WiT SEOUL

NOV 2, 2023 | MAIN STAGE

Open to all attendees

THU, NOV 2

8:00 AM - 9:00 AM
Checking In

9:00 AM - 9:10 AM
Kick-Off

9:10 AM - 9:20 AM
Setting The Stage

Yeoh Siew Hoon
Founder
WiT

Min Yoon
CEO & Founder
TIDESQUARE

9:20 AM - 9:30 AM
The Human Revolution

A big picture view of the human revolution in travel in the age of generative AI and big tech.

Timothy Hughes
Vice President, Corporate Development
Agoda

9:30 AM - 10:00 AM
Trends Driving Online Travel in Asia

In this session, we get three different perspectives on the factors influencing online travel in Asia, covering hospitality, aviation and corporate travel.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Clive Ashmore Butler
Chief Commercial Officer
Atlas

Ollie Ansell
Vice President, Commercial Market Strategy
Accor

Renaud Nicolle
Senior Vice President, Travel Sellers – North Asia, Pacific & Global TMCs, APAC
Amadeus

10:00 AM - 10:20 AM
Coffee Chat

Catch up on the latest happenings at Korea's flag carrier as it pursues its merger with Asiana Airlines and reimagines its distribution and network strategy, including rolling out its NDC (New Distribution Capability) plan, which will have implications for intermediaries in the value chain.

Interviewer:

Min Yoon
CEO & Founder
TIDESQUARE

Speaker:

Kwang Ho Ko
Managing Vice President, Regional Headquarters, Korea
Korean Air

10:20 AM - 10:30 AM
The Changing Preferences of The Korean Traveller

Insights into the latest consumer travel trends in the South Korean outbound market, including pre- and post Covid consumer behavior, as well as attitudes and perceptions to Japan, as Korea's number one destination.

Min-Hwa Kim
Director, Research & Data Tech
Consumer Insight

10:30 AM - 11:00 AM
Coffee Break sponsored by Korea Tourism Organization

11:00 AM - 11:20 AM
Coffee Chat

Air Premia, established in 2017, is stretching its wings in South Korea's competitive aviation market. Seeking to carve a niche between a budget carrier and full service, it launched international services in July 2022. According to media reports, its revenue last year reached 53.1 billion won (US$40 million), making it the country's eighth-largest earner out of 11 carriers. Let's find out what how this new airline is thinking of the future.

Interviewer:

Min Yoon
CEO & Founder
TIDESQUARE

Speaker:

Myungsub Yoo
CEO
Air Premia

11:20 AM - 11:50 AM
The OTA Revolution

Disrupt or be disrupted. The OTA model, pioneered by Booking and Expedia, is now 27 years old and everything must evolve. But is evolution good enough for the current times we live in? Is nothing short of a revolution needed in the way OTAs now present themselves as the ultimate marketplace to buy travel? We find out how global OTAs are positioning themselves in the local market.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Jay Lee
Director, South Korea
Agoda

Chris Kim
Area Manager, South Korea
Booking.com

Hanna Sim
Associate Director, Accommodation Business Unit
Trip.com

11:50 AM - 12:00 PM
The Human Desire For Experiences

Travellers have shown healthy appetites for experiences post-pandemic. What trends is this global attractions pass company seeing in Asia? Plus, it's been a year since Go City launched its Seoul Pass. What inbound traveller trends are they seeing?

Baidi Li
Senior Vice President, Commercial, APAC
Go City

12:00 PM - 12:30 PM
K-pop, Top of the Pops, Things To Do: It's All In The Experience

It's no longer enough to sell just flights and hotels, everyone's bundling as travellers have shown strong appetite for experiences, especially the harder-to-discover hidden gems. One thing that's also selling well is entertainment, driven by the demand for live concerts, be they K-pop or foreign pop stars. We speak to those that are at the front line of bringing experiences to travellers.

Moderator:

Chan Chee Chong
CEO & Co-founder
GlobalTix

Panel:

James Lee
General Manager, South Korea
Klook

Will Choi
Commercial Manager, South Korea
Go City

YoonYoung Choi
Director, Business Development
BeMyGuest

12:30 PM - 12:50 PM
Coffee Chat

The age of disruption, brought on by the converge of technology and consumer behaviour shifts, is upon the travel agency world, and no one can afford to stand still. Whether offline or online, intermediaries have to redefine their proposition in the travel value chain as airlines and hotels ramp up their direct distribution strategies. Where are the opportunities and what must travel agents do to sharpen their value in the travel distribution ecosystem?

