



**STRA—**  
**Short Term**  
**Rentals Asia**



**GATHER**  
**CONNECT**  
**GROW**

BY STRA  
BANGKOK 2026

## Short-Term Rentals Asia (STRA)

**GATHER · CONNECT · GROW — Asia's STR Leadership Room**

**Bangkok, Thailand · 11-12 February 2026**

Venue: Holiday Inn Sukhumvit

Delegate Cap: 300 | Founder-led, Tier-1 heavy room

**This is not another event.**

This is the room where Asia meets itself — and builds what comes next.

### **DELEGATE ACCREDITATION FRAMEWORK**

- **Tier 1 — Certified Property Manager: full operational control**
- Tier 2 — Verified Platform-Operator: declared dual role
- Tier 3 — Registered Marketplace Partner: technology & services

**Transparency Builds Trust — STRA Accreditation clarifies who manages, who markets, and who connects.**

Speaker & session details are being finalised with the first 100 paid delegates — the STRA Founder Circle.

[www.shorttermrentalsasia.com](http://www.shorttermrentalsasia.com) | [info@shorttermrentalsasia.com](mailto:info@shorttermrentalsasia.com)



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## **DAY 1 — GATHER**

**Trust, Transparency & Asia's Emerging Leadership**

Wednesday, 11 February 2026

**08:30-09:15 | Registration & Welcome Coffee**

FORMAT: ALL TIERS | NETWORKING

**09:15-09:35 | Founder Opening Address**

**— and Gen Z Perspective**

FORMAT: KEYNOTE (SHORT ADDRESS)

**09:35-10:00 | Gen Y Keynote — The Future of Travel Decisions**

FORMAT: KEYNOTE

**10:00-10:45 | The \$14 Billion Room — Asia's STR Reality (Art of Data)**

FORMAT: KEYNOTE + FIRESIDE CHAT

**10:45-11:15 | Morning Tea & Partner Spotlights**

FORMAT: ALL TIERS | NETWORKING

**11:15-12:15 | Who Owns the Guest? Defining the Operator in Asia**

FORMAT: PANEL

**12:15-13:15 | Networking Lunch**

FORMAT: ALL TIERS | NETWORKING

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**13:15–14:15 | Art of Data Workshop — Verified PMC Index**

FORMAT: WORKSHOP | TIER 1 ONLY

**14:15–15:15 | Policy & Progress — Regulation Across Asia**

FORMAT: FIRESIDE CHAT → PANEL CLOSE

**15:15–15:45 | Coffee Break & Technology Demonstrations**

FORMAT: TECH SHOWCASE

**15:45–16:30 | Regional Roundtables — Gather & Listen**

FORMAT: BREAKOUT | TIER 1 ONLY

**16:30–17:15 | STR as an Asset Class — Investor Dialogue**

FORMAT: FIRESIDE CHAT

**17:15–18:00 | STRA Working Groups & Associations Session**

FORMAT: MODERATED PANEL / TOWN HALL

**18:00–19:30 | Welcome Networking Reception**

FORMAT: ALL TIERS | NETWORKING

## **DAY 2 — CONNECT & GROW**

**Leadership, Collaboration & Asia's Collective Voice**

Thursday, 12 February 2026

**08:30–09:00 | Breakfast Conversations with Partners**

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FORMAT: ALL TIERS | NETWORKING

**09:00–10:00 | Women in STR Asia — Leadership Panel**

FORMAT: PANEL (HEADLINE SESSION)

**10:00–10:45 | Trust as Currency — Reviews, Reputation & Confidence**

FORMAT: FIRESIDE CHAT

**10:45–11:15 | Coffee Break**

FORMAT: ALL TIERS | NETWORKING

**11:15–12:15 | Cross-Border Supply & Demand Partnerships**

FORMAT: PANEL

**12:15–13:15 | Networking Lunch — Category Tables**

FORMAT: ALL TIERS | NETWORKING

**13:15–14:15 | Art of Trust Lab — Asia's STR Code of Practice**

FORMAT: INTERACTIVE WORKSHOP

**14:15–15:15 | Technology Accelerators & Marketplace Pitch Hour**

FORMAT: CURATED MICRO-PITCHES

**15:15–15:45 | Coffee & Final Networking**

FORMAT: ALL TIERS | NETWORKING

**15:45–16:45 | Closing Panel — Asia's Collective Voice for STR**

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FORMAT: PANEL → ENDORSEMENT

**16:45-17:15 | Gather · Connect · Grow — Official Endorsement**

FORMAT: FOUNDERS ADDRESS

**17:15-17:30 | Closing Remarks & 2027 Preview**

FORMAT: FOUNDERS ADDRESS

**Optional Evening | Farewell Dinner — Recognition of Tier-1 leaders**