



Skift.

GLOBAL FORUM

THE PREMIER GLOBAL CONFERENCE
ON THE BUSINESS OF TRAVEL

SEPTEMBER 21-23, 2021

Live from TWA HOTEL at New York's JFK Airport



LET'S GET EXCITED

- Rafat Ali, Skift CEO

**SKIFT GLOBAL FORUM IS BACK, AND THIS YEAR
WILL BE OUR MOST IMPORTANT EVENT EVER.**

Taking place at the iconic TWA Hotel at New York's JFK Airport, SGF 2021 will be one for the books.

Now in its eighth year, SGF will bring together over 30 expert speakers, including executives from leading companies, along with 300+ attendees to discuss all things travel. Together, we'll celebrate the industry's long-awaited return, while rediscovering and reimagining travel's global impact.

I'm looking forward to personally welcoming you all to New York City, and our amazing new venue, in September. This year will be unlike any other, as we bring the world's premier travel conference to the next level.

THE VENUE

In line with this year's epic return of the travel industry, SGF 2021 will be held in the awe-inspiring, jet-age classic TWA Hotel at New York's JFK Airport.

We plan to welcome approximately 300 attendees and 30+ speakers in TWA's 50,000 square-foot mid-century-modern-inspired Conference Center, along with lunch, and receptions on the tarmac in front of "Connie," a 1958 Lockheed Constellation airplane-turned-cocktail-lounge.

This stunning venue and proximity to one of the world's largest tourism hubs feels especially poignant after a year without travel for most of the industry.

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WHY YOU SHOULD JOIN US

→ For a taste of the SGF experience, [view our past event highlight reel](#).



NETWORKING

Meet leaders of the world's major travel brands. This includes companies like Southwest Airlines, Google, Trivago, Uber, Hilton, just to name a few.



STRATEGY

Our agendas are jam-packed with opportunities to learn from the strategies of industry experts, gain tactical knowledge, and deeply understand the latest travel trends.



TECHNOLOGY

Hear insightful discussion on the ways technology continues to disrupt the industry while adapting to consumer demand.

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SGF 2021 THEME



VIEW AGENDA 

REIGNITING TRAVEL'S NEW ECONOMY

As the world reopens, travel has a renewed purpose and importance - and it won't be taken for granted.

In these uncertain times, how will the industry seize new economic opportunities, and rebuild with a broader responsibility in mind?

CONTENT TRACKS



REIGNITING TRAVEL'S
NEW ECONOMY



A WORLD ON
THE MOVE



REGIONAL
TOURISM IS
HERE TO STAY



HOSPITALITY'S
UNCERTAIN
REBOUND



AVIATION'S IMMINENT
INFLECTION POINT



OVERCOMING
TRAVEL'S RECENCY
BIAS



A RETURN TO
EXPERIENCE



UNLEARNING
TRAVEL'S OLD HABITS

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[VIEW AGENDA](#) →

HEAR FROM TOP TRAVEL LEADERS



Glenn Fogel
CEO and President
Booking Holdings



Axel Hefer
Managing Director & CEO
Trivago



Christopher Nassetta
President & Chief Executive
Officer
Hilton



Naledi K. Khabo
CEO
**Africa Tourism
Association**



Elliott Ferguson
President and CEO
Destination DC



Adel El Fakir
CEO
**Moroccan National
Tourism Office**



Stephen Kaufer
President and CEO
Tripadvisor



Anthony Capuano
CEO
Marriott International



Peter Kern
Vice Chairman and CEO
Expedia Group



Caroline Beteta
President & CEO
Visit California



Sébastien Bazin
Chairman and CEO
Accor



Dana Young
President & CEO
VISIT FLORIDA



David Peller
Global Head, Travel and
Hospitality
**Amazon Web
Services**



Adam Stewart
Executive Chairman
**Sandals Resorts
International (SRI)**



Tyler Morse
Chairman & CEO
MCR



Carl Shepherd
Investor and Co-Founder
HomeAway



Parag Khanna
Founder & Managing
Partner
FutureMap

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VIEW SPEAKERS →

THE IN-PERSON EXPERIENCE

- We're kicking off this year's conference with an opening reception at TWA's "Connie" airplane-turned-cocktail-lounge, featuring food, drinks, and tons of networking.
- Witness on-stage activity firsthand, plus participate in lively discussion with our expert speakers during Q&A sessions.
- Network with fellow conference-goers before, during and after the event. This year is a uniquely intimate experience, with fewer attendees than in the past.
- Enjoy delicious, inclusive breakfast, lunch and snacks throughout the three-day event.
- Utilize our mobile app for easy agenda access, attendee direct messaging, breakout session bookings, and so much more.

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THE VIRTUAL EXPERIENCE



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- Although we strongly encourage folks to attend SGF in-person, we understand that this may not be possible for some. That's why we are offering a virtual option, which still promises an engaging, informative event.
 - Watch hours of premium content featuring 30+ speakers - all from the comfort of your own home. This includes on-demand access, so you can watch on your own time.
 - Connect with other attendees on the Skift online event platform.
 - Download speaker presentations and documents after the event.
 - Browse the program and bookmark the sessions you want to attend. Once registered for a session, you'll receive a "join reminder" 10 minutes before it begins.

NETWORKING OPPORTUNITIES

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NETWORKING PLATFORM

Meet the right people and make impactful, lasting connections with our easy-to-use networking platform.

AI MATCHMAKING

Our platform's powerful algorithms make suggestions of the most relevant attendees you should meet based on your profile and interests.

VIDEO CHATS

Connect with attendees and sponsors face-to-face.

MEETINGS

Chat with anyone on the attendee list before and after SGF, as well as during set times throughout the day of the event.

BREAKOUT SESSIONS

Engage with travel executives through interactive workshops and panel discussions, hosted by our sponsors



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SECURE YOUR SPOT

\$2,495 In-Person | \$345 Virtual

REGISTER NOW



Please note: Limited in-person tickets are available.

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media solutions

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& Company

EVENT TECH HOST





LET'S DO THIS!

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