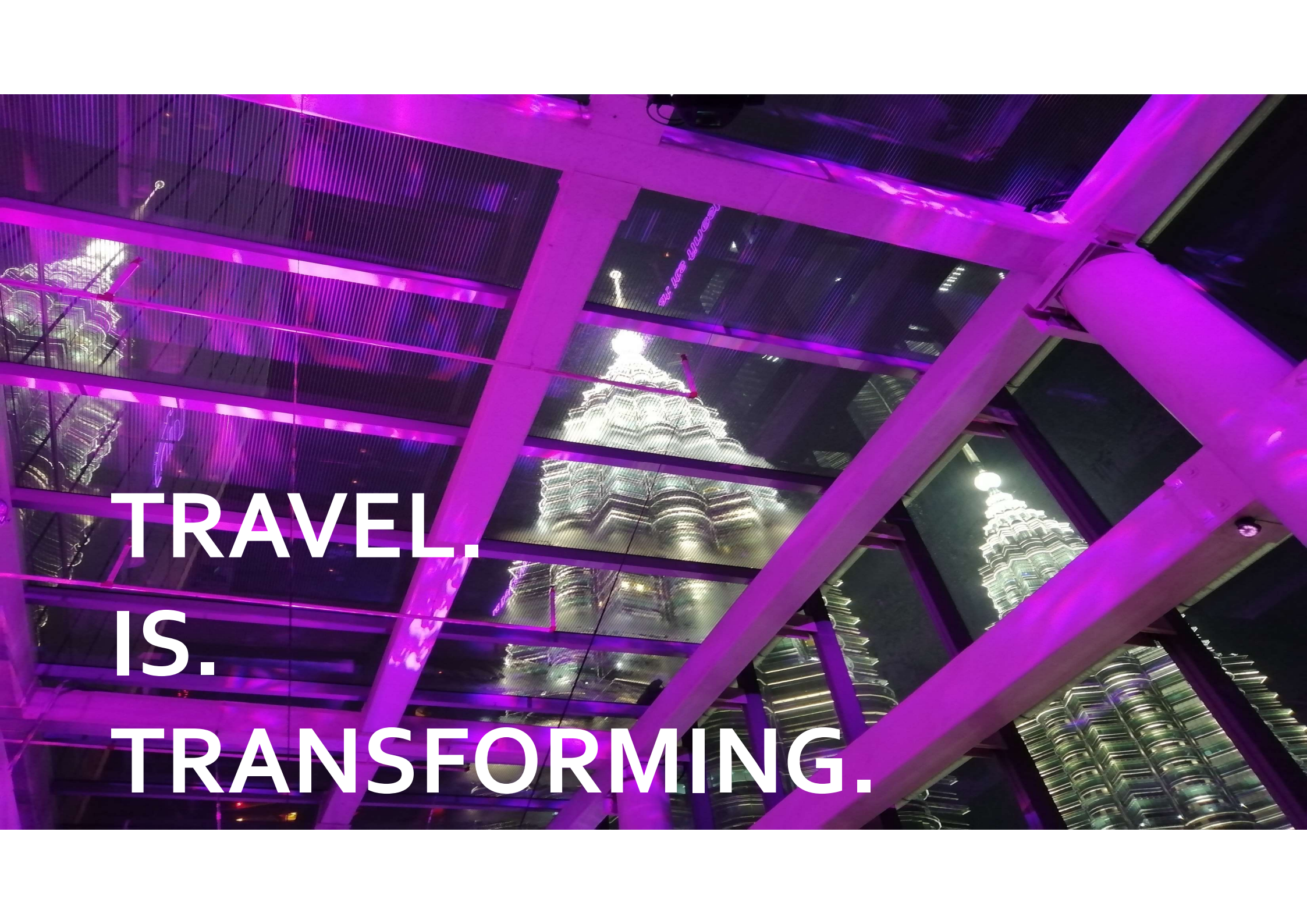


# Redefining Travel Experiences: Evolving Consumer Trends & Demands



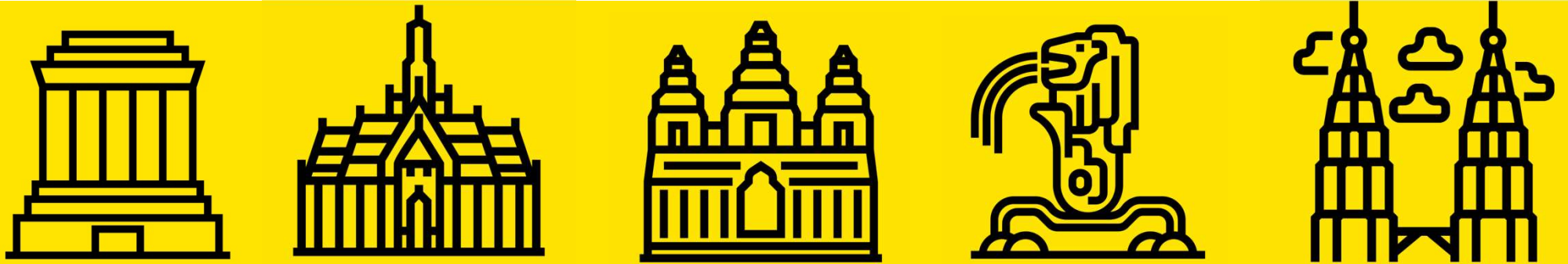
**Gary Bowerman**  
Director,  
Check-in Asia



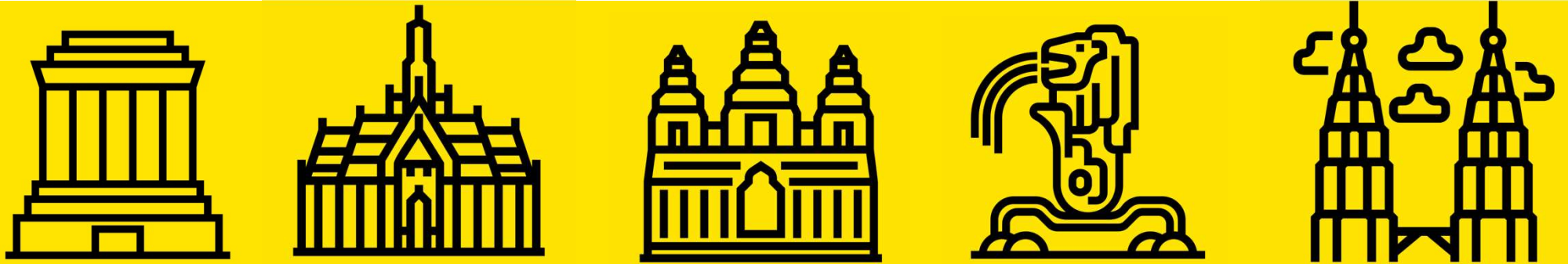
**TRAVEL.  
IS.  
TRANSFORMING.**

*“No-one likes to say it, but I think it’s in the back of many people’s minds that the dramatic changes cementing themselves now mean global travel might never be the same again.”*





