



STRA – Asia First

Gather. Connect. Grow.

“STRA is not a recycled event. It is a foundation. Asia-first. Delegate-first. Built to last.”

Why STRA Exists

STRA is the first Asia-first, delegate-first platform — created in Asia, for Asia — to showcase operators, managers, investors, and innovators already scaling fast. Too often, STR conversations in Asia are shaped from outside voices; STRA changes that.

Our Principles

Asia First	75% Asian voices, 25% global perspective. Local leaders on stage, global partners for balance.
Delegate-Heavy, Sponsor-Light	Built for operators and managers. Sponsors support, not own, the narrative.
Strategic Voices Only	Global contributors welcome if aligned and additive — never overwhelming.

The Opportunity

Aggregation of STR supply is accelerating in Asia. Capital-backed, acquisitive operators want relationships to activate growth. STRA provides the first authentic stage for these voices, with global partners who respect and support the vision.

What Sponsors Gain

- Access to decision-makers scaling in Asia.
- Association with a platform that has credibility, not just visibility.
- Influence in a room designed for meaningful growth opportunities.

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