



CONFERENCE AGENDA

DAY 1 – MONDAY, 21 NOVEMBER **2022**

- 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 the tourism industry for the 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 ON 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**
- Contactless payments and bookings
 - Robots for room service
 - Flexible and Secure travel management platform
- 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 on the Tourism industry

- Adoption of robots and service automation within the 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, 22 NOVEMBER
2022

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 the local tourism industry

11:10 - 11:30 **IMPACT OF METASEARCH IN THE 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



- Will Metasearch stay 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 policymakers

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 the hospitality industry
- Contactless Technology in the hospitality industry
- Uncovering new opportunities to recover and succeed in the new normal

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

- 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**