A New Age In Business Intelligence
Agenda

- Theme: Managing Exponential Change
- Trends in Digital Media and Industry Research
- Peak at findings from recent surveys
- Understand the Skift business model
- Research program execution
Reacting to Exponential Change.
Google’s Waymo Opens Self-Driving Cars to Public for Road Tests

Google Expands Waze Carpooling Across California

Google’s New Translation Tech Takes a Great Leap Forward

Google opens up its Daydream VR platform to all developers

Google Cloud Platform launches its fourth region in North America

Google bets on AI in Canada with Google Brain Toronto and Vector Institute investment
Where will we be in 100 years?

6 million years

1830  1989  2117?
Exponential Change = Limited Visibility
Institutionalizing Change

Making informed decisions.
Taking informed risks.

Georges Doriot
Exponential Change = Uncertainty
Initial Coin Offerings

Blockchain ICO
Exponential Change
Deep vertical coverage benefits from all three.

The Skift Business Model

New Desk + Premium Content

Content Studio

Research
Knowledge Transfer

- Depth of Coverage
- Thought Leadership / Cool Concepts
- Communication with industry leaders / Grounded Agenda
Three types of research (n.)
Prioritizing Thinking
Prioritizing thinking about technology as it impacts the future of airline merchandising.
Skift’s 2016 In-Destination Traveler Survey
The Liberated Traveler

- Mapping
- User generated content
- Social Media
- Messaging
- Payments
- Relationships
- In-destination search
- Inspiration
- Ride hailing
Satisfaction Peaks At The Beginning Of The Journey.

How satisfied are you with your trip so far?

- Beginning: 82%
- Middle Point on travel journey: 73%
- End: 66%

Mastering Expectations
Approximately what percentage of your guests are loyalty members?

- 21% Independent
- 27% Chained

*Source: Skift’s State of Direct Bookings Survey*
Owning the Customer & Consolidation

Google

Booking.com

Marriott

Amazon

facebook

Ctrip
Merging Two Paradigms

Travel

Life

Source: Skift Research
Skift's 2017 Digital Destinations Survey
Where are your ad dollars going?

Digital Ad Spend in 2017

- Larger share: 68%
- Smaller share: 2%
- About the same: 30%
Destination loyalty anyone?

Do you have a formal loyalty strategy in place?

- Yes: 50%
- No: 37%
- Working on it: 13%
Are we more adventurous in our travels?

Spend more on a nicer hotel or activities?

New destination or return destination?

Source: Skift’s Travel Habits of The Travel Industry
Skift’s 2016 Digital Transformation Survey
Overall, how do you feel about your organization’s ability to compete in the digital world?

- Ahead of the curve: 24%
- Behind: 32%
- Keeping pace: 44%
Research is more important than ever!!

Three Takeaways

• Feedback loops in your own organization
• Key role of Research is to extend visibility
• Leveraging external audiences to build consensus
Thank you!