



Fact Sheet

Asia Travel Leaders Summit (ATLS)

To be held on 18 October at the Capella Singapore, followed by a learning journey on 19 October that will tell the story of Singapore's tourism, the inaugural Asia Travel Leaders Summit (ATLS) is a flagship event within the TravelRave umbrella of events which aims to foster cooperation and collaboration among leaders of the Asian travel and tourism industry.

Organised by the Singapore Tourism Board and in partnership with CNBC, Cornell-Nanyang Institute of Hospitality Management, VISA and the World Travel and Tourism Council (WTTC), the Summit – a first of its kind in the region - will provide a platform for purposeful dialogue and collaborative initiatives and solutions amongst thought-leaders, industry players and government officials within the Asian travel and tourism industry.

The Summit, which kicks off the TravelRave festival, is a by-invitation only event that will see Mr Alvin Toffler, futurist and author of the critically-acclaimed books Future Shock and The Third Wave, deliver his keynote speech to an esteemed influential audience including C-suite executives and leaders from various travel and tourism sectors.

Seizing opportunities with Asia's growth

According to the UN World Tourism Organization (UNWTO), Asia- Pacific will receive an estimated 397 million tourists per year by 2020 with an annual growth rate of over 5 percent, compared to the world average of 4.1 percent. Also, boosting the potential of the Asian travel industry is the region's economic performance. According to the International Monetary Fund World Economic Outlook Report in 2010, Asia's GDP is projected to grow by 7% in both 2010 and 2011.

Set against the backdrop of growth in the travel and tourism industry in the region, the Summit aims to provide a platform for the industry to seize and realise the opportunities in Asia.



Summit Partners

The Summit is organized in partnership with the following organisations:

- Cornell-Nanyang Institute of Hospitality Management is the Summit's academic partner. The Institute will serve as a knowledge and expertise resource on hospitality management as one of the key focus areas to address in developing a successful and vibrant tourism industry.
- CNBC, recognised as the world leader in business news is the Summit's official broadcast media partner. It will take the lead in facilitating and moderating the panel discussions.
- VISA is the Summit's official card partner. As the leading brand in the financial consumer space, VISA will share insights on the Asian consumer psyche and spending habits.
- The World Travel and Tourism Council (WTTC) is the Summit's key industry resource that will provide an overview and business outlook for the Asian travel industry.

Programme

Keynote Address & Industry Overview

The keynote address of the Summit will be delivered by Mr Alvin Toffler who will provide a glimpse into the future of Asia and the defining trends for the travel industry in the next two to three decades. The keynote address will be followed by an industry overview organised in partnership with the WTTC with Mr Jean-Claude Baumgarten, President and CEO of WTTC and Mr Adrian Cooper, CEO of Oxford Economics outlining the growth potential of Asia and its role as the key driver for the global travel and tourism industry.

Sessions

Together with partners from leading travel and tourism organisations and companies, the Summit will delve into specific sessions for the following discussions:

- **Session 1: So You Think You Know the Asian Visitor...Think Again.**
Presented by VISA, key panellists include Mr Tyler Brûlé, Editor-in-chief and Chairman of Monocle and Mr Julian Persaud, Managing Director of Google Southeast Asia who will explore the readiness of the industry to handle the ever-increasing and complex needs of the Asian traveller.
- **Session 2: Uncovering Tomorrow's Tourism Talent**
Presented by the WTTC, key panellists include Mr Ho Kwon Ping, Executive Chairman of Banyan Tree Holdings, Dr. Clint Laurent, Managing Director of Global Demographics and Mr Gregory Duffell, CEO of Pacific Asia Travel Association who will share insights on how the industry can bridge the talent gap in the face of rapid industry growth and expansion, and address issues on attracting new talent, workforce retraining and retention.
- **Session 3: Sustainability – It's real, it matters and what businesses can do about it**
This session on sustainability will feature panellists such as Ms Dorinda Elliott, Deputy Editor of Condé Nast Traveler and Mr. Uantchern Loh, Senior Partner of Southeast Asia, Deloitte, who will discuss measures through which

the industry can ensure current and future success, taking into consideration various inter-connected issues such as climate change and social instability.

- **Session 4: What's next for the online travel space?**

Moderated by Sanchit Sanga of Group M, the session will feature Mr Julian Persaud, Managing Director of Google Southeast Asia and Mr Marc Charron, Managing Director, TripAdvisor APAC who will discuss the growth potential for technology in the travel and tourism industry and how it will change the face of the industry.

Attendance at the Asia Travel Leaders Summit

The Asia Travel Leaders Summit will be attended by the following:

- Thought-leaders
- C-Suite travel industry executives from airlines, travel agents, hotels, cruises, MICE businesses, media, and consultancies.
- Senior government officials: Heads of National Tourism Organizations (NTOs) and Ministries of Tourism
- Academia

About the Summit Logo

The logo represents the Summit's long term vision to be a platform where travel leaders converge and collaborate to spur growth in the Asian travel industry. The key elements of the logo include fine lines that represent travel routes. The lines converge at destinations to form an icon resembling the letter 'A', signifying Asia. The convergent points represent the areas of cooperation and collaboration among industry players.

About TravelRave

TravelRave, the first mega travel and tourism festival of its kind, serves as a regional platform to foster collaboration and promote growth in the Asia Pacific tourism industry. Leveraging the continued growth of the Asian travel and tourism industry and Singapore's position as a key travel and tourism hub in Asia, TravelRave brings together world class trade events that provide a broad platform for industry leaders, experts, and professionals to uncover business opportunities, share insights and best practices, showcase industry innovations and celebrate tourism achievements.

