Seatrade Cruise Asia Pacific

Organised by Seatrade Cruise

Supported by HONG KONG TOURISM BOARD

CONFERENCE PROGRAMME



25th October

TIME	TRACK 1	TRACK 2
9:00 - 9:30 AM	**Welcome Address'**	
9:30 - 10:30 AM	**State of the Asia Pacific Industry** Join esteemed international and regional industry leaders in an engaging dialogue on the Revival of Asian Cruising. Explore collaborative strategies to propel the industry forward, fostering renewed traveller interest and sharing best practices for a seamless restart, including inter-destination cooperation and contingency planning.	
11:00 - 11:30 AM	**BREAK**	
11:30 AM - 12:15 PM	**Prospects & Recent Developments for the Resurgence of Cruise in Asia: Part 1** Explore regional trends, unveiling the current status and insights into the future of cruising in their destinations and markets. Part 1 homes in on East Asia, offering the latest updates and outlook on deployment, capacity, calls and source markets in the region.	
12:15 - 12:45 PM	**Global Sustainability Update** Hear firsthand updates on the latest global sustainability report from CLIA, to discover where Asian sustainability aspirations converge with global standards.	
12:45 - 2:30 PM	**LUNCH**	
2:30 - 3:00 PM	**Preserving Asia's Heritage Through Destination Stewardship** With rising cruise capacity coming to Asia in coming years, this session explores the pivotal role that stakeholders can play, and the impact of placing destination stewardship at the forefront of destination development, with great considerations given to local communities, cultures & land.	**Unveiling Hong Kong's Allure** Hong Kong's iconic cityscape and Victoria Harbour is a leading cruise hub for multiple brands visiting Asia. This session hears from Hong Kong locals and representatives, unearthing the recent developments and upgraded attractions that add to the already unmissable charm of Hong Kong.
3:00 - 3:45 PM	**Sustainable Infrastructure Shoreside** What does the future hold for the adoption of alternative fuels and sustainable infrastructure in the Asia Pacific region? This session explores the necessary preparations to consider shoreside from capabilities and availability of LNG, shore power implementation for cruise and energy conservation.	**Recruiting Talent Back to the Travel Trade** In order to manage increased capacity in the future, it is important to understand how to bring back manpower shore side, which goes hand in hand with sufficient training for new hires. With the future of cruise bright, how can we attract the next generation of talent back to the travel trade and train them for success?
3:45 - 4:15 PM	**BREAK**	
4:15 - 5:00 PM	**Luxury Cruising in Asian Waters** With the popularity of luxury cruising at it's peak, this session looks at how the Asian cruise renaissance can capitalise off the global luxury market boom, and turns to what the future holds for luxury cruising in Asian water.	

26th October

TIME	TRACK 1	TRACK 2
9:00 - 9:45 AM	**Interconnected International Matters: Navigating Challenges & Unity** Dive into the impact of interwoven international dynamics. Survey the intricacies of travel, visas, and immigration, and decipher their resonance on guest satisfaction, product curation, and itinerary planning, whilst advocating for harmonious resolutions.	
9:45 - 10:30 AM	**Welcoming back International Cruise Guests to Asia** Getting Asia back on the map and top-of-mind for both cruise lines and their passengers, is of key significance for regions across Asia. This goes hand-in-hand with how to effectively market destination to international travellers. This session sheds light on what is driving cruise lines and their guests to embark on Asian itineraries and how to meet guests expectations, from local cuisine to history & culture and once in a life time experiences.	
10:30 - 11:00 AM	**BREAK**	
11:00 - 11:45 AM	**Prospects & Recent Developments for the Resurgence of Cruise in Asia: Part 2** Explore regional trends, unveiling the current status and insights into the future of cruising in their destinations and markets. Part 2 homes in on South East and South Asia, offering the latest updates and outlook on deployment, capacity, calls and source markets in the region.	
11:45 AM - 12:30 PM	**The Cruise Welcome Ashore** Your guests first impression is a memorable one, but delivering memorable experiences of Asia to cruise guests is an intricate operation. This session delves into crafting unforgettable first impressions for cruise guests, exploring the nuances that make a memorable impression!	**What is on the Horizon in Expedition: The Asia Pacific Perspective** Expedition cruising offers more opportunities for its guests to travel off the beaten track to new and undiscovered destinations around the world, from remote islands in Asia, to the poles. This session looks at what the future holds for expedition cruising in Asian Pacific waters, and on the other hand, what is the demand of regional source markets for expedition cruising further afield?
12:45 - 1:30 PM	**LUNCH**	
1:30 - 2:15 PM	**How to Start or Refresh a Cruise Line for the Asian Market** With momentum building for Asian source markets to return to cruise, what does the future hold for regionally owned and chartered brands? This session underscores the necessary considerations and preparations to start your own cruise line, built and owned on your doorstep.	**Regional Co-operation** Hear from regional representatives about some of the strides that have already been taken to facilitate greater regional co-operation, and further steps to be taken in coming years aimed at fostering closer ties.
2:15 - 3:00 PM	**The China Effect** With China lifting its outbound group travel restrictions and international cruise ships returning to homeport in mainland China next year, this session will discuss the prospects for reigniting growth in the China source market, both regionally and further afield.	**Years On - What's New With You?** This session highlights exhibiting companies from destinations, service providers and operators spanning Asia. Join as they share some of their more recent developments not to be missed!
3:00 - 3.30 PM	**BREAK**	
3:30 - 4:30 PM	**Hear From the Itinerary Planners Navigating Tomorrow** With the much anticipated return of cruise itineraries in Asia, hear from those at the helm of future itineraries to understand the decision making process behind current and future deployment plans.	

The Seatrade Cruise Asia Pacific programme is accurate at the time of publication – August 2023'