Haiyan Song

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Forecasting Tourism Demand in Asia Pacific in the Era of AI and Tourism Behavioral Changes

Prof. Haiyan Song will showcase his research team's collaborative research with the Asia Pacific Travel Association (PATA) in forecasting tourism demand for 39 destinations across the region. The session highlights how cutting-edge AI-driven models and behavioral analytics are being applied to improve the accuracy and timeliness of tourism forecasts. Drawing on extensive data and real-world case studies from the PATA partnership, the presentation examines the integration of traditional econometric models, big data, real-time sentiment analysis, and adaptive forecasting techniques to address rapidly changing traveler preferences and market conditions. The discussion also covers the implications of digital transformation and post-pandemic recovery for tourism stakeholders.