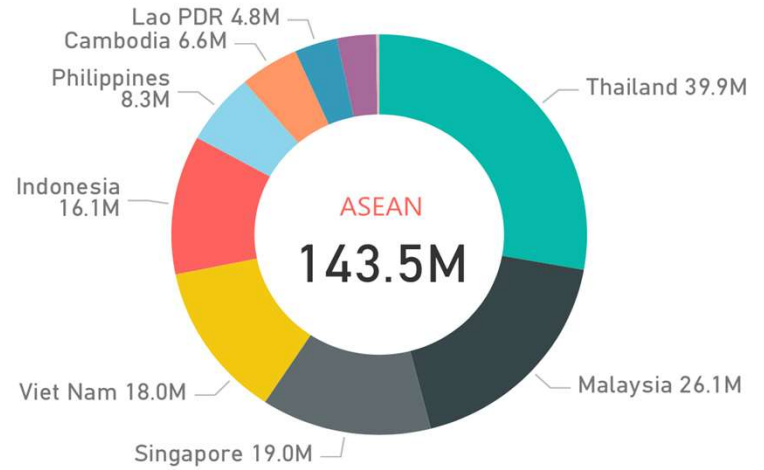
**MYRIAD NEW REALITIES.  
TRANSFORMATION IS EVERYWHERE.  
BUT THERE IS NO 'NEW NORMAL'.**



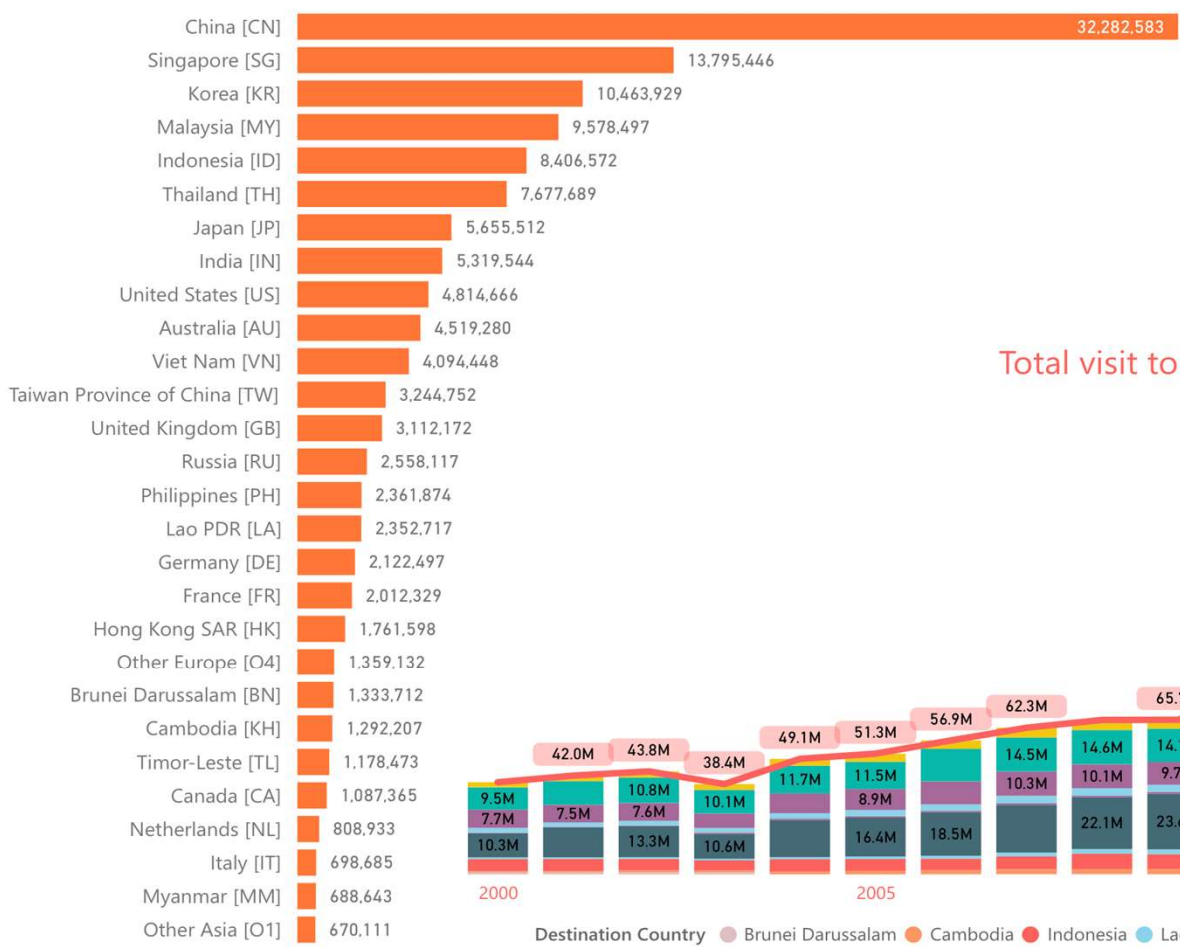
- **INDONESIA 1.4 BILLION DOMESTIC TRAVELERS**
- **HKIA 500,000 FREE SEATS**
- **AIR INDIA: 470 NEW PLANES**
- **CHINA: 31% OF 2019 INBOUND/OUTBOUND 2023**
- **THAILAND: THB1000 DEPARTURE TAX**

