

Phocuswright India

Gurgaon, India | 21 - 22 April 2016



CONFERENCE WRAP UP

THE ASIAN MOJO:
MILLENNIALS, MOBILE,
MONEY, MANIA

CONFERENCE

OVERVIEW

The sister event of Phocuswright's two-decade-running U.S. conference, *Phocuswright India* drew APAC's top players around our rigorous and unbiased research to discuss the trends, technology and turmoil affecting the Asia Pacific travel market.

Phocuswright India was our first-ever conference centered solely on the Asia Pacific travel market and its ever-evolving nature.

It gathered hospitality, travel and tourism's most innovative thinkers and leaders together to connect, share and move the industry forward.

"The Asia Pacific market is incredibly diverse. It has many niche markets and characteristics you can't find anywhere else. With high Internet penetration, mobile devices are dominating how

travelers access online services as consumers take control of the search, shop, buy process," said Phocuswright's managing director, Tony D'Astolfo.

"We put together a stellar program for our first-ever *Phocuswright India*," D'Astolfo added. "We had keynotes from the leaders of top travel companies operating in the region, including Ibibo Group, Airbnb and Facebook, as well as executive interviews with MakeMyTrip, Cox & Kings, and The Priceline Group. It was an excellent and thought-provoking *Center Stage*."

Learn more about *Phocuswright India* at www.phocuswrightindia.com

THEME

The theme of the inaugural *Phocuswright India*, **The Asian Mojo: Millennials, Mobile, Money, Mania**, encapsulated the key driving forces defining the Asia travel market. Five tenets uphold this theme:

- **Same, but different:** From an outsider's perspective, the Asia Pacific region appears similar, but is in actuality a diverse region with many niche markets and characteristics.

- **The be-all and (probably) end-all:** With soaring Internet penetration, billions will access online services primarily via mobile devices.

- **From copycats to trendsetters:** Alibaba, Ctrip, Didi Kuaide, Flipkart, Ola, Qunar. Need we say more?

- **Blurring here, there, everywhere:** From mobile messaging to mobile shopping. Offline to online, online to offline. OTAs and metasearch overlap. Consolidation and acquisitions become the name of the game.

- **I, me, myself:** Self-service is the mantra. Consumers – including millennials – are taking control and charting their own course... But first, let me take a selfie.

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ASIA PACIFIC TRAVEL

INNOVATION SUMMIT

Ten innovators took the stage to demonstrate applications and solutions set to change the Asia Pacific travel industry at the first-ever Asia Pacific *Travel Innovation Summit*. The winners represented the best of this elite group.

“The Asia Pacific region is a hotbed of innovation, and is also very active with respect to acquisitions, mergers and IPOs,” said D’Astolfo. “There is a proud history of APAC-based companies taking the stage at Phocuswright *Travel Innovation Summits* including MakeMyTrip, Rakuten, IBS, QYER, Trip Hobo, Guidoo, Booking Boss, and others. This year’s presenting companies are a great representation of

the region’s innovations that are sure to make an impact on APAC’s growing travel landscape.”

WINNERS

Asia Pacific Travel Innovator of the Year: **QuadLabs**

Runner Up: **Myles**

People’s Choice Award: **Audio Compass**

Amadeus Next Award: **Audio Compass**



THE ASIAN MOJO: MILLENNIALS, MOBILE, MONEY, MANIA



Rao: It's better to have 100 customers who love you vs 1000 who kind of like you. #Phocuswright



McCabe: Gaming companies tapping into the mobile growth engine-quickest to 50M users #Phocuswright

CENTER STAGE

Online travel in Asia Pacific was just US\$4.8 billion in 2002. The entirety of online bookings in the region amounted to less than one fifth of that in the U.S. But fast forward to 2016, and the APAC online travel market is approaching \$140 billion and is nearly as large as the U.S. – and growing much faster. For far too long, the travel industry has framed the discussion around Asia Pacific as one of potential. But that can no longer be the case. Global travel's center of gravity is quickly moving eastward. And the story is only just underway.

