

Skift Picks Resorts World Sentosa to Launch Its First Asia Forum 2019 in Singapore

Singapore, 05 April 2019 – Skift Inc., the largest business information company in travel will launch Skift Forum Asia in Singapore on Monday, May 27, 2019 at the Equarius Hotel at Resorts World Sentosa (RWS). This marks the first time that the Skift Global Forum, dubbed the “TED of travel” by the industry, will take place in Asia with Resorts World Sentosa in Singapore as the chosen venue for its inaugural Asian edition.

Skift Forum Asia will be a fast paced, day-long conference featuring TED-style talks and deep dive Q&As with the travel trade’s most insightful business leaders and creative thinkers. It is the first Asian chapter of its prominent Skift Global Forum, the leading creative business gathering of the who’s who in the global travel industry. At Skift Forum Asia, top-notch speakers and attendees from influential marketers, top strategists, hospitality gurus to technologists at the forefront of innovation will congregate to share and redefine the future of travel. **The Forum will explore strategic, marketing and technology trends emerging in and coming from APAC countries.** Skift will pay special attention to digital disruptions in communications and transportation and how these innovations will transform customer experience globally and across every travel industry sector.

“When considering our expansion into Asia, Skift selected Singapore in recognition of its vibrant ecosystem of travel companies and access to the region. Singapore’s focus on innovation and its strong knowledge economy also provide an ideal platform for the Forum. Skift chose Resorts World Sentosa as our venue because it offers something for everyone, just as Asia Pacific does as a region for tourism. All of this combined with RWS’s diverse lifestyle experiences and world-class attractions, will offer Skift Forum Asia attendees a unique mix of mind expanding inspiration and superior networking opportunities” said Mr. Rafat Ali, CEO and Founder of Skift.

RWS is proud to be the Official Venue Partner of Skift Forum Asia. The conference will be held at the newly refurbished ballroom of the luxurious Equarius Hotel situated at the lush western tip of the integrated resort. With large balconies that extend out into warm lush tropical greenery surrounding the hotel, the Equarius Hotel Ballroom allows daylight into its expansive space, providing the perfect setting for this highly creative and dynamic business gathering of the global travel industry. Promising delegates a most mesmerising and unforgettable experience, the forum’s opening reception will kick off on a high note the evening before, at the spectacular floor-to-ceiling Ocean Gallery at the S.E.A. Aquarium, witnessed by over 40,000 marine animals of 120 species cruising in the grand ocean vista.

Skift Forum Asia has the following top-level speakers confirmed:

- **Sonia Cheng**, CEO of Rosewood Hotel Group
- **Goh Choon Phong**, CEO of Singapore Airlines Limited
- **Brett Tollman**, Chief Executive at The Travel Corporation
- **John Wroughton Brown**, CEO of Agoda
- **Zara Khanna**, Founder of Octa
- **J.Scott Kirby**, President of United Airlines
- **Yoshiyuki Takano**, Head of Travel at Rakuten, Inc.
- **Ritesh Agarwal**, Founder and CEO of OYO
- **Marsha Ma**, VP and Managing Director, China at Booking.com
- **Richard Holden**, VP—Product Management, Travel at Google
- **Aireen Omar**, Deputy Group CEO—Digital, Transformation, and Corporate Services at AirAsia Group
- **Qiann Jiannong**, Chairman and CEO of Fosun Tourism Group
- **José Silva**, CEO of Jumeirah

- **Brian Williams**, Deputy Chairman of Swire Properties Hotel Holdings

Additional topics Skift plans to address and challenge at Forum Asia include the scaling of global travel brands in the APAC region and their relationship with the most successful regional players, marketing the intersection of technology, personalization, and creativity, and disruptions in cross-border mobility from ride sharing and autonomous vehicles to airlines and rail.

Occupying a unique position in the MICE industry with a strong distinctive competitive edge, RWS is a leading player known for its capability to integrate business and leisure into an exciting proposition that offers a total experience in one lifestyle destination. With a strong track record and established foundation in meetings, incentives, conferences and in particular the attractive segment of 'Business-Leisure', RWS' role in supporting many first-in-Asia events such as Skift Forum Asia will add vibrancy to the MICE scene and put Singapore on the radar as a choice destination on the international stage. Complemented by a diverse stable of lifestyle offerings at its doorstep such as exciting theme parks, celebrity chef dining and night entertainment, RWS will offer delegates a most outstanding experience during the inaugural Skift Forum Asia.

Located conveniently within close proximity of the conference venue are facilities such as ESPA, the UK brand's Asia flagship spa and the largest spa in Singapore; and attractions such as Universal Studios Singapore, the Adventure Cove Waterpark, The Maritime Experiential Museum and S.E.A. Aquarium, where the Ocean Gallery is located. Home to one of the largest viewing panels in the world, the Ocean Gallery offers guests a vista into the underwater world of the Open Ocean Habitat, home to thousands of marine animals including Manta Rays, Goliath Groupers and other sharks.

Registration is now opened and tickets are priced at USD995. Interested parties may register at <https://forum.skift.com/asia/> and quote *SENTOSA20* to enjoy a 20% discount.

About Skift, Inc

Skift deciphers and defines trends for global CEOs and CMOs across travel, dining, and wellness sectors through a combination of news, research, conferences, and marketing services. Skift identifies and synthesizes existing and emerging trends across leisure industries through its daily coverage and Skift Subscription Products – Research and Airline Weekly. Skift also produces Skift Forums globally with the largest conference bringing together over 1,000 of the most influential professionals in the travel industry.

ABOUT RESORTS WORLD SENTOSA

Resorts World Sentosa (RWS), Asia's premium lifestyle destination resort, is located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS is home to world-class attractions including Universal Studios Singapore, S.E.A. Aquarium, the Maritime Experiential Museum, Dolphin Island and Adventure Cove Waterpark. Complementing the adventure and adrenaline of its theme parks and attractions are six unique luxury hotels, the world-class Resorts World Convention Centre, a casino and the Asian flagship of a world-renowned destination spa. RWS offers award-winning dining experiences and exciting cuisine from around the world across its many renowned celebrity chef restaurants, establishing itself as a key player in Singapore's vibrant and diverse dining scene and a leading gourmet destination in Asia for epicureans. The integrated resort also offers world-class entertainment, from original resident productions to concerts and public shows such as Crane Dance and Lake of Dreams. RWS has been named "Best Integrated Resort" since 2011 for eight consecutive years at the TTG Travel Awards which recognises the best of Asia-Pacific's travel industry.

RWS is wholly owned by Genting Singapore, a company of the Genting Group. For more information, please visit www.rwsentosa.com.

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