Year: 2019  
 Destination Country: All  
 Origin Country: All

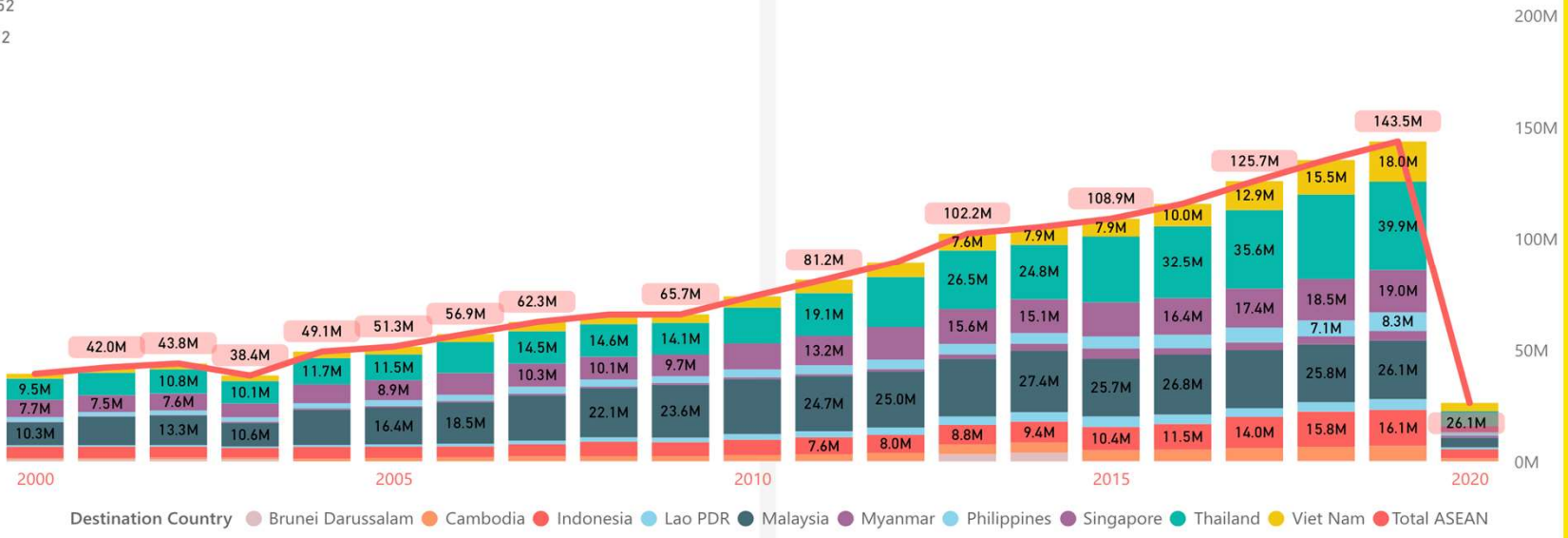
Total visits from selected origin(s) by destination country 2019

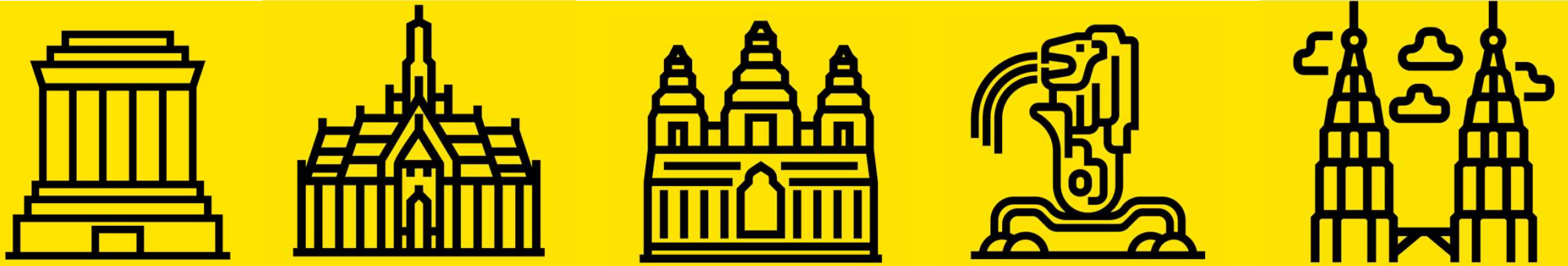


Total visits to ASEAN by origin countries 2019



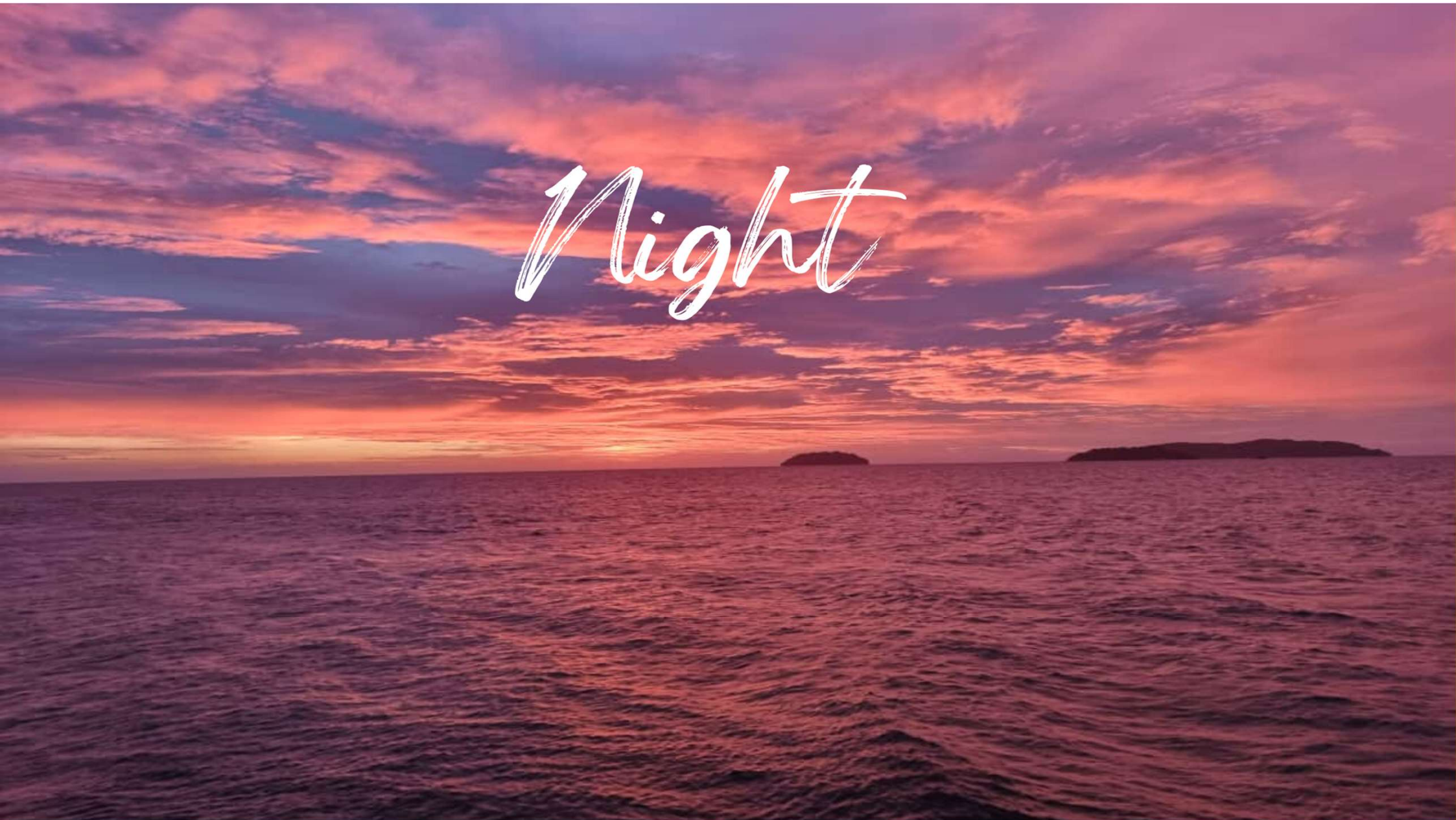
Total visit to ASEAN by selected destination countries and origin countries





