



Executive Summary: STRA & STRAsia.org

Vision & Mission

- I founded Short-Term Rentals Asia (STRA) as the platform and catalyst for building Asia's short-term rental ecosystem.
- STRA is centred on ASEAN but extends across Asia including India and Japan. It is not positioned as APAC — Australia and the Pacific are outside the scope.
- STRA builds the stage where voices from Asia are elevated while catalysing the creation of STRAsia.org — a not-for-profit body that will provide a regional template and support strong local associations.

Flagship Initiative

- Gather. Connect. Grow. — STRA's first flagship conference in Bangkok, Feb 11–12, 2026 (350 delegates, 15 partners).
- A delegate-first forum designed for operators, managers, developers, asset owners, investors, and innovators.

Year-Round Platform

- The Knowledge Hub (under construction).
- The Art of Data – regional insights and trends.
- The Art of STR Podcast – stories from operators and entrepreneurs.
- Multi-media channels amplifying local voices and innovation.

Advisory & Alliances

- I created an Advisory Committee to support strategic planning and mission focus.
- The “Our Team” section on the website will transition to Partners & Alliances — showcasing organisations leaning into the mission.
- STRAsia.org's working group is forming with property managers from Thailand, Indonesia, India, Vietnam, Malaysia, the Philippines, and Japan.

Opportunities for Partners & Alliances

- STRA is the flagship stage for Asia's STR sector — foundational and forward-looking.
- Partners and alliances gain visibility, leadership positioning, and the chance to shape an emerging industry.
- Engagement starts with Bangkok 2026 and extends into year-round collaboration through STRA platforms.