

TRAVEL MEET

Asia

7-8 JUNE 2023

YOUR TRAVEL TRADESHOW IN ASIA

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Conference Programme

DAY ONE – 07 JUNE 2023		DAY TWO – 08 JUNE 2023	
11:00 AM – 11:20 AM	<p>Keynote: Redefining Travel in an Ever-Changing World</p> <p>More than two years have passed since the travel industry was severely hit by the pandemic. Having had time to step back and consider what tourism should really look like, let us take the opportunity to reflect on the experience and lessons learnt from navigating through the pandemic as well as think about what travel industry should look like moving forward.</p>	11:00 AM – 11:20 AM	<p>Keynote: The Traveller of the Future</p> <p>Today's travel sector is being impacted by a more diverse range of factors than ever before – from economic to social, environmental, and even political. At the same time, traveller demographics are evolving faster than ever before. With ease of access to information, especially via social network sharing, travellers' purchasing behaviors are changing rapidly, making it much harder to anticipate and meet their ever-changing expectations and demands.</p> <p>In this session, we will draw the new travellers' portrait of who they are and explore how the travel industry will adapt its strategy to respond to the unique needs of new travellers and thus commercialise its services more efficiently.</p>
11:20 AM – 11:40 AM	<p>Regional Market Outlook</p> <p>The tourism sector saw a strong recovery during 2022, that is expected to continue in 2023 and beyond. While the tourism sector will take a couple of years to fully recover, the industry's landscape has likely been forever altered.</p> <p>To stay ahead of the competition, businesses thus need to keep in mind the economic opportunities and challenges that lie ahead for the travel industry and what they can do to future-proof their business models and sustain growth.</p>	11:20 AM – 11:40 AM	<p>Growing Asia's Halal Travel Market</p> <p>Halal tourism, or tourism that is in accordance with Islamic rules, is a growing global trend. However, despite its huge potential, this market remains relatively untapped. As the Muslim travel market continues to grow and evolve, how do we address the world's 1.8 billion Muslims who are looking for products and services that match their values?</p>
11:40 AM – 12:00 PM	<p>MICE Landscape in Asia</p> <p>The MICE industry survived through the pandemic with the resumption of events, revamped venues, expanded event formats and growth in event technology. With the evolution of the MICE industry, let us learn more about the realities of MICE tourism, the trends, and the opportunities ahead.</p>	11:40 AM – 12:00 PM	<p>Looking into the Future of Air Travel</p> <p>The future of air travel is cloaked in potential but fraught with uncertainty. As the industry emerges from the pandemic, airlines need to (i) find the right mix of strategies, technologies, trust, and collaboration between industry players and (ii) rethink the fundamentals that underpin travel to build resilience and sustain growth.</p> <p>Join us as we discuss the future of air travel and how passenger experience will change over the next few decades.</p>
12:00 PM – 1:00 PM	<p>Hotel Leaders' Panel: Building Resilience in the Hospitality Industry</p> <p>From the global pandemic to climate change and the current economic downturn, the hospitality industry and hotels in particular are highly vulnerable to uncertainties that could greatly affect their businesses. Since mega-disruptions are increasingly frequent and unanticipated, it is important for hotels and hospitality companies to be prepared with strategies to respond to any crisis and address any potential challenges.</p> <p>Join us in this panel as hotel leaders in Southeast Asia share their thought leadership on the strategies to adapt to build resilience in the hospitality sector.</p>	12:00 PM – 1:00 PM	<p>Tech Leaders' Panel: Innovations in a Challenging World</p> <p>Tough times force companies to think outside the box and become more efficient. While technologies by no means could immediately take away the pain of the present, it's important for all of us to realise the demand from both the travellers and business owners to accelerate the technology development to create a stronger industry in the medium to long term.</p> <p>Join us at this session where we gather some of the finest minds in the industry for insights on what technologies will define the travel industry of the future and how we can weather through the challenges.</p>