**TRAVEL. TOURISM.  
LIFESTYLE. CONTENT.  
ATTENTION. INTERACTIVE.**

*Night*





# Re-energizing after-dark destination experiences

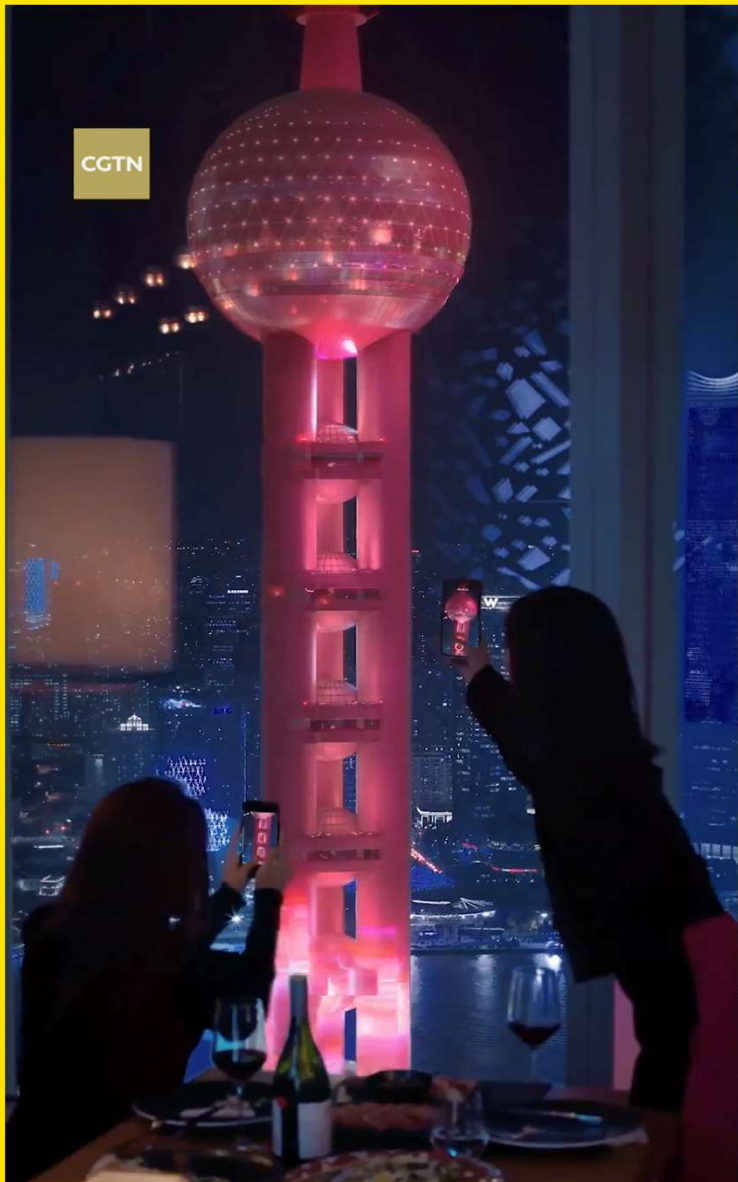




**Yozakura – Japan's cherry blossoms after sundown**



CGTN



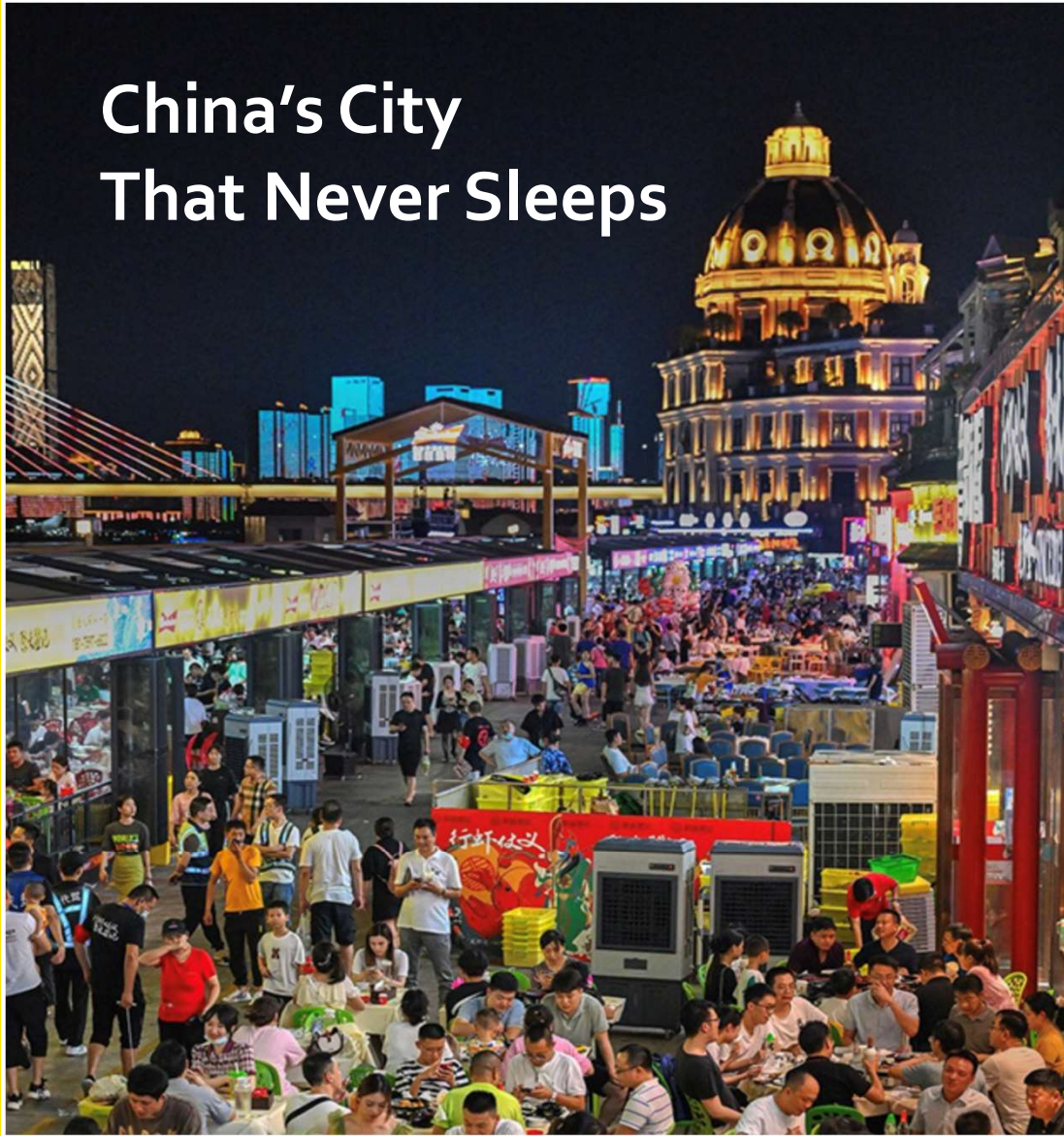
## ORIENTAL PEARL TOWER AR FIREWORKS SHOW



