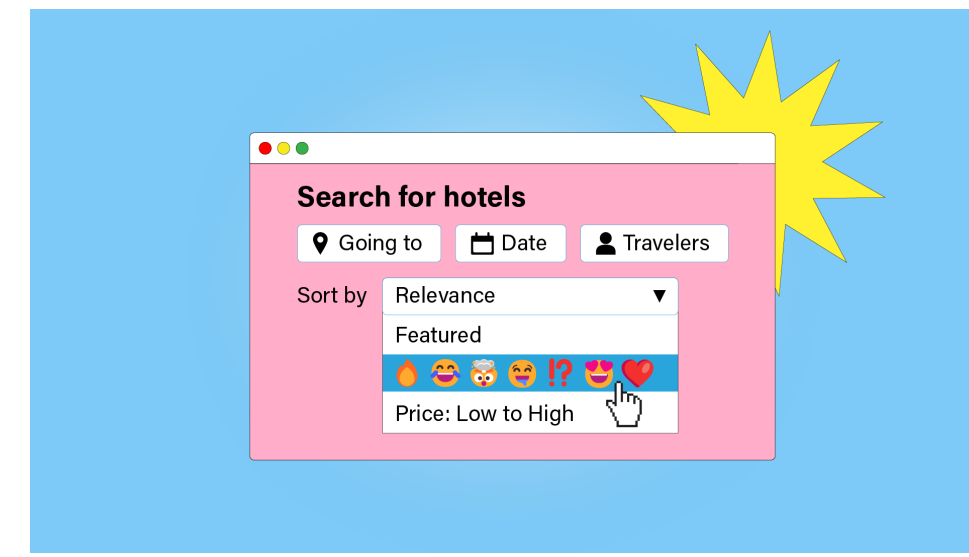
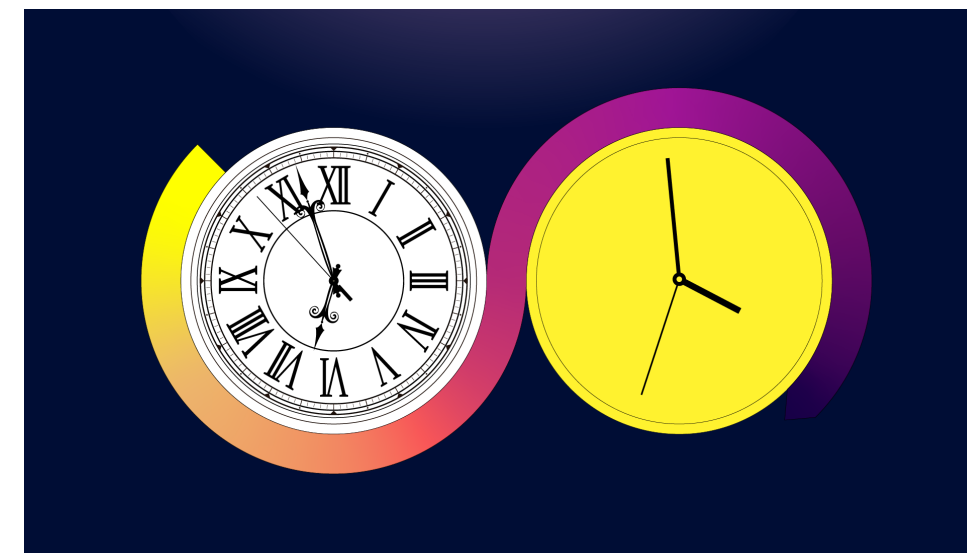
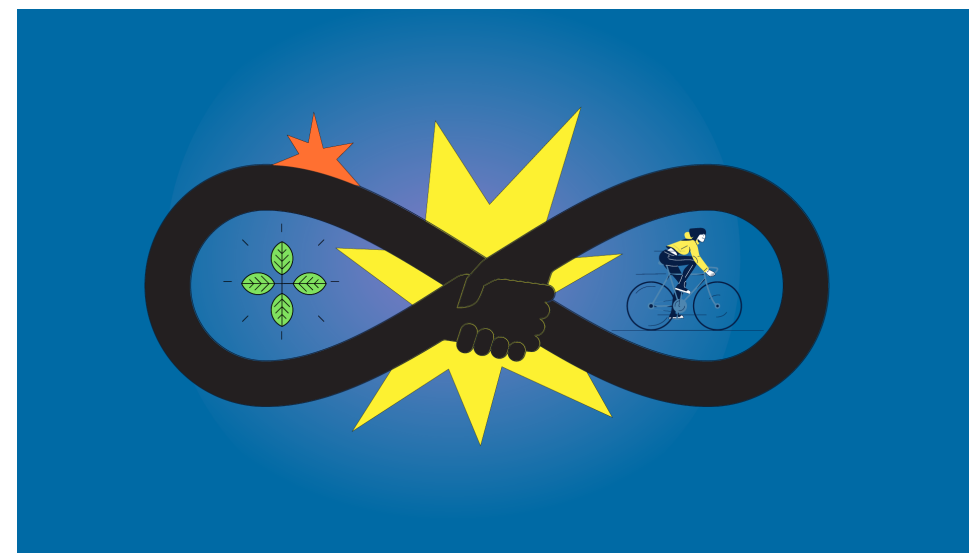
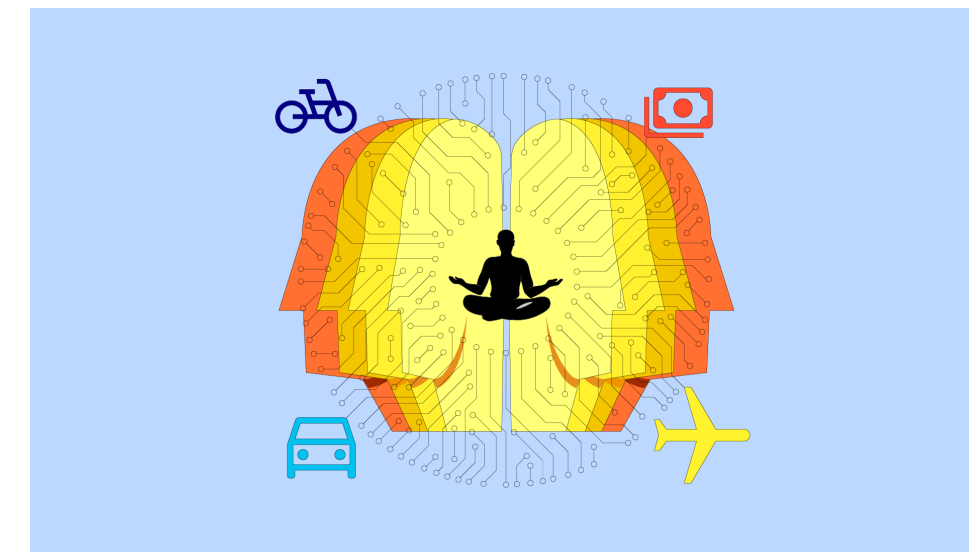
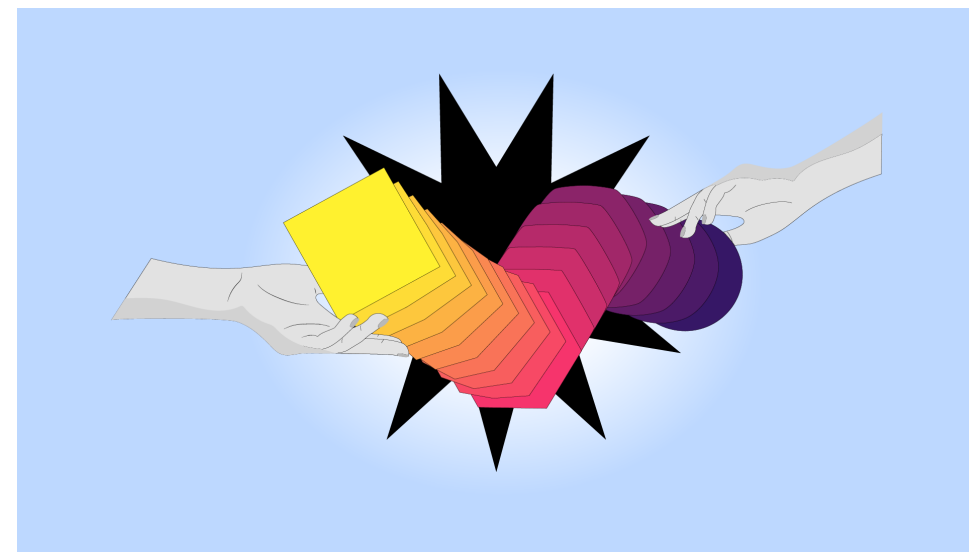
