



TRADE TALK



**Bas Lemmens**

CEO, Meetings.com

“ My main focus is around automating the group booking into just one session – not just for rooms, but also for venue procurement and the packaging of both together.

Read page 9

SPECIAL FEATURE:  
TRAVEL TECHNOLOGIES



**Ian Wilson**

Senior Vice President of Non-Gaming Operations, Marina Bay Sands

“ Improving operational efficiencies will give our team members more time to create unforgettable experiences

Read page 13

## Travel reimagined: entering a new era

### ITB Asia 2018 sees new zones, a 20% hike in new exhibitors and a strong conference programme



For the past 10 editions, ITB Asia has become the premier meeting place for the travel trade industry for forging new partnerships and strengthening existing business relationships with the most important players in the region, and the 11<sup>th</sup> edition marks a new stage in its development.

This year's ITB Asia, Oct 17-19 at Sands Expo and Convention Centre, Singapore, welcomes new National Tourism Organisation exhibitors from Abu Dhabi, Botswana, Croatia, Mauritius, Papua New Guinea as well as Regional Tourism Organisation exhibitors such as Fukuoka, Kansai, Rovaniemi and more. With Asian and European exhibitors on the rise and strong support from international hotel groups, the stage is set for an exceptional ITB Asia. Meanwhile, under the theme "Travel Reimagined", ITB Asia's conference sessions will showcase an extensive programme of key presentations and discussions by industry heavyweights, who will present across six stages.

Discover more in our exclusive interview with Katrina Leung, Managing Director of Messe Berlin (Singapore), organiser of ITB Asia, on p10.

◀ **Katrina Leung**  
Managing Director, Messe Berlin (Singapore)

## REGIONAL SPOTLIGHT: AMERICAS

International tourist arrivals to the Americas in 2017 reached 209 million, according to UNTWO, a 4% increase on 2016 numbers, and international tourism receipts totalled US\$326 bn, an increase of 1%. In the Caribbean, results were mixed, with some destinations recording robust growth.

North America international arrivals grew by 3%, while in South America, the growth momentum continued in 2017. Indeed, the dynamics of the Americas, both inbound and outbound, are keeping industry players on their toes! Read more, in our special section, from page 14.



● Sibinacocha Lake, Peru

## PREFACE



Simon King  
Associate Editor

## Knowledge is power

ITB Asia has firmly established itself as the B2B trade show and conference for the travel industry in the Asia Pacific region – and this year's event looks set to be another record-breaker with more than 1,000 exhibitors.

Central to ITB Asia is the strong conference programme, which this year is taking place across six stages. Organisers have assembled a varied programme, which includes several new initiatives.

Kicking off the show on Wednesday, October 17, global leaders from Google, Microsoft and Ctrip will provide insights on the major trends that will drive change and transformation within the travel industry. On days two and three, keynote panel sessions will look at the future of travel distribution, with insights from leading OTAs and intermediaries on how they are innovating to stay ahead, as well as a close-up look at the Chinese market - with ways to win over Chinese travellers and Chinese millennials.

Indeed, as distribution becomes more complex, with competition coming from new angles, and, at the same time, opportunities opening-up from others, those opening the gates to success will be the ones with the most innovative strategies, based (hopefully) in part on what they might learn at ITB Asia. The information will be there. Its wise use will be the key.

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# The order books are open!

ITB Asia will see a record number of top-line trade visitors at this year's show, with over 1,000 approved buyers set to attend, a 12% increase on last year.

Organisers say the top 10 source markets for buyers from the Asia Pacific region include China, Oceania, India, Singapore, Malaysia, Philippines, Japan, South Korea, Indonesia and Thailand.

ITB Asia has been working closely with new industry partners to bring in a fresh pool of buyers to the show via the Buyers Programme. New corporate partners on the Buyers Programme this year include JW Marriott Singapore South Beach, InterContinental Hotels Group, Far East Hospitality, Caissa and Singapore Airlines, to name a few.

The show has also collaborated with leading travel associations in the region including Association of Corporate Travel Executives (ACTE), The Federation of ASEAN Travel Associations (FATA), Korea MICE Association, and Taiwan Convention & Exhibition Association. Confirmed associations under FATA include the Association of Thai Travel Agents,

Malaysian Association of Tour Travel Agents, Association of Travel Agents Indonesia and Thai Travel Agents Association.

Dedicated content tailored for the MICE and corporate segment will be featured at the MICE & Corporate Hub, and this allows for MICE and corporate buyers and exhibitors to meet and network. On the other hand, exhibitors and targeted buyer segments can gather and engage with potential business partners at the MICE & Corporate Speed Networking.

ITB Asia has also been working in partnership with ACTE, the leading corporate travel association, which has recommended its pool of corporate buyers to the show. ACTE will be hosting a one-day conference at ITB Asia with curated content for the corporate buying segment to learn and network with industry leaders.

Buyers at ITB Asia typically have high purchasing power with more than 40% of buyers making purchases of between US\$500,000 - US\$1 million, and 20% of buyers spending more than US\$1 million.





● ITB Asia 2017

# Stellar conference line-up

ITB Asia 2018 reimagines travel with an extensive conference programme

Under the conference theme “Travel Reimagined”, ITB Asia 2018 will showcase an extensive programme of key presentations and discussions by industry heavyweights from the travel and tourism sector.

The conference will bring together 200 speakers delivering over 200 hours of discussion to offer a well-rounded experience where industry leaders will network and discover the future of travel.

Key industry leaders will be providing insights on major trends that are provoking disruption across the travel industry and how they are innovating to stay ahead. Set to host over 1,000 exhibitors this year, ITB Asia 2018 is attracting top decision makers from across the travel industry in Asia-Pacific and beyond.

“We have a spectacular line-up for this year’s conference on six stages and a rich and varied content programme. This year also sees the launch of several new initiatives including a new MICE and Corporate Hub, a MICE tech showcase and a new Muslim Travel Pavilion. This is a significant increase in exhibitor and speaker numbers and in the breadth of material being showcased at ITB Asia. We look forward to welcoming delegates

to this year’s widely anticipated event,” commented Katrina Leung, Managing Director of Messe Berlin (Singapore), organiser of ITB Asia.

To kick off the show, global leaders from Google, Microsoft and Ctrip will provide insights on the major trends that will drive change and transformation within the travel industry, setting the tone of the overall show this year. This will continue to day two where ITB Asia 2018 will host the keynote panel session on the future of travel distribution with insights from leading OTAs and intermediaries on how they are innovating to stay ahead. Day three will then see a dedicated session on the Chinese market as the panel explores the ways to win over Chinese travellers and Chinese millennials today.

## KNOWLEDGE THEATRE TO BE MOST POPULAR THEATRE AT SHOW

As the most popular and leading conference theatre of the entire ITB Asia event, the Knowledge Theatre will explore topics which are defining and challenging our travel industry today, tomorrow as well as into the future. Getting to the heart of today’s complex travel issues, a series of talks on the vision and outlook for the industry given by top leaders and most creative minds will also be hosted here.

## PRESENTATION HUB TO SHOWCASE BEST PRACTICES IN DESTINATION MARKETING

Welcoming creative leaders and thinkers from leading travel brands and media agencies, ITB Asia 2018’s Presentation Hub will shape up three days of rich content, showcasing the latest insights and global best practices in destination marketing. The stage will explore innovation in destination marketing, helping creative marketers to promote their destinations worldwide through a discussion on the use of social media channels in line with new travel trends.

## STRONG GLOBAL SUPPORT FROM MICE & CORPORATE PARTNERS

Corporate and MICE participants at ITB Asia have grown tremendously in the past years. To reflect this strong support and increased focus in these areas, ITB Asia will launch new initiatives for the MICE and corporate segments, gathering industry leaders from within the MICE sector at the show. Confirmed partners and speakers include Airbnb for Work, CWT Meetings & Events, site and Troovo, to name a few.

