

2026

Masterclass Roundtables



Gather Connect Grow by STRA
11/1/2026



Masterclass Roundtables

Lead Expert Programme

GCG Operator Summit | Phuket | 27–28 October 2026
Amora Beach Resort

Overview

The Masterclass Roundtables are where the real work happens. Small, operator-led working sessions designed for practical exchange, not presentation.

This is a working table. Not a stage.

The Room & Audience

The value of the Masterclass Roundtables is defined by who is in the room.

STRA curates' participation through its Verified Property Manager Index. A mapped layer of over 7,000 professional operators across Asia, representing more than 126,000 units under management. From this, the summit brings together a highly filtered group of Tier 1 and Tier 2 operator teams actively managing portfolios, driving revenue, and making operational decisions every day.

This is a paid, committed audience.
Not built on free tickets or volume.

Each table is made up of operators responsible for real performance across multiple markets. The conversations are grounded in live operating environments where revenue, standards, and execution matter.

Beyond the room, visibility continues across STRA's platform through content, podcast, and STR Asia Brief distribution reaching a wider network of professional operators and partners following the same conversations.

This is a qualified, decision-led audience and a partnership within the room, not a pitch to it.



Format

- 7–8 Masterclass Roundtables
- Maximum 8 operator seats per table
- Delegates rotate across sessions
- One Lead Expert per topic
- Facilitated discussion, not presentation
- Operator-first, outcome-driven

Roles

Lead Expert (Individual): Guides the discussion and brings experience into the room.

Masterclass Partner (Brand): Positions the brand through participation, not promotion.

Commercial Value

Visibility begins before the summit and continues long after. Lead Experts and Masterclass Partners are introduced through STRA channels, positioned around real expertise.

Content continues to be featured post-event through

- Knowledge Hub,
- Art of Data,
- Art of STR Podcast,
- STR Asia Brief. (Newsletter)

Long-term visibility. Not a single moment. A sustained position within Asia's STR Operator community.



Masterclass Themes

Masterclass	Focus	Lead Expert Role	USD
Compliance & Corporate Stack	Legal, tax, licensing	Facilitation	\$3,500
Data-Driven Yield Audit	ADR, ROI	Insight lead	\$3,500
Verified Operational Standard	SOPs, quality	Ops-led	\$3,000
Tech Stack & Automation	PMS, workflows	Practical	\$3,500
Guest Experience vs Reality	Service delivery	Experience-led	\$3,000
Asset Optimisation	Scaling, owners	Strategy	\$3,500
Bali Blueprint	Regulation	Insight-led	\$3,500
Open Roundtable	Emerging topics	Co-hosted	\$2,500

Case Example

A revenue platform joins as Masterclass Partner, with their Head of Strategy as Lead Expert.

Before: positioned through STRA insight-led content.

During: works directly with operators on real pricing challenges.

After: content continues across Knowledge Hub, Art of Data, and podcast.

Not a lead list. A position in the market.

Positioning

Not a booth. Not a speaking slot. A seat at the table.