



WEDNESDAY, 28 MARCH 2018

3:30pm-5:30pm **REGISTRATION & INFORMATION**

4:35pm-5:35pm **SPECIAL BONUS SESSION – NEW FEATURE!**
ALTERNATIVE OWNERSHIP 101

Alternative ownership offers an additional or 'alternative' option to the more common ideas of a stand-alone hotel or integrated resort. This crash course presents an overview of the different Alternative Ownership business models and the significant market potential and possibilities they offer. For investors, owners or developers looking to monetize undeveloped resort real estate, repurpose or further optimize returns on existing inventory. A special takeaway will be provided for all session attendees.

5:30pm-8:00pm **REGISTRATION & INFORMATION**
Meets In: YOTEL Singapore Hotel

6:00pm-8:00pm **OPENING NETWORKING RECEPTION – JOINTLY WITH HICAP UPDATE**

AOCAP opens with a fantastic networking reception, hosted by YOTEL. This reception is also the closing reception for HICAP UPDATE, providing a great opportunity for the delegates of both conferences to meet, mingle, and do deals. Buses depart from the Pan Pacific Hotel (ballroom entrance) promptly at 5:40pm on a first-come, first-served basis.

Hosted By: YOTEL



THURSDAY, 29 MARCH 2018

8:00am-7:00pm **REGISTRATION & INFORMATION**

8:30am-9:00am **CONTINENTAL BREAKFAST**

9:00am-11:00am **PLENARY SESSION**

CONFERENCE OPENING

THE REGIONAL TRAVEL OUTLOOK

Who in Asia, besides Chinese outbound travelers, are driving tourism growth and which are the hot as well as the emerging receptor markets and regional destinations? Which travel trends are clearly discernable and where will the big regional opportunities materialize?

THE TIMESHARE ORGANIZATION ASIA PACIFIC

THE VIEW FROM THE BOARDROOM

TRADITIONAL TIME SHARE PRODUCTS – MEETING THE NEEDS OF THE CONSUMER?

It's clear that what has worked for shared ownership products in mature markets such as Europe and the USA, is NOT the best approach in Asia. How do we get a better fix on what the Asian consumer wants from a shared ownership offering and how do we then design products that resonate well with these Asian consumers?

CREATING VALUE WITH BRANDED REAL ESTATE & CONDO HOTELS

Given the affluent Asian consumers' continuing love affair with brands, what lies ahead for branded residential offerings and condo hotels within the Asian markets?

UNDERSTANDING THE MIXED USE DEVELOPMENT MODELS

Mixed use can take many forms and cover both urban and resort based developments. Analyzing the various forms and their operating synergies is key to determining what may best suit your project. This presentation will examine the business models using specific examples.



THURSDAY, 29 MARCH 2018

12:30pm-2:00pm NETWORKING LUNCH

1:00pm-2:00pm LUNCH & LEARN SESSIONS – NEW FEATURE!

Grab a plate at the Ocean 1-4 Foyer Buffet, while attending an information session, hosted by industry leaders on a variety of hot topics and niche sectors and other opportunities.

SESSION A THE CHINESE BUYER

How do you attract them, what do they like/dislike and how best to look after them?
Presented by Interval International

SESSION B TOPIC TO BE ANNOUNCED

Presented by Marriott Vacations Worldwide

SESSION C HOW TO ATTRACT THE YOUNGER CONSUMERS AND FIRST TIME BUYERS

Presented by RCI

2:15pm-5:15pm PLENARY SESSION

REIMAGINING MARKETING & SELLING

LEVERAGING THE DATA – FORMERLY KNOWN AS SALES & MARKETING

With the ability to know more about and speak directly to your customer today, how are you leveraging the data to better understand and find your customer, improve the customer experience and close the deal?

HARNESSING NEW TECHNOLOGY

What are the new technologies reshaping the travel experience for the consumer and how does this affect the Alternative Ownership space?

GOING MOBILE – MARKETING TO THE BIG AUDIENCE VIA SMALL SCREEN

OPPORTUNITIES IN CHINA

Overseas investment opportunities for Chinese Developers have now been severely curtailed by the Central Government, so what are the opportunities within China's domestic market, with 4.5 billion annual domestic trips, for these Developers through the adoption of mixed-use models incorporating shared ownership? Where are the opportunities and how might they be pursued?

