# Skift Megatrends events to explore future of travel industry in January 2025



The annual Skift Megatrends events are set to commence in early January 2025, taking place in New York City on January 7 and in London on January 9. These events aim to delve into significant trends and transformative forces currently reshaping the travel industry while providing forecasts for the year ahead. Attendees will have the opportunity to engage in in-depth discussions led by Skift’s editorial and research teams, which will feature industry leaders and innovators.

One critical focus of the events will be the presentation of research insights derived from Skift’s Global Outlook Report, with contributions from Head of Research Seth Borko. This analysis aims to illuminate key consumer attitudes and behaviours regarding travel, which appear optimistic as travel is increasingly prioritised. Borko’s insights will guide discussions on understanding the complexities that lie ahead for the industry in 2025.

Additionally, the events will shed light on shifting consumer preferences, highlighting trends such as event-driven tourism, the emerging concept of quiet luxury, and a growing inclination towards cooler climate destinations. Experts from prominent organisations including The Leading Hotels of the World, Alaska Airlines, VisitSweden, and Tourspain will contribute their analyses on how influencers and social media platforms like TikTok are influencing travel booking decisions.

Another significant theme will be the impact of artificial intelligence on the travel sector, with insights from firms like Mews and Altimeter Capital. Discussions will explore how AI is set to revolutionise services through hyper-personalisation, transforming guest experiences, and reshaping the dynamics of search and loyalty programmes. With the rapid evolution of generative AI platforms, the events will also focus on what new features travel suppliers need to implement to remain competitive as consumer adoption of these tools is anticipated to surge in the coming year.

Culminating each day, the events will feature networking receptions, allowing for further dialogue and connection among the 250+ industry leaders and decision-makers in attendance. Skift Megatrends promises to be a pivotal event for those looking to align with emerging trends and gain insights into the future of the travel industry. Registration for passes is limited, encouraging timely entry for interested participants. For additional details, attendees are directed to the Skift Megatrends website.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://skift.com/megatrends-2025/> - This link corroborates the details about the Skift Megatrends 2025 events, including the dates and locations in New York City and London, and the focus on significant trends and transformative forces in the travel industry.
2. <https://skift.com/megatrends-2025/> - This link supports the information about the presentation of research insights from Skift’s Global Outlook Report and the involvement of Skift’s editorial and research teams.
3. <https://skift.com/2025/01/06/what-the-skift-travel-health-index-signals-for-2025/> - This link provides evidence for the trend of event-driven tourism and its impact on the travel industry, as highlighted in the Skift Travel Health Index.
4. <https://skift.com/2025/01/06/what-the-skift-travel-health-index-signals-for-2025/> - This link discusses the emerging trends such as live events and their influence on travel demand, aligning with the event-driven tourism theme.
5. <https://skift.com/2025/01/03/travel-in-2025-accor-and-luxury-and-casago-vacasa-deal/> - This link supports the information about shifting consumer preferences, including the growing inclination towards luxury travel and cooler climate destinations.
6. <https://www.hospitalitynet.org/event/3006829.html> - This link confirms the details of the Skift Megatrends event in London, including the date, location, and the gathering of industry leaders and innovators.
7. <https://skift.com/megatrends-2025/> - This link explains the focus on quiet luxury and the evolving nature of luxury travel, as part of the Skift Megatrends 2025.
8. <https://skift.com/2025/01/06/what-the-skift-travel-health-index-signals-for-2025/> - This link discusses the impact of influencers and social media platforms on travel booking decisions, aligning with the theme of social media influence.
9. <https://skift.com/megatrends-2025/> - This link highlights the role of artificial intelligence in transforming the travel sector, including hyper-personalisation and the evolution of search and loyalty programmes.
10. <https://www.hospitalitynet.org/event/3006829.html> - This link provides details about the networking receptions and the opportunity for industry leaders to connect during the Skift Megatrends events.
11. <https://skift.com/megatrends-2025/> - This link emphasizes the importance of registration for the limited passes available for the Skift Megatrends events.
12. <https://skift.com/2025/01/06/three-things-youll-learn-at-skift-megatrends-events-in-new-york-and-london/> - Please view link - unable to able to access data