



31March 2026

## From Leadership to Operations: Why Asia Needs the GCG Operator Summit Series

### A Clear Outcome from Bangkok 26.

In February 2026, the first *Gather · Connect · Grow* Leadership Summit in Bangkok brought together a cross-section of Asia's short-term rental sector — professional property managers, platforms, policymakers, and ecosystem partners.

What became clear was not a lack of demand, supply, or ambition.

It was something else.



### Asia's STR sector lacks structured, professional operator-led engagement at the ground level.

The leadership room validated the direction of travel definition, standards, regulatory dialogue, and investment readiness.

But it also exposed a gap.

Leadership conversations alone are not enough.

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## The Missing Layer: Operators

Across Asia, short-term rentals have scaled rapidly:

- STR represents up to ~20–25% of accommodation supply in several mature leisure markets
- STRA's mapping identifies 7,000+ professional property managers across Asia
- Representing ~126,000+ professionally managed units
- With the top 300 operators alone managing ~45,000 units and ~\$14B+ in asset value



At the same time:

- PMS adoption has accelerated from ~15% (2022–23) to ~60% (2025)
- Operators are hiring, structuring teams, and professionalising rapidly
- Regulatory frameworks remain inconsistent, unclear, or fragmented across markets

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**This is a sector moving fast** but not yet fully supported.

Operators are building businesses in real time, often without:

- Clear regulatory guidance
- Access to structured education
- Peer-to-peer operational benchmarking
- Technology alignment across markets
- A unified voice representing operational realities

## Introducing the GCG Operator Summit Series

The **GCG Operator Summit Series** is a direct outcome of the Bangkok Leadership Summit.



It is designed to move beyond high-level dialogue and **connect directly into the operational core of the industry.**

Where the Leadership Summit gathers decision-makers,  
**The Operator Summit activates the people building and running the businesses every day.**

This is where the sector becomes real.

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## A Working Summit - Not a Conference

The Operator Summit is intentionally different.

It is not designed as a stage-led conference.

It is structured as a working environment for operators and their teams.

### Focused on:

This is where operators speak, not just listen.



- Operational challenges and solutions
- Team building and scaling structures
- Technology adoption and integration
- Regulatory understanding and compliance
- Revenue optimisation and distribution strategy
- On-the-ground market realities

### Formats include:

- Roundtables and small-group working sessions
- Operator-led case discussions
- Live problem-solving workshops
- Direct access to platforms and solution providers
- Peer-to-peer exchange across markets

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## Why This Matters Now

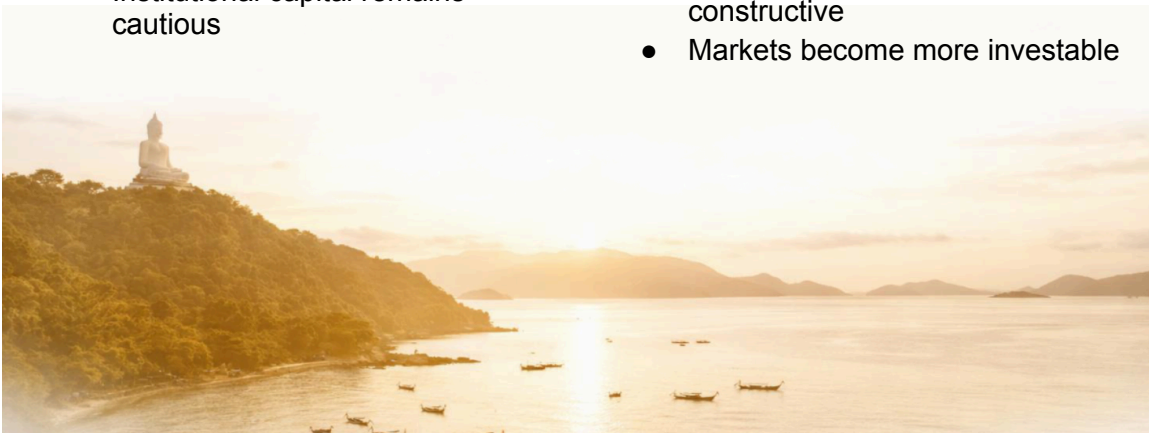
Asia does not lack STR growth. It lacks **structured operational alignment**.

### Without this layer:

- Growth remains fragmented
- Standards remain inconsistent
- Regulatory friction increases
- Institutional capital remains cautious

### With it:

- Operators professionalise faster
- Technology adoption accelerates
- Regulatory engagement becomes constructive
- Markets become more investable



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## STRA's Role: The Supporting Layer

The Operator Summit does not stand alone. It is underpinned by STRA's role as a not-for-profit trust and ecosystem platform.

### STRA brings together:

- Professional property managers
- Platforms and technology providers
- Industry stakeholders and associations

### Through:

- A shared definition of short-term rentals
- The Verified Property Manager Index
- Accreditation frameworks
- Policy and regulatory dialogue



This ensures that Operator Summits are not isolated events but part of a structured, evolving ecosystem across Asia.

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## The Roadmap Ahead

The GCG Operator Summit Series will be delivered in markets where operators are already active and scaling.

Immediate roadmap:

- **Phuket**
- **Goa**
- **Bali**
- **Penang**

These are not emerging markets.



They are active STR operating environments with real businesses, real teams, and real challenges.

Each summit will be:

- Locally grounded
- Operator-led
- Regionally connected through STRA

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## A New Layer for Asia's STR Sector

The future of short-term rentals in Asia will not be defined by platforms alone.

It will be defined by:

- Professional operators
- Structured standards
- Clear regulatory pathways
- Connected ecosystems

The Leadership Summit created alignment at the top.

### The Operator Summit builds capability on the ground.



**Together**, through STRA and GCG, this creates something that has been missing across Asia.

**With:**

- Structure
- Clarity
- Connection
- Capability

The GCG Operator Summit Series is the next step. *Gather. Connect. Grow*

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**STRA-**  
Short Term  
Rentals Asia

  
**GATHER  
CONNECT  
GROW**  
BY STRA  
BANGKOK 2026

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## LIMITED ALLOCATION RELEASE

*Allocation 1 now open*

**PHUKET**

OPERATOR SUMMIT

**BANGKOK**

LEADERSHIP SUMMIT

**ACCESS ALL AREAS – GCG**

Phuket • 27–28 Oct 2026



Bangkok • 24–25 Feb 2027

*No early bird pricing*

*Access is limited. Capacity is capped.*

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