



**Hospitality Asia**  
**Forum 2021 (Virtual)**

December 8 – 10, 2021  
Digitally presented on Hopin

#haf2021

A FOURTEEN IN ONE  
VIRTUAL CONFERENCE + EXHIBITION

# ROAD TO RECOVERY

Get your hotel rebound-ready



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Co Presented by:



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Cover Page

Delegates Demography

Speakers

Agenda

Project Lists

Attendees

Sponsorship

Testimonials

Event Platform

Marketing

## December 8 Morning

### Hotel Data Talks

✓	In this tracks, industry consultants and analysts will present hotel performance, travellers' insights and else in data to give a pragmatic overview of the current status quo in Asia's key destinations
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### Property Owners' Track

✓	Property owners are struggling with its survival due to the nearly shut-down of hotel business. In this track, consultants, hotel operators, investors will dissect the trends, survival mode, strategies forward.
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## December 8 Afternoon

### Economy and Budget Hotel Track

✓	Luxury and upper scale hotels are obviously in the frontier of sacrifice in the pandemic battle however what is situation with economy and budget hotels? How and how much of these brands were impacted by COVID-19 and how they will strive forward?
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### Design Talks

✓	In this session, designers will elaborate what fundamental changes COVID-19 has made on hotel designs and what are the new trends brought it by COVID-19?
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### HotelTech Track

✓	Technology is what drives innovation for all industries. Hear from the industry experts to present up to date technologies like, iot, 5G, AI, robotics, connected rooms, mobile apps, and else.
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## December 9 Morning

### Guest Experience

✓	Guest expectation in always on the rise. How hotels could provide guests streamlining services while accomodate the unique needs of the discerning guests is always the core discussion topic.
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### Revenue Rebound

✓	With COVID's recurrent cases, hotels are struggling in getting steady customers. With this going on, what strategies could be adopted to keep business going without the sacrifice of the staff lay-off and else methods that could jeopardize the business in the long run. What hotels should prepare for the recovery?
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### Marketing Talks

✓	The importance of having the right hotel marketing strategies is difficult to overstate, as it is a key part of launching a hotel, optimising the number of bookings you generate, building brand awareness and managing your reputation. Marketing gurus will be discussing the important strategies to adopt at all times, as well as some specific strategies to focus on during the COVID global pandemic.
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## Spotlights On Countries

December 9 Afternoon	December 10 Morning
✓ <b>Singapore</b>	✓ <b>Japan</b>
✓ <b>Malaysia</b>	✓ <b>Indonesia</b>
✓ <b>Philippines</b>	✓ <b>Vietnam</b>

## Hotel Data Talks

09:00	<b>Hopin Feature Video Tutorial</b>
09:10	<b>Keynote: Abstract and Topic To be Revealed</b> Speaker: <b>Dan Voellm</b>   Founder and CEO, AP Hospitality Advisors
09:40	<b>Presentation: Reserved for Event Partners</b>
10:10	<b>CEO Talk</b> Abstract and key points will be provided at a later stage.  Moderator: <b>Steve Carroll</b>   Senior Managing Director, CBRE Panelist <b>Cristiano Rinaldi</b>   President, Capella Hotel Group <b>Garth Simmons</b>   CEO Southeast Asia, Japan, & South Korea, Accor

## Property Owners Track (1/2)

10:50	<b>Keynote: Investing in Recovery</b> Global hospitality markets around the world have been upended by the effects of Covid-19. As the world emerges from the pandemic, how can investors identify and capture the best opportunities and what markets are best suited for investment?
11:20	<b>Panel Discussion: Navigating Through COVID with both Long and Short Stay Business</b> 1. How their properties are performing, and for the operators with both urban and resorts properties, how different the Covid performance has been between the two property types. 2. As hotel developers, are they seeing more enquiries from owners for resorts vs. urban properties. What sort of opportunities/ enquiries have they encountered in YTD2021? 3. How has the pandemic changed their operating model, both in the short-term and long-term? 4. What's the sweet spot they see? Identify the destination, property type and positioning?  Moderator: <b>Shi'ai Liang</b>   Director of Hotel Development, Marriott International Panelists: <b>Ryan Chen</b>   VP Business Development, Far East Hospitality <b>Gavin Faull</b>   Chairman and President, Swiss-Belhotel International – Philippines <b>Karan Kaul</b>   VP Business Development, Absolute Hotels Services Group
12:00	<b>Panel Discussion: Serviced Apartments vs Hotels - Which is More Profitable and Resilient?</b> 1. Profitability as defined by GOP% vs absolute GOP. 2. Different classes of hotels and serviced residence. 3. Different fit for difference geographies and market segments.  Moderator: <b>Brian Tan</b>   Country General Manager (Thailand & Laos), The Ascott Limited Thailand Panelists: <b>Caspar P. Schmidt</b>   Managing Director, QCC Collection Group Pty Ltd

