



1000 – 1100 **Registration**

1100 – 1105 **Welcome:** Forum Moderator – Linda Yueh, Journalist & Broadcaster

1105 – 1115 **Opening address:** Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council

1115 – 1135 **The future of travel in a more physically and digitally connected world**

A deep dive into the future trends of travel and an insight on how Visa are harnessing big data to map the journey of different groups of travellers in the region.

Glenn Maguire, Principal Asia-Pacific Economist, Visa (followed by Q&A)

1135 – 1215 **Session 1: How to maximise the economic and social impact of Travel & Tourism in cities**

WTTC's new cities research will be launched, followed by an interactive discussion on the importance of Travel & Tourism to cities, and the issues facing cities as the sector grows. Topics will include sustainable transport, the sharing economy, and managing negative perceptions of tourists by locals.

Panellists:

Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council

Michael Koh, Fellow, Centre for Liveable Cities

Cheryl Lim, Partner, McKinsey & Company

Cindy Tan, Vice President, APAC – Display, TripAdvisor

Alex Zozaya, CEO, Apple Leisure Group

1215 – 1230 **Road to “Passion Made Possible”**

A keynote presentation looking at Singapore as a destination through the lens of Singapore Tourism Board's new destination brand.

Lionel Yeo, Chief Executive, Singapore Tourism Board

1230 – 1330 **LUNCH**

1330 – 1340 **Combining China's growth momentum with global resources**

A keynote presentation exploring the changing nature of China's Travel & Tourism industry and how that relates to the Asian and global market.

Jim Qian, Global Partner & Senior Vice President, Fosun Group



1340 – 1440 **Session 2: Stimulating tourism growth through increased connectivity and infrastructure investment**

After a short scene setting presentation, an interactive panel session will look at the opportunities of connectivity, where investment is most needed, and how can it be obtained.

Scene Setter – Wouter Schalken, Senior Tourism Specialist, World Bank Group

Panellists:

Aileen Clemente, Chairman & President, Rajah Travel Corporation
Juergen Keitel, Group Chief Global Affairs Officer, AirAsia
Madhavan Menon, Chairman & Managing Director, Thomas Cook (India) Ltd.
Wouter Schalken, Senior Tourism Specialist, World Bank Group
Martin Zanone, Managing Director, Eurotur

1440 – 1500 **Matching supply and demand in human capital for Travel & Tourism**

A keynote presentation to explore the future skills and human capital needs of the industry, where the gaps and opportunities are.

Michael Issenberg, Chairman and COO, Accor Asia Pacific, Accor Hotels (followed by Q&A)

1500 – 1530 **BREAK**

1530 – 1545 **The CEO view:** Jane Sun, CEO, Ctrip

1545 – 1645 **Session 3: Digitisation of Travel & Tourism in Asia**

Experts from the digital sphere will lead a discussion on the trends, opportunities, and challenges of digitisation in tourism across Asia.

Panellists:

Ryan Ferguson, Head of Travel, APAC, Google Inc.
Robin Ingle, CEO, Ingle International
Mohit Mehrotra, Partner, Co-Lead Monitor, Deloitte APAC
Jonty Neal, CEO, AirAsia Expedia
Gary Rosen, COO, Value Retail China

1645 – 1700 **Closing discussion**

A moderated discussion to pull together the strands of discussion and highlight key themes to be taken forward to the Global Summit in Buenos Aires.