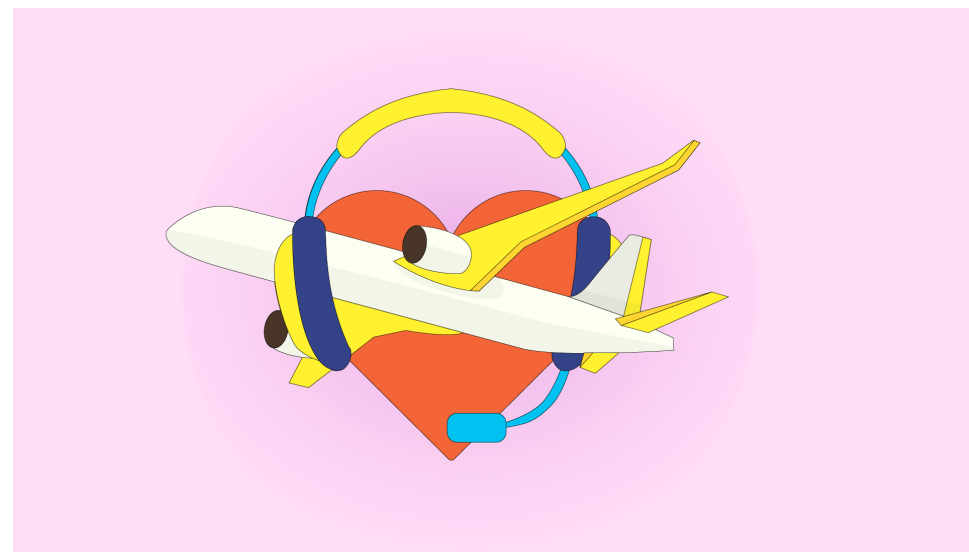
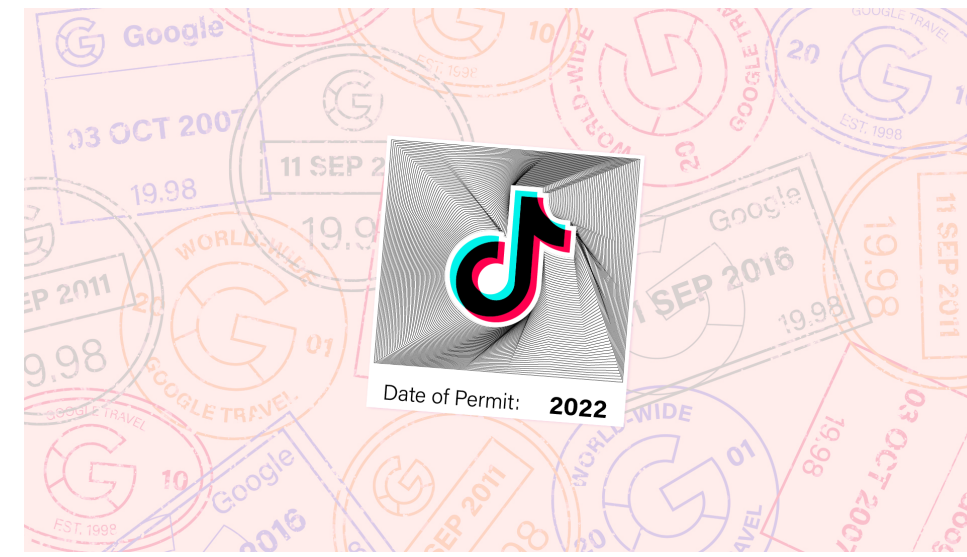
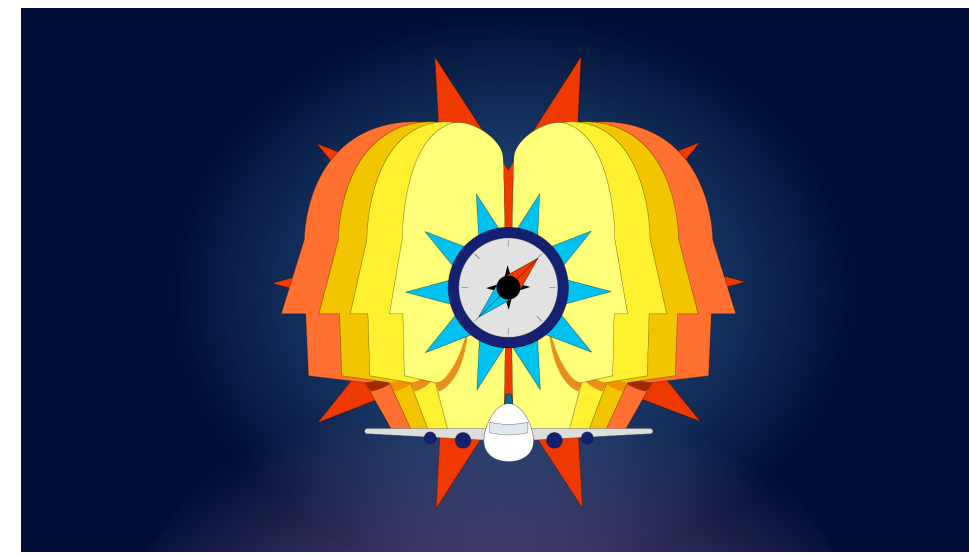
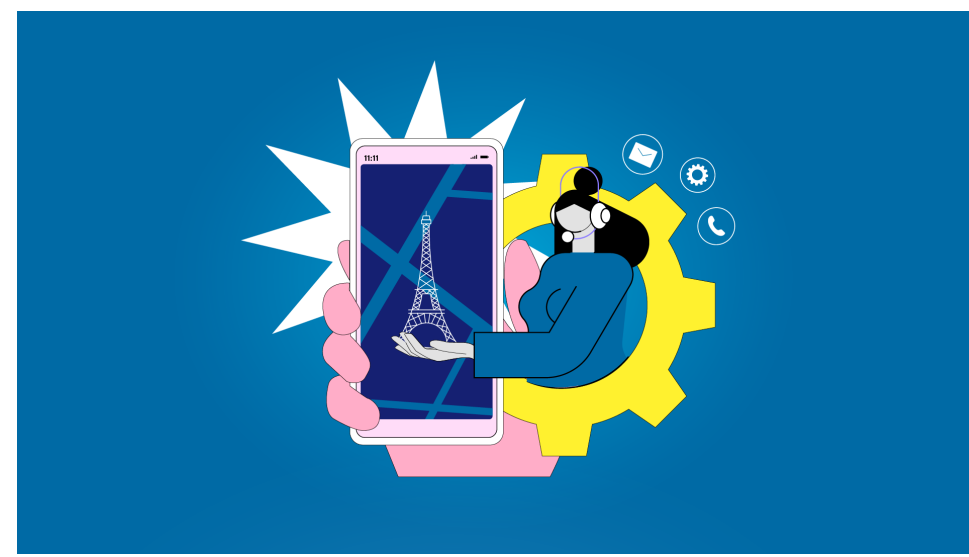
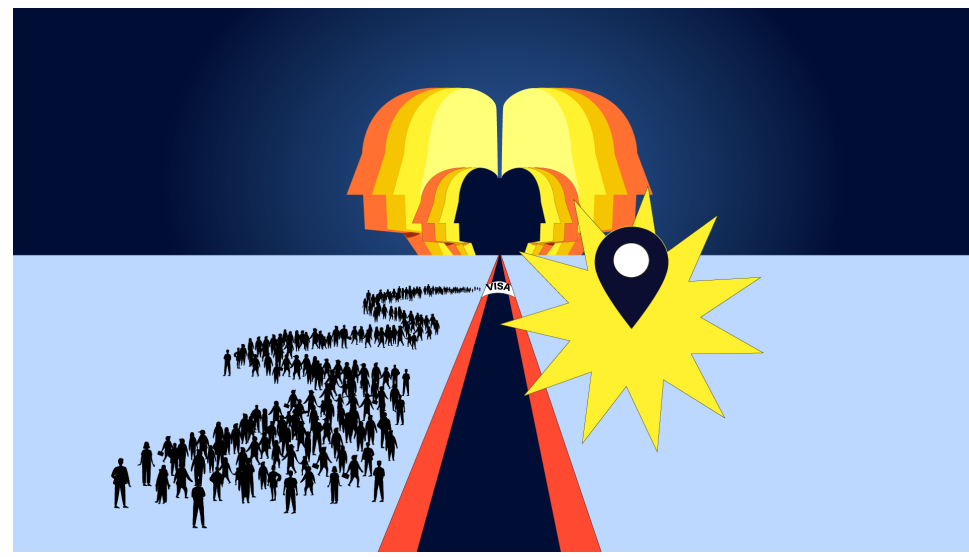
# Polarized World



