

ILTM Asia Pacific – Educational Seminar

Monday 21st May, Ritz Carlton Millenia, Chihuly Room, 16:30 – 17:30



CONTEXT:

Having emerged as the region with the largest HNWI population, luxury travel brands are eager to tap into the growing purchasing power of Asia Pacific's millionaires. Understanding the consumer and their changing behaviour is key to this, which is why we've partnered with Agility Research & Strategy to uncover critical insights. Through interviews with close to 3,000 affluent respondents across the region, together we've produced our latest report, The Asian Millionaire Traveller in 2018.

In our Educational Seminar, we deep dive into this report with a thoughtful panel discussion focusing on the luxury travel habits and preferences of this consumer. Moderated by Chris Kucway, Editor-in-Chief of Travel + Leisure Southeast Asia, the panellists will discuss: perceiving luxury and necessity; destinations on the horizon; travel behaviours and demand; brand expectations; and future trends.

Like the report, this lively discussion will give you the latest insights to understand this very unique consumer and market, with key takeaways for enhancing business strategy. All attendees of ILTM Asia Pacific will receive a copy of The Asian Millionaire Traveller in 2018 via email and it can also be accessed in the event app.

The seminar is the first official event at ILTM Asia Pacific and is also being streamed on Facebook Live for the wider luxury travel community who are unable to attend the event in person.

MODERATOR:

CHRIS KUCWAY, EDITOR-IN-CHIEF, TRAVEL + LEISURE SOUTHEAST ASIA

A long-time resident in Asia, Chris Kucway has worked in travel publishing for the past 25 years, most of that time focussing on Asia. The past nine years have been with Travel+Leisure, where he has witnessed unprecedented interest and growth in Asian tourism. As well as evolving destinations, Chris is intrigued by the changes that revolve around what we look for when it comes to travel, both within the region and throughout the rest of world. Canadian, he gravitates towards the great outdoors but never tires of visiting Tokyo, Hong Kong and Singapore.

THE PANELLISTS:

AMRITA BANTA, MANAGING DIRECTOR, AGILITY RESEARCH & STRATEGY

Amrita has a 20 year career in growing and developing businesses in Asia, having carried out over 350 consulting engagements across various industry verticals. She co-founded Agility Research & Strategy, which is ranked as one of the top 10 luxury research firms globally and among the first luxury insights and consultancy firms founded in Asia. She is also Executive Director of AFFLUENTIAL, a global leader on intelligence and data on affluent consumers. She has spoken at different events worldwide, including the New York Times International Luxury Conference in Versailles and at the last two years of the former ILTM Asia.

DANIEL WELK, VICE PRESIDENT OF OPERATIONS - LUXURY ASIA PACIFIC, HILTON

Daniel's experience in the hospitality industry spans over 25 years and encompasses various roles in the United Kingdom, Australia, Indonesia, Japan, Malaysia, and India. Daniel joined Hilton in 2008 and before assuming his current position, he was Vice President of Operations in India for Hilton. Now, Daniel is Vice President of Operations for Hilton's portfolio of luxury and lifestyle hotels and resorts in the Asia Pacific region. Daniel oversees the operation of the existing three Waldorf Astoria and 18

Conrad Hotels & Resorts hotels. He is also responsible for the fast-growing pipeline that currently includes seven Waldorf Astoria and twelve Conrad Hotels & Resorts.

NAOMI MANO, PRESIDENT & CEO, LUXURIQUE INC.

US born Japanese national, Naomi has been in the marketing, branding, and hospitality industry for 25 years. Starting her career at IBM, where she was on the Nagano Olympic Marketing Committee, she moved on to manage a wider range of marketing across Asia Pacific for various multinational firms. She launched her hospitality management and consulting firm, Luxurique Inc. in 2016. The company caters to an exclusive list of clientele, ranging from luxury travellers to high-end brands and their clients. She now consults for various traditional venues, artists and cities to help them market to the growing number of travellers coming into Japan.

SENIOR VICE PRESIDENT & MANAGING DIRECTOR, ASIA PACIFIC, NORWEIGAN CRUISE LINE HOLDINGS LTD.

Steve Odell is Senior Vice President & Managing Director of the Asia Pacific region for the three brands of Norwegian Cruise Line Holdings Ltd – NCL, Oceania Cruises and Regent Seven Seas Cruises. Steve joined the company in October 2015 to spearhead the launch of the company's Australasian headquarters and in 2018 took on an expanded role overseeing the greater Asia Pacific region, including China where NCL operates a year round operation exclusively targeting the mainland market. In this role, he is responsible for the strategic expansion, vision and continued growth of the company's presence in the fast growing Asia Pacific market. He oversees the company's seven regional offices and 200 local based employees. He is also Chairman of CLIA Australasia.