Opening Speeches:

Doris Chenguang Wu  
is Professor at the Tourism and Health Management Department, Business School, Sun-Yat-sen University in China, Chair of the Tourism and Hospitality Section (THS) of the IIF, and Board Director of the IF. Her research interests are in tourism forecasting and big data analytics.

Gang Li  
currently holds positions of Professor in Tourism Economics and Director of the Research Centre for Competitiveness of the Visitor Economy (COVE) at the University of Surrey, UK. His research focuses on methodological developments in tourism demand modeling and forecasting; he is an elected fellow of the International Academy for the Study of Tourism.

Speech 1: Forecasting tourism demand amid COVID-19

Haiyan Song  
is Mr and Mrs Chan Chak Fu Professor in International Tourism in the School of Hotel and Tourism Management at The Hong Polytechnic University. His research interests are in the areas of tourism demand modeling and forecasting, tourism supply chain management and wine economics. He has published studies on tourism forecasting in such journals as International Journal of Forecasting, Tourism Management, Journal of Travel Research and Annals of Tourism Research.

Speech 2: The hotel demand forecast under critical situations

Jesse Zhao  
has more than 30 years of hotel finance experience and worked in various finance roles at IHG and Hilton for hotels, as well as corporate office positions. Currently, he is the Senior Regional Director of Finance of Hilton China. Jesse holds a doctoral degree of Hotel and Tourism Management from the Hong Kong Polytechnic University.

Speech 3: Judgementally adjusted model-based forecasts of visitor arrivals during COVID-19

Andrea Saayman  
is Professor of economics at North-West University (NWU), South Africa, and an extraordinary professor at Kore University of Enna, Italy. She is an applied econometrician, and her research mainly addresses issues in tourism economics. Andrea is currently President of the International Association for Tourism Economics (IATE) and Vice-Chair of the Tourism and Hospitality Section (THS) of the IIF.

Speech 4: Diverse recovery of the global hotel industry

Steve Hood  
is Senior Vice President of Research for STR. He has been with STR for 25 years and was involved in the original development of the STAR program and the Founding Director of the SHARE Center, STR’s program to support hospitality and tourism education. Steve serves on advisory boards and as an honorary professor for leading universities across the globe.

Speech 5: Timing matters: Crisis severity and occupancy rate forecasts in social unrest periods

Anyu Liu  
is Senior Lecturer at the School of Hospitality and Tourism Management at University of Surrey. His research interests include tourism and hotel demand modeling and forecasting, applied economics in tourism and hospitality, and big data analytics in tourism and hospitality. Anyu is the Secretary of the Tourism and Hospitality Section (THS) of the IIF and board member of IFITT.

Moderator: Ulrich Gunter

is Associate Professor at the Department of Tourism and Service Management and Dean of the Professional School of MÖDA, University Vienna. His research interest is in tourism economics and applied econometrics, with a particular focus on time-series analysis and forecasting. Ulrich is also a member of IATE and Vice-Chair of the Tourism and Hospitality Section (THS) of the IIF.