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SINGAPORE 14-15 MAY 2026

# Stop Flying Blind: The Case for Real-Time Commercial Intelligence



**Ashley Yeo**

Director of Business Development - APAC  
Lighthouse



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**SINGAPORE**

14-15 MAY 2026



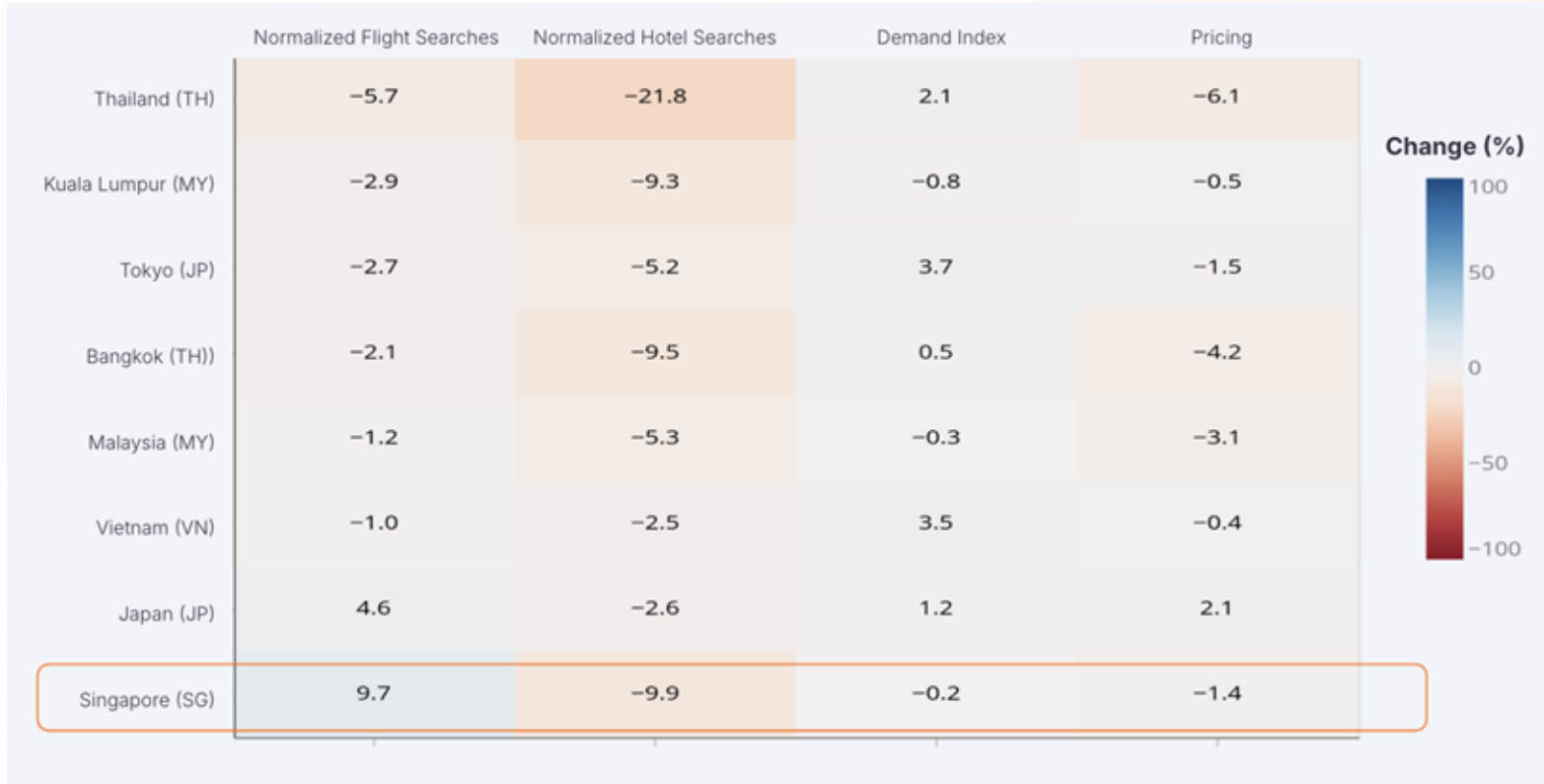
# Spotlighting **The US-Middle East Conflict**



# South East Asia Maritime & South Asia Markets Impact



Impact date: 2025-02-28 | Extract: 2026-01-24 -> 2026-04-04 | Stay dates: 2026-04-10 -> 2026-05-31