WHAT WORKED? – SUCCESSFUL ASIA PACIFIC CASE STUDIES

WRAP-UP & CLOSING REMARKS

5:15pm-7:15pm CLOSING NETWORKING RECEPTION

Hosted By: Pan Pacific Hotels Group





AOCAP 2018 PROGRAM PLANNING COMMITTEE

Paul Dean, Dean & Associates, Ltd.
Ben A. Dedopulos, Aria Vacation Club
Joseph W. Hickman, Interval International
Bryan Lunt, Absolute World Group

Jonathan Mills, RCI Asia Pacific
Ross Nicholas, Wyndham Vacation Resorts
Gisle Sarheim, Hilton Grand Vacations

PRODUCED BY:



Northstar Travel Group is the global leader of business intelligence, information, data, research, digital marketing services and events for senior-level professionals in the travel, meetings and hospitality industries. The Northstar portfolio includes; *Travel Weekly*, *Travel Weekly China*, *Travel Weekly Asia*, *TravelAge West*, *Business Travel News*, *The Beat*, *Travel Procurement*, *Web in Travel*, *Phocuswright*, *Burba Hotel*

Network, *Successful Meetings*, *Meetings & Conventions*, *Meetings & Conventions China*, *Incentive*, *Association News*, *Sports Travel* and 75 annual events in thirteen countries including leading events such as *Americas Lodging Investment Summit (ALIS)*, *Hotel Investment Conference Asia Pacific (HICAP)*, *Phocuswright*, *TEAMS*, *Web in Travel*, and *Mountain Travel Symposium*. Northstar is also the majority shareholder in *Inntopia*, the leading SaaS e-commerce software, CRM database marketing and predictive analytics business serving the mountain destination, activities, and specialty destination travel markets. [Northstar Travel Group](#) is owned by [EagleTree Capital](#) and is based in Secaucus, NJ, with offices in New York, NY; Denver, CO; Los Angeles, CA; Winston-Salem, NC; Stowe, VT; Edwards, CO; Glen Ellyn, IL; Costa Mesa, CA, and global offices in Singapore, Beijing, and Shanghai.

IN ASSOCIATION WITH:



With over three decades of experience, more than 150 events completed to-date, and in excess of 100,000 international delegates, BHN conferences have become "must attend" events for industry leaders who come together to network, conduct business, and to learn about the latest trends. BHN events include: the Americas Lodging Investment Summit (ALIS) in Los Angeles; ALIS Law in Los Angeles; ALIS Summer Update; Alternative

Ownership Conference Asia Pacific (AOCAP) in Singapore; Caribbean Hotel & Resort Investment Summit (CHRIS) in Miami; Hotel Investment Conference Asia Pacific (HICAP) in Hong Kong; HICAP UPDATE in Singapore; Hotel Investment Forum India (HIFI) in Mumbai; Hotel Opportunities Latin America (HOLA) conference in Miami; and Hotel Investment Conference Europe (Hot.E) in London. The BHN website at www.Burba.com is the gateway for information about the conferences BHN produces, as well as a direct link to important players in the hospitality investment world. BHN is a division of Northstar Travel Group.



Horwath HTL is the world's largest hotel industry specialized consulting organization, currently with 45 offices in 38 countries. Since the set-up of Asia Pacific operations in 1987, Horwath HTL – Asia Pacific has been involved with thousands of projects throughout the region in all phases of the property lifecycle for clients ranging from individually owned businesses to the world's most prominent hotel companies, developers, lenders, investors, and industrial corporations. Horwath HTL currently operates out of regional offices in Tokyo, Beijing, Shanghai, Hong Kong, Bangkok, Singapore, Jakarta, Kuala Lumpur, Mumbai, Sydney, and Auckland.



Stiles Capital Events LLC (SCE) has been involved in event management, communications and marketing in the publishing, entertainment and hospitality industries since 1989. SCE has been associated with the development and organization of the Hotel Investment Conference Asia Pacific (HICAP) since its inception and the subsequent launches of HICAP UPDATE in 2009 and AOCAP (Alternative Ownership Conference Asia Pacific) in 2014 together with partners BHN (Burba Hotel Network) and Horwath HTL. SCE is based in the San Francisco Bay Area.