Among the new initiatives will be the launch of a new MICE Tech

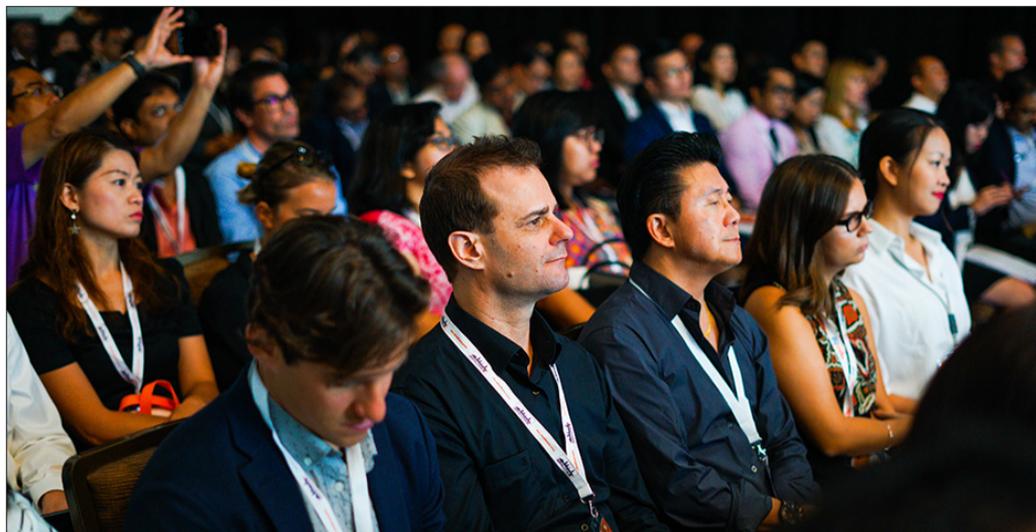
Showcase which will feature some of the most exciting innovations helping to solve today’s complex issues in the MICE industry.

## TRAVEL & TECH TO BE FOCUS OF ITB ASIA 2018 KEYNOTES

This year, ITB Asia will look forward to the disruptors and game-changers that are shifting the traditional modes of thinking in the travel industry, looking at the impact of new generation technology on tourism. This exploration includes the growing role of Artificial Intelligence (AI), robotics and blockchain in the travel industry in time to come.

## NEW MUSLIM TRAVEL PAVILION AND THIRD HALAL IN TRAVEL ASIA SUMMIT

Set to deliver an unrivalled conference, ITB Asia will launch a newly dedicated Muslim Travel Hub and Pavilion to capture the US\$180 bn Muslim travel market. For the three full days, the dedicated Muslim Travel Pavilion will offer important panel discussions and showcases on Halal travel. Supplementing this will be the Muslim Travel Pavilion, dedicated to exhibitors that offer Muslim travel products and services.



# Conference programme\*

**WEDNESDAY 17 OCTOBER 2018**  
**DAY 1**

**► 9:00-9:15 am**

**Opening keynote** - Future Unpacked: What will disrupt and change the way we travel and do business? - Shane O'Flaherty, Global Director of Travel and Transportation, Microsoft  
>>> **Level 3, Room 3010A/B**

**► 9:15-09:30 am**

**Opening keynote** - The Digital Traveller: How has technology changed the travel experience for consumers in Asia Pacific? - Hermione Joye, Head of Industry, Travel APAC, Google  
>>> **Level 3, Room 3010A/B**

**► 10:00-10:20 am**

**Opening keynote** - Challenging the international travel market - Victor Tseng, Chief Communications Officer, Ctrip  
>>> **Level 3, Room 3010A/B**

**► 10:00-10:30 am**

Hear from the C-Suite - Interview: Reinventing Thomas Cook to win over the Chinese travellers  
>>> **Knowledge Theatre**

**► 10:30-11:00 am**

Hear from the C-Suite - Interview: Which technologies will truly transform travel?  
>>> **Knowledge Theatre**

**► 10:30-11:00 am**

Private sector involvement in environmental protection for sustainable diving, marine, and sports tourism in the Philippines  
>>> **MICE & Corporate Hub**

**► 10:30-10:50 am**

Teleporting MICE Organisers into the 21<sup>st</sup> Century  
>>> **MICE Tech Showcase**

**► 10:30-11:00 am**

Impact of new age technology on tourism: Role of AI, Robotics, Blockchain on various stakeholders  
>>> **Travel & Tech**

**► 10:30-11:00 am**

The journey towards establishing a winning destination marketing strategy  
>>> **Presentation Hub**

**► 10:30 am-1:00 pm**

TravelDaily China-ITB Asia Session  
>>> **Level 3, Room 3101A/B**

**► 11:00-11:30 am**

Hear from the C-Suite - Interview with Meituan Travel  
>>> **Knowledge Theatre**

**► 11:00-11:30 am**

Creating a festive atmosphere at events  
>>> **MICE & Corporate Hub**

**► 11:00-11:20 am**

Tech Showcase - Zipevent: How digital platform helps enhance MICE ecosystem  
>>> **MICE Tech Showcase**

**► 11:00-11:30 am**

Navigating Digital Transformation in Hospitality  
>>> **Travel & Tech**

**► 11:00-11:30 am**

Revolutionising customer experience of tours & activities by influencing supply  
>>> **Presentation Hub**

**► 11:00-11:30 am**

Inside the travel habits of Muslim Millennials  
>>> **Muslim Travel Pavilion**

**► 11:30 am-12:00**

Hear from the C-Suite - Fireside Chat: What is going to shake and change the corporate travel?  
>>> **Knowledge Theatre**

**► 11:30-11:50 am**

Observations on the Future of Mobile Learning in the MICE Industry  
>>> **MICE Tech Showcase**

**► 11:30 am-12:30 pm**

Future of Tech Panel  
>>> **Travel & Tech**

**► 11:30 am-12:00**

Oman Aviation Group: Unlocking Oman's tourism, logistics and aviation potentials  
>>> **Presentation Hub**

**► 11:30 am-12:00**

Next Wave: Rise in Digital Muslim Travelers  
>>> **Muslim Travel Pavilion**

**► 12:00-12:30 pm**

Hear from the C-Suite - Interview: The Business of FUN! Fueling Asia tourism growth with theme park expansion  
>>> **Knowledge Theatre**

\*As of 11 October 2018



Conference programme\* continued

▶ **12:00-12:20 am**

Revolutionising how group experiences happen with TAB

>>> **MICE Tech Showcase**

▶ **12:00-12:30 pm**

The growth and future of eSports tourism

>>> **Presentation Hub**

▶ **12:30-1:00 pm**

Commercial trends in Asia Pacific: Connecting the dots

>>> **Knowledge Theatre**

▶ **12:30-1:00 pm**

Fireside chat: Online bookings for small meetings

>>> **MICE & Corporate Hub**

▶ **12:30-1:00 pm**

New Digital KPIs for Tourism Boards

>>> **Travel & Tech**

▶ **12:30-1:00 pm**

Disruptive ways to reach travellers of the future

>>> **Presentation Hub**

▶ **1:00-1:30 pm**

Hear from the C-Suite – Presentation: Your photos are your product: Visual Intelligence is the future

>>> **Knowledge Theatre**

▶ **1:00-1:30 pm**

How Technology and Innovation Help in the F&B Sector to Reach Customer “Expectation”

>>> **MICE & Corporate Hub**

▶ **1:00-1:30 pm**

Travel Associations – Gatekeepers to the Digital Highway to ASEAN

>>> **Travel & Tech**

▶ **1:00-1:30 pm**

Why it matters to make your destinations crypto-friendly

>>> **Presentation Hub**

▶ **1:00-2:00 pm**

Understanding the Muslim Travellers and their spending habits

>>> **Muslim Travel Pavilion**

▶ **1:30-2:30 pm**

Overtourism: Managing growth, reacting before it's too late, and bringing your destination back into balance

>>> **Knowledge Theatre**

▶ **1:30-2:00 pm**

Successful Integration of Teambuilding into MICE Events

>>> **MICE & Corporate Hub**

▶ **1:30-2:00 pm**

Influencing the Traveller Path to Purchase

>>> **Travel & Tech**

▶ **1:30-2:00 pm**

LaLiga: The Football Pilgrimage

>>> **Presentation Hub**

▶ **2:00-2:30 pm**

Real-time In-house guest engagement: Disrupting the Industry

>>> **MICE & Corporate Hub**

▶ **2:00-2:30 pm**

The Direct Booking Bermuda Triangle: Why are your guests lost in the customer journey?

