



SHAPING THE
BUSINESS OF
WELLNESS

GLOBAL WELLNESS SUMMIT 2018



SKIFT PRESENTS:

THE MEGATRENDS
UNDERLYING
OVERTOURISM



DEMOCRATIZ ATION OF GLOBAL TRAVEL

WHO ARE THE
WINNERS AND
LOSERS?

THE LARGER
NARRATIVE ARCS
SHIFT 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

MOBILE
PAYMENTS
GO GLOBAL

FOOD BECOMES
CENTER AND ENTRY
POINT TO
TRAVELING

BLEISURE
BECOMES A
THING

UNLIMITED
VACATION DAYS
BECOMES A THING,
MAYBE

RISE OF
NEONATION
ALISM

PERMANENT
BY THE
WORLD

TRAVEL IS THE NEW
GEOPOLITICAL
CENTER OF THE
WORLD: DEAL WITH



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?”

DEFINING OVERTOU RISM

AUG 16,
2016

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

#OVERTOURI
SM IS BORN

CONSULTANT
S &
WANNBES

DOZENS OF PHDS
ON OVERTOURISM
IN PROGRESS

OVERTOURISM,
WORD OF THE
YEAR, 2017 (THE
TELEGRAPH)

Overtourism: Will The World Be Able to Handle Two Billion Tourists?

Iceland, a mirror into the downsides of democratization of travel

LOTS TO EXPLORE, FROM
ALL POSSIBLE ANGLES,
SOCIETAL, CULTURAL,
ECONOMIC AND
DEVELOPMENTAL

PROPOSING SOLUTIONS
TO OVERTOURISM IN
POPULAR DESTINATIONS:
A SKIFT FRAMEWORK, OCTOBER
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