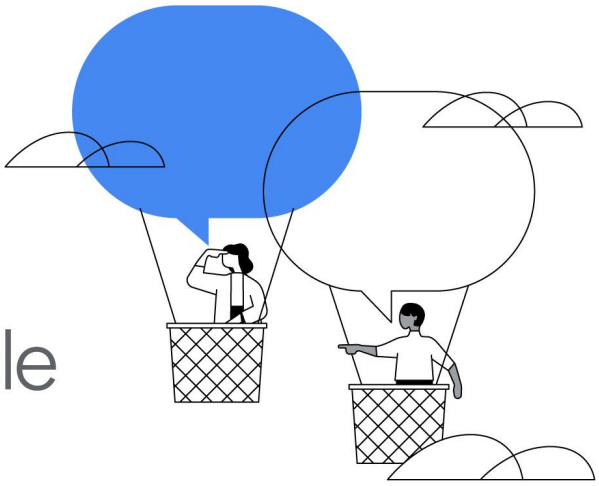
Think Travel
Leadership Circle



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From disruption to mainstream: how travel has changed

Host: Hermione Joye, Sector Lead APAC Travel, Google
Guest: Yeoh Siew Hoon, Founder & Editor, Web In Travel

Hermione
Welcome to Think Travel: Leadership Circle, a podcast series where we talk to travel industry experts about the latest and greatest travel trends. I'm Hermione Joye, Sector Lead for Google Travel, Asia Pacific.

In today's episode, I had the pleasure to speak to Siew Hoon, founder of Web In Travel. Web In Travel is one of my favorite ways to stay plugged into the travel community across Asia Pacific, be it through their conferences, news sites, or emails. Today, I had the pleasure of putting Siew Hoon on the hot spot to understand her views on how travel will recover post-pandemic.

Siew Hoon, welcome to Think Travel: Leadership Circle podcast. Thank you very much for joining us. It's an absolute pleasure to have you here and also for once to have roles reversed. Now, I don't believe you need any introduction in the Asia Pacific travel community. But for those rare people who are listening to our podcasts and aren't aware of you and the work you do, could you please share a little bit about yourself?

Siew Hoon
Well, firstly, thank you for having me. I'm very, very honored to be sitting here and to be grilled by you. You know, sometimes I have to introduce myself because I sometimes forget who I am,

you know, because we play so many roles in life. So my name is Siew Hoon, and I'm the founder of WIT, which is Web In Travel. And we are a media and events site and we sit at the intersection of travel, technology, and Asia, my three loves.

Hermione
I think they might be my three loves too. Well, it's certainly I mean, I'm a huge fan of Web In Travel and the work you in particular do. And I'm really excited about the conversation today. So let's get started.

Siew Hoon
Yes.

Hermione
Okay, so digital nomads. We've talked a lot about this, you and I in different various platforms. And you've been talking a lot about that, in the letters that you've been writing, with your travel. Can you give me a sense from your view, because obviously, you know, a lot of what we do at Google is very sort of consumer driven, but insight driven, but you have a very much holistic overview of how the industry is playing out, what people want. And I'd love to hear your opinions about the digital nomads, and how that has changed as particularly as it comes to work and play, which I know is also two of your great loves.

Siew Hoon
Yeah, well, you know, actually, I have to say that, you know, I don't - not sure I have a holistic view, but I definitely have a personal view of it. And actually, I got pretty upset during the pandemic, because, you know, I felt that the whole world got into my secret, right, because I have actually been working from home and been a digital nomad for almost my entire career. Right, as, as a journalist, you know, I could really work from anywhere. So that was - the world was my office, you know? And then it suddenly became mainstream, everybody discovered and I go, you know, now everybody knows what I've been doing. Right, you know, but certainly, I think what the pandemic has done is sort of made it mainstream, right? Because before it was a niche thing, you know, that certain people could only do it, the lucky ones that could do like creative work. And, you know, they were not really office bound. And you know, you worked with your brain or services. So now it's become mainstream. So it's become "a thing" that the media has made out into, like, it's a new thing. It is a new mainstream thing. So yes. So I think I think definitely, it's fantastic, I think, because I've never, you know, I used to have arguments, like philosophical arguments about people who would say, "Well, you know, when I go to the office, I am this way, and when I travel, I'm this way and all that", but I really see us as one person, right, you know, and then we channel different selves into the different things we do. So I never saw, you know, like, work-life thing in different compartments. So I think the way the pandemic has made us think is, it's completely liberated us, right, I think from this construct, artificial constructs that we put around our lives. So I think it is a great

thing. And as for travel, I think it's opened up new opportunities for travel, right? The way companies now say, okay, you know, we are going to have a one month workation, so it's enforced on you, you can go and work from anywhere. In the past, you know, companies weren't that liberal right? Now they have to because it's become a competitive advantage.