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Brett Thorstad
Vice President, Travel Solutions, Agency Sales, Asia Pacific
Sabre

12:50 PM - 2:00 PM
Lunch sponsored by Naver

2:00 PM - 2:05 PM
Open Space

2:05 PM - 2:25 PM
Coffee Chat: Lessons From South-east Asia

Post-pandemic, South-east Asia has emerged as one of the most watched regions by e-commerce brands. According to a study by Meta and Bain & Company, its e-commerce gross market value is expected to continue rising from US$129 billion in 2022 to US$280 billion in 2027, representing a CAGR of 17%. The number of digital consumers is also projected to grow steadily to reach 370 million in 2022—an addition of 28 million people. It is this growth that is underpinning the success of Traveloka, the Indonesia-based OTA, that wants to firmly plant its flag in South-east Asia. In this session, take lessons from building a regional OTA brand in South-east Asia and how it balances localization with scale.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Joydeep Chakraborty
Chief Strategy & Investment Officer
Traveloka

2:25 PM - 3:15 PM
Airlines & Their State of Play In The Age of Tech & Sustainability

We take to the skies with airlines and find out how they are thinking of the future as they continue to transport humans from point A to Z, and places in between, and how they are transforming for the age we live in, with its new pressures on sustainability amid the accelerated age of tech and distribution, NDC included.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Steve Sukwan Kim
Strategy & Marketing Director
T'Way Air

Boris Darceaux
General Manager
Korea, Japan & New Caledonia
Air France – KLM

Jose Pereira
Head of Global Distribution
Lufthansa Group

3:15 PM - 3:25 PM
Transforming Hospitality

Yanolja Cloud is promising to transform hospitality not only at home and abroad. Where does it see hospitality tech going? How can hoteliers use new tech and tools to transform their future?

Jong Yoon Kim
Managing Director / Co-CEO
Yanolja Cloud

3:25 PM - 3:55 PM
Coffee Break sponsored by Korea Tourism Organization

3:55 PM - 4:25 PM
The Art of Tech & Heart in Hospitality

For hoteliers, finding the right balance between human touch and tech has always been difficult and increasingly so, because while tech has accelerated, talent has become scarce. How should hoteliers balance tech with human touch in an age of accelerated change? In this panel, we learn how hoteliers are thinking about it, and share some lessons from the frontline.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Boram Park
General Manager
RYSE Hotel, Autograph Collection

Peter Hilderbrand
General Manager
Grand Hyatt Seoul

Stefan Wolf
Managing Director, Wolf Commercial Consulting / President, HSMAI Korea

Seungdo Woo
Principal BD
Amazon Web Services (AWS)

4:25 PM - 4:55 PM
The Human Spirit For Discovery: In Search of Places

Humans are wired to travel, to search for new places and experiences. But they are now driven by different aspirations and desires. How are destinations marketing to these new travellers and cutting through the clutter to deliver their messages?

Moderator:

Timothy Hughes
Vice President, Corporate Development
Agoda

Panel:

Michal Prochazka
Director, Korean Office
CzechTourism

Yuichi Shimizu
Executive Director
JNTO (Japan National Tourism Organization) Seoul Office

Rajan Sakya
CEO, KGH Group
Founding Director, MoNA

4:55 PM - 5:20 PM
The Next Human Revolution

What's driving the next generation of humans? Is it tech or is it the human experience? We put the spotlight on brands aimed at this growing demographic – the Gen Z – and see if we can unearth insights that will apply to travel.

Moderator:

Sunny Chang
Director of Global Business Development
TIDESQUARE

Panel:

Bruce Lee
YouTube Content Creator & Artist
브루스리 TV (YouTube)

Young Jin Kim
Creative Director
Tchaikimyoungjin/Tchaikim

Joonhyong Jo
Chief Marketing Officer
SOCAR

Hyunjae Na
Product Manager, Korea
Tripbtoz

5:20 PM - 5:40 PM
Imagination: The New Human Superpower In The Age of AI

We always thought art and creativity would be the last to fall against the machine. But the emergence of generative AI in images, videos, music and story telling has put paid to that notion. Is imagination the only human superpower we have left? How do we fuse man and machine to tell soulful stories? This presentation will give food for thought.

Jason Chan
Co-founder
Cinewav

5:40 PM
It's A Wrap

6:00 PM - 7:30 PM
Closing Cocktails hosted by Korea Tourism Organization

Programme correct at time of publishing
All times shown are in Korea Standard Time (UTC+9)

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FOR SPONSORSHIP QUERIES
GERRY PANG
gerry@webintravel.com

FOR REGISTRATION & ALL OTHER QUERIES
DEWI ISHAK
dewi@webintravel.com

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