## Property Owners Track (2/2)

12:40	<b>Panel Discussion: Life after Pandemic</b> What were the Key Lessons Learnt from International Hotel Chains? Moderator: <b>Nathalia Wilson</b>   Director of Development South East Asia and Korea, InterContinental Hotels Group Panelists: <b>Erwann Mahe</b>   Managing Director, International Operations – Asia, Best Western Hotels and Resorts <b>Manish Jha</b>   Chief Hospitality & Property Officer, Boutique Corporation Public Company Limited
13:20	<b>LUNCH BREAK</b>
14:20	<b>Panel Discussion: Abstract and Topic to be Revealed</b> Moderator: <b>Kyu Baek Kim</b>   Head of Acquisition & Development, Ovolo Group
15:00	<b>Panel Discussion: Abstract and Topic to be Revealed</b> Moderator: <b>Benjamin Hirasawa</b>   Founder, Managing Director, BH21 Pte Ltd

## Economy & Budget Hotel Track

15:40	<b>Panel Discussion: Abstract and Topic to be Revealed</b> Panelist: <b>Govinda Singh</b>   Executive Director, Colliers International
16:10	<b>Presentation: Reserved for Event Partners</b>

## Design Talks

16:50	<b>Presentation: Reserved for Event Partners</b> ESG and Certification: Increased Expectations from Investors and Customers Sustainability is of increasing importance in the investment community. Pushes for net-zero, ESG disclosure, and sustainability are increasing among investors and lenders which also brings new opportunities for green finance and cost savings. On the other end, travellers, both leisure and business, are increasing similar expectations. Solutions are scaling such as GSTC certification and carbon reduction targets. This session will explore the trends and examples from various angles of owner, operator, customer, certification, and lender.  Moderator: <b>Eric Ricaurte</b>   Founder, Greenview Panelists: <b>Marcia Yu</b>   Senior Investment Officer, International Finance Corporation <b>Victoria Shepherd</b>   APAC Manager, International WELL Building Institute
17:20	<b>Panel Discussion: Abstract and Topic to be Revealed</b> Moderator: <b>Tulsi Gover</b>   Managing Principal, Hassell Studio
18:00	<b>End of Day 1</b>

## HotelTech Talk

09:20	<b>Hopin Feature Video Tutorial</b>
09:30	<b>Panel Discussion: Exploring the Very Latest Technology Trends</b> Panelist: <b>William Chan</b>   Software and Infrastructure Development Lead, The Hong Kong and Shanghai Hotels Limited
10:10	<b>Presentation: Reserved for Event Partners</b>

## Guest Experience

10:40	<b>Panel Discussion: Futurist Thoughts on Travel</b> Are we really changing? Are the new generation travellers wanting something different, do branded hotels make a difference - these are all a little controversial but we should talk about it. Moderator: <b>Paul Wilson</b>   Executive Vice President, Cross Hotels and Resorts
11:20	<b>Presentation: Reserved for Event Partners</b>
11:50	<b>Panel Discussion: Lifestyle Hotels - What are They, are They Really any Different, are They the New Way?</b> What are they, are they really any different, are they the new way forward, what are the advantages for an Owner and for the guest, what are the lifestyle brands form the leading operators. Moderator: <b>Andrew Langdon</b>   SVP Development Asia, Accor

## Revenue Rebound

12:30	<b>Panel Discussion: Abstract and Topic to be Revealed</b> Panelists: <b>Cinn Tan</b>   Chief Sales & Marketing Officer, Pan Pacific Hotels Group <b>Ankur Badhwar</b>   Marketing Director Revenue, Marriott International
13:10	<b>LUNCH BREAK</b>
14:10	<b>Gearing Up For The Post-COVID Travel Boom: What the Hotel Industry Needs to Prepare for</b> Panelists: <b>Kevin J Beauvais</b>   CEO, Fusion Hotel Group <b>Adil Mubarak</b>   Vice President Operations, RedDoorz
14:50	<b>Panel Discussion: The Rise of Extended Stay During COVID</b> In this session, speakers will be talking about co-living, co-working, vocation rental & staycation. Keypoints will be provided at a later stage. Panelists: <b>Dean Schreiber</b>   CEO, Oakwood