# Skift.

## MEGATRENDS

Defining Travel in 2023



Super Luxury  
Goes A Step  
Further



# Super Luxury Goes A Step Further



◀ **AMAN NEW YORK**  
**ENTRY-LEVEL RATE: \$5,000 PER NIGHT**



▲ **HILTON LXR AT KATARA HILLS DOHA**  
**ENTRY-LEVEL RATE: \$3,000 PER NIGHT**





# The Changing Face of Human Capital in Travel





**TALENT**

**Attract**

---

**Retain**

---

**Upskill**

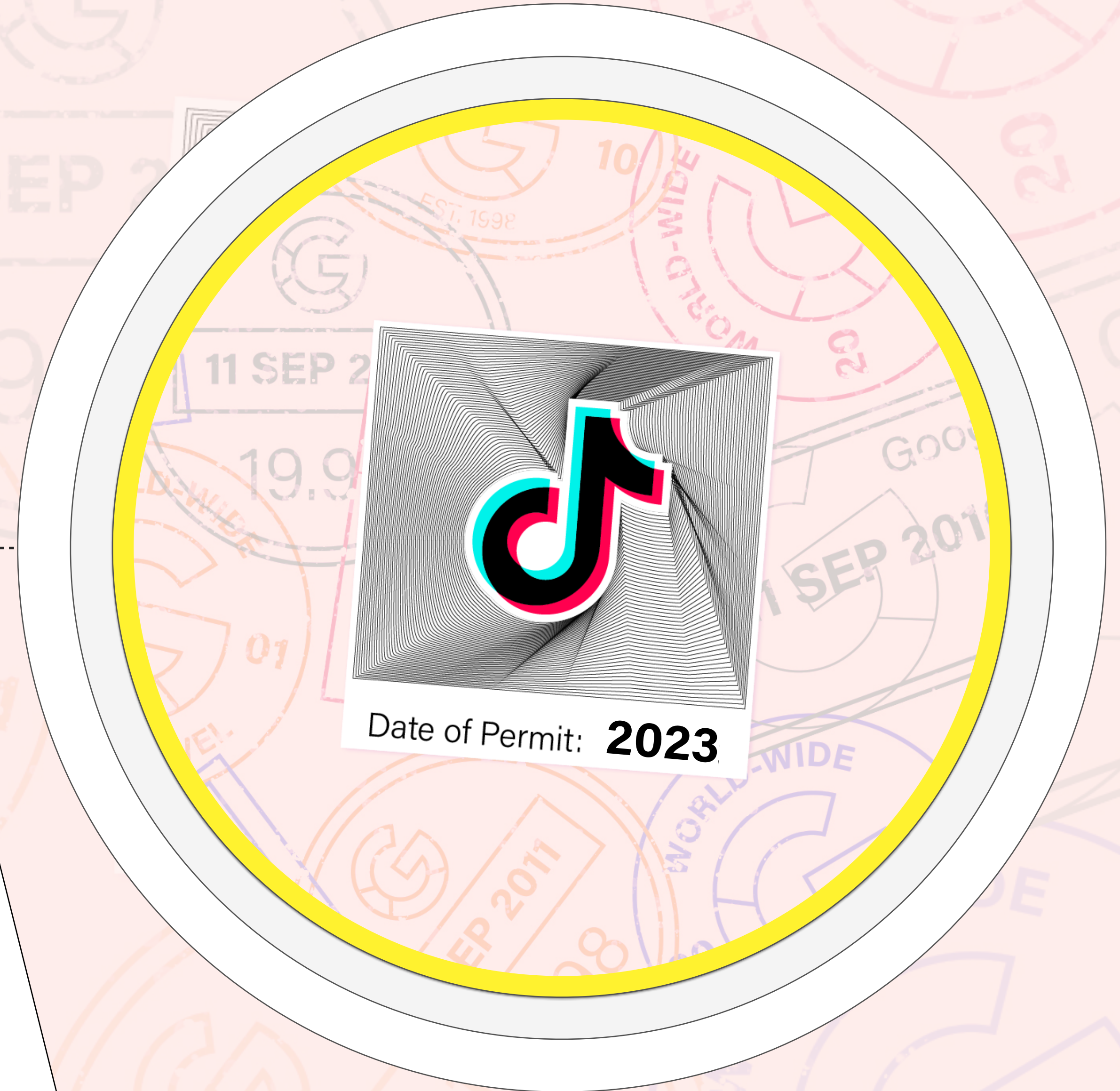
# TRAINING

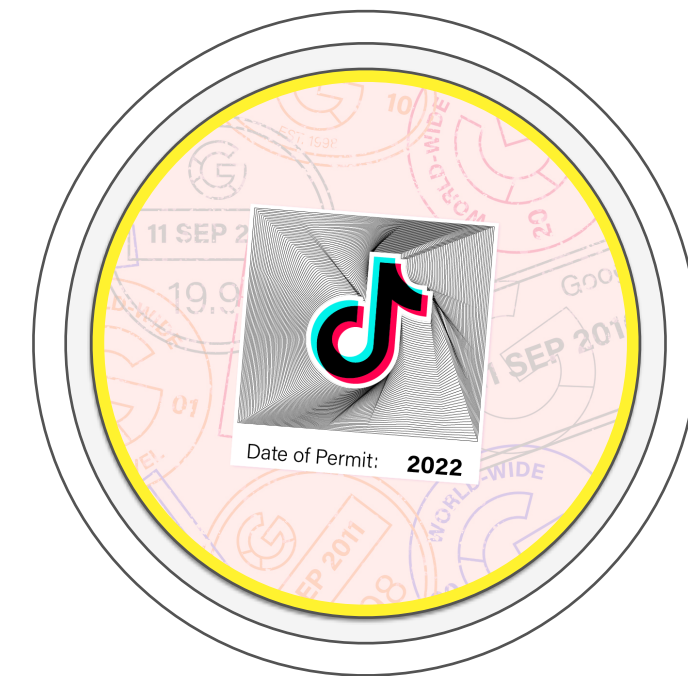


TECH OPS