# Snapshot:

## Change in June Advertised Hotel Pricing

Compared to Week of February 16th

Week of  
March 2nd

**-0.5%**

Tokyo

**+1.3%**

Bangkok

**+3.1%**

Kuala Lumpur

**+1.2%**

Singapore

Week of  
April 20th

**-0.0%**

Tokyo

**-9.5%**

Bangkok

**-7.0%**

Kuala Lumpur

**-1.4%**

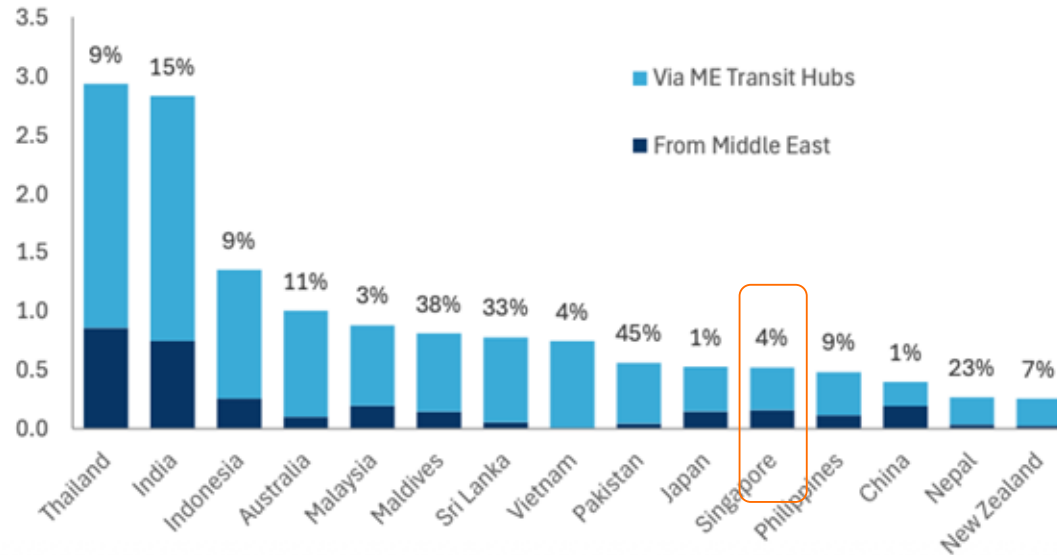
Singapore

# Asia Pacific Mainland Markets Impact



## International visits at risk by country

Mns, visits



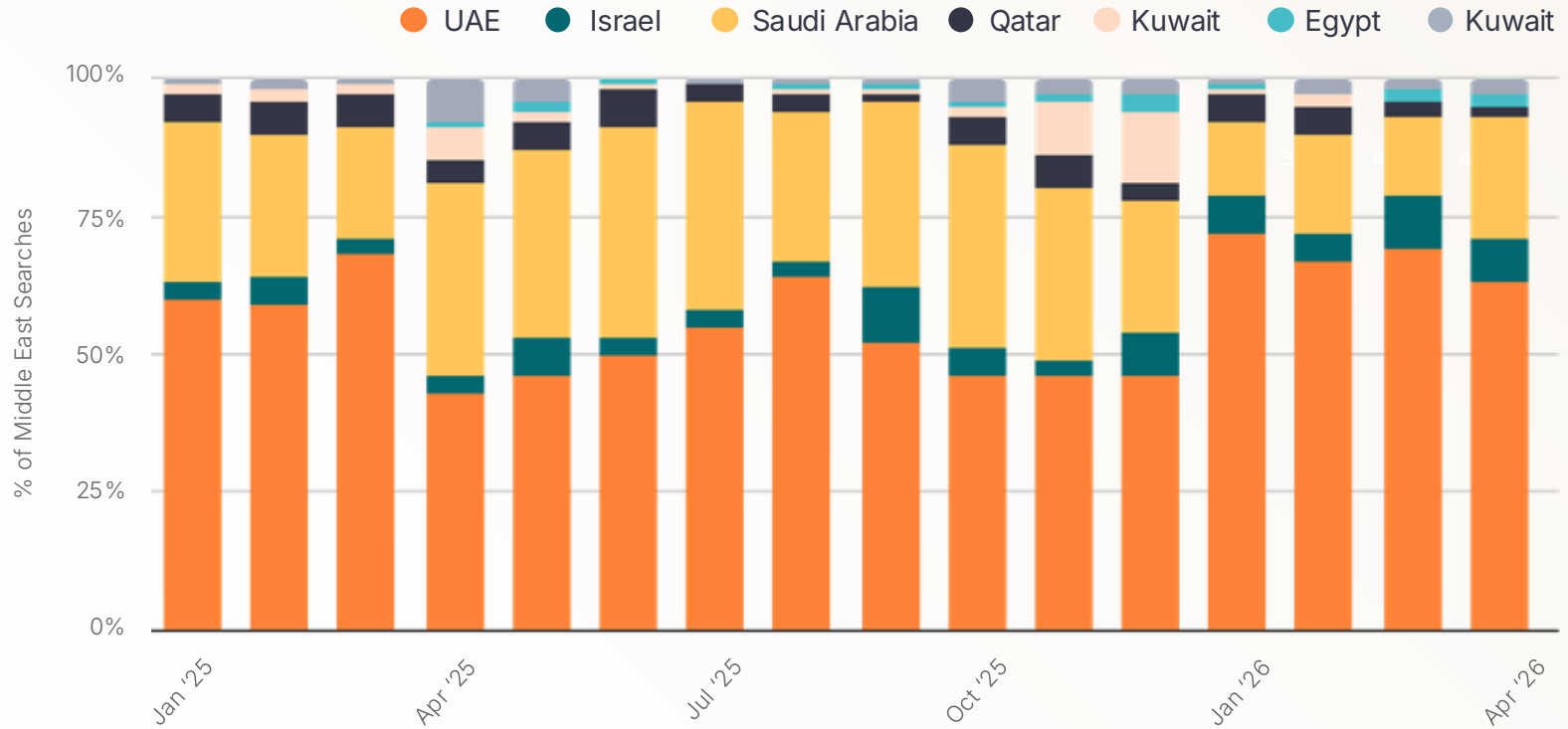
Source: Tourism Economics

\*Europe is defined as EEA + UK