>>> **Travel & Tech**

▶ **2:00-2:30 pm**

The rise of healthcare tourism

>>> **Presentation Hub**

▶ **2:00-4:40 pm**

Muslim Travel Market – Shift Towards The Experience Economy

>>> **Muslim Travel Pavilion**

▶ **2:30-3:30 pm**

The State of Corporate Travel and why it matters

>>> **Knowledge Theatre**

▶ **2:30-3:00 pm**

Don't just learn something - change something

>>> **MICE & Corporate Hub**

▶ **2:30-2:50 pm**

The Future of Art Events: How Digital and Physical Fusion elevates bespoke experiences

>>> **MICE Tech Showcase**

▶ **2:30-3:00 pm**

Introduction to Virtual Payments for the Travel Industry

>>> **Travel & Tech**

▶ **2:30-3:00 pm**

Who cares about your brand!

>>> **Presentation Hub**

▶ **3:00-3:30 pm**

The Future of MICE: The automation of meeting venue discovery and reservations

>>> **MICE & Corporate Hub**

▶ **3:00-3:20 pm**

Maximising audience engagement with mobile event app

>>> **MICE Tech Showcase**

▶ **3:00-3:30 pm**

From offline market to online: Digitizing the supply in tours and activities space

>>> **Travel & Tech**

▶ **3:00-3:30 pm**

May we have your attention: Marketing to Millennials

>>> **Presentation Hub**

\*As of 11 October 2018



Conference programme\* continued

▶ **3:30-4:00 pm**

Hear from the C-Suite – Fireside chat: Hospitality as a creative act  
 >>> **Knowledge Theatre**

▶ **3:30-4:00 pm**

Digitising the Meetings and Events industry to keep up with the demands of today's buyer  
 >>> **MICE & Corporate Hub**

▶ **3:30-3:50 pm**

How Blockchain can reinvent the events industry  
 >>> **MICE Tech Showcase**

▶ **3:30-4:00 pm**

Beyond apps: Chinese Mini-Programs and implications for global Chinese travelers  
 >>> **Travel & Tech**

▶ **3:30-4:00 pm**

Best ways to use Twitter for tourism and destination marketing  
 >>> **Presentation Hub**

▶ **4:00-4:30 pm**

Hear from the C-Suite – Presentation: Hot on the running shoes – Ironman and the rise of 'experiential' travel  
 >>> **Knowledge Theatre**

▶ **4:00-4:30 pm**

Customer behaviour and trends of booking meetings & events online  
 >>> **MICE & Corporate Hub**

▶ **4:00-4:20 pm**

Events technology trends  
 >>> **MICE Tech Showcase**

▶ **4:00-4:30 pm**

Innovation in hospitality – Transforming the guest experience and cultivating brand loyalty  
 >>> **Travel & Tech**

▶ **4:00-4:30 pm**

Fall in love with the world  
 >>> **Presentation Hub**

▶ **4:30-5:00 pm**

Fireside Chat: The business of loyalty – Moments that earn you customers for life  
 >>> **Knowledge Theatre**

▶ **4:30-5:00 pm**

Panel – Event Planning: Taking It A Notch Higher. How to reinvent the event experience in today's crowded marketplace  
 >>> **MICE & Corporate Hub**

▶ **4:30-5:00 pm**

Could Virtual Reality make travel planning a lot easier?  
 >>> **Travel & Tech**

▶ **4:30-5:00 pm**

Live and Let Live: How Travel Providers, Big and Small, Can Thrive in a Platform Economy  
 >>> **Presentation Hub**

▶ **5:00-5:30 pm**

Love at the first bite: Do you really know how to market your destinations as food tourism havens?  
 >>> **Presentation Hub**

**THURSDAY 18 OCTOBER 2018**  
**DAY 2**

▶ **10:00-11:00 am**

Keynote Panel: The future of travel distribution  
 >>> **Knowledge Theatre**

▶ **10:00 am-1:30 pm**

Halal in Travel – Asia Summit 2018  
 >>> **Level 3, Room 3101A/B**

▶ **10:30-11:30 am**

UNICEO Leading Events to the Future  
 >>> **MICE & Corporate Hub**

▶ **10:30-10:50 am**

Big ideas for small meetings  
 >>> **MICE Tech Showcase**

▶ **10:30-11:00 am**

The future is blockchain and why you need to care  
 >>> **Travel & Tech**

▶ **10:30-11:00 am**

Influencer Marketing Trends in 2018  
 >>> **Presentation Hub**

▶ **10:30-11:00 am**

Meeting Needs of Millennial Muslim Travellers (MMT) with Location-based Mobile Experiential App  
 >>> **Muslim Travel Pavilion**

▶ **11:00-11:30 am**

OTA vs. OTM: Understanding how Chinese OTM Fliggy innovates and disrupts travel  
 >>> **Knowledge Theatre**

▶ **11:00-11:20 am**

Forecasting the Future of Event Technology  
 >>> **MICE Tech Showcase**

▶ **11:00-11:30 am**

Crossfire Chat: To succeed in hospitality, focus on your guests! How to combine commercial plans and technologies to drive customer-oriented service  
 >>> **Travel & Tech**

▶ **11:00 am-2:00 pm**

The Wellness Forum by WTS International  
 >>> **Presentation Hub**

▶ **11:00-11:30 am**

Connecting with Muslim travelers: Understand how their travel habits, requirements, and preferences affect tourism  
 >>> **Muslim Travel Pavilion**

\*As of 11 October 2018

Conference programme\* continued

- ▶ **11:30 am-12:00**  
Future of Travel Payments: Where Should We Be Investing?  
>>> **Knowledge Theatre**
- ▶ **11:30-11:50 am**  
The Technology Enablers or Lack of... In the MICE Space  
>>> **MICE Tech Showcase**
- ▶ **11:30 am-12:00**  
Leveraging technology to create new efficiencies within the travel business and improve customer service  
>>> **Travel & Tech**
- ▶ **11:30 am-12:00**  
Tourism and the Arab world  
>>> **Muslim Travel Pavilion**
- ▶ **12:00-2:00 pm**  
Post-Experience Economy: Innovators At The Edge of Travel by Skift  
>>> **Knowledge Theatre**
- ▶ **12:00-1:00 pm**  
Robotics and Microservices: Removing friction from travel processing  
>>> **MICE & Corporate Hub**
- ▶ **12:00-12:20 pm**  
Conceive and Execute Events to connect with the Expat and Indian diaspora  
>>> **MICE Tech Showcase**
- ▶ **12:00-12:30 pm**  
Driving meetings & events revenue through visual analytics and strategy setting  
>>> **Travel & Tech**
- ▶ **12:30-1:00 pm**  
How blockchain makes travel industry more efficient  
>>> **Travel & Tech**
- ▶ **1:00-1:30 pm**  
One-stop-shop for corporate travel: How AI & ML are enhancing the traveler's experience and bringing ease to travel management processes  
>>> **MICE & Corporate Hub**
- ▶ **1:00-1:30 pm**  
Do less waiting: Delighting guests with biometrics-empowered check-in experience  
>>> **Travel & Tech**
- ▶ **1:30-2:00 pm**  
Integrating Travel, Meetings & Events: Power Play or Legend?  
>>> **MICE & Corporate Hub**
- ▶ **1:30-2:00 pm**  
How Virtual Reality is about to transform the travel industry  
>>> **Travel & Tech**
- ▶ **1:30-2:00 pm**  
Jordan Destination Showcase: I Wander to Wonder  
>>> **Muslim Travel Pavilion**
- ▶ **2:00-3:00 pm**  
Panel: NDC and what it means for the future of travel distribution  
>>> **Knowledge Theatre**
- ▶ **2:00-3:00 pm**  
Bleisure Panel: Closing the gap and keeping up with the trends  
>>> **MICE & Corporate Hub**
- ▶ **2:00-2:30 pm**  
Tech for DMCs & Wholesalers: Sell contracted hotel rates to a GLOBAL audience 24/7  
>>> **Travel & Tech**
- ▶ **2:00-2:30 pm**  
Hot springs and hot ramen! The tourism appeal of Kyushu through Fukuoka International Airport  
>>> **Presentation Hub**
- ▶ **2:00-2:30 pm**  
Indonesia Destination Showcase: Targeting \$126 billion Muslim tourism market with cultural changes  
>>> **Muslim Travel Pavilion**
- ▶ **2:30-2:50 pm**  
Extreme personalisation will rock your event, UBERISE it  
>>> **MICE Tech Showcase**
- ▶ **2:30-4:00 pm**  
TRAVEL START-UP FORUM by Innovel Travel Tech  
>>> **Travel & Tech**
- ▶ **2:30-3:00 pm**  
Sabah: Your next destination  
>>> **Presentation Hub**
- ▶ **2:30-3:00 pm**  
Japan Destination Showcase: Making Muslims feel at home  
>>> **Muslim Travel Pavilion**
- ▶ **3:00-5:00 pm**  
How to Hit the High Note for 2019: A Hotel Benchmarking Clinic by STR  
>>> **Knowledge Theatre**
- ▶ **3:00-3:30 pm**  
Reinventing the way you travel for work through artificial intelligence  
>>> **MICE & Corporate Hub**
- ▶ **3:00-3:20 pm**  
Technology Challenges for Small Meetings Bookings  
>>> **MICE Tech Showcase**
- ▶ **3:00-3:30 pm**  
Experience matters - How to elevate your guests' personalized experience in a world of growing expectations  
>>> **Presentation Hub**
- ▶ **3:00-3:30 pm**  
Destination Showcase  
>>> **Muslim Travel Pavilion**
- ▶ **3:30-4:00 pm**  
Search & buy: Digitising your upgrading strategies  
>>> **MICE & Corporate Hub**
- ▶ **3:30-3:50 pm**  
Breaking Barriers - Growth Opportunities!  
>>> **MICE Tech Showcase**
- ▶ **3:30-4:00 pm**  
May we have your attention! How storytelling can help travel brands cut through the noise  
>>> **Presentation Hub**
- ▶ **4:00-5:00 pm**  
Panel: Rethinking sharing economy in corporate travel  
>>> **MICE & Corporate Hub**
- ▶ **4:00-4:20 pm**  
Driving Sustainability Through Events: Is Going Digital the Green Solution?  
>>> **MICE Tech Showcase**
- ▶ **4:00-4:30 pm**  
Artificial Intelligence in photography: Helping to attract more tourists  
>>> **Travel & Tech**
- ▶ **4:00-4:30 pm**  
Traveller trends: Turning insights into action  
>>> **Presentation Hub**
- ▶ **4:00-5:00 pm**  
Addressing Muslim traveler's anxieties & developing Muslim-friendly travel packages  
>>> **Muslim Travel Pavilion**
- ▶ **4:30-5:00 pm**  
Tourism in the age of Smart Cities  
>>> **Presentation Hub**
- ▶ **5:00-5:30 pm**  
Indians on the go: Tapping today's Indian travellers through effective partnerships  
>>> **Presentation Hub**