CGTN



# China's City That Never Sleeps



Drone Show at Night  
in Australia's Red  
Centre



# Pop Culture

A sunset over the ocean with the text "Pop Culture" written in white cursive script. The sky is filled with vibrant orange, red, and purple clouds, and the water below reflects these colors. Two small islands are visible on the horizon.











**“We congratulate Tan Sri Michelle Yeoh who for me is an influencer for the city of Ipoh itself She is not only famous in the region but can bring the name of Ipoh to the international level.”**

*Ipoh Mayor*

N

WAKTU  
NETFLIX  
INDONESIA



# South Korea's entertainment wave grows with \$2.5bn Netflix investment

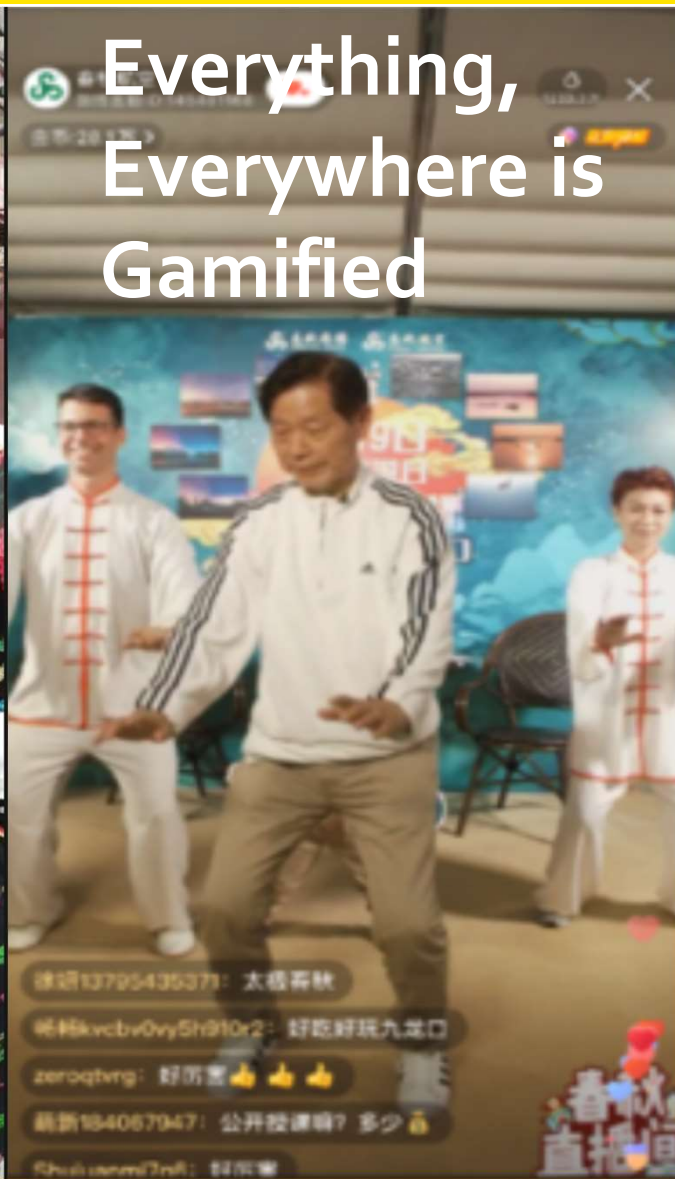
Streaming platform is betting that country's television shows will become global hits



The success of 'Squid Game' in 2021 was the beginning of a series of hit shows from South Korea © Jordan Strauss/Invision/AP

# Mixed Reality

A wide-angle photograph of a sunset over the ocean. The sky is filled with soft, wispy clouds in shades of orange, pink, and purple. The sun is low on the horizon, creating a bright glow. The water in the foreground is dark with gentle ripples. In the distance, two small islands are visible on the horizon line. The text "Mixed Reality" is written in a white, cursive, handwritten font across the upper middle of the image.