# Singapore Hotel Searches by Origin Country

Breakdown of searches by Middle Eastern Countries - January 2025 Onward

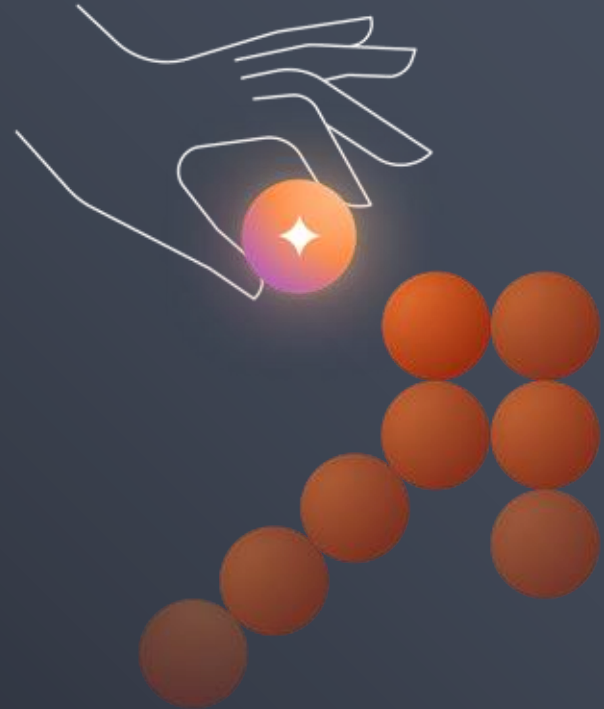




## The State of Global Hospitality Pricing, H1 2026

The clear lesson for you in H1 2026 is that there can be no assumptions, and **your pricing strategy must rely on accurate, real-time data.**

- Prepare for **volatility** caused by ongoing geopolitical and economic tension.
- **Tightening disposable incomes** are fueling a broad consumer shift to destinations that provide value.
- Consumers are trying to seek out **quieter, emerging destinations.**