# TikTok Chips Away at Google's Dominance in Travel Discovery

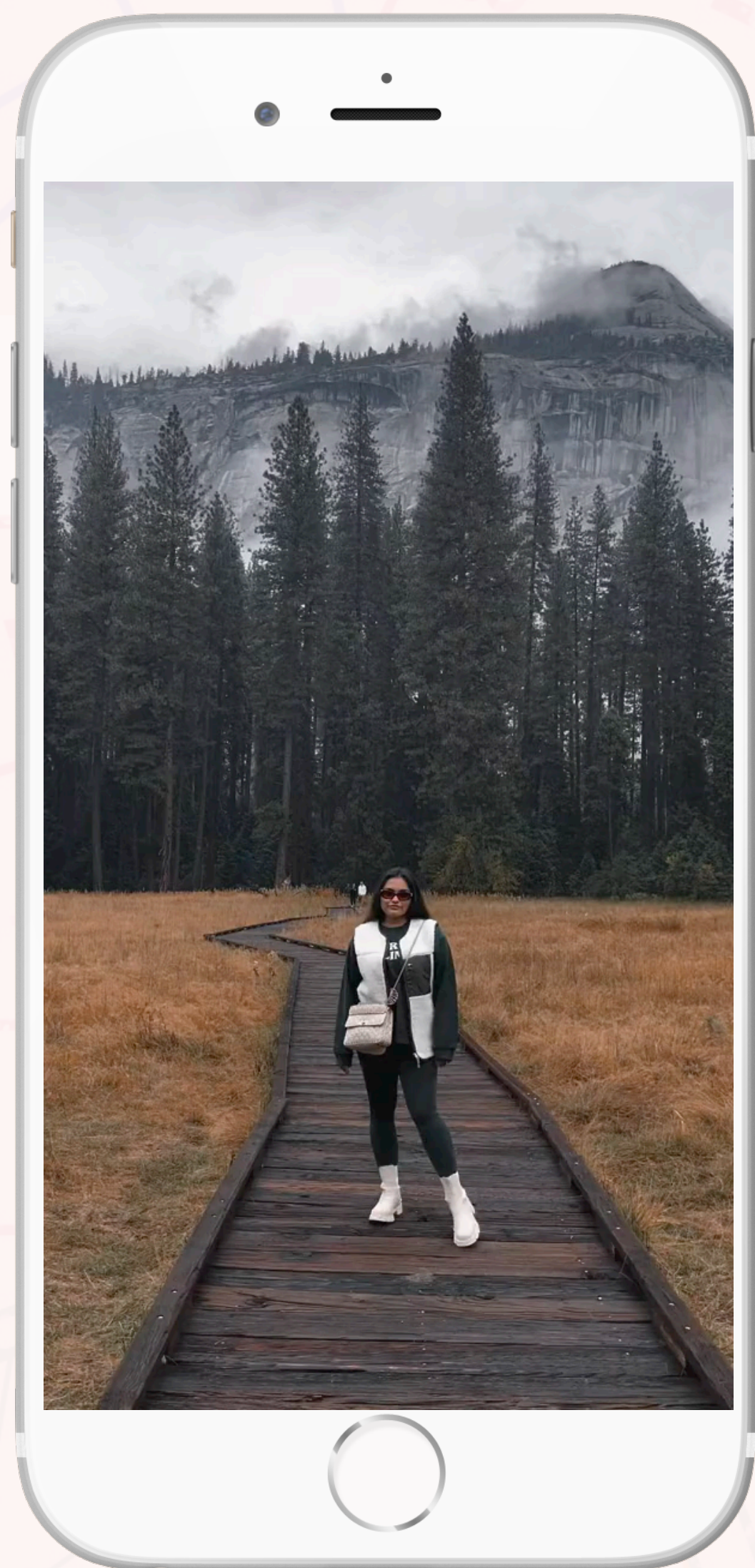


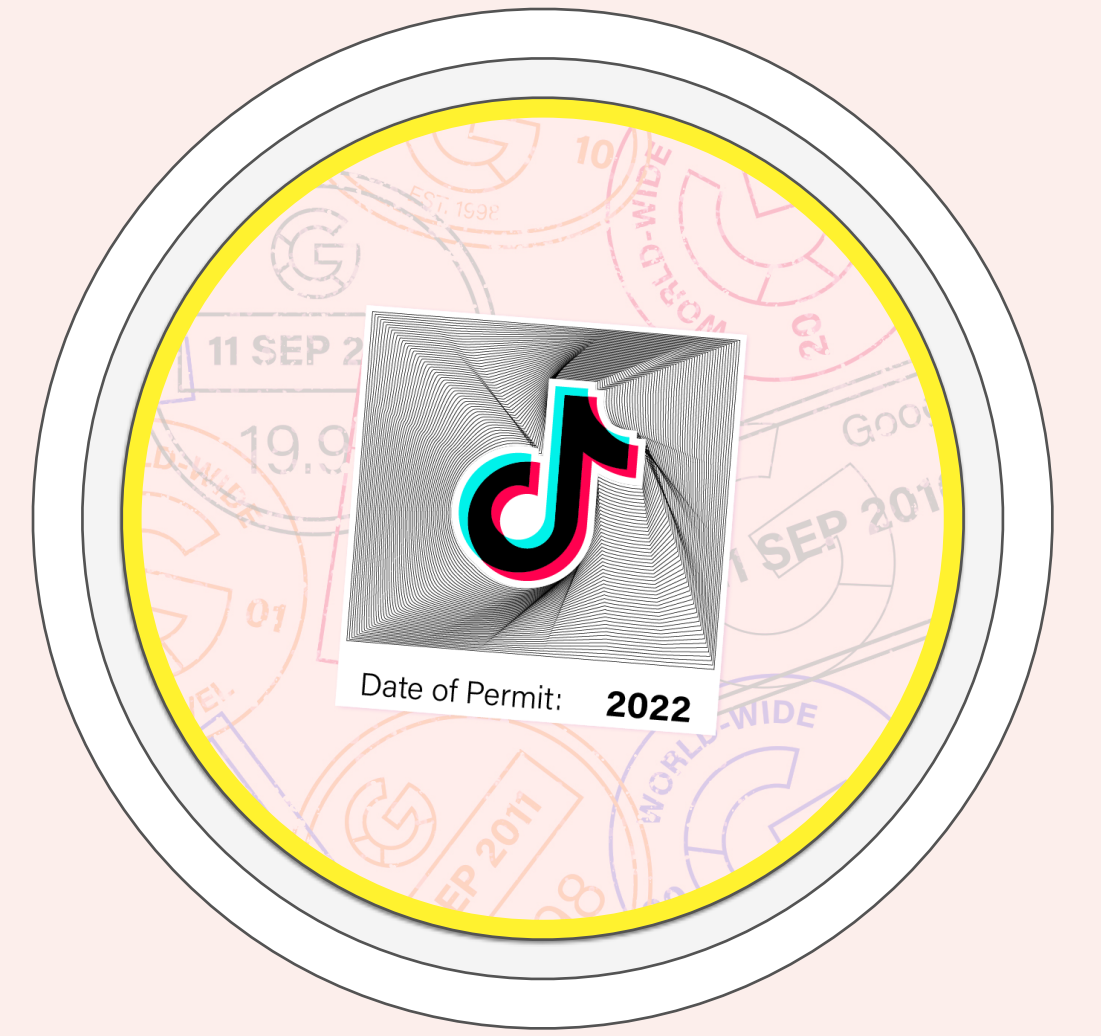


**750MM+ Monthly Users  
and Growing**

**34% of Travelers Influenced  
by TikTok in 2022**

**60% of Active Users  
Between Age of 16-24**





- For You
- Following
- LIVE

Log in to follow creators, like videos, and view comments.

Log in

Popular topics

- Comedy
- Gaming
- Food
- Dance
- Beauty
- Animals
- Sports

Suggested accounts

- vrbo
