



## Women Redefining Travel

# Why You Must Be There

April 26, Sofitel So, Bangkok

Last year, at the inaugural WITX, we put the spotlight on women as leaders and customers.

This year, we drill deeper into a **growing force** that's changing and influencing travel on all fronts – from hospitality to social media to mobile to distribution and revenue management to corporate travel and meetings to niche sectors such as deals, vacation rentals and boutique hotels.

This year, we put the spotlight squarely on **women as customers from Japan to China** and **pan-Asia** and how you can market to, engage with and delight them.

This year, we put topics like **romance**, vacation rentals, travel reviews, search, **user interfaces** and deals on the table, and we've also thrown in **authentic leadership** and **entrepreneurship**.

This year, we have selected speakers based on their **passion** for the women's market and their willingness to share their **knowledge and ideas**.

The only thing that's not changed is the **WITX Charity Bazaar** where you can shop and do good. This year, proceeds will go towards [Yim Kids](#) of Thailand.

And oh yes, the other thing that's not changed – it's open to **everyone**, boys and girls alike, and we guarantee you will **learn and have fun**.

View programme [here](#)

Book your seats with [gerry@webintravel.com](mailto:gerry@webintravel.com)

Early bird rate of US\$380 till April 12, \$100 off regular rate



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