- Douglas Quinby, Vice President, Research, Phocuswright

SPEAKERS

Jonty Neal, Chief Executive Officer, AirAsiaExpedia

Varsha Rao, Head of Global Operations, Airbnb

Chandresh Natu, APAC Purchasing Lead, Aon

James E. Burba, President, BHN

Raghav Gupta, India Country Manager, BlaBlaCar

Manmeet Kumar, Head of Sales, India, Carlson Wagonlit Travel

Samyukth Sridharan, President and Chief Operating Officer, Cleartrip

Mat Orrego, CEO, Cornerstone Information Systems

Urrshila Kerkar, Executive Director, Cox & Kings

Lee McCabe, Global Head of Travel, Facebook

Hichame Assi, COO, HotelsCombined.com

Todd Arthur, Managing Director, SE, APAC, HRS

Ashish Kashyap, Founder and CEO, ibibo Group

Aloke Bajpai, Co-Founder and CEO, ixigo.com

Rattan Keswani, Deputy Managing Director, The Lemon Tree Hotel Company and Chairman, Carnation Hotels

Deep Kalra, Chairman and Group CEO, MakeMyTrip.com

Rajesh Magow, Co-Founder & CEO, India, MakeMyTrip.com

Philip Wolf, Founder, Phocuswright and Board Director, MakeMyTrip.com

Sakshi Vij, Founder and CEO, MylesCars

Maninder Gulati, Chief Strategy Officer, OYO Rooms

Frank Skivington, Chief Commercial Officer, Skyscanner Ltd.

Dilip Puri, Managing Director India & Regional Vice President South Asia, Starwood Hotels & Resorts

Adrian Currie, SVP, Corporate Development, The Priceline Group

Chinmai Sharma, Chief Revenue Officer, Taj Group

Grant Colquhoun, Senior Director of Account Management, APAC, TripAdvisor

Alex Lopoukhine, Director of Business Development, Viator

Ross Veitch, Co-Founder and CEO, Wego.com

TALKBACKERS

Sebastien Gibergues, Head of the Leisure & Online Travel, Amadeus IT Group

Clement Wong, Founder and CEO, BeMyGuest

Santosh Rao, Senior Vice President, Growth, HolidayIQ.com

Feargal Mooney, CEO, Hostelworld.com

Nina Kubik-Cheng, Vice President, Partnerships, Roomorama

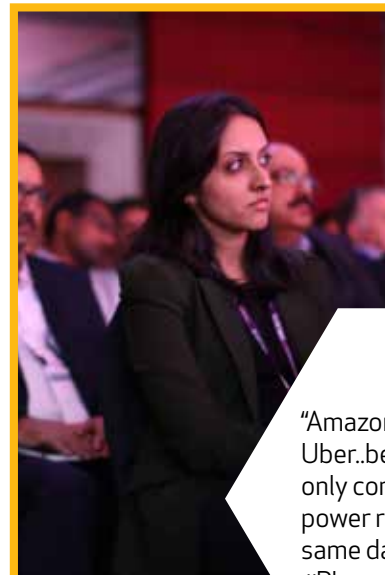
Yogendra Vasupal, CEO, Stayzilla

Dhruv Shringi, Co-Founder and CEO, Yatra.com

THE ASIAN MOJO: MILLENNIALS, MOBILE, MONEY, MANIA



The sharing economy is touching just about every segment of the travel industry. #Phocuswright



"Amazon is worried about Uber..because they're the only company that can empower retailers to deliver same day." Philip Wolf #Phocuswright

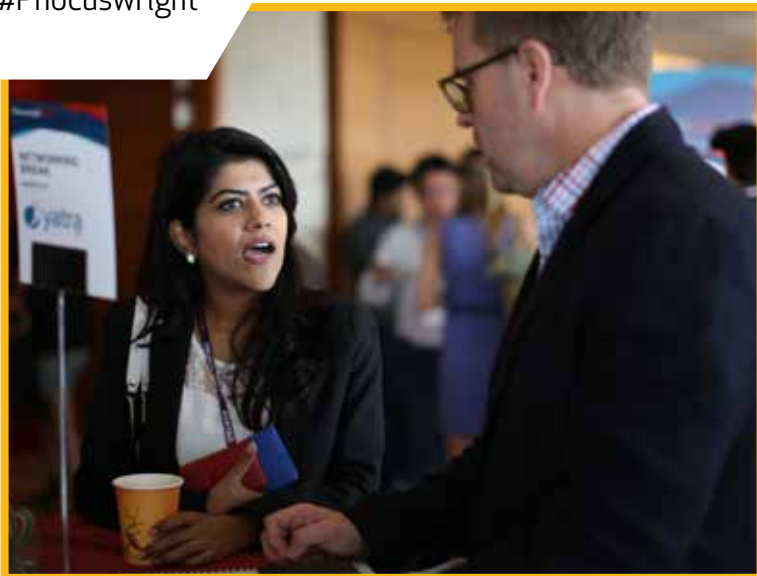
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2 in 3 Indian leisure travelers who took an overseas trip in 2014 did so for the 1st time
#Phocuswright



In 2015 through 1Q16, 51% of global travel startup funding went to startups in APAC.
#Phocuswright



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To everyone who helped make the inaugural *Phocuswright India* a success. Especially our speakers, innovators, attendees and partners -

thanks.

PARTNERS



MEDIA PARTNERS