- juicleds
- marcjacobstragr...
- visit\_orlando
- nishsdishes



expedia

expedia

Follow

81 Following 977.2K Followers 4M Likes

Travel tips and inspo to help you on your next trip—and your next, next trip

linktr.ee/expedia

Videos

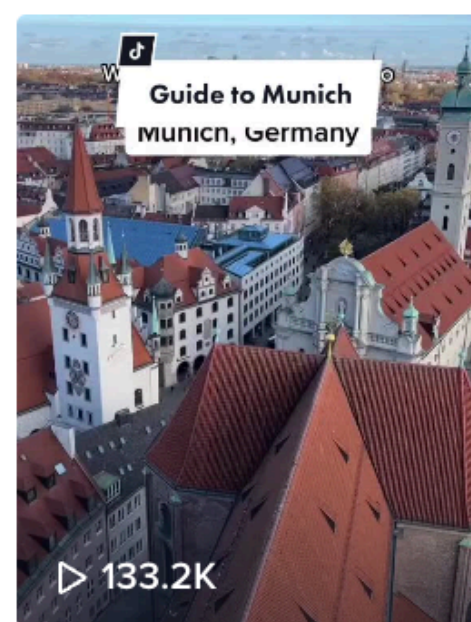
Liked



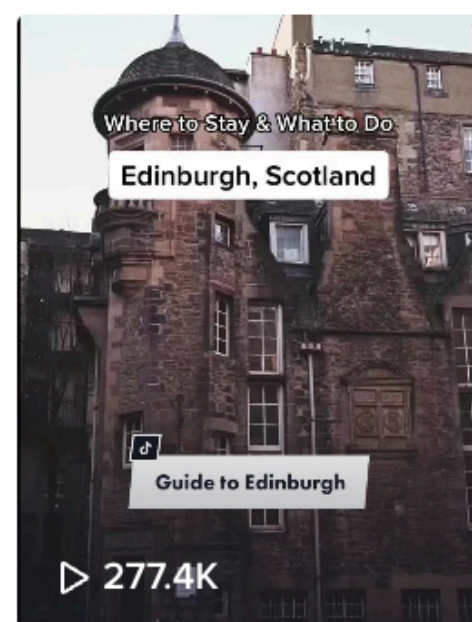
the food in Florence 🤩...



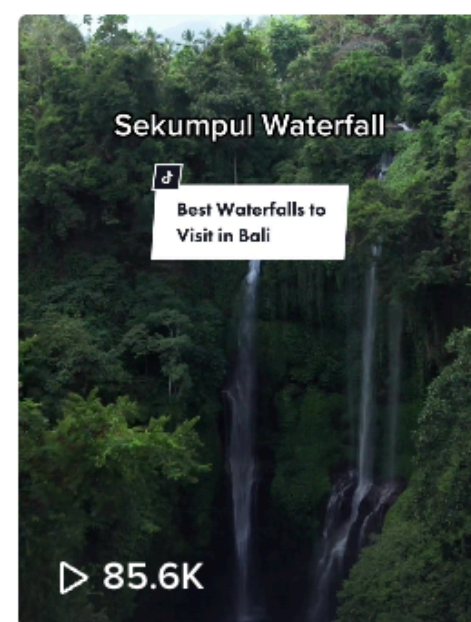
booking our flight to Lis...



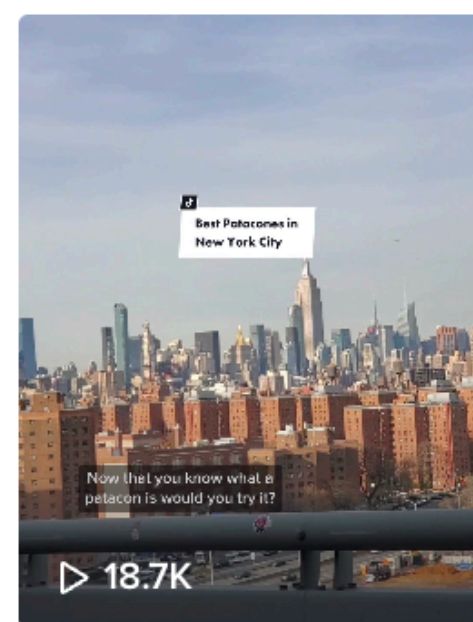
sign us up for the food ...