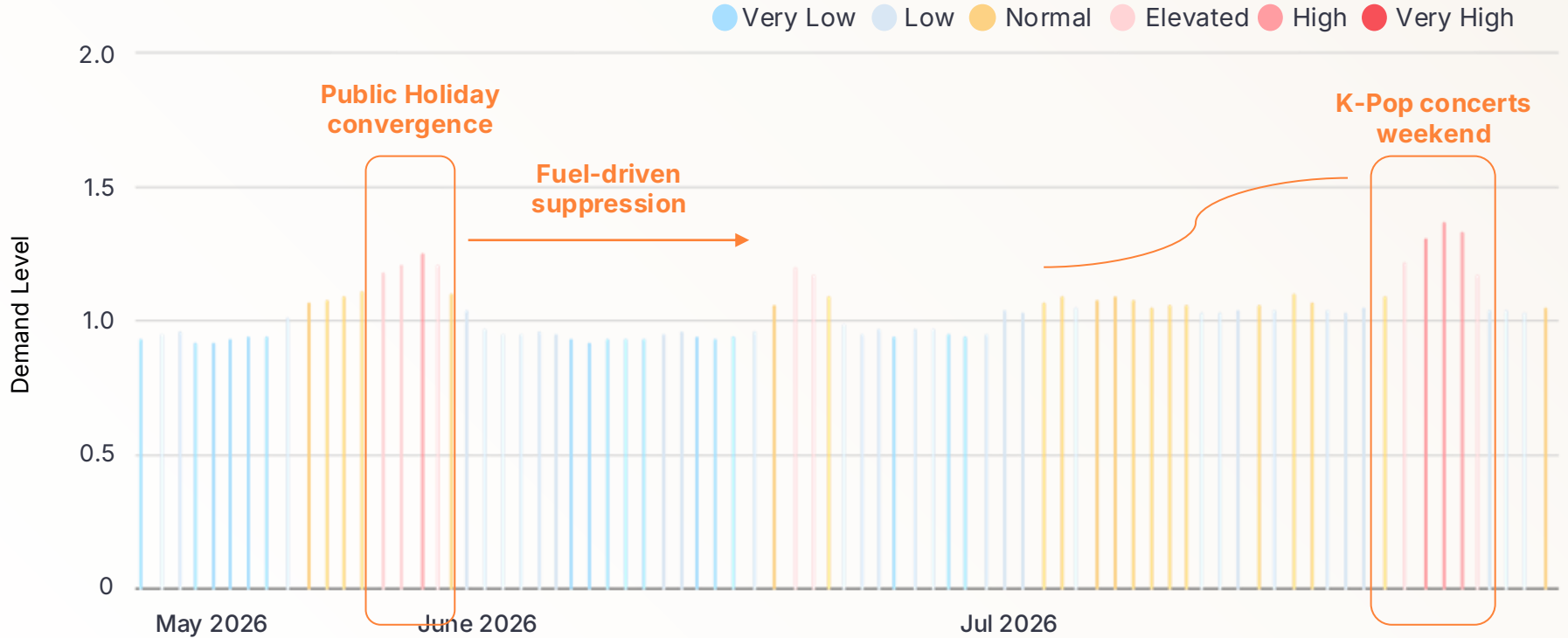
# Look Forward

## Stay Ahead

Driving new opportunities in 2026

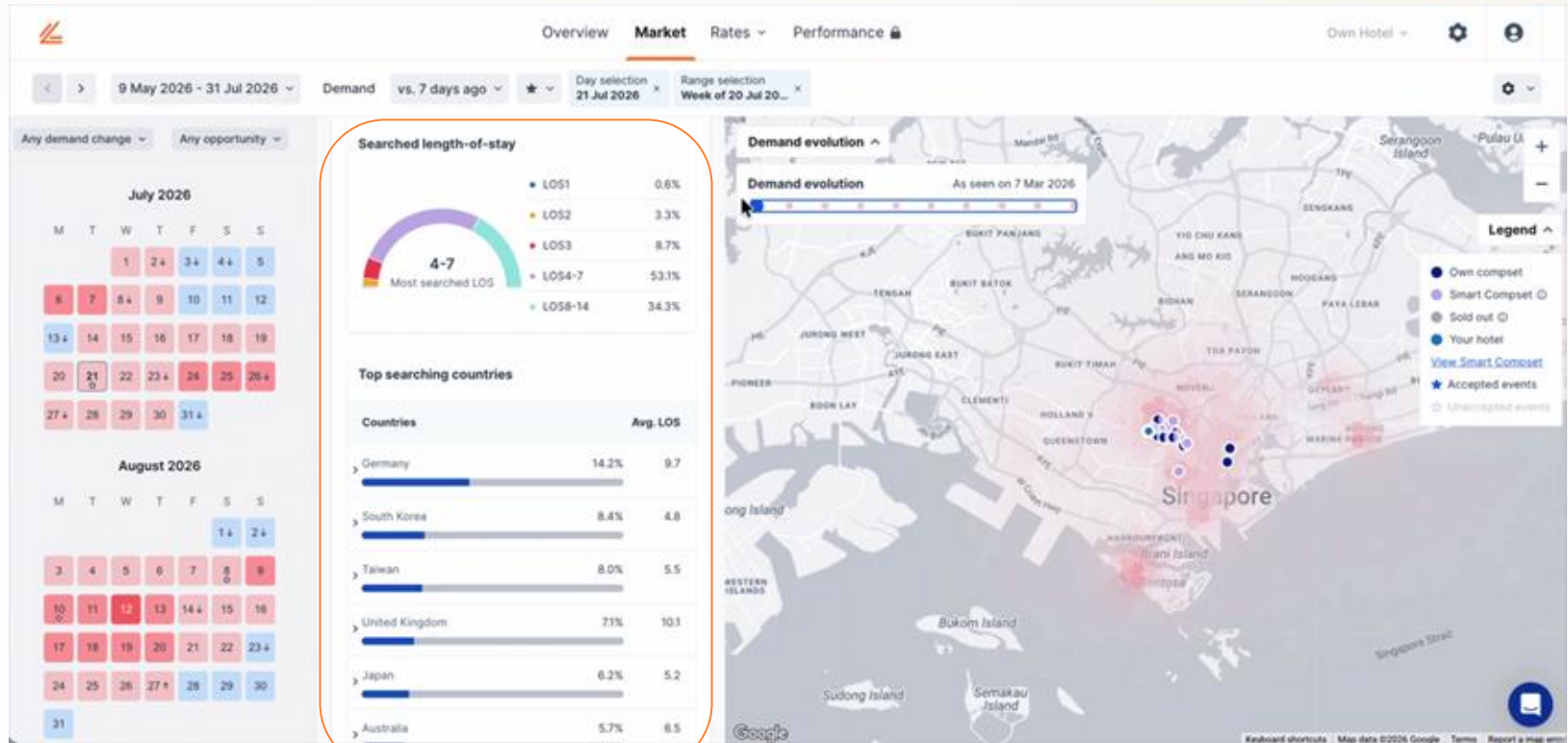
# Singapore Travel Demand

Demand levels for stay dates through July 2026

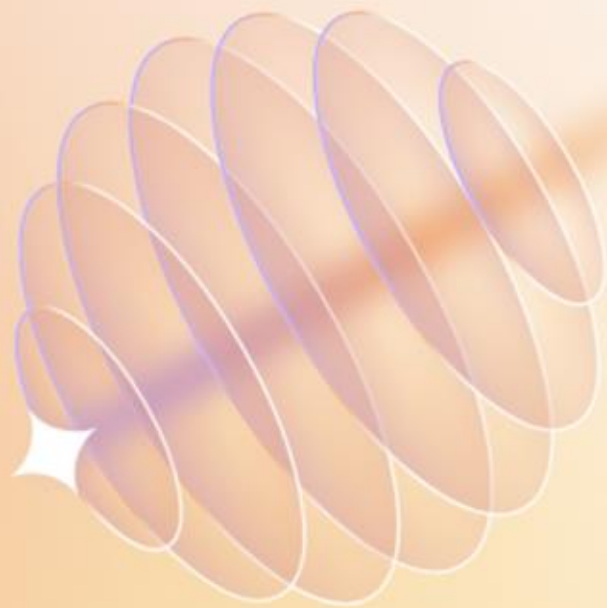


# Inbound Source Market Change

For stay dates through July 2026



# Leveraging AI for forward-facing opportunities





Question (Pick One):

## How do you feel about the recent popularity of AI?

Please select one statement that best describes your sentiment.



(A) Love It!



(B) Mostly Positive



(C) Neutral



(D) Mostly Negative



(E) Hate It!



# AI adoption is accelerating.

% of hotel revenue teams that use AI to make commercial decisions: 2024 vs 2026  
**Lighthouse AI Survey 2024, Lighthouse AI Survey 2026**





The industry expects AI to change everything.

