



STRA / GCG Prospectus

Asia's leadership and operator platform for short-term rentals | 2026-2027

Access. Moments. Outcomes.

A commercial framework for partners seeking structured access to Asia's professional short-term rental operator layer through Bangkok, Phuket, year-round content, data, and industry recognition.

Executive Commercial Position

STRA - Short-Term Rentals Asia is the neutral, Asia-first platform connecting professional short-term rental operators, property managers, platforms, technology partners, investors, associations, and policymakers across the region.

Gather · Connect · Grow (GCG) is STRA's commercial engagement layer: a summit series and content platform designed to move partners from visibility into qualified conversations, credible positioning, and long-tail content value.

This is not an expo. It is a working room.

Partners do not enter STRA / GCG to collect lists. They enter to participate in the right moments: leadership rooms, operator roundtables, private dinners, awards, podcasts, data insights, and content that continues to travel after the summit ends.



The Commercial Value of STRA

STRA has become a trust and visibility layer for a sector that remains fragmented across countries, asset types, platforms, and regulatory environments. The commercial value sits in three connected assets:

- The verified operator layer: mapped operators, professional property managers, and businesses with real operational control.
- The engagement layer: GCG rooms where operators, partners, platforms, and leaders interact inside structured formats.
- The media and intelligence layer: Art of Data, Knowledge Hub, Art of STR podcast, STR Asia Awards, newsletters, and social distribution.

Recent STRA visibility signals include approximately 5 million aggregated content views per month, peaking around 18 million during GCG Bangkok, on minimal paid spend. These figures are directional engagement indicators, not unique audience numbers, and are used to demonstrate market momentum and content velocity.

Why STRA Exists

Asia's STR sector is growing fast, but it is still often misunderstood. It is not defined by a single platform, asset type, or destination. STRA defines short-term rentals as residential-style accommodation delivered commercially, for short stays, with hospitality standards and professional management.

That definition matters commercially. Partners need to know who operates, who lists, who enables, and who influences buying decisions. STRA helps create that clarity.



GCG: Two Rooms, One Commercial Platform

Format	Audience	Purpose	Commercial Value
Bangkok Leadership Summit	Founders, CEOs, senior operators, platforms, investors, industry leaders	Annual strategic alignment room for market direction, trust, standards, investment, policy, and partnerships	Access to decision-makers and category-shaping conversations
Phuket Operator Summit	Professional operators, property managers, operational teams, technology partners, service providers	Regional working room for practical operational improvement, peer learning, revenue, technology, guest experience, and scale	High-intent engagement with operators and teams facing real implementation challenges

Bangkok Leadership Summit

Bangkok is the annual leadership room for Asia’s STR sector. It is designed for founders, CEOs, senior executives, investors, strategic partners, technology leaders, and regional voices shaping regulation, standards, data transparency, and market direction.

Bangkok is not built for passive attendance. It is a closed, curated, high-trust environment where partners are part of the conversation, not exhibitors outside it.

Bangkok 2027

Dates: 24-25 February 2027, with Founders VIP Dinner on 23 February.

Venue: Holiday Inn Sukhumvit 22, Bangkok.

STR Asia Awards: 25 February 2027 evening.

- Commercial focus: leadership access, strategic positioning, awards recognition, private roundtables, founder-level conversations, and content amplification.



Phuket Operator Summit

Phuket launches the regional Operator Summit series. It is where the operational layer comes forward: property managers, revenue teams, guest experience leaders, technology users, owners' representatives, service providers, and partners building in the sector.

The Phuket proposition is simple: operations break before demand does. The summit is built to surface operational reality and convert it into practical learning, trusted connection, and partner relevance.

Phuket 2026

Dates: 27-28 October 2026, with Founders VIP Dinner on 26 October.

Venue: Amora Beach Resort, Phuket.

- Core format: interactive workshops, operator-led panels, masterclass roundtables, strategy labs, and direct conversations with partners.
- Commercial focus: practical operator engagement, masterclass roundtable ownership, session alignment, and on-the-ground access in one of Asia's most active STR destinations.



Masterclass Roundtables: The Conversion Layer

Masterclass Roundtables are the most commercially powerful format inside Operator Summit. They are not sponsor showcases. They are facilitator-led working conversations built around real operator pain points.

The model is inspired by high-density festival-style formats, but adapted for STRA: movement, smaller rooms, parallel specialist conversations, and moments that create content and commercial follow-through.

These are suggestions.

Roundtable	Operator Pain Point	Partner Role	Indicative Investment
Compliance & Corporate Stack	Legal, tax, licensing, ownership structures	Lead facilitator + case input	\$USD3,500
Data-Driven Yield Audit	ADR, occupancy, RevPAR, revenue leakage	Data partner + insight lead	\$USD3,500
Tech Stack & Automation	PMS, channel management, payments, workflows	Practical walkthrough, demo-lite	\$USD3,500
Verified Operational Standard	SOPs, quality control, trust and accreditation	Ops-led facilitation	\$USD3,000
Guest Experience vs Reality	Service consistency, reviews, complaints, staffing	Experience-led discussion	\$USD3,000
Asset Optimisation & Portfolio Strategy	Owners, portfolio growth, exits, investor expectations	Strategy-led facilitation	\$USD3,500

Each table is capped, facilitated, and designed to generate operator insight, credible partner positioning, and content themes that can be activated after the event.