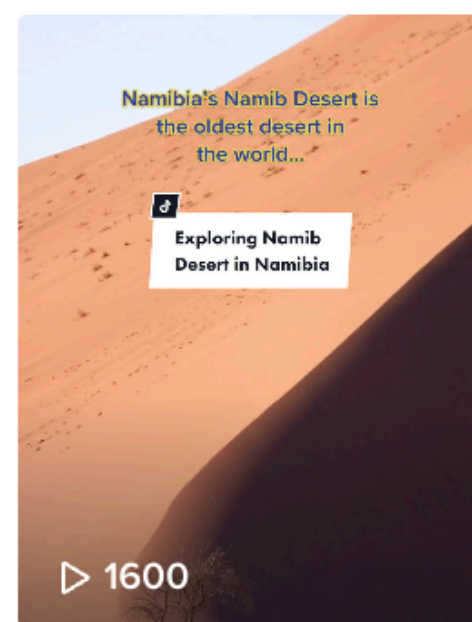
Edinburgh is a top trend...



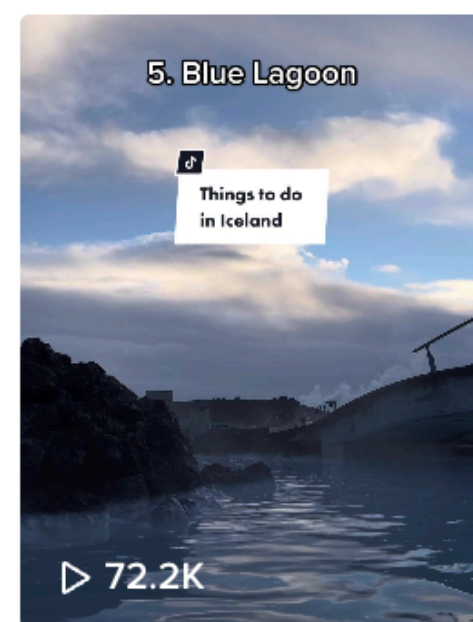
for your Bali bucket list ...



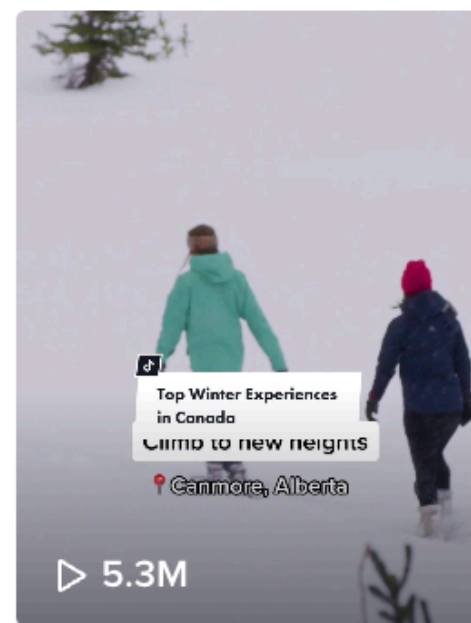
add this to your NYC itin...



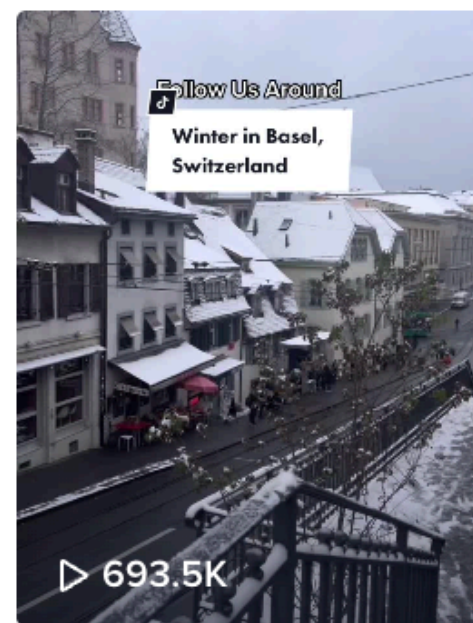
55 million years 🧡 ...



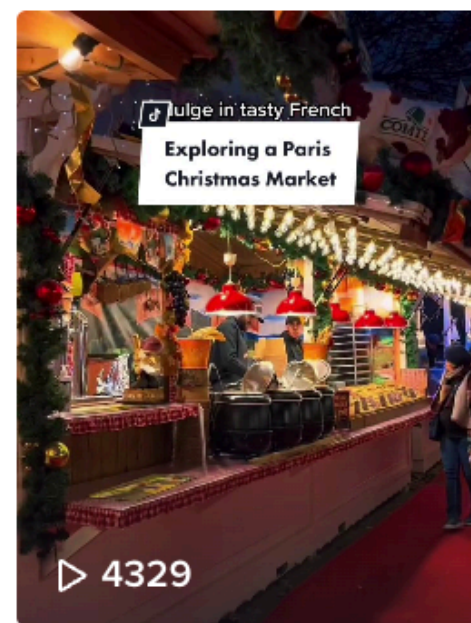
Iceland itinerary, sorted ...



Experience a winter wo...



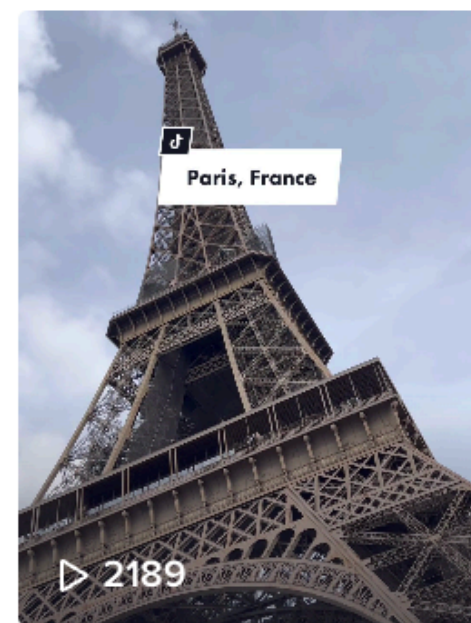
a winter day in Basel 😊...



magic in the air 🎄 ...



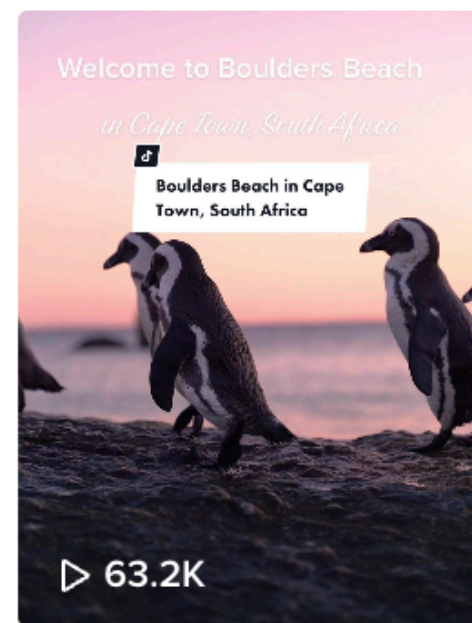
'tis the season 🎄🌨️ ...