Everything,  
Everywhere is  
Gamified

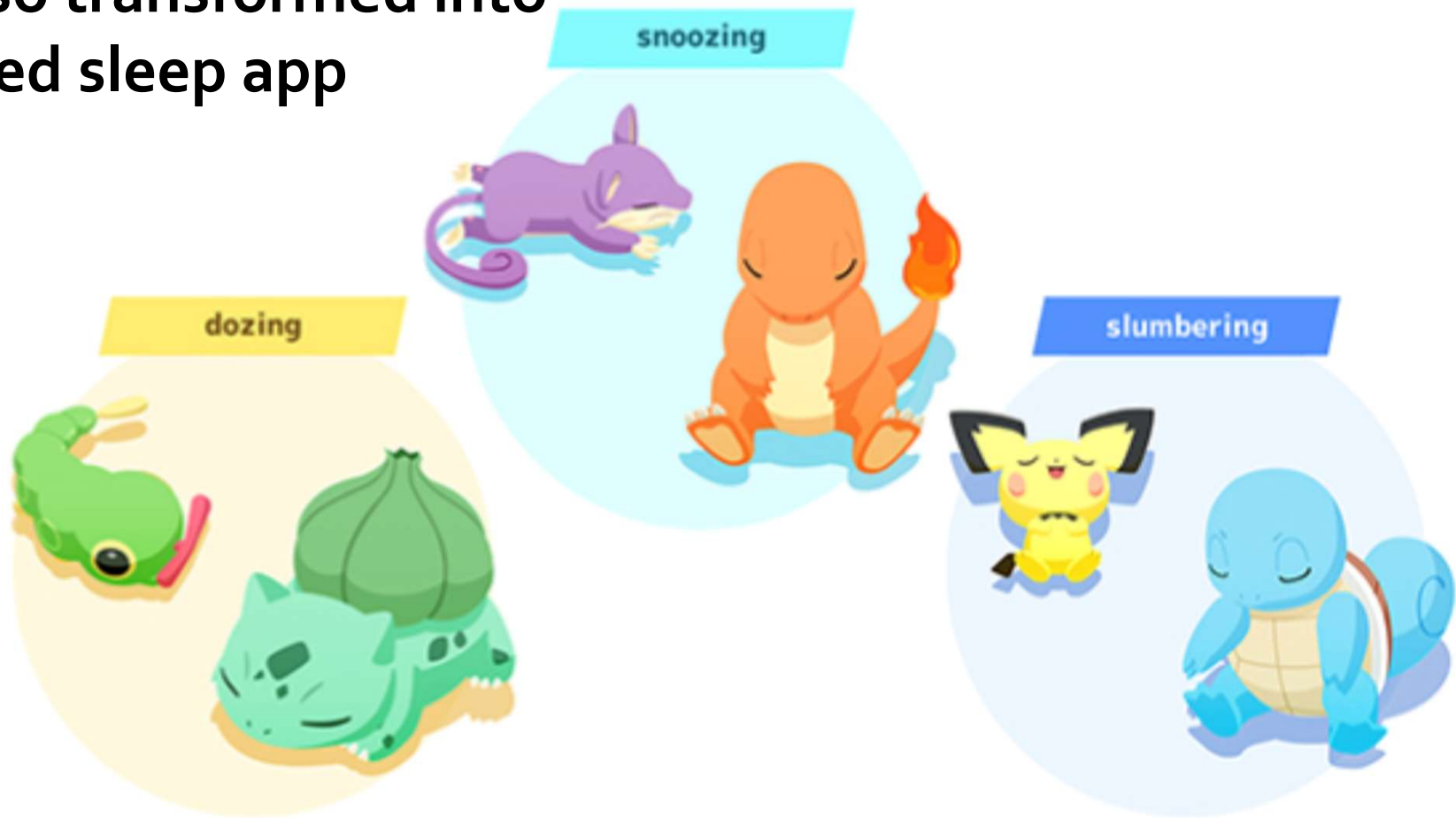




Who remembers  
*Pokémon Go*?



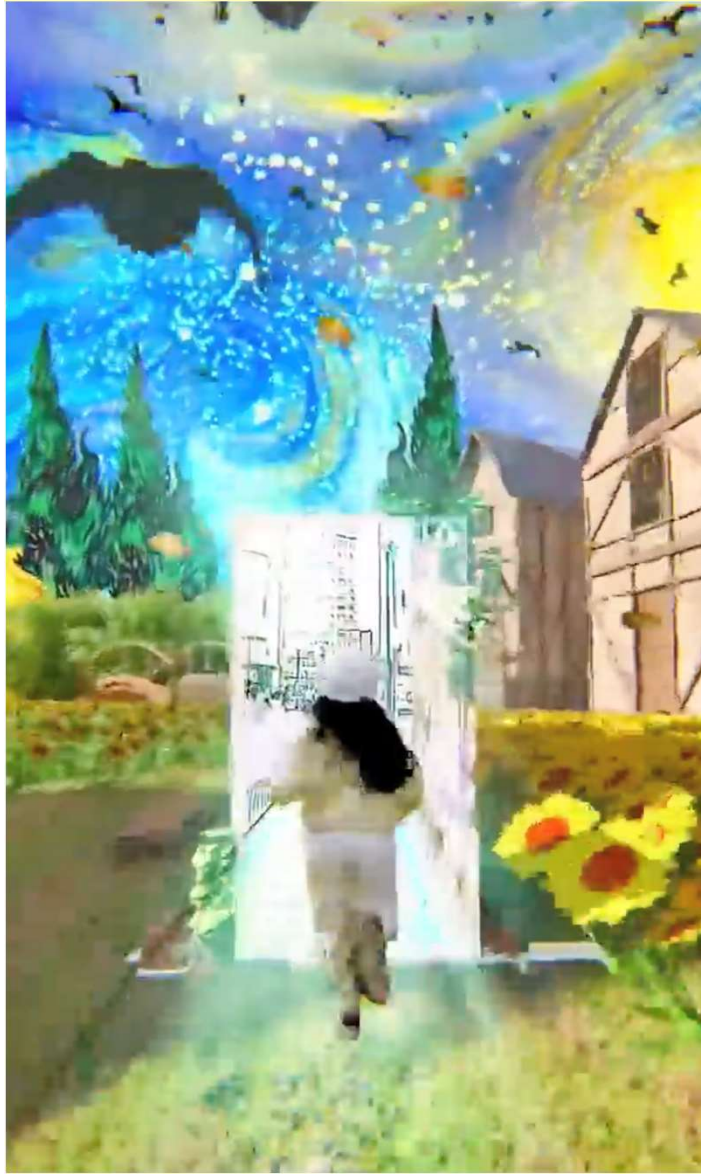
It has also transformed into  
a gamified sleep app