This is not a booth. This is a seat at the table.



Partner Moments: Built into the Flow

At GCG, partners do not exhibit. They integrate into the experience through moments that matter: arrival, coffee, lunch, private dinners, technology sessions, awards, closing sessions, and after-hours environments.

Moment	Best Fit	What It Creates	Indicative Investment
Founders Dinner Host	Premium strategic partner	Private leadership context and relationship-building	\$USD7,000
Registration / Arrival Coffee	Brand seeking first touchpoint	Warm entry point into delegate experience	\$USD3,500
Networking Break Partner	Technology, data, service partners	Natural conversation moments between sessions	\$USD3,000
Lunch Host	Partner seeking broader room presence	Shared table interaction and strong flow	\$USD4,000
Technology Session Partner	PMS, revenue, distribution, automation	Authority around practical implementation	\$USD5,000
STR Asia Awards Host / Category Sponsor	Leadership, hospitality, technology brands	Recognition, credibility, and industry association	\$USD3,000-\$7,000
Closing / Farewell Moment	Partner seeking end-of-room memory	Final brand association and follow-up bridge	\$USD5,500

Access Model: No Lists. Structured Interaction.

STRA does not provide delegate databases or open delegate lists. Access is delivered through curated introductions, roundtables, hosted moments, partner content, and ongoing platform engagement.

This protects operators, improves partner quality, and increases the credibility of every commercial interaction.

Commercial pathway

- **Access:** capped vendor access passes for Phuket and Bangkok.
- **Engagement:** Partner Moments, Masterclass Roundtables, leadership sessions, and hosted interactions.
- **Continuity:** Art of STR podcast, Art of Data, Knowledge Hub, STR Asia Brief, awards, and post-event media.



Year-Round Content and Long-Tail ROI

The summit is the moment. The STRA platform is the multiplier. STRA / GCG converts live participation into a longer content arc that partners can use for relevance, trust, and follow-up.

Platform Asset	Commercial Role	Partner Value
Art of STR Podcast	Founder, operator, and ecosystem storytelling	Thought leadership, trust, and evergreen media
Art of Data	Market insight, operator mapping, dashboards, regional deep dives	Credible intelligence and category authority
Knowledge Hub / STR Asia Brief	Insight publishing and partner education	Long-tail distribution and post-event nurturing
STR Asia Awards	Recognition and sector benchmarking	Status, credibility, and industry alignment
STRA Social Channels	Organic amplification and content momentum	Audience signal, reach, and repeated touchpoints

Partner Pathways

Partnership is not one-size-fits-all. STRA can structure access depending on whether the partner needs leadership-level positioning, operator-level engagement, media authority, data relevance, or awards recognition.

Pathway	Best For	Core Includes	Investment Signal
Ecosystem Partner	Brands seeking year-round platform relevance	Bangkok + Phuket presence, podcast/content, awards visibility	\$USD18,000+
Summit & Media Partner	Partner wanting a premium moment plus content	One premium GCG moment + podcast/media distribution	\$USD10,000+
Summit Moment Partner	Brand seeking targeted event integration	One branded moment inside either summit	\$USD5,000+
Masterclass Roundtable Lead	Expert partner with operator-facing knowledge	Facilitated roundtable and content extraction	\$USD3,000-\$3,500
Vendor Access Pass	Partner needing to understand the room first	Capped access for up to 3 representatives	Phuket \$USD1,295 / Bangkok \$USD1,495



Who This Is Built For

- Property management software and operational technology platforms.
- Revenue management, pricing, data, and distribution platforms.
- Booking platforms, OTAs, payment providers, insurance, finance, legal, tax, compliance, and service providers.
- Developers, investors, branded residence players, hospitality groups, and operator brands entering or scaling across Asia.
- Associations, destination stakeholders, and partners committed to better structure for STR in Asia.

Commercial Guardrails

The value of STRA / GCG depends on trust. Commercial access is structured, capped, and aligned with the operator-first principle.

- No delegate databases or uncontrolled list access.
- No passive expo or booth-led format.
- No sponsor dominance over operator conversation.
- Partners contribute expertise, not sales pitches.
- Commercial value is created through relevance, credibility, moments, and follow-through.



The Partner Proposition

Activate the trust. Own the moment. Build the follow-through.

STRA / GCG gives partners the ability to enter Asia's professional STR sector with credibility, not noise. The strongest partners will not simply appear in the room; they will help shape the conversations that operators remember, share, and act on.

For brands building across Asia, this is the commercial opportunity: structured access to verified operators, leadership conversations, operator pain points, trusted content, and a platform already becoming magnetic for the sector.

Next Step

Partnership discussions are structured around fit, audience, moment, and desired commercial outcome. STRA will recommend the pathway that best aligns with the partner's category, expertise, and role in Asia's STR ecosystem.

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Source Alignment Note

This prospectus has been aligned with the current STRA website architecture and commercial pages, including Gather Connect Grow, Partner with STRA, GCG Phuket 2026, GCG Bangkok 2027, Art of Data, Art of STR Podcast, STR Asia Awards, and uploaded commercial working documents. It is written as a commercial prospectus and intentionally avoids internal citation markers in the body text.