We named the Set-Jetti...



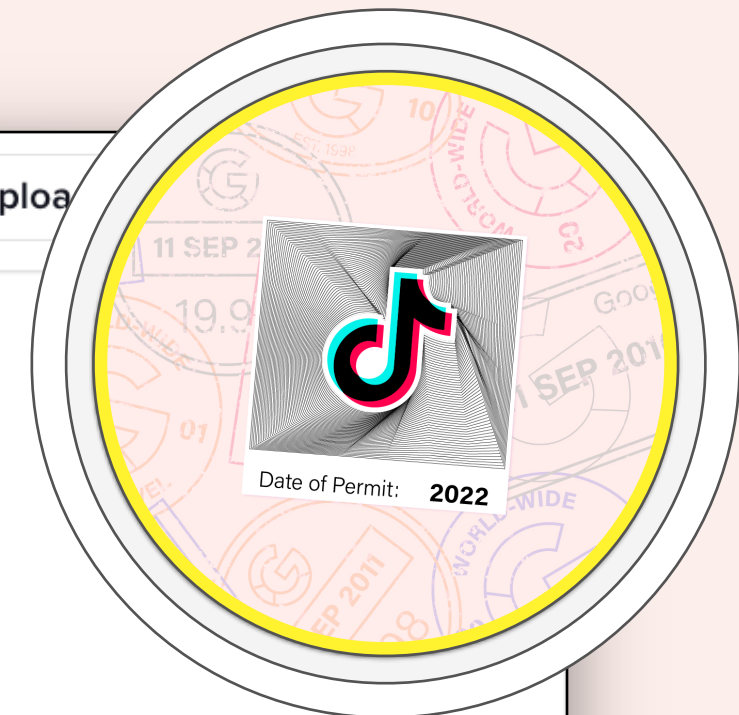
feeling merry 🎄 ...



adventure is out there! ...



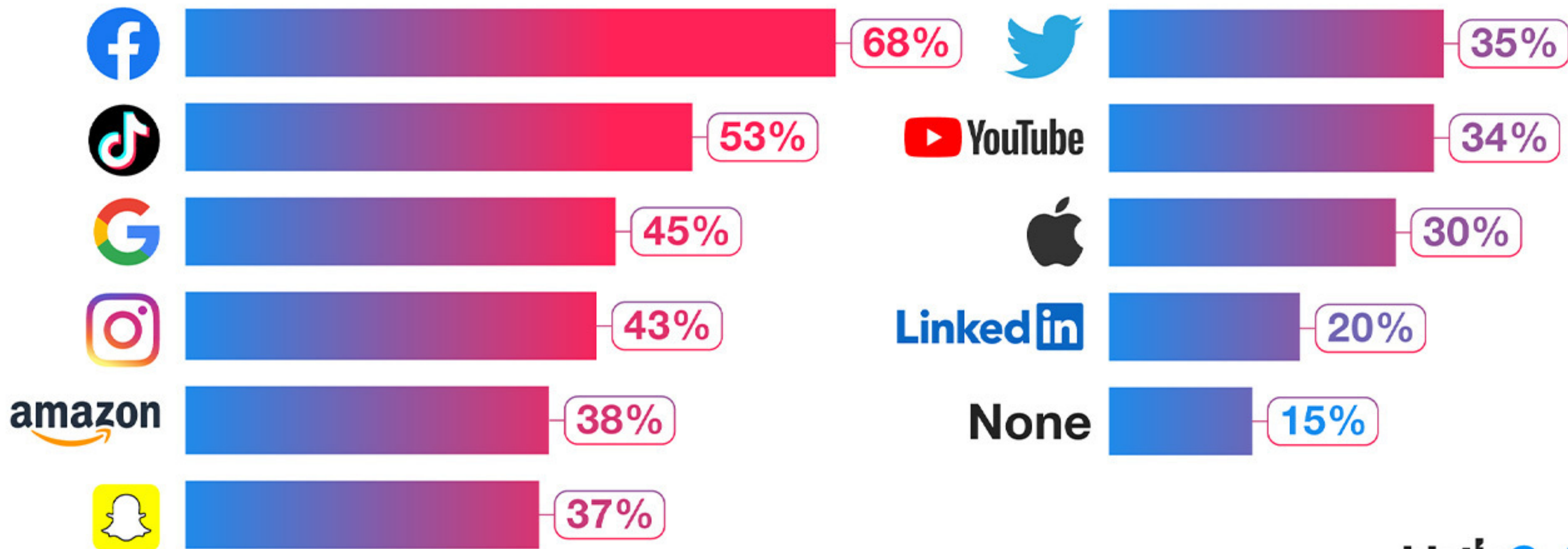
The views in Colombia ...





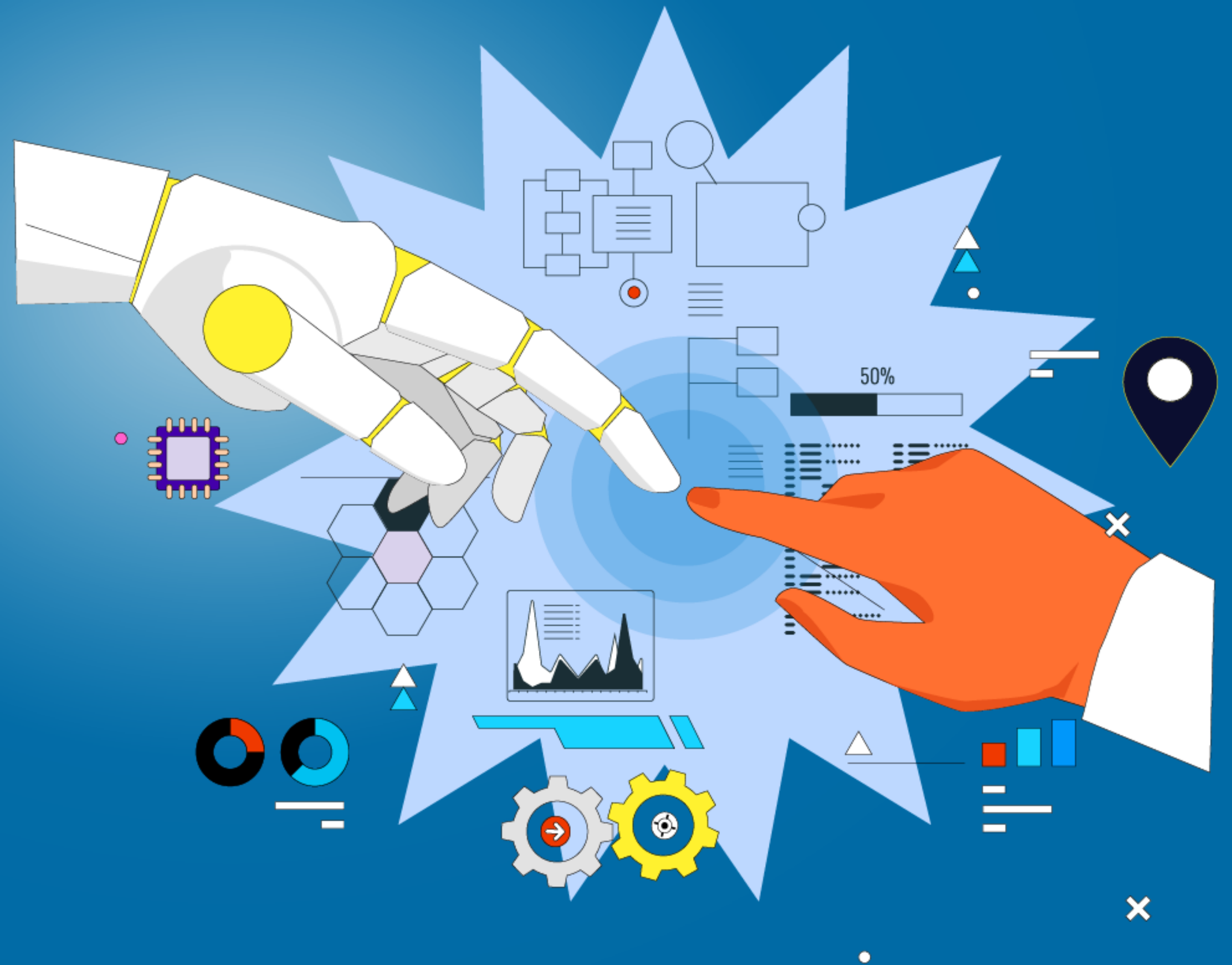
# WHO'S SPYING ON ME?

