



4th Edition

# Travel Tech Middle East

22 - 23 November 2021 | Riyadh, Saudi Arabia

HYBRID CONFERENCE

## CONFERENCE AGENDA

### DAY 1 – MONDAY, 22 NOVEMBER 2021

- 09:00 - 10:00 **REGISTRATION & WELCOME COFFEE**
- 10:00 - 10:10 **OPENING NOTE BY THE CHAIRPERSON**
- 10:10 - 10:20 **WELCOME ADDRESS BY GUEST OF HONOR**
- 10:20 – 10:40 **RESURRECTING TRAVEL INDUSTRY - THE TECHNOLOGY LEVERAGE**
- How to prepare tourism industry for digital future
  - Dynamic approach to innovation in tourism
  - Startups and innovation for travel and tourism recovery
- 10:40 – 11:20 **PANEL DISCUSSION: CEO PANEL: TECHNOLOGY DRIVEN TRAVEL INNOVATIONS - ADDRESSING POST PANDEMIC MARKET NEEDS**
- Digital transformation and shift in the traveler’s mindset
  - Initiating digitization in Aviation, Tourism and Travel industry
  - Behavioral economics and cognitive bias of digital nomads
- 11:20 - 11:40 **IMPACT OF ARTIFICIAL INTELLIGENCE IN THE TOURISM SECTOR**
- Scope of AI in tourism as an industry
  - Emerging role of voice-based AI digital assistants
  - Artificial Intelligence tools for smart tourism development
- 11:40 – 12:10 **NETWORKING AND COFFEE BREAK**
- 12:10 – 13:00 **PANEL DISCUSSION: THE FUTURE OF TOURISM - TRAVEL TRENDS FOR 2021 AND BEYOND**
- Emerging niches, new travel styles and shift in traveler expectations
  - How disruptive technologies are shaping the future of tourism?
  - How can the industry prepare for a year of new opportunities post Covid-19?
- 13:00 – 13:20 **TRAVEL GOING CONTACTLESS – NEW AGE SOLUTIONS FOR NEW AGE PROBLEMS**
- Contact less payments and bookings
  - Robots for room service
  - Flexible and Secure travel management platform



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- 13:20 – 13:40 **THE FUTURE IS NOW: HOW ROBOTS ARE STORMING THE TRAVEL INDUSTRY**
- Use of Robotics in enhancing the visitor experience in the time of COVID 19
  - Chatbots as a service – A fresh perspective for the Tourism industry
  - Adoption of robots and service automation within tourism and hospitality sector
- 13:40 – 14:00 **HOW TO EMBRACE TECHNOLOGY THAT IS SHAPING MILLENNIAL TRAVEL**
- How to optimize digital channels for marketing and promotions in the travel industry
  - How DMOs can help organizations to attract their target audience
  - Digital Marketing and digital partnerships to attract millennials
- 14:00 – 14:05 **CLOSING REMARKS FROM CHAIRPERSON AND END OF DAY ONE**
- 14:05 – 15:00 **PRAYER AND NETWORKING LUNCHEON**

## DAY 2 – TUESDAY, 23 NOVEMBER 2021

- 09:00 - 10:00 **REGISTRATION & WELCOME COFFEE**
- 10:00 - 10:10 **OPENING NOTE BY THE CHAIRPERSON**
- 10:10 - 10:30 **THE EVERCHANGING TRAVEL PAYMENTS LANDSCAPE**
- Payment technologies as an advantage for the travel sector
  - Are payments a travel operator's secret weapon?
  - Emerging trends in bookings and payment methods in the tourism sector
- 10:30 - 11:10 **PANEL DISCUSSION: ROLE OF TRAVEL AND TOURISM SECTOR IN THE ATTAINMENT OF VISION 2030 IN SAUDI ARABIA**
- The importance of sustainability in national development visions
  - Smart positioning of tourism and hospitality industry model in economic transformation in Saudi Arabia.
  - The role technology will play in empowering local tourism industry
- 11:10 - 11:30 **IMPACT OF METASEARCH IN TRAVEL INDUSTRY BEYOND 2021**
- How the partners of metasearch engines would monetize their traffic
  - How the partners would harness the API, Widgets etc. provided by meta search engine companies



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- Will Metasearch stay as the most important marketing tool in travel?

11:30 - 12:00 **NETWORKING AND COFFEE BREAK**

12:00 - 12:40 **PANEL DISCUSSION: PREPARING TOURISM BUSINESSES FOR THE DIGITAL FUTURE**

- Digital trends driving change in tourism
- Unlocking the potential of the digital transformation for tourism SMEs
- Path forward for tourism policy makers

12:40 - 13:00 **THE FUTURE OF THE AIR TRAVEL INDUSTRY**

- The reality behind NDC
- Commercial challenges in NDC implementation
- NDC Certifications – a step towards more uniformity?

13:00 - 13:20 **WHAT DOES THE FUTURE OF HOSPITALITY HOLD? TREND AND STAKES**

- What is shaping the future of hospitality industry
- Contact less Technology in hospitality industry
- Uncovering new opportunities to recover and succeed the new normal

13:20 - 13:40 **TRAVEL AGENTS – THE ‘MUST HAVE’ INVALUABLE AND IRREPLACEABLE SOURCES OF INFORMATION ABOUT**

- The Future of The Travel Agency Business After COVID-19
- Picturing the post-COVID travel: Ushering Digitization
- Building customer confidence during uncertain times

13:40 – 13:45 **CLOSING REMARKS FROM CHAIRPERSON AND END OF DAY TWO**

13:45 – 14:40 **PRAYER AND NETWORKING LUNCHEON**