\*As of 11 October 2018

Conference programme\* continued

## FRIDAY 19 OCTOBER 2018

### DAY 3

#### ▶ 10:00-11:00 am

China Keynote Panel: Seizing the golden opportunity: How Chinese travelers are changing the world and how to win them over  
>>> **Knowledge Theatre**

#### ▶ 10:30-11:00 am

Innovative Event Ideas vs. Budget  
>>> **MICE & Corporate Hub**

#### ▶ 10:30-10:50 am

The Rise of "Tech" in Events - Have we missed something?  
>>> **MICE Tech Showcase**

#### ▶ 10:30 am-12:30 pm

The Mekong Travel Start-up Forum by Mekong Innovative Startups in Tourism  
>>> **Travel & Tech**

#### ▶ 10:30-11:30 am

Panel: Make bookings big online  
>>> **Presentation Hub**

#### ▶ 10:30-11:00 am

Business travel for Muslim  
>>> **Muslim Travel Pavilion**

#### ▶ 11:00-11:30 am

The future of travel: Minimizing the impact of flight disruption  
>>> **Knowledge Theatre**

#### ▶ 11:00-11:30 am

Why does group technology lag behind transient technology?  
>>> **MICE & Corporate Hub**

#### ▶ 11:00-11:20 am

Getting personal: How far can event apps engage with attendees  
>>> **MICE Tech Showcase**

#### ▶ 11:00-11:30 am

Turkish Showcase: Towards a Comprehensive Destination Based Approach for MFT  
>>> **Muslim Travel Pavilion**

#### ▶ 11:30 am-12:00 mid-day

How Lonely Planet creates engaging content with selected and like-minded brands  
>>> **Knowledge Theatre**

#### ▶ 11:30 am-12:00 mid-day

Travel without traveling: Can Voice Assistant (AI) and Hologram technology completely transform your next conference or travel experience  
>>> **MICE & Corporate Hub**

#### ▶ 11:30-11:50 am

Ignite your next event with gamification – It's end to end Engagement.  
>>> **MICE Tech Showcase**

#### ▶ 11:30 am-1:30 pm

Navigating the Cruise Industry Towards Greater Profits by Cruise Lines International Association (CLIA)  
>>> **Presentation Hub**

#### ▶ 11:30 am-1:00 pm

Destination Development in Halal Tourism  
>>> **Muslim Travel Pavilion**

#### ▶ 12:00-1:00 pm

Contract negotiations  
>>> **MICE & Corporate Hub**

#### ▶ 12:00-12:20 pm

When Tech Meets Weddings: Can more be done to marry the two? And what does it mean for the future of Destination Weddings  
>>> **MICE Tech Showcase**

#### ▶ 12:30-5:00 pm

Future leaders 2018  
>>> **Level 3, Room 3101A/B**

#### ▶ 12:30-1:00 pm

The AI-powered hospitality is near  
>>> **Travel & Tech**

#### ▶ 1:00-1:30 pm

Is personalisation still possible in a global market place?  
>>> **MICE & Corporate Hub**

#### ▶ 1:00-1:30 pm

9 Key things that can turn-around Traditional Tour business into higher profits with the use of Artificial Intelligence and other Technologies  
This session would  
>>> **Travel & Tech**

#### ▶ 1:30-2:00 pm

Designing an innovative event  
>>> **MICE & Corporate Hub**

#### ▶ 1:30-2:00 pm

Can Virtual Reality influence and transform travel decision making?  
>>> **Travel & Tech**

#### ▶ 1:30-2:00 pm

Creative storytelling through AI in today's digital-first landscape  
>>> **Presentation Hub**

#### ▶ 2:00-2:30 pm

How personalisation can transform your event's impact  
>>> **MICE & Corporate Hub**

#### ▶ 2:00-2:30 pm

Innovations in digital consumer age  
>>> **Travel & Tech**

#### ▶ 2:00-2:30 pm

The importance of loyalty to gain direct booking: How hotels build loyalty beyond the stay  
>>> **Presentation Hub**

#### ▶ 2:30-3:00 pm

Building a new future for MICE / Designing an innovative event  
>>> **MICE & Corporate Hub**

#### ▶ 2:30-3:00 pm

The ever-connected travellers: Predicting how technologies will change travellers' behaviours / Reinventing MICE technologies  
>>> **Travel & Tech**

#### ▶ 2:30-3:00 pm

Collaboration and partnership for high value ASEAN tourism services  
>>> **Presentation Hub**

#### ▶ 3:00-3:30 pm

Fireside chat: Corporate travel: Completely digital / Why hotel loyalty programme needs to be sexy  
>>> **MICE & Corporate Hub**

#### ▶ 3:00-3:30 pm

Robots come to hotels / Travelling with bitcoin: Is it worth the risk?  
>>> **Travel & Tech**

#### ▶ 3:00-3:30 pm

Conference Session by The Code  
>>> **Presentation Hub**

#### ▶ 3:30-4:00 pm

Fireside chat: The impact of sharing economy on hotels: What makes a winning strategy in a noisy world?  
>>> **MICE & Corporate Hub**

#### ▶ 3:30-4:00 pm

Meet the virtual human at the front desk  
>>> **Travel & Tech**

#### ▶ 3:30-4:30 pm

How to Growth Hack Your Social Media  
>>> **Presentation Hub**

#### ▶ 4:00-4:30 pm

Virtual payments for hotels: How to create seamless transactions  
>>> **MICE & Corporate Hub**

#### ▶ 4:00-4:30 pm

Is voice the future? / D-i-s-r-u-p-t-i-o-n! Embracing change: How travel brands thrive in the age of digital disruption  
>>> **Travel & Tech**

#### ▶ 4:30-5:00 pm

Forging meaningful collaboration between event organisers and MICE start-ups / Corporate travel programmes for small businesses  
>>> **MICE & Corporate Hub**

#### ▶ 4:30-5:00 pm

Ridesharing in travel: Changing cities and minds  
>>> **Travel & Tech**

\*As of 11 October 2018



“THE MAJOR CHALLENGE IS TO EDUCATE THE HOTELS AND EXPLAIN TO THEM THAT PROCESSES CAN BE MADE EASIER.”