What percentage of Americans believe these companies **spy** on their users?





# Travel Marketing Poised For Reboot From Generative AI



# Chat GPT



What is the future of tourism



There are a few potential developments that could shape the future of tourism. One possibility is that technology will continue to play a major role in the industry, with the use of virtual and augmented reality becoming more widespread in the planning and booking process, as well as in providing immersive experiences during trips. There may also be an increased focus on sustainability and environmental responsibility in the tourism industry, with more eco-friendly options for travel and accommodations. Additionally, the ongoing COVID-19 pandemic may permanently change the way people travel, potentially leading to shifts in popular destinations and the types of trips people take.



🔄 Regenerate response

Provide 10 marketing tips for Ice|



# Chat GPT



Day 1: Start your trip by visiting the Museum of Modern Art (MoMA) in Midtown Manhattan. Afterward, head to the High Line, an elevated park that features a variety of contemporary public art installations. In the evening, catch a Broadway show or a performance at a music venue in the East Village.



Day 2: Spend the day exploring the Lower East Side, home to numerous galleries and artist studios. Start at the New Museum, which showcases contemporary art from around the world. Then, visit the International Center of Photography and the Drawing Center. In the evening, head to a rooftop bar or a speakeasy for a drink with a view.

Day 3: Head to Brooklyn to visit the Brooklyn Museum, which has a large collection of modern and contemporary art. Afterward, wander through the neighborhood of DUMBO (Down Under the Manhattan Bridge Overpass) to see street art and visit galleries. In the evening, attend a comedy show at the Knitting Factory or a concert at the Brooklyn Steel.

Day 4: Spend the day at the Whitney Museum of American Art in the Meatpacking District. Afterward, visit the nearby Standard Hotel, which has a public art installation by artist Dan Graham on its rooftop. In the evening, catch a jazz performance at the Blue Note or a comedy show at the Comedy Cellar.

Day 5: Visit the Guggenheim Museum on the Upper East Side to see works by modern and contemporary artists. Afterward, head to Central Park to see the Bethesda Fountain and Terrace, which were designed by Calvert Vaux and Jacob Wrey Mould in the 1870s and feature a variety of sculptures and carvings. In the evening, catch a concert at the Apollo Theater or a performance at the Lincoln Center.

Day 6: Take a day trip to the Dia:Beacon, a museum located about an hour north of the city that features works by modern and contemporary artists. Afterward, visit the Storm King Art Center, an outdoor sculpture park in the Catskills. In the evening, return to

↻ Regenerate response

|



# Travelers Learn To Live With Permanxiety





Skift.

TRAVEL IN  
AN AGE OF  
PERMANXIETY

**EXTREME INFLATION**

**LABOR SHORTAGES**

**2023 RECESSION?**

**BREXIT**

**CLIMATE CHANGE**

**New Covid variants? MIGRANT CRISIS**

**UKRAINE WAR**

**CHINA - U.S. TRADE WAR**

**SOCIETAL POLARIZATION**

# Kayak Deniers

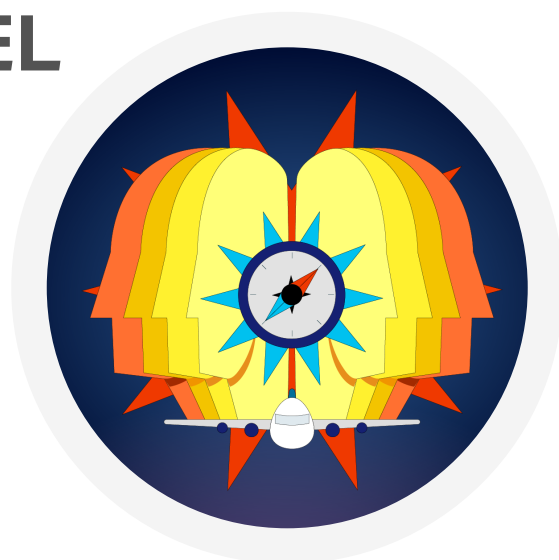


Addressing racism should impact how you lead – it's an American issue. As many are confronting these issues for the first time, we can't turn a blind eye and we can't turn back. The COVID-19 pandemic has forced us to slow down and focus on being human. We need to be comfortable with uncomfortable conversations and having these discussions at home and in the work place.

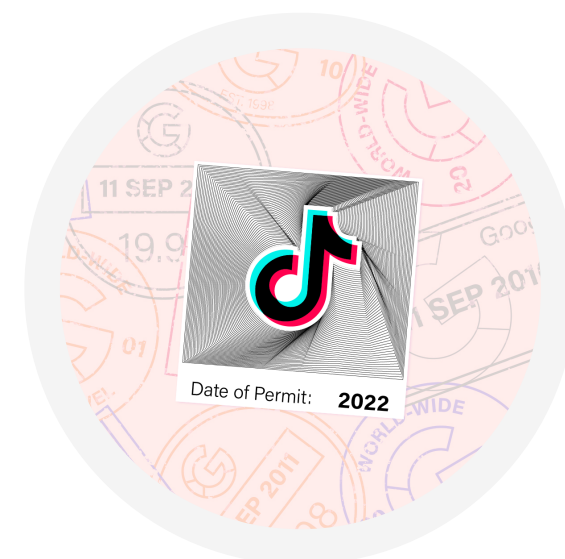
Elliott L. Ferguson, II  
Chairman, Tourism Diversity Matters  
President & CEO, Destination DC



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