



RCI-POD Webinar #18

# How to leverage big data for tourism recovery



14 December (Monday), 3:00 - 4:30 pm (Manila time), MS Teams

3:00 - 3:05 pm

**Opening Remarks:**

**Cyn-Young Park**, Director, Regional Cooperation and Integration Division, Economic Research and Regional Cooperation Department (ERCD), Asian Development Bank (ADB)

**Manuel Butler Halter**, Executive Director, World Tourism Organization (UNWTO)

3:05 - 3:30 pm

**Presentation: "Big Data for Better Tourism Policy and Management"**

**Trevor Weltman**, Partner, Clickable Impact Consulting Group

**Presentation: "Big Data for Tourism Recovery: The Case of the Republic of Korea"**

**Wonhee Cho**, Consultant, ADB

3:30 - 4:30 pm

**Panel Discussion:**

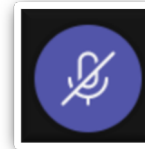
**Moderator:**

**Matthias Helble**, Senior Economist, Regional Cooperation and Integration Division, ERCD, ADB

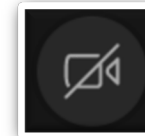
**Panelists:**

- **Sandra Carvao**, Director, UN World Tourism Organization
- **Mario Hardy**, CEO, Pacific Asia Travel Association
- **Ricky Hoi**, Deputy Director, Macao Government Tourism Office

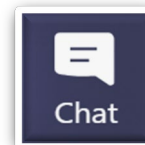
## House Rules for Attendees



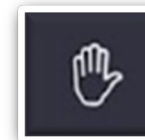
**Mute** your microphone



**Switch off your video** during the presentation and panelists' interventions



For questions, use the **message chat box**  
OR



Click the **raise hand icon** and the moderator will acknowledge you to speak