Bas Lemmens

CEO of Meetings.com

**Bas Lemmens, the former co-founder of Booking.com, is focused on automating the group booking process in his new role as CEO of Meetings.com. We started by asking him what attracted him to his new employer.**

I was surprised when talking to Tim Hentschel, the CEO of HotelPlanner.com, about how the company had very good technology and a proven track record where it's grown the group business. I was surprised how big they were in the United States and I loved that one of the founders was a programmer. I like technology, as I think technology can really help clients and hotels with the amount of business that they are doing.

My main focus is around automating the group booking into just one session – not just for rooms, but also for venue procurement and the packaging of both together. Some 150,000 groups this year will already use this “instant group rate”.

**What are the challenges in your role?**

The major challenge is to educate the hotels and explain to them that processes can be made easier. Everyone has a smartphone, so why is the booking process so complicated? Hotels strive to understand that they can really give good availability and good pricing through a system, which makes it very easy for clients to book. In the old days, people were willing to negotiate rates; the industry has moved on now. We provide an IT solution today for any kind of club or company that makes group requests. These clients receive a

response within less than 48 hours from hotels giving them the rates and possibilities to host the group. Automation of the group booking process is key and that's the challenge.

**How successful is Meetings.com in converting enquiries into bookings?**

We have a high conversion rate on our requests, but I think we can achieve a higher rate. If 100 clients come to the website, I want a conversion rate of at least 10%. That seems high, but it is possible. I always look at revenue per employee. If we can reach, in the coming three years, €m per employee, I think we'll be a very good company.

**Can you explain your commission structure?**

We only charge 10% – so it's a no brainer to join HotelPlanner.com. Hotels are afraid that they will be fined if they cut off an LTA. That is rubbish, they just need to negotiate better.

Groups spend a lot of money in hotels. Usually individual bookers go out for breakfast and go out

and Swansea City. For us, this is one of our best clients. Sports teams want to be taken care of; it's a little more work, but we like to do it.

**How will the business grow and what are your key objectives?**

If we get a bookable group rate – for a typical group size of between 10 and 50 people – then we think

## Automating the group booking process

Technology is playing a major role in driving Meetings.com's business, says CEO Bas Lemmens

for dinner, but groups stay in their hotel. Hotels pay us a 10% commission, but hotels will have an additional 20-40% of the value of the booking spent within the hotel.

**Can you tell us about your work in the field of sports tourism?**

Sport is one of our major revenue streams, especially in the United States. We look after a lot of sports teams. In Europe, we look after the European Golf Tour, as well as some football clubs like Liverpool

we'll grow fast. I think hotels will really like it. The problem in hospitality is finding good people, so what hotels need to do is to diminish the amount of people working in bookings. To best do that, hotels need to automate their availability rates ■



“THE THEME FOR THIS YEAR'S CONFERENCE IS “TRAVEL REIMAGINED”

Katrina Leung

Managing Director, Messe Berlin (Singapore)

# ITB Asia 2018: 20% hike in 1

## Asian and European exhibitors on rise and exceptional supp

This year, ITB Asia will welcome over 1,000 exhibitors and over 1,000 quality buyers, at the show over the next three days – this exceeds the record-breaking numbers achieved at the show last year. We asked Katrina Leung, Managing Director, Messe Berlin Singapore, organiser of the show, what the key growth areas are in the exhibition this year.

The show has seen a substantial growth and demand from Asia and European participants. Asian exhibitors remain to dominate the show floor this year. There is a 20% increase in new exhibitors signing up for this year's show fuelled by new registrations from National Tourism Organizations (NTO), Regional Tourism Organizations (RTO). The show welcomes new NTO exhibitors from Abu Dhabi, Botswana, Croatia, Mauritius, Papua New Guinea as well as RTO exhibitors such as Fukuoka, Kansai, Rovaniemi and more.

Europe has the largest growth in participation with new key countries participating for the first time such as the Ministry of Transport & Construction of the Slovak Republic, Polish Tourism Organization, Visit Ukraine, Tourism Association of Canton Sarajevo and more.

Exceptional support has been received from international hotel groups this year, such as

InterContinental Hotels Group (IHG), Wyndham Hotel Group, Best Western International, Radisson Hotel Group, Worldhotels AG, Pan Pacific Hotel Group, Melia Hotels International and Worldwide Hotels as well. We see more than 125% growth on hotel groups signing up as part of the Buyers Programme Partners.

*What will be the highlights of the ITB Asia Conference this year?*

This year, we highlight on the 6 stages at ITB Asia, delivering the best minutes in our conference. Kickstarting our conference is the Opening Keynote session. Concentrating on disruption and innovation in the travel and tourism industry, the theme for this year's conference is “Travel Reimagined”. ITB Asia 2018 features a strong line-up of speakers with the likes of Microsoft, Google, and Ctrip who will be kicking off the keynote speeches, providing the latest insights into major technology trends in the travel industry.

### MICE & CORPORATE HUB

Riding on its success in 2017, MICE Day returns for the 3rd edition on 17 October 2018. Join key partners and speakers from CWT Meetings & Events (CWT M&E), Philippine Travel Agencies Association (PTAA), Slush Singapore, Huone Singapore, iVvy, MeetingBookers.com, MeetingPackage.com, and more, for a dedicated discussion about the MICE industry.

Coming back for the 2nd edition, the Corporate Day on 18 October will see key partners and speakers coming from Association of Corporate Travel Executives (ACTE), Society for Incentive Travel Excellence (site), United Networks of International Corporate Events Organisers (UNICEO), Cvent, BIC Event Group, Troovo, Tripeur, Catalyst Asia, Rio Tinto, Blacklane, MetroResidences, Airbnb for Work and more.

### KNOWLEDGE THEATRE

Hear from the C-Suite! This brand-new initiative is a series of interviews and fireside discussions with C-level executives featured at the Knowledge Theatre, where we get to the heart of today's complex travel issues with the expertise and vision that only industry leaders can provide. Expect speakers who are CEOs, Managing Directors and

Presidents, coming from Thomas Cook, SITTA, Meituan Travel, Egencia, Six Flags, Y&R, 500px, IRONMAN Asia and more.

Day Two will see a keynote panel discussion on the future of distribution with senior executives coming from Booking.com, KAYAK, Hotelbeds Group, Skyscanner and Triptease.

Addressing the rise of Chinese travellers, we will have a keynote panel discussion on China's travel market on Day Three featuring Thomas Cook, Mileslife, Tujia and Fliggy.

### PRESENTATION HUB

A stellar line-up featuring leading media agencies and research companies will be sharing inspiration and practical application in marketing – including BBC Global News, Google, Twitter, Ogilvy & Mather, Frost & Sullivan and more.

Look forward to a series of talks including topics such as addressing the rise of eSport tourism delivered by ESL Gaming, perception change in travel by The Culture Trip, and the rise of wellness tourism by WTS International, Shangri-La Hotel, Fitcorp Global Group, Spa Connectors, WHITE, and more. Exciting sessions gather bookings-based businesses



“WE ARE DEFINITELY LOOKING FORWARD TO THE BUSINESS ACTIVITIES THAT OUR BUYERS AND EXHIBITORS CAN ENGAGE IN!”

# new exhibitors

## port from international hotel groups

including Aviasales.ru, Anywhr, RedDoorz and LoyalGuest. Listen to them as they share how they are competing hard against giant players like Expedia and Airbnb.

### TRAVEL & TECH HUB

Our Travel & Tech Hub will gather leaders in the travel space to share some of the most exciting innovations and answer one key question: “If the benefits of digitising the travel business are clear, what are the holdbacks and execution strategies?”

Also featured at the hub is the Future of Tech Panel with speakers bringing experience in machine learning (Wego), virtual reality (Hiverlab and Rizort), biometrics (Touché) and Artificial Intelligence (Winimy.Ai).

Don't miss out on a series of exciting tech talks as well featuring Tencent, Travelkoin, Klook, Hotelchamp, dcs plus, Inksky Solutions, Hilton, GTRIIP, wbe.travel, Innovel Travel Tech, and more.