1:00 PM – 2:00 PM	<p>Destination Talks: What's Ahead for 2023 and beyond?</p> <p>As we look to the future, what are the travellers' changing behaviours, priorities, and preferences that destinations can tap on to accelerate the recovery and growth of the tourism sector?</p> <p>Join us in this series of talks where leaders from National Tourism Organisations (NTOs), Regional Tourism Organisations (RTOs) and Convention and Visitors Bureaus (CVBs) across Southeast Asian countries and beyond present insights and strategies for the long term.</p> <p>Talk 1:</p> <p>Talk 2:</p> <p>Talk 3:</p>	1:00 PM – 2:00 PM	<p>Destination Talks: What's Ahead for 2023 and beyond?</p> <p>As we look to the future, what are the travellers' changing behaviours, priorities, and preferences that destinations can tap on to accelerate the recovery and growth of the tourism sector?</p> <p>Join us in this series of talks where leaders from National Tourism Organisations (NTOs), Regional Tourism Organisations (RTOs) and Convention and Visitors Bureaus (CVBs) across Southeast Asian countries and beyond present insights and strategies for the long term.</p> <p>Talk 1:</p> <p>Talk 2:</p> <p>Talk 3:</p>
2:00 PM – 2:20 PM	<p>Embracing Innovations and New Ideas Through Tech</p> <p>Technology is a crucial part of the tourism and travel industry, helping businesses with day-to-day operations while also improving the customer experience. Business have also found that it is increasingly vital for them to increase their digital efforts, shift towards a more digitised future, and utilise the latest technologies to stay ahead of the competition. How, then, can businesses truly embrace innovations, and what are the new travel technologies to watch out for?</p>	2:00 PM – 2:20 PM	<p>What Would Hotel Distribution Look Like in the Next 5 Years?</p> <p>As demand returns, driven by the ease of travel restrictions, rising consumer confidence, pent-up demand, and accumulated savings, hoteliers need to embrace the change and transform their distribution to capture the market share. Join us as we discuss the various distributions strategies that hoteliers should focus on to maximize revenue.</p>
2:20 PM – 2:40 PM	<p>Cruise Approach in a New Travel Landscape</p> <p>The global pandemic has brought about much disruption to the cruise industry, but it has also presented opportunities for cruises to reinvent themselves so that they can enhance the guest experience.</p> <p>With cruise companies progressing on existing fleet expansion projects and restarting shipyards operations that were put on hold in 2020, we discuss some of the approaches that the cruise industry can take to capture the hearts of the most demanding of travellers and continue growing.</p>	2:20 PM – 2:40 PM	<p>Procurement Decisions: The Changing Dynamics</p> <p>While business travel is rebounding, we have come to realise that the buying decisions for travel programmes may require a different approach from what we used to do in the past. With cost optimisation and the changes in traveller's priorities, this session shares some of the best practices that travel managers and corporate travel agents can adopt.</p>
2:40 PM – 3:00 PM	<p>How will Technologies Deliver the Future of Hospitality</p> <p>The hospitality industry is extremely competitive, making it essential to keep up with the latest technology trends. However, it is still important to retain the essence of hospitality, which is the high-level service and the human touch. The future of hospitality will thus have to accommodate both human interactions and more advanced, efficient technologies that best serve both consumers and businesses alike.</p> <p>In this session, we will explore strategies to help businesses to find the right balance as well as look at tech innovations and trends to help businesses deal with the new world of travel.</p>	2:40 PM – 3:00 PM	<p>Sustainability in the Tourism Industry</p> <p>Travellers are increasingly demanding sustainable travel options, and the COVID-19 pandemic has made consumers more mindful about sustainability issues. To address this, business must factor in the environmental, social, and economic impacts, and take active steps to adjust and minimise the negative consequences. This session will explore the key sustainability commitments and frameworks, as well as the practical tools and resources available to businesses today to help them move closer to the goal of being sustainable.</p>
3:00 PM – 4:00 PM	<p>MICE Leaders' Panel: MICE Reimagined – The New Growth Indicators and Opportunities Ahead</p> <p>Over the past years, we have seen most meetings and events returning to the in-person format. Yet, that does not take away the challenges that the industry is facing – ranging from slow pandemic recovery to global inflation, the talent shortage, and the explosive growth of new technologies and innovations that will give rise to new competitors.</p> <p>As we look at 2023 and the years ahead, we expect the industry to stay resilient and innovative. Join us in this panel as we explore the necessary perspectives, technical skills, and big ideas to uncover opportunities for multiple stakeholders in the ecosystem to lead MICE forward.</p>	3:00 PM – 4:00 PM	<p>Tours & Activities Leaders' Panel: Rethinking Travel – What's Next for Tour Operators</p> <p>As travel returns and travellers dust off their passports with renewed drive to explore the world, it is important for tour operators to understand travellers' new behaviours and preferences to innovate with new offerings that truly capture their hearts.</p> <p>Join us in this session where leaders in tours, activities, and experiences share insights on how they redefine their strategies and services to sustain growth and build a resilient business model.</p>