## Marketing Talks

15:30	<b>Post Pandemic Hotel Marketing: More of the Same or a Total Paradigm Shift?</b> The Covid 19 pandemic hit the hospitality and travel industry very hard. Signs of recovery for the crippling effects of the Pandemic to the industry are there albeit moving slowly and cautiously. In the new post pandemic world, how should hotels improve their marketing? Will it be more of the same as per the pre-pandemic era or will there be a revolution to the entire marketing approach for hotels? Hear opinions from a panel of senior Hospitality Experts on how hotels can pivot their Marketing plans and activities to remain relevant, and to capitalise on rebounding opportunities. Discussion points will include: <ul style="list-style-type: none"> <li>• What will change, what will remain in Hotel Marketing post pandemic</li> <li>• Has the distribution platform been affected? How should hotels approach this?</li> <li>• Marketing Communication messages in the post pandemic era. Will selling messages change? What needs to be said?</li> <li>• Segmentation disruptions. What segments will take precedence, what has changed and what may never fully recover.</li> <li>• Human Resources: will the pandemic require a revamp of the human resource structure of the Marketing Division in a hotel?</li> <li>• Opportunities and threats the Marketing can address</li> <li>• Ideas &amp; Takeaways from the Panel</li> </ul> Moderator: <b>Ricky Ang</b>   Founder & Director, Sepia Hotels & Resorts Panelists: <b>Radit Mahindro</b>   Area Marketing Communication Director, AMAN
16:10	<b>Hotel Marketing Deep Dive: Dissecting COVID &amp; Future Strategies</b> With the world we currently live in very different to 18 months ago when COVID was declared a pandemic, the way people dream about, search and book travel is very different. Do you know the new ways that the changed traveller is booking travel? Do know you where to find people that want to book directly with you right now? In this session you will learn from some of APAC's top hotel and agency marketers about what is working now and what they expect will become future trends to get your guests to click your BOOK NOW button. Key points: <ul style="list-style-type: none"> <li>• The new changed traveller - who they are, how do they now search for travel and what channels.</li> <li>• What appeals to them the most now that will get them to press your BOOK NOW button?</li> <li>• How are you best preparing for the new normal and recurring lockdowns</li> <li>• How to be 'open' when you're 'closed'</li> <li>• What channels are you using where people are booking right now</li> </ul> Panelists: <b>Kevin Wallace</b>   CEO, TNH Hotels
16:40	<b>Reserved for Event Partners</b>
17:20	<b>Hotel Marketing Deep Dive: Dissecting COVID &amp; Future Strategies</b> Forming your own brand vs working with hotel operators Keypoints: <ul style="list-style-type: none"> <li>• Getting internal stakeholders behind the importance of brand positioning and concept development</li> <li>• Building a relevant brand strategy for your hotel - understanding your target audience, analysing your competitors, learning from best practice</li> <li>• Ensuring your brand resonates with your guests through distinct and memorable guest experiences</li> </ul> Moderator: <b>Catherine Monthienvichienchai</b>   Chief Branding Officer, QUO Global
18:00	<b>End of Day 2</b>

## Japan Track

09:30	<b>Hopin Feature Video Tutorial</b>
09:40	<b>Fireside Chat: Emerging Trend of Sustainable Tourism in Japan</b> Moderator: <b>Yukihito Ito</b>   Managing Director, Asterisk Realty Panelist: <b>Kiyoshi Tsuchiya</b>   Director, CBRE
10:20	<b>The Rise of the Accidental Hotelier in Japan</b> During the boom years many diverse businesses bought hotels and brought in operators or operated them. During the pandemic these accidental hoteliers struggled because they had no real hotel experience. However, the original business (be it real estate or trading etc) remained profitable so they could keep their hotels investments afloat. As a panel discussion we could look at the rise of the accidental hotelier in Japan. As we come out of the pandemic and into the endemic phase what does the rise of the accidental hotelier mean for the Japan hotel landscape. Speaker: <b>Ashley J Harvey</b>   CEI, AED Hotels

## Vietnam Track

11:00	<b>Fireside Chat: Topic and Abstract to be revealed</b> Panelist: <b>Carolina Fagnani</b>   Senior Director of Business Development, Radisson Hotel Group
11:40	<b>Reserved for Event Partners</b>
12:20	<b>Lunch Break</b>

## Indonesia Track

13:20	<b>Reserved for Event Partners</b>
14:00	<b>Panel Discussion: Industry Mega Shift During Pandemic</b> Panelist: <b>Deny Izra</b>   President Director, President Director

## Singapore Track

14:30	<b>Reserved for Event Partners</b>
15:00	<b>Fireside Chat: Topic and Abstract to be Revealed</b>

## Malaysia Track

15:30	<b>Reserved for Event Partners</b>
16:00	<b>Fireside Chat: Topic and Abstract to be Revealed</b>

## Philippines Track

16:40	<b>Keynote: The Evolving Landscape in Philippine Real Estate and Tourism Industry</b> 1. The situation of Philippine Real Estate in the new normal. 2. The historical performance of Philippine properties 3. Hotel and Resort opportunities. Speaker: <b>Eric Manalo</b>   CEO, EIM Realty
17:10	<b>What's to Stay and What's To Go - Shaping the Post COVID-19 Travel</b> More of the strategies for post COVID19 when it comes to travel, tourism/hospitality industry Moderator: <b>Garry A. Garcia</b>   Regional Director - Operations and Business Development, Swiss-Belhotel International – Philippines Panelist: <b>Angel Sueiro</b>   COO, PH Resorts
17:50	<b>End of Day 3</b>





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For more about us, please visit [www.hospitality-asia.com](http://www.hospitality-asia.com).



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### We are operating in China, Southeast Asia, Japan and Middle East and here is our upcoming plans:



2nd Hospitality Asia Forum –  
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3rd Hospitality Malaysia  
Conference - Kuala Lumpur



3rd Hotel Marketing &  
Revenue Conference - Bangkok



5th Hospitality Philippines  
Conference - Manila



2nd Hospitality Japan  
Conference –Tokyo



HMR Middle East –  
Riyadh



6th Hospitality Indonesia  
Conference - Jakarta



5th Hospitality Vietnam  
Conference - HCMC



2nd Hotel Investment &  
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