### MUSLIM TRAVEL PAVILION

Muslim Travel has been a hot topic in recent years. We have gathered tourism companies, marketing leaders and analysts from leading travel-related partners, such as CrescentRating, Halal in Travel and Have Halal, Will Travel to

share insights and best practice in marketing destinations to Muslim travellers.

### IGNITE ROOMS @ BEGONIA (LEVEL 3)

Don't miss out on key sessions conducted by our esteemed partners:

- 17 October: Sessions hosted by Travel Daily China and Airbnb for Work
- 18 October: Sessions hosted by Association of Corporate Travel Executives (ACTE) and CrescentRating

### ACTE EDUCATION FORUM

The Association of Corporate Travel Executives (ACTE) has a 30-year reputation for leading the way corporate travel is conducted. As a global association, comprised of executive-level members in more than 100 countries, ACTE pioneers educational and technological advances that make business travel productive, cost-effective and straightforward. The programme this year will dive into the latest trends and cutting-edge technology shaping our industry, including:

- NDC and the Evolution of Air Distribution: 5 Considerations for Your Travel Programme
- The Way Forward to Future Proof Your Travel Programme

### HALAL IN TRAVEL – ASIA SUMMIT 2018 BY CRESCENTRATING

The third Halal in Travel Asia Summit will focus on “Innovation & Technology in the Muslim Travel Space”. This year's conference sees the release of the Mastercard-CrescentRating Digital Muslim Travel Report (DMTR) 2018. Expect insights and in-depth analysis into the Muslim travel behavior when it comes to trip planning research and engagement in the digital space. In line with this year's theme, experts on the subject will touch on their industry experience and how innovation will continue to affect their interaction with Muslim travelers.

- 19 October: Future Leaders 2018 featuring a series of talks on how young talents can meet the next change in the hospitality industry. The conference will be attended by students and graduates majored in hospitality who are looking to join reputable brands for career development.

### What new “zones” or segments can we find at this year's show?

In our efforts to cater to the increasing demand in the MICE & corporate segments, ITB Asia 2018 has expanded the MICE & Corporate Hub. In addition,

delegates can look forward to a new MICE & Corporate Speed Networking session, which was sold out 2 months before the show, and the opportunity to hear from leading MICE tech solution providers at the MICE Tech Showcase.

ITB Asia has also strengthened its focus on the Muslim travel segment. This year sees the inaugural launch of a newly dedicated Muslim Travel Pavilion. The Pavilion will provide insights into best practice in destination marketing for Muslim travellers and host several panel discussions including ‘Innovation & Technology in the Muslim Space’.

### What are you most looking forward to?

I'm most looking forward to welcoming our exhibitors and buyers, as they make fruitful business appointments at the show floor this year. As ITB Asia remains to be one of the top business platforms for connecting exhibitors and partners with key decision makers in the MICE, Corporate and Leisure travel industry in Asia, we are definitely looking forward to the business activities that our buyers and exhibitors can engage in! ■

# Making meaningful connections

AI, biometrics and blockchain set to dominate discussions at ITB Asia 2018

**Speakers from leading tech firms will be present at ITB Asia to demonstrate how emerging and innovative tech can offer meaningful connections between travel brands and customers for true ROI.**

At this year's show, delegates will gain insights into what the future holds for the leisure, the MICE and corporate travel sectors and the industry's biggest challenges that can effectively be resolved through new tech.

Impressive growth in the travel industry has indeed been a result of travel tech start-ups launching and the speed of innovation in travel technology. According to "The State of Travel Start-ups 2017", there were 1,497 digital start-ups around the globe which attracted nearly US\$62bn in funding, almost double the previous year.

Technology in travel is thus growing fast and rapidly changing the way in which we travel. Taking 8% of global travel tech share, China has accounted for over a quarter of funding to the travel tech industry since 2013.2 In light of this, ITB Asia will be hosting a series of talks on travel technologies which will take place at the Travel & Tech Hub, allowing delegates to immerse in the game-changing technology that is progressing travel, meetings and business.

Top technology and travel companies across the globe, including Booking.com, Egencia, Fliggy, Hotelbeds Group, KAYAK, Microsoft, Sabre, SITA, Skyscanner, Tencent, Travelport and Tujia will be joining the show with senior representatives, from Vice President to C-Level, on the stage talking about which technologies will truly transform travel. The show's agenda will be dominated by discussions from AI to virtual reality (VR), biometrics, blockchain and robotics utilising case study examples and practical application in travel management, business travel, hotel operations, travel photography, and dining experience etc.

Launching the new MICE Tech Showcase, the conference will feature innovations that will help solve today's complex issues in the MICE industry.

This year, ITB Asia is proud to join hands with Asian Development Bank with the Mekong Innovative Start-up Tourism (MIST), Innoval Travel Tech, Skift and Troovo as the representative. Skift will be hosting a session at the Knowledge Theatre on 'Post Experience Economy: Innovators At The Edge of Travel'. This new term, the 'Post Experience Economy' will look at the travel economy where everyone is already marketing experiences and smart innovators are thinking about the post-experience economy.



As a partner at the MICE & Corporate Hub, Troovo, a leading Robotic Process Automation solutions provider, will join ITB Asia to tackle the positive impact of virtualisation and robotics for the travel industry. Exploring the endless possibilities of the virtual world and utilising them to expand the possibilities of the actual world, Troovo provides solutions on virtual payments, automating workflow

and simplifying data process in corporations. As a strong believer in automation to enable greater productivity and higher profitability, Troovo's Co-Founder and CEO, Kurt Knackstedt, will host a one-hour session on 18 October to discuss how we can take away the laborious task of data entry and grunt work of processing travel and payment transactions.

## THE "BLISSFUL SEARCHING PROCESS", WITH GO GLOBAL TRAVEL



Go Global Travel is presenting what it describes as a "blissful searching process", where travel professionals are offered three ways of accessing their database: via its award-winning extranet directly, XLM API integration, where one is able to maintain full brand integrity on a cloud-based infrastructure, or alternatively, via a "white label solution" that provides a personalized frame to display GGT products.

Based in Tel Aviv, Go Global Travel is an online travel product supplier backed by a savvy tech powerhouse. Though the

company isn't a tech supplier, its products are made accessible to clients worldwide in an efficient and stable fashion, thanks to the advanced search engine developed in-house.

Company CEO, Ophir Ben-Ezra explains, "The future of our line of business relies heavily on technology. We recognise this and have been eager to invest in our booking engine, in order to sustain and optimise reciprocated connectivity with other parties: a key factor that keeps us on top of the game".

STAND No. B10



**Ian Wilson**

Senior Vice President  
of Non-Gaming Operations,  
Marina Bay Sands

## Marina Bay Sands leverages hi-tech to “do more with less”

**Marina Bay Sands has been deploying technology to raise productivity and improve guest experiences... but just how? We put the question to Ian Wilson, Senior Vice President of Non-Gaming Operations, Marina Bay Sands.**

At Marina Bay Sands, we have worked hard to instil a culture of ‘doing more with less’.

We have in place a productivity and service strategic roadmap that guides the company in its operational efficiencies and service quality. The roadmap is largely based on three main areas: data analytics, innovative technology and team member engagement. Improving operational efficiencies will give our team members more time to create unforgettable experiences, which in turn enhances Marina Bay Sands’ reputation.

### *Can you give us some examples?*

Our productivity initiatives have been focused on replacing low-value, labour-intensive jobs within our integrated resort so that our staff can devote their time and energy to more meaningful roles and add value to our organisation.

Within our F&B operations, we have harnessed robotics to automate certain menial tasks. For example, our team worked with suppliers to develop a cutlery roll-up robot – a unique industry solution exclusive to Marina Bay Sands. The robot is capable of assembling cutleries in only half a minute, and can produce an average of 3,600 cutlery roll-ups a day for use within Marina Bay Sands’ restaurants and banquet operations.

We also have a napkin folding machine to execute the labour-intensive task of folding napkins for our restaurants and

banquet services as well. The machine, which can fold up to 800 napkins per hour, helps save the time of seven employees and reduces Marina Bay Sands’ reliance on casual labour. It currently halves the number of labour hours needed to fold napkins.

To enhance our service management and channels of communication with guests, we have also started using Chatbots. The predictive technology has allowed us to spend less time answering repetitive queries and chasing business units for answers – in fact, we now save about 210 man-hours a month.