4:00 PM – 4:20 PM	<p>Marketing to Gen Z: What's Next in Youth Travel?</p> <p>Gen Z travellers, especially the digital natives born in 2010's, will soon be leading all the major changes and upcoming innovations in the travel space in terms of products, booking experience, marketing strategies and the list goes on. Youth travel today is thus not just about serving Gen Z, but to think long term on continuously engaging them onto the platform.</p> <p>This session explores how businesses specialised in youth travel can position themselves for success with Gen Z – from hyping up the uniqueness of the business to branching out into different social media channels, and making sure products are available to book online anytime anywhere. Big ideas, actionable insights and case studies on bold moves will be presented here.</p>	4:00 PM – 4:20 PM	<p>Global Corporate Travel Forecast</p> <p>Corporate travel and meetings are making a big progress in recovery despite many challenges – the lingering COVID-19 restrictions in major markets, geopolitical uncertainties, labour shortages, and looming recession. While growth is expected in the coming years for the corporate travel industry, let us look at the potential challenges and opportunities for the industry ahead.</p>
4:20 PM – 4:40 PM	<p>The Rise of Global Mobile Wallets</p> <p>The new travel normal is bringing digital-first spending behaviours that were developed in part for safety and convenience. This includes contactless payments and mobile wallets. In fact, mobile wallets are rapidly displacing cash and cards for more convenient digital payments. In this session, we explore the impact of mobile wallets in the travel industry as well as how companies can adapt and take advantage of this trend to put their businesses in the forefront of the travellers' mind.</p>	4:20 PM – 4:40 PM	<p>Revenue Management Strategies to Increase Overall Profitability</p> <p>The key indicator of any successful business including hotels is revenue. To increase the bottom line and remain profitable without overspending, it is vital for hotels to utilise various revenue management techniques and strategies. What, then, are the best practices, ideas, and strategies that hotel leaders from all over the world can use to reinvent their revenue management strategy and stay ahead of the competition?</p>
4:40 PM – 5:00 PM	<p>What the Future May Hold for Leisure Travel</p> <p>Leisure travel has been leading the post-pandemic recovery with travellers embarking on long overdue getaways to take wellness breaks and spend quality time with families. As businesses celebrate the return of leisure travellers, it is also important for them to think long term to continuously watch out for trends, create new products, stimulate demands, and capture the growth of the leisure travel market.</p>	4:40 PM – 5:00 PM	<p>Effective Personalisation through Technology</p> <p>With the introduction of technology, the world of travel has seen a new wave of development and progress. And the art of personalisation becomes more important than ever as digital-savvy travellers expect more out of their travel experiences. How, then, can businesses use tech-empowered travel strategies and data-driven management tools and resources to usher in a new era of personalised travel and cater to the most demanding travellers?</p>

Key:

	Market Overview and Trends
	Travel & Destination Marketing
	Hotels & Alternative Accommodations
	MICE & Corporate Travel
	Travel Technology
	Transportation & Logistics