

TOURISM & HOSPITALITY SALES LEADERSHIP SUMMIT 2026

Embrace the next evolution of Smart Digital Hospitality Sales through Revenue Intelligence and AI-driven revenue management, where pricing, demand forecasting, and channel optimisation are powered by real-time data.

By integrating AI analytics, intelligent digital sales funnels, content-led demand generation, social media optimisation, CRM automation, and precision targeting, hospitality leaders gain full visibility over ADR, ARR, rate parity, and total revenue performance.



23-24 APRIL 2026

@KOTA KINABALU, SABAH MALAYSIA

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www.askhrd.com.my

Kota Kinabalu, Sabah



- The **THSLSummit 2026** unites hospitality leaders, revenue strategists, and tourism stakeholders to explore sales innovation, revenue strategies, partnerships, and market expansion, driving profitability, global buyer engagement, and industry direction during Visit Malaysia Year 2026 and beyond.

1. Summit Overview

The Tourism & Hospitality Sales Leaders Summit 2026 convenes industry decision-makers to explore revenue growth, market expansion, and sales innovation ahead of VMY2026. Featuring B2B meetings with travel agents from India, China, UAE, and Saudi Arabia, alongside industry expert speakers, the summit drives partnerships, market access, and high-value tourism conversion opportunities.

2. The Importance of Revenue Stream

Revenue stream diversification is vital in Malaysia's hospitality landscape to ensure profitability beyond room sales. Integrating F&B, MICE, wellness, and experiential offerings strengthens ARR and RevPAR performance. As Visit Malaysia Year 2026 is ongoing, optimising multi-channel revenue sources enables hotels to enhance resilience, capture market share, and sustain long-term commercial growth.

Expect powerful industry insights, revenue strategy masterclasses, and market intelligence aligned with VMY2026. Engage in B2B meetings with international travel buyers, learn from expert speakers, explore ARR and ADR optimisation, OTA and rate parity strategies, and gain actionable frameworks to accelerate sales performance, partnerships, and sustainable hospitality revenue growth.

3. The B2B Meetings

The B2B Meetings provide a strategic platform for Malaysian hotels and tourism stakeholders to connect directly with travel agents and buyers from India, China, UAE, and Saudi Arabia. These curated sessions foster partnership development, contract negotiations, market intelligence exchange, and immediate business opportunities to accelerate inbound tourism growth beyond VMY2026.

4. The Speakers

The Speakers line-up features distinguished industry experts, revenue strategists, tourism leaders, and commercial innovators shaping the hospitality sector. Bringing regional and global perspectives, they will share actionable insights on revenue intelligence, market expansion, digital sales transformation, and VMY2026 excellence, equipping delegates with strategies to drive performance, profitability, and sustainable tourism growth.



Be ready to connect, collaborate, and unlock new tourism opportunities in Kota Kinabalu, Sabah's thriving gateway to Borneo. Engage with global buyers, hospitality leaders, and industry innovators while exploring market expansion, strategic partnerships, and high-value travel segments. Experience business networking in a destination rich with culture, nature, and commercial potential.



1. The FOCUS @thesummit2026

The Summit focuses on strengthening revenue performance, market share expansion, and commercial readiness ahead. Key areas include revenue intelligence, ARR and ADR optimisation, rate parity governance, OTA and channel management, digital sales transformation, and strategic partnerships—equipping hospitality leaders to navigate industry challenges and capture high-value tourism opportunities.

2. The Host & Destination

Set in the vibrant heart of Sabah, Le Méridien Kota Kinabalu offers a premium waterfront setting overlooking the South China Sea. Strategically located near Jesselton Point and key business districts, the venue blends luxury, accessibility, and Borneo's cultural charm, providing an inspiring destination for high-impact networking, learning, and global hospitality collaboration.

conceptual setting
understand your market share

"PLAN YOUR WORK WORK YOUR PLAN"



BOOK YOUR SEAT

01

Get your HR to register you and your team. This Summit is fully HRDCorp SBL Khas Claimable. Process your registration min 30 days before the Summit.



BLOCK YOUR DATE

02

23-24 April 2026 (Thursday & Friday) is the Summit. You will need travel a day earlier to Kota Kinabalu by Wednesday. You can extend your stay in KK till Sunday PM.



CLEAR YOUR CALENDAR

03

Clear your work desk, Delicate tasks to your team. Let them lead the office during your absence. Trust delegation.



PLAN YOUR B2B MEET

04

Prepare your plans for B2B with Travel Agents attending the Summit. Dont forget your corporate rates, brochures and packages for distribution.



WE WILL MEET YOU IN KK

05

Come and join us....this is not just a Summit, its a movement for change and relaunch your sales strategies.

Dont wait, join the movement : register today

Entrance Fee

- RM1980.00 per person
(Public and Non Member of MAH Sabah)
- RM1850.00 per person
MAH Sabah/Labuan Members

Hotel Accommodation

Le Meridien Hotel Kota Kinabalu.
Special discounted rates available for Summit Delegates.

What is Included

- 2 Executive Lunch
- 4 Executive Coffee Breaks
- 1 Networking Dinner
- 16 hours of Summit Session
- Delegate Goody Bag

HRDCorp SBL Khas Grant Claims :

- Entrance Fee
- Airline Ticket
- Hotel Accommodation

*subject to HRDCorp training allowances guidelines

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