We have also invested in data analytics to help our teams track performance in operations, forecast manpower demands, allocate resources and optimise performance and ultimately, service standards. The best example of this is within our Limousine Services team at Marina Bay Sands – where we started to employ data analytics and scientific forecasting methods to better manage demand for limousine services. We developed a dynamic high-frequency forecasting capability to optimise resources by renting cars only when needed, and to schedule drivers more accurately. As a result of this system, Marina Bay Sands is able to save about S\$4 million on limousine services annually.

STAND No. Q05

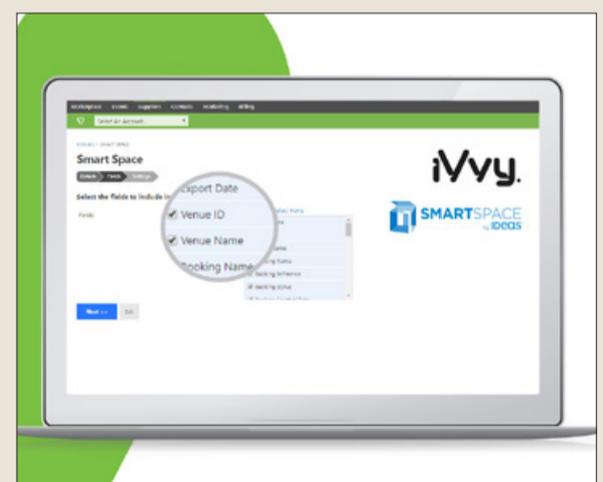
## iVvy PARTNERS WITH IDEAS TO HELP MEETINGS AND EVENT VENUES MAXIMIZE REVENUE

iVvy is present at ITB Asia this year supporting a new partnership with IDEaS Revenue Solutions to bring powerful meetings and events revenue management capabilities to iVvy clients.

Through the strategic integration between iVvy’s end-to-end groups and events management technology and the Smart Space by IDEaS strategy tool, hotels and groups using the iVvy platform will have “unparalleled visibility” into group business trend data, business performance, and competitive positioning trends. Smart Space creates a connection between revenue managers and event sales managers, seamlessly pulling data from other sales tools to strategically manage meetings and event functions, allowing hoteliers to create ideal pricing scenarios to enhance strategic decisions, capture forecasts, and increase revenue.

iVvy CEO Lauren Hall explains, “We are always looking for ways to help our clients be more successful and adding the enhanced capabilities of Smart Space by IDEaS was an obvious complement to our unique solution. The need for hotel and event managers to understand the impact of group business is critical to profitability and efficiency. We’re excited to see the potential of this partnership with IDEaS and look forward to pushing the technology — and our industry — even further”.

STAND No. R28



## Positive results across most destinations

UNWTO estimates arrivals to the Americas increased 4% y/y in 2017

The World Tourism Organisation reports international tourist arrivals to the Americas in 2017 reached 209 million, with the region's international tourism receipts totalling US\$326 bn, an increase of 1%.

North America international arrivals grew by 3%. Mexico (+12%) led results in the sub-region, while Canada reported 4% growth, both driven by solid demand from the United States and other major source markets. Tourism expenditure from the United States, the world's second largest source market, increased by US\$13bn compared to 2016 (+9%).

In South America, the growth momentum continued in 2017.

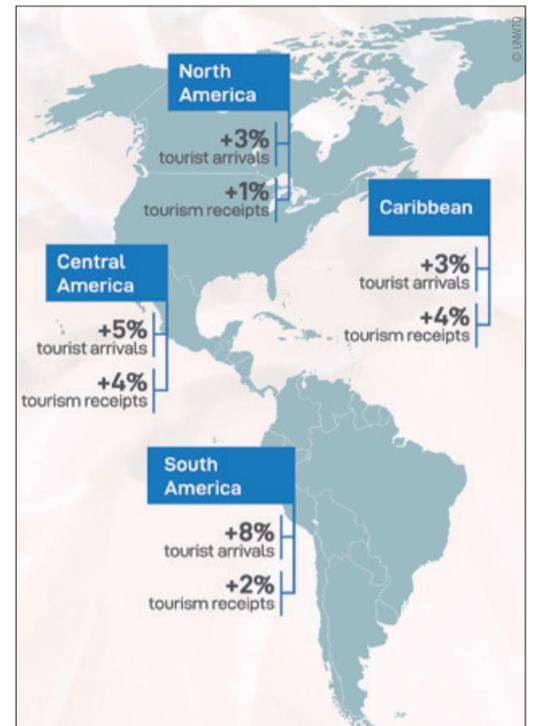
Robust outbound travel from Argentina and the rebound of Brazil fuelled growth in neighbouring destinations. Double-digit growth in arrivals was recorded in Chile (+14.3%), Colombia (+21.4%) and Paraguay (+17.5%). Ecuador rebounded from weak results in 2016 due to the earthquake that hit the country's central coast, with growth of 13.4%. In Peru, international arrivals increased 7.7%, while Guyana received 5.1% more arrivals. Uruguay (+21%) continued to benefit from promotional actions in bordering source markets and tax-free benefits for tourists.

Central America recorded positive results in almost all destinations in terms of arrivals,

led by Nicaragua (+18.8%), which is enjoying strong demand from regional markets.

Other Central American countries grew their number of international arrivals, namely Belize (+10.8%), El Salvador (+8.5%) and Guatemala (+4.7%). Honduras recorded 3% more arrivals, a similar increase as in 2016. Results in top destination Costa Rica (+1.2%) were more modest due to a decline in visitors from the United States, while Panama reported 4.1% fewer arrivals.

In the Caribbean, results were rather mixed, with some destinations recording robust growth such as the Dominican Republic (+3.8%) and Jamaica (+7.8%) ■



## Strong interest in APAC outbound to Mexico in 2018

During January through June of 2018, Mexico welcomed 20.6 million international tourists, a 7.3% increase over the same period in 2017. The country welcomed 39.3 million foreign visitors in 2017, representing a 12% increase over 2016. International visitor spend in 2017 was US\$21.3 bn.

Mexico's presence at ITB Asia is underpinned by the fact that the region of Asia-Pacific is a very important for the nation. Tourists from Asia-Pacific are attracted by Mexico's culture, UNESCO World Heritage Sites, outstanding beaches, unique experiences and the hospitality of its people. Mexico City, Cancun, Riviera Maya, Yucatan, Guanajuato, Puebla Oaxaca and Los Cabos are the most sought-after destinations by visitors from Asia-Pacific who stay in Mexico an average of eight nights. Visitors from Asia – Pacific can travel to

Mexico via Japan, China, Korea, Europe or North America.

A friendly, welcoming country for global travelers, Mexico is currently the 6th most visited country in the world. Tourism has always been an engine for growth and a creator of opportunities in this nation. Mexico has a wide variety of tourism products including sun and beach, romance, adventure and nature, medical and wellness, cruises,

culture, high-impact events, luxury, sustainability and gastronomy.

### UNESCO WORLD HERITAGE

Mexico is the country with the largest number of UNESCO World Heritage Sites in the American Continent with 35 sites. Mexico has 9 Intangible Cultural Heritages by UNESCO including Mexican Traditional Cuisine, Mariachi, Papantla flyers, among others. Mexico City itself has 5 UNESCO World Heritage Sites. Mexico has more than 30,000 archeological sites.

### A WORLD OF ITS OWN

The global campaign, "Mexico, A World of Its Own" invite travelers to immerse themselves in the culture,

landscapes, and gastronomy of this special country. The "A World of Its Own" positioning highlights the sheer scale and diversity of Mexico's tourism offering.

By telling rich stories about the experiences Mexico offers across its destinations to a wide variety of travelers, the campaign will build upon Mexico's recognized positioning as a mega-destination ■

STAND No. 32





Buenos Aires, Argentina



Machu, Perú

## South America here we come!

A broad offering on hand at ITB Asia – the choice is yours

With an offer as broad as the continent is large, South America is again in the spotlight at ITB Asia, supported by dynamic incoming tour operators (TOs) such as Summit Travel. The TO is composed of a team of young and daring executives, with more than 20 years' experience in the tourism industry in Argentina and overseas, selling travel packages to Argentina and the whole South America.

