



Travolution Forum Asia: The Power of Technology
09.30 - 12.30: September 18, 2019
Korme Exhibition Center, Nur-Sultan (Astana), Kazakhstan

09.30-09.35 Introduction

Daniela Wagner, Group Business Development Director, Jacobs Media Group

09.35-09.55 Executive Welcome

- **Peter Foster OBE, CEO Air Astana**

Peter will welcome the forum and talk about Air Astana's developments in terms of fleet, the new low cost carrier and why Kazakhstan is the "middle of everywhere"

09.55- 10.25 Session 1: Travel Lab Asia - Corporate Innovation for Triple-Bottom Line Impact in the Asia Pacific Travel Industry

Around the world and across all industries, sustainable technologies are entering into a new phase of capability, applicability, and affordability. To ensure that the Asia Pacific travel industry keeps pace of these best practices – and is well positioned to one day become the global leader of such best practices – the Asian Development Bank (ADB) Ventures, PATA, and Plug and Play Tech Center have co-created the "Travel Lab Asia" program. With a strong emphasis on sustainability tracking and metrics, this year-long program will help travel and hospitality companies with operations in Asia source technologies to improve business performance while solving their most pressing sustainability and environmental needs.

Moderator:

- Trevor Weltman, Chief of Staff, PATA

Panellists:

- Graham Harper, Director of Sustainability and Social Responsibility, PATA
- Jason Lusk, Consultant, ADB Ventures
- Patricia Nordstrom, Corporate Partnerships, Plug and Play

Format: This panel session will start off with a 5-minute presentation from Graham Harper, Director of Sustainability and Social Responsibility, PATA, followed by a 25-minute interactive and engaging moderated panel discussion and audience Q&A.

10.25-10.45 Session 2: Facing the Outside World

For many travel firms today, that have achieved scale in their home markets, international expansion is the obvious next step as they look to grow. Furthermore, in the age of the World Wide Web the ability to export your model overseas has never been greater. Therefore, to what extent do travel firms plan and strategise their move into international markets? Do they tend to be overly cautious and opt for neighbouring countries or destinations that speak the same language first, when opportunities in other markets might be overlooked? In this session we will look at

how travel firms can plan and execute their internationalisation and localisation strategies in a much-more intelligent way.

Moderator:

- Lee Hayhurst, Editor, Travolution

Panellists:

- Phillipa Nickolds, Director, Business Development, Transperfect.com
- Nikolay Mazensev. CEO of Aviata.kz

10.45-11.10 Networking Break ITB & Jacobs Media Group

11.10 -11.30 Session 3: Digital Solutions to Overtourism

As the digital travel sector continues to grow, the issue of so-called 'overtourism' has become acute in certain high-profile destinations like Barcelona, Venice and Dubrovnik. It has led to demonstrations and even attacks on tourists by some extreme anti-tourism groups. As local regulators work out what guidelines are needed to control the impact of tourism in the digital age, how should the travel industry respond and what is its role in ensuring there is a long-term sustainable solution to the success these tourist hotspots are experiencing. In this session we will talk to experts who see the use of technology and data as vital to spreading out tourism demand, mitigating any negative impact and ensuring a symbiosis exists between host destinations and the visitor economy.

Moderator:

- Daniela Wagner, Group Business Development Director, Jacobs Media Group

Panellists:

- Russell Young, Managing Director - APAC, Sojern
- Ankur Thakuria, Regional Manager, South Asia, Tiqets.com

11.30-12.05 Session 4: Practical Data Shaped by Consumer Behaviour

As holidaymakers adopt technologies that give them greater control over how they browse, book, create and share travel itineraries, firms are increasingly having to work out what customer-centricity means for them. Mobile, particularly the proliferation of smartphones and cheap 4G networks, has had a profound effect on consumer behaviour, but what about the impact of fast-emerging voice interfaces and how does this impact how consumers use their more traditional laptop and desktop computers? Insight into how consumers navigate the web is now crucial for any successful web strategy, so what trends are we seeing and what does best practice look like. This session will provide the answers.

Moderator:

- Lee Hayhurst

Panellists:

- Matthew Zatto, Vice President, Tourism - APAC, ADARA
- Tony Smyth, Senior Vice President Corporate Development & Communications, iFree Group

Format: 2-way panel chat

12.05-12.15 Wrap up

Daniela Wagner, Group Business Development Director, Jacobs Media Group

12.30 Close