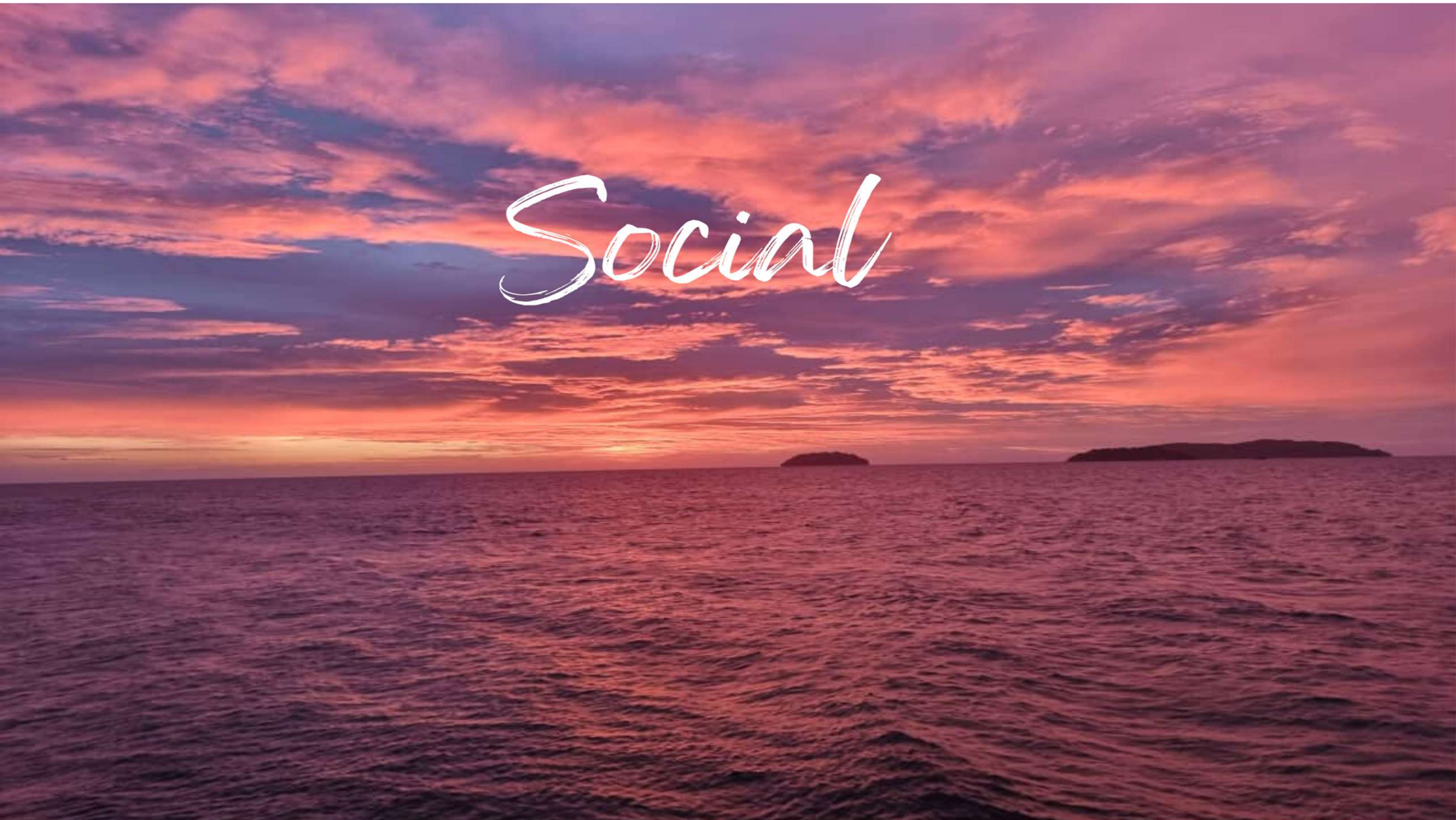


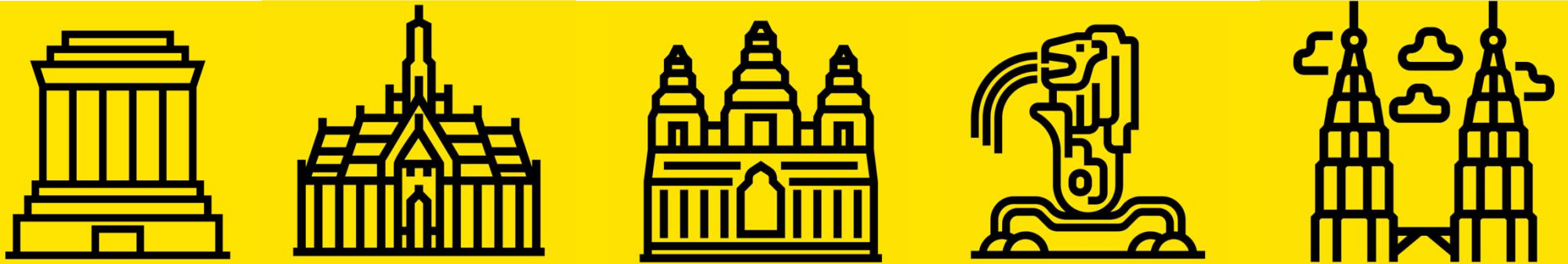


Victoria Theatre & Concert Hall

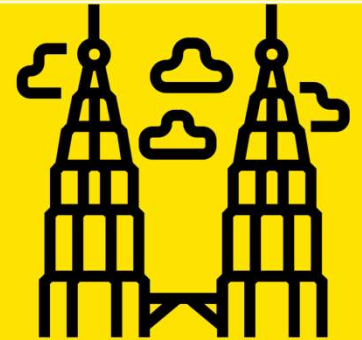
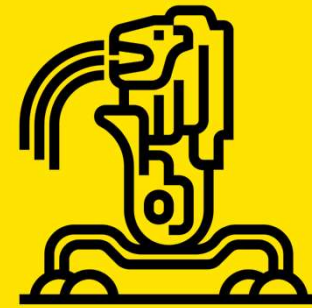
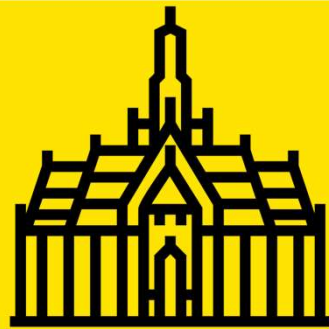


*Social*





**“WE FACE GROWING COMPETITION FROM HOTELS AND AIRLINES AS THEY INCREASE THEIR DIRECT SELLING EFFORTS OR ENGAGE IN ALLIANCES WITH OTHER TRAVEL SERVICE PROVIDERS, AS WELL AS CONTENT PLATFORMS AND SOCIAL NETWORKS ENTERING INTO THE TRAVEL INDUSTRY.”**



