

Travel Reimagined

an APEC and Airbnb Tourism Forum
3 November - 11 November 2020

COVID-19 will leave tourism forever changed. The APEC Tourism Working Group, the National Center for APEC (NCAPEC) and Airbnb are hosting a series of online panel talks on the future of the industry.

Session 1

Reopening travel in APEC

11am-12pm (UTC+8), November 3 2020

The dream of seamless travel across APEC has been heavily set back by COVID-19. This panel considers how to facilitate reopening travel and explores innovative ideas to enable a vibrant and competitive APEC tourism industry of the future.

Panelists:

- **Mr Chris Lehane**
SVP for Global Policy and Communications, Airbnb
- **Mr Keith Tan**
Chief Executive, Singapore Tourism Board
- **Mr Vinoop Goel**
Regional Director, Airports & External Relations, Asia Pacific, International Air Transport Association (IATA)

Moderator: Ms Hermione Joye, Sector Lead, Travel and Vertical Search, Asia Pacific, Google

Session 2

Reimagining destinations: balancing survival and sustainability

11am-12pm (UTC+8), November 6 2020

Concerns about overtourism have largely been replaced with the need to drive recovery, but to what extent should destinations be using this opportunity as a chance to reset and reimagine tourism? Panelists will discuss how we might travel better and more sustainably in the future.

Panelists:

- **Dr Rebecca Fatima Sta Maria**
APEC Secretariat Executive Director
- **A/Prof Jutamas (Jan) Wisansing**
Member, Strategic Team, Thailand Ministry of Tourism and Sports
- **Mr Bruce Bassett**
Strategy and Policy Manager, Tourism Industry Aotearoa (TIA)

Moderator: Ms Anita Roth, Global Director, Strategic Engagement and Policy, Airbnb

Session 3

Technology driving tourism recovery and shared prosperity

11am-12pm (UTC+8), November 11 2020

The internet has helped open access to tourism and create economic opportunities for all sectors of society. Panelists will discuss how travel technology and the digital economy can drive tourism recovery, and ensure the opportunities created reach underrepresented groups and populations.

Panelists:

- **Mr Yew Heng Lim**
Regional Head of Public Affairs, Grab
- **Mr Darzy Norhalim**
Director of Digital Inclusion Division, Malaysia Digital Economy Corporation (MDEC)
- **Dr Mario Hardy**
CEO, Pacific Asia Travel Association (PATA)
- **Mr Nicolás Caram**
Leader of Adventure Tourism Development, Undersecretary of Tourism, Chile

Moderator: Mr James Lambert, Director of Economic Consulting, Asia, Oxford Economics