



# REVENUE OPTIMIZATION CONFERENCE

*A Commercial Strategy Event*



11<sup>th</sup>-12<sup>th</sup> May 2023

MARINA BAY SANDS **SINGAPORE**

How can you attract the new Travellers 

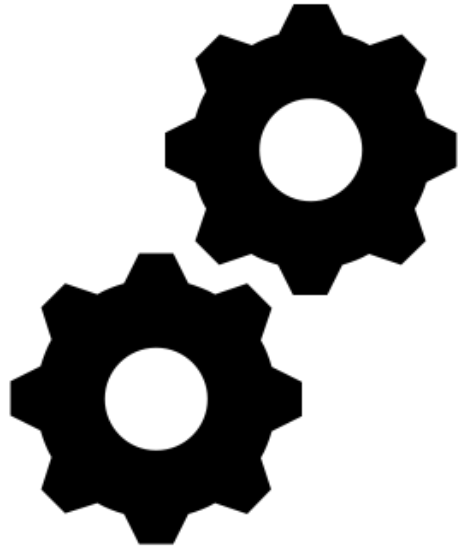


# REVENUE OPTIMIZATION CONFERENCE

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11<sup>th</sup>-12<sup>th</sup> May 2023  
**MARINA BAY SANDS SINGAPORE**

# Attracting New Travellers



Identify key  
datapoints



Experience  
Economy



Driving purpose-  
driven travel



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