**“SOCIAL COMMERCE IS  
REVOLUTIONIZING  
THE WORLD.”**





让用户可以在浏览高性价比商品的同时，像线下购物一样与朋友们讨论和分享

20:17

上海静安铂尔曼酒店

4 推荐 1456条评价 >

豪华型酒店 > 2016年装修 泳池 健身房 洗衣服务 详情 >

上海市豪华酒店收藏榜第5名 >

上海市静安区梅园路330号

酒店预订

5月26日周五 — 5月27日周六 共1晚 >

**高级双床房**  
2张单人床 31m<sup>2</sup> 可住2人 有窗

无早餐 5月25日18:00(含)前 免费取消 >  
1小时内确认

¥878 订

1份早餐 5月25日18:00(含)前 免费取消 >  
1小时内确认

¥999 订

查看其他价格 >

**高级大床房**  
1张大床 31m<sup>2</sup> 可住2人 部分有窗

¥919 起

20:26

上海静安铂尔曼酒店

2016年装修 | 健身房 | 网红酒店 | 行政酒廊 亮点/设施 >

4.6 好 4496条 >

距上海火车站地铁站-5口步行<100米 | 静安区梅园路330号

订房优惠 立减20 领取

5月26日周五 1晚 5月27日周六 低价日历 1间1人

贵宾专享 含早餐 立即确认 免费取消 大床 筛选 >

**高级大床房 >**  
1张1.8米大床 2人入住 31m<sup>2</sup>  
无早餐 05月25日 18:00前可免费取消  
3期免息 先住后付 立即确认

¥1081 ¥898 领券订 在线付  
满减券 | 错峰白银价 | 优惠183 >

**高级双床房**  
2张1.1米单人床 2人入住 31m<sup>2</sup>

¥1081 ¥898 起  
满减券 | 错峰白银价 | 优惠183

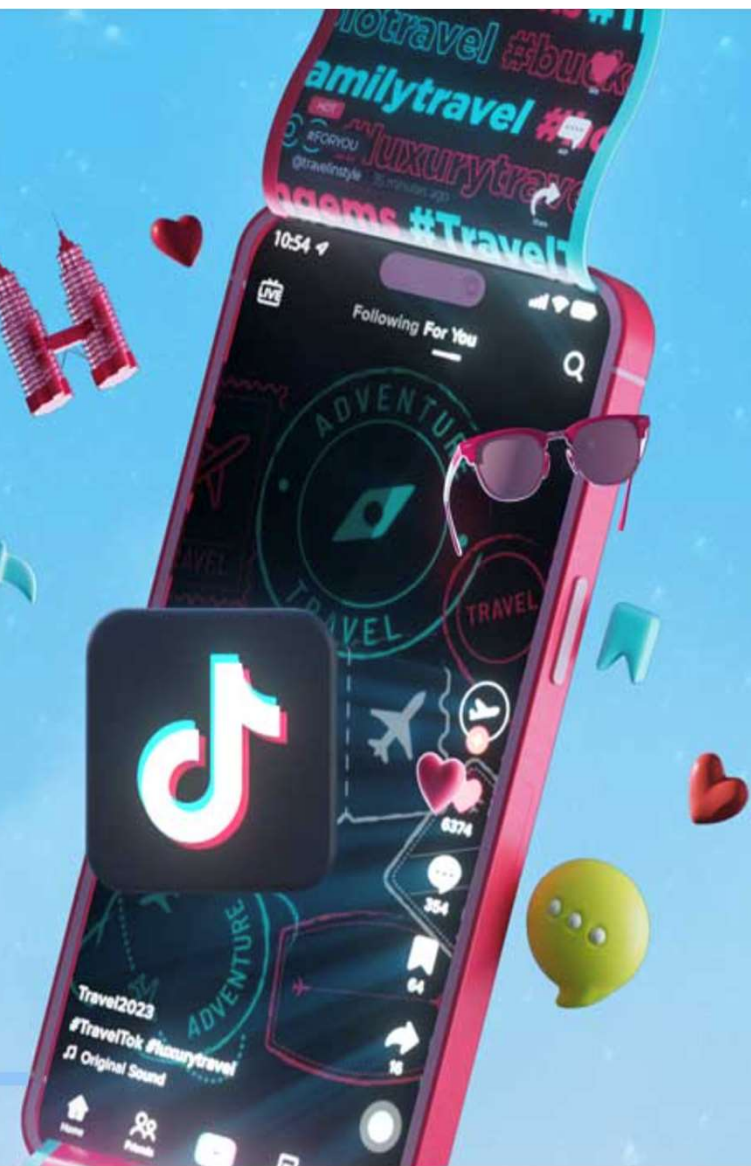
# TRAVEL UNBOXED

TikTok for Business

VIRTUAL EDITION

📅 11 May 2023

🕒 3:00-4:00PM [GMT+8]





*Overland*



**“A groundbreaking moment in the history of rail travel in Southeast Asia.”**



- **China HSR (Japan, S Korea, Taiwan)**
- **Kunming-Vientiane (China-Laos)**
- **Bangkok-Nong Khai / Chiang Mai**
- **Kuala-Lumpur-Singapore**
- **Vietnam: North-South**
- **India (Mumbai-Ahmedabad) Japan**

**Is a train travelling at 1,000kph possible?**





# ME travelling in MY own way



**“Self-drive demand over the past three years  
was way beyond our imagination”**



*Appetite*

A wide-angle photograph of a sunset over the ocean. The sky is filled with soft, wispy clouds in shades of orange, pink, and purple. The sun is low on the horizon, creating a bright glow. The water in the foreground is dark with gentle ripples. In the distance, two small islands are visible on the horizon line. The word "Appetite" is written in a white, elegant cursive font across the center of the image.



- **A Force for Connection & Inclusion**
- **The Michelin Effect vs The Bourdain Effect**
- **Black Pearl**
- **The Culinary Backstory**
- **"Grown Locally" / Carbon Cost**
- **K-Food**





**Gary Bowerman**  
Director, Check-in Asia

**Read my twice-monthly travel newsletter at:**

**[www.asiatravelreset.com](http://www.asiatravelreset.com)**

**Listen to The Southeast Asia Travel Show at:**

**[www.theseasiatravelshow.com](http://www.theseasiatravelshow.com)**

Payments to grow your world

**Rise**  
2023

# Rise Travel 2023



**WORLDLINE** 

Rise Travel 2023 © Worldline