**Almost nobody is prepared.**

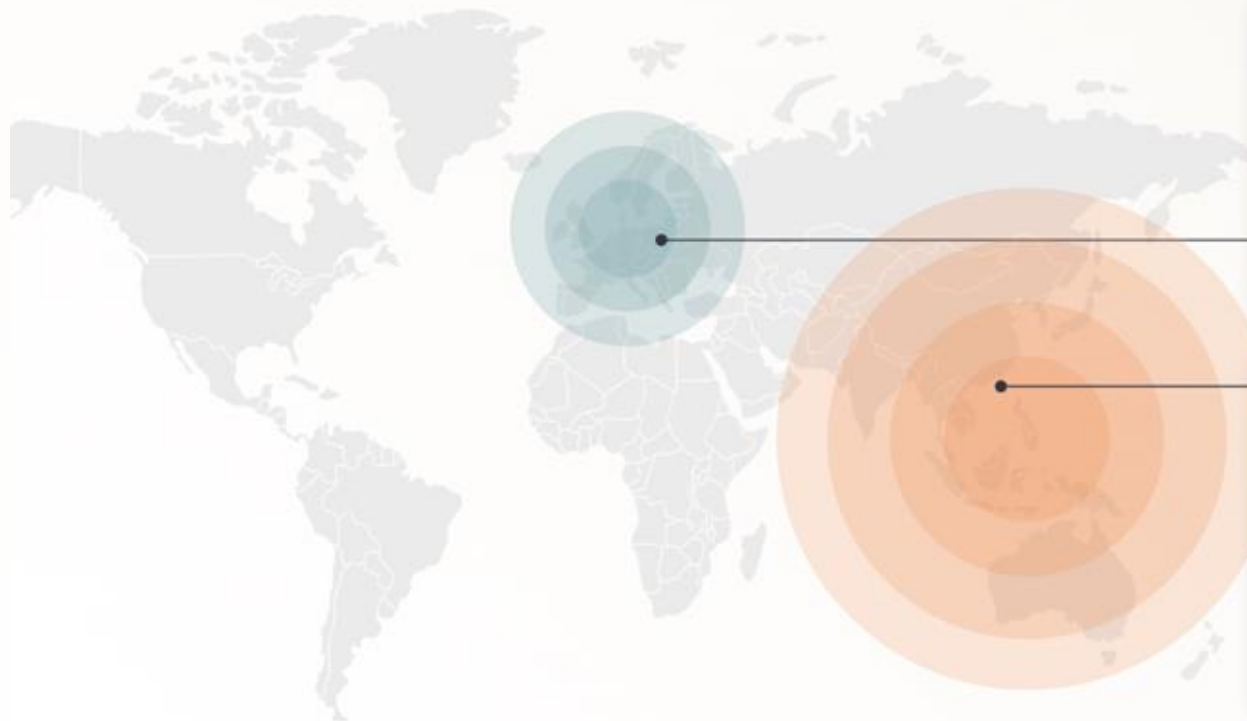
**67%**

of hotel revenue teams expect a high impact of AI over the next few years.

**90%**

of hotel revenue teams do not feel prepared for the impact of AI.

# Geographic Adoption Divide



## EUROPE

**2.7**

is the average for European hoteliers — the **lowest** of any region.

## ASIA-PACIFIC

**3.3**

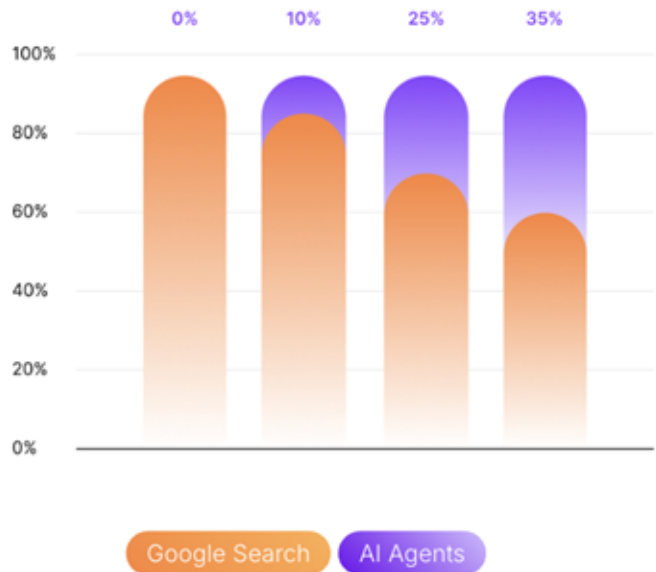
is the mean for Asia-Pacific respondents — the **highest AI impact** score of any region.



# The biggest shift since Google Search

For two decades, Google has been the gateway to hotel discovery but AI-driven search is redefining how travelers find and book stays.

Shift in Travel Search Behavior  
Google → AI Agents



# ↳ Adapting to AI Platforms = New Opportunities



What will you do differently in the next 24 hours?



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