



How Micro-Mobility,  
Self-Driving Cars  
and Augmented  
Reality Will Shape  
the Future of Travel

**Skift.** | **GLOBAL  
FORUM**

#SKIFTFORUM

@SKIFT



Arthur Ordulu  
EVP & Chief Innovation Officer  
Skift Business Group



# Skift.

**FORUMS AND SUMMITS**

# AUDIENCE OVERVIEW

# Skift.

## DEFINING THE FUTURE OF TRAVEL

[Skift.com](#) is the most influential media company in global travel, and our audience is comprised of the top travel industry leaders across hotels, destinations, airlines, online travel, tour operators, travel advisors, investors and service providers.

### ABOUT SKIFT LIVE EVENTS

Skift events lead the way. Through talks, panels, workshops and networking, our Skift Forum events help top travel professionals understand changing trends across sectors, geographies, and the functional silos in the travel industry. Skift Summits

target specific verticals and dive deep – offering insights from key operators and networking opportunities for innovative business leaders. All events are streamed online through our virtual event platform for our subscribers.



*September 19-21*  
**NEW YORK CITY**



*November 16*  
**DALLAS-FORT WORTH**



*December 13-15*  
**DUBAI**

To learn more about each individual event, and to reserve tickets, please visit

[live.skift.com](https://live.skift.com)

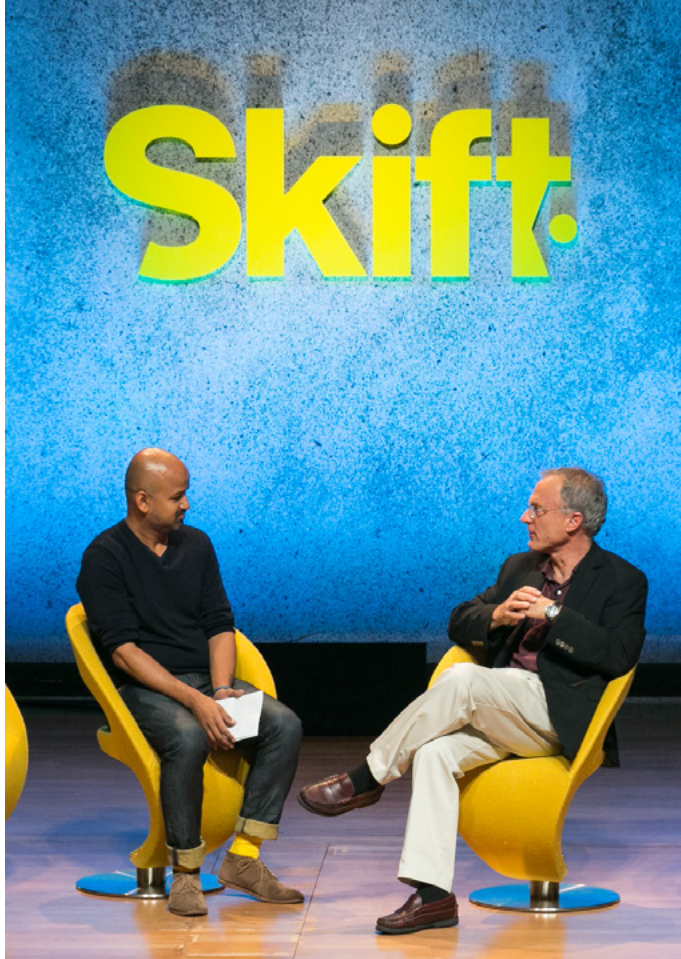


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## PAST SPEAKERS

Our speakers are the leading innovators from this industry and beyond.

For each event, Skift editors and analysts match the industry's leading voices with topics in order to deliver the best discussions possible to attendees. From top CEOs of the largest travel brands to new entrepreneurs driving innovation, the voices on stage are a reflection of the best the industry has to offer.



## AUDIENCE OVERVIEW

### TRAVEL INDUSTRY EXECUTIVES RELY ON SKIFT TO INFORM BUSINESS DECISIONS

1.1M

PAGEVIEWS  
MONTHLY

200K

NEWSLETTER  
SUBSCRIBERS

16K

PAID MEMBERS

SKIFT  
READERS

26%

C-Levels

30%

VP/Director

SKIFT READERS ARE IN

150+

COUNTRIES



Americas

61%



Europe

26%



Asia

12%

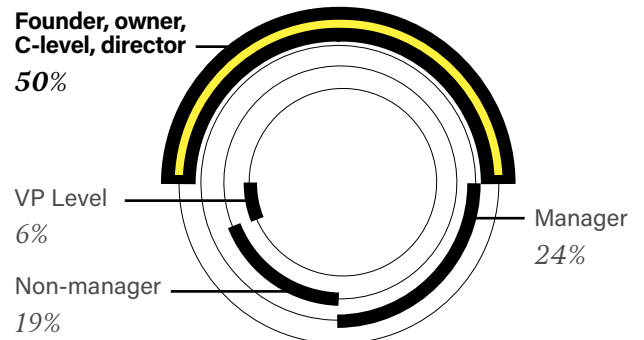
TOP COUNTRIES

1. UNITED STATES
2. UNITED KINGDOM
3. CANADA
4. INDIA
5. AUSTRALIA
6. FRANCE
7. SINGAPORE
8. NETHERLANDS
9. SPAIN
10. SOUTH AFRICA

### TOP INDUSTRIES REPRESENTED



### TOP JOB LEVELS REPRESENTED



### SKIFT EVENT ATTENDEES

Americas  
67%

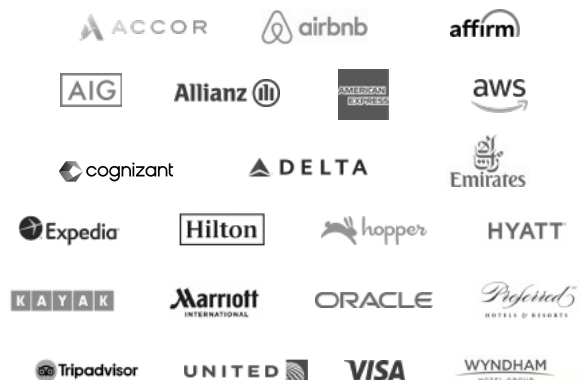
Europe  
23%

Asia  
9%

TOP COUNTRIES

1. UNITED STATES
2. UNITED KINGDOM
3. CANADA
4. SINGAPORE
5. SPAIN
6. INDIA
7. AUSTRALIA
8. UAE
9. FRANCE
10. GERMANY

### COMPANIES IN ATTENDANCE





## ABOUT SKIFT GLOBAL FORUM



*September 19-21*  
**NEW YORK CITY**  
THE GLASSHOUSE

Skift Global Forum is our biggest event of the year, where CEOs and leaders from across travel share their predictions for the future in front of an audience of 750+ attendees in-person and many more viewing live and on-demand globally via our online conference platform.

VISIT [LIVE.SKIFT.COM](https://live.skift.com)