

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	
09:00 AM – 09:20 AM	<p>Keynote: 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>	09:00 AM – 09:20 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>
09:20 AM – 10:00 AM	<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>	09:20 AM – 10:00 AM	<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>
10:00 AM – 10:20 AM	<p>How Will Super Apps Disrupt Online Travel?</p> <p>The rise of digital-savvy customers has resulted in companies embracing technologies to engage with customers through the buying journey and even in every aspect of their lives. Everyone from ride-hailing to grocery delivery, banking and entertainment is looking at evolving into an all-in-one platform, thus giving rise to super apps. This session, in the context of travel, explores the super app phenomenon and evaluates how it may impact traditional travel apps. How will super apps disrupt the travel industry? How can travel companies keep up with this growing trend? Who will fast evolve into a travel super app? Who will be left behind?</p>	10:00 AM – 10:20 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>
10:20 AM – 10:40 AM	<p>New Opportunities in Wellness Tourism</p> <p>Wellness tourism was once primarily focused on spa treatments; however, the sector is now taking a more holistic approach including fitness, nutrition, and mental health. This shift in focus presents new opportunities for travel businesses to expand their services, attract new audiences, and increase their revenue.</p> <p>With health-consciousness now driving consumers' expectations across many areas of their lives, how can the travel industry capitalise on this growing market?</p>	10:20 AM – 10:40 AM	<p>How Incentive Travel is Changing?</p> <p>As travel returns, organisations and event professionals are revisiting the incentive travel programmes that were once continuously postponed throughout the pandemic. With all that down time, let us find out what has changed as we explore the latest trends in incentive travel.</p>

10:40 AM – 11:00 AM	<p>MICE Megatrends: What's Hype, What's Real, What's Next</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>	10:40 AM – 11:00 AM	<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>
11:00 AM – 11:20 AM	<p>The Key to Strengthen Customer Loyalty</p> <p>Maintaining a trusting relationship with customers is key to business recovery and success. As the tourism industry recovers from the standstill, what can travel businesses do to meet high customer expectations and strengthen customer loyalty in a competitive travel market?</p>	11:00 AM – 11:40 AM	<p>Panel: Redefining Travel in a 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, industry leaders will gather in this panel to reflect on their experience and lessons learnt from navigating through the pandemic as well as share what they think the travel industry should look like moving forward.</p>
11:20 AM – 11:40 AM	<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>		
11:40 AM – 12:00 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>	11:40 AM – 12:00 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>
12:00 PM – 13:00 PM	<p>NTOs' & RTOs' 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) and Regional Tourism Organisations (RTOs) 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>	12:00 PM – 13:00 PM	<p>NTOs' & RTOs' 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) and Regional Tourism Organisations (RTOs) 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>

13:00 PM – 13:40 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>	13:00 PM – 13:40 PM	<p>Buyers Meet TMCs Panel: Future Proofing for a Renewed World of Corporate Travel</p> <p>Join us in this panel discussion as we gather corporate travel managers, meetings and event executives, travel management companies (TMCs) and leading business travel thought leaders on how the industry is evolving and strategic planning to take the industry forward.</p> <ul style="list-style-type: none"> • The corporate travel trends that we see in 2023. • Corporate travellers' shifting sentiments and the evolving travel behaviours. • The new roles of travel managers and technological transformation implemented. • When you think about the future of corporate travel, what do you see?
13:40 PM – 14:00 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>	13:40 PM – 14:00 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>
14:00 PM – 14:20 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>	14:00 PM – 14:20 PM	<p>Driving Direct Bookings</p> <p>Encouraging direct booking and making sure that the direct booking experience is up to standards plays a big part in increasing revenue and winning customer loyalty. Today's digital savvy world and the rise of the gen z market has presented hoteliers with opportunities to increase their direct bookings. With travel finally taking off, what should hoteliers focus on to better reach out to their customers and increase the attraction and frequency of direct bookings?</p>
14:20 PM – 14:40 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>	14:20 PM – 14:40 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>
14:40 PM – 15:00 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>	14:40 PM – 15:00 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>

15:00 PM – 15:40 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>	15:00 PM – 17:00 PM	<p>Roundtable Discussions</p> <p>Roundtable 1: Addressing the Labour Crunch – Travel is Back, But Are We Ready?</p> <p>Good news for the tourism industry is that travel is back, and the demand is rising. However, there is still a problem that has not been resolved and could hinder tourism recovery: labour shortage. As a highly labour-intensive industry, the biggest challenge in the sector is meeting staffing demands and managing the talent gaps to fully capitalise on the recovery. In this discussion, we hear from industry experts that will share best practices to narrow the talent gap and what we can do to attract and retain the talent.</p> <p>Roundtable 2: The Power of Many – Collaborations for Success in the Ecosystem</p> <p>The tourism industry and organisations alike thrive in an environment that is built on collaboration. Collaborations and partnerships are pillars for the renewal of our industry as they enable businesses to run more effectively, enter new markets, and be exposed to difference resources. As travel resumes, destination leaders, hoteliers, tour operators, suppliers and service providers will need to work out the best way to capture the hearts of the travellers. Come with an open mind as we as an industry discuss the strategies to form lasting and mutually beneficial partnerships to capitalise on the opportunities ahead.</p> <p>Roundtable 3: The Future of Travel Programmes with Sustainability at its Core</p> <p>In the recent years, many companies have pledged to take actions to combat climate change and reduce carbon footprints. Now, with business trips, global meetings and corporate gatherings rebounding, organisations will need to take extra efforts to meet their commitment towards sustainability.</p> <p>This roundtable discussion is where we – as people, professionals, buyers, and sellers of business travel services – explore how the emerging focus on sustainability is impacting business travel and how different players can work together to deliver a responsible travel programme.</p> <p>Roundtable 4: Travel Technology – A Glimpse into the Investors' View</p> <p>For the travel industry to stay ahead and build resilience, investment, innovation, and ingenuity must be present. As a result, the number of travel start-ups has been steadily increasing, with a growing number of start-ups encompassing a wider range of travel subcategories and attracting a greater share of venture capital investments. With that in mind, let us deep dive into the minds of the investors as they share their views on the state of start-ups, the climate for raising capital, and how to pick winners that will propel the travel industry into the future.</p>
15:40 PM – 16:00 PM	<p>The Blurred Lines between Work, Life, and Travel</p> <p>With remote working taking root amidst the COVID-19 pandemic and continuing being embraced worldwide, the line between work, life and travel has become blurred. Travellers now have the option to stay for a longer duration while working remotely from their vacation spot. How, then, can businesses take advantage of this change in the travellers' behaviours to innovate and expand their offerings?</p>		
16:00 PM – 16:20 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>		
16:20 PM – 16:40 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>		
16:40 PM – 17:00 PM	<p>The Importance of Cybersecurity in the Travel Industry</p> <p>As the travel industry embraces emerging technologies to redefine products, services, and consumer experiences, their cyber ecosystems become increasingly vulnerable to cyberattacks due to the wealth of personal data it stores. It takes only one vulnerable device to compromise an entire network, impacting the reputation of a business and damaging customers' privacy and trust. What then can businesses do to safeguard themselves and their customers from cybersecurity threats?</p>		

Key:

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