Argentina is South America's top destination for tourists, officially robbing Brazil's historic spot as the destination to receive the most tourists in South America – 6.7 million tourists in 2017 to be exact. Forecasts show this figure should increase up to 7 million this year, representing a growth rate close to 5%. Brazil took second place, with 6.5 million people visiting the country.

### BUENOS AIRES SHOWCASES GASTRONOMIC HERITAGE

Tourists are now be able to join tours alongside locals and get an insider's view of the city's restaurants and eateries, including perennial favourites and hot new discoveries. The tours take place on the third Saturday of each month at 17:00, each one focussing on a particular neighbourhood and theme, and accompanied by a different specialist. Tourists will be taken everywhere from traditional Spanish style taverns, Italian stone oven pizzerías, Argentine asado houses, having emphasis on understanding the history, evolution and preparation of each cuisine.

### NEW RAIL LINK ON HORIZON

A project for the construction of a bi-oceanic train that will join ports in Brazil and Peru via

Bolivia has awakened major interest. The "Integral Bioceanic Railway Corridor" aims to join Peruvian port Ilo with the Brazilian port Santos. In order to do so, the railways need to pass through Bolivia. Paraguay, Uruguay, and Argentina will benefit from the construction of the railway branch from Bolivian territory towards a dockland in Paraguayan soil, linked to the waterway of the rivers Paraguay-Paraná.

### PERÚ: AN EXOTIC COMBINATION OF UNIQUE FLAVOURS AND GORGEOUS DESTINATIONS

It's no secret that Lima is a hotbed of delicious cuisine, full of world renowned chefs and exclusive restaurants, but what might still be a secret is that you don't have to break the bank to indulge in Lima's gastronomy, go on a foodie tour of Lima, revealing some of the best spots for ceviche, coffee, sandwiches, and more for prices that anyone can afford.

### PERÚ: A NEW ACCESS ROUTE TO THE RAINBOW MOUNTAIN (VINICUNCA)

This new route is part of a project called "Recovery of the ecosystem with ecotourism potential and scenic beauty of the Llaqta sector ecosystem". Currently, the Rainbow Mountain is the second most visited tourist attraction in Peru, after Machu Picchu ■

## BRAND USA ARRIVES AT ITB ASIA ON WINGS OF NEW SPOTIFY CAMPAIGN

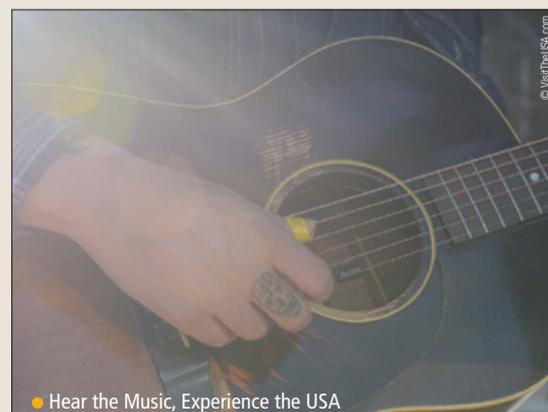
Brand USA's new campaign with Spotify and five emerging artists - "Hear the Music, Experience the USA" - is at the underpinning the DMO's push this year at ITB Asia.

"Hear the Music, Experience the USA" is an integrated marketing campaign utilising the power of music to promote international travel to the United States. A unique exploration in sound, Hear the Music, Experience the USA interprets Bobby Freeman's iconic song, "Do You Wanna Dance?" through different musical genres as envisioned by five innovative artists bringing the unique cultural sounds of their cities to life.

To amplify the campaign, Brand USA has partnered with digital music service Spotify to enhance discovery and exploration options with more than 20 customised US city soundscape playlists. This dynamic storytelling tool presents a new way for Brand USA to inspire, invite, and welcome visitors from all over the world.

"Music is a universal language that transcends language and cultural boundaries, and Hear the Music, Experience the USA presents an entertaining and highly engaging platform to showcase vibrant destinations across the United States," says Tom Garzilli, chief marketing officer of Brand USA. "The artists' passion for their cities shines through in each rendition as they reimagine a classic radio hit in a new digital streaming era. We're hoping their contagious energy connects with culture-seeking tourists across the globe and inspires them to experience the United States in a new way" ■

STAND No. P18



Hear the Music, Experience the USA

STAND No. N40



**ITB**  
ASIA

# FLOOR PLAN

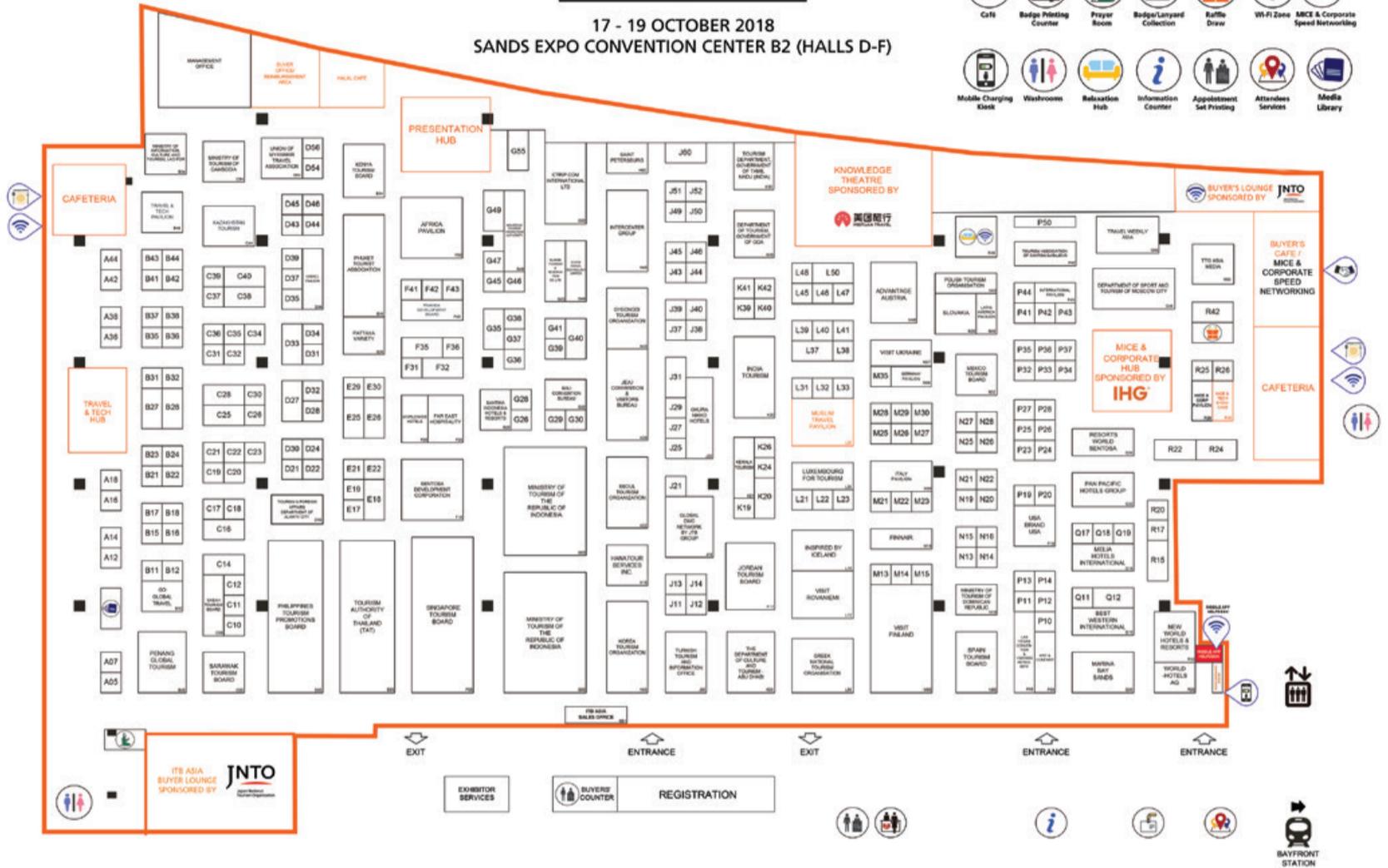


**ITB Asia 2018**

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17 - 19 OCTOBER 2018  
SANDS EXPO CONVENTION CENTER B2 (HALLS D-F)

Legends:



**GAPA TOUR  
IRAN**  
Stand No. L31



**Stand No. H40**



**Stand No. G05**