Hermione
And what do you say? I mean, I agree. I think it's interesting that you point out the struc - like the forced structure that was there or imposed. I do think that has diluted a lot post-pandemic. And the work-play digital nomad is, is, as you say, mainstream, but it's actually not new. There were plenty of people doing it, but it was a minority and it wasn't necessarily like positively viewed if you're a big corporate or everything else. Whereas now it's kind of what consumers expect. For our industry, travel specifically, what impact do you think that has? Both short term and long term, if any?

Siew Hoon
Well, I think we saw the impact you know, already during the pandemic, where you know, people were staying longer stays, right, renting places to work in and all that. And if you look at the quarter two results of companies like Expedia or Airbnb, you could see that the results were definitely skewed towards longer stays, right. Yes, Airbnb saw a 19% rise in longer stays for a month or more, you know, so, and I definitely have also, you know, even though I was a digital nomad, I am a digital nomad. What the pandemic has done is sort of made me stay in places longer, right? In the past, I would just flit in and out, I could go to Bali, here, go to Phuket here, but now I'm thinking, okay, you know, I'm gonna settle in one place, like, the French vineyards, and stay there for 10 days, and really get into the surroundings and the wines and the foods and the peace of working there.

Hermione
So that's an interesting segue. I mean, there's been a lot of chatter about the rise of communities. Do you think that the two are playing off each other? Like, what's driving you ultimately? And what do you think people like you, are driving you to stay longer? Because previously, you could stay longer, but you chose not to? Is it the complexity of Covid? Is it? Actually, I'm not gonna lead the witness, just you tell me.

Siew Hoon
Well, it's all of the above. I mean, in the past, we could, you know, go everywhere and stay in short places, because we could. But now, you know, flights are difficult, you know, and then by the time you get there, you just, I mean, we were deprived for travel for two years. So therefore, you know, when you get to a place, you just really appreciate being somewhere else, because we were in one place for two years.

Hermione

Yes.

Siew Hoon
And just being in one place. So I think for me, it's changed travel into one of doing and seeing which we could, because we were crazy, and we could go in for one day for a conference and come back. But it's turning to something that's, to me, I mean, about being there, and, and feeling the place, you know, and so therefore, it definitely then ties into what's around that, right. Explore nature, communities, you know, and therefore, actually, the places I have worked in post-pandemic has been really obscure places, you know? I've been to Lisu Lodge in Chiang Mai, in the hills of northern Thailand, where I just kind of worked amongst the paddy fields, and there was a snake that actually showed up on the balcony, as well, you know, so...

Hermione
So you learnt some new life skills while you're there.

Siew Hoon
Exactly. And I've picked actually very rural places.

Hermione
Which is a trend.

Siew Hoon
I went to Bordeaux, yeah, I went to rural places. And because travel is not fully back, I just feel like this is the best time to appreciate a place at its best, right? So like, the vineyards of France, you know, I mean, China's not back. Japan's not back. Korea is not fully back, you know, Southeast Asian travelers are not going that far to still stay in Europe yet. Except Singaporeans, you know, Australians. And so you really do have the place to yourself right now. So I just feel like this is a truly privileged time to travel. Because we've been through extraordinary times.

Hermione
And are you seeing for the industry? I mean, there's a lot of chatter about. So we've covered, if I'm listening to you correctly, you're saying that in the trends of people we know for a fact are staying longer? This is due to both inflexibility in terms of flights and demand around that but also a craving to like immerse yourself in destinations that normally are very populous and dense and aren't right now. And take up that opportunity. When we talk about growth or new areas within the travel recovery. What are you seeing? There's a lot of chat around experiences. Do you think that's all going to be here for the short term? Or do you think that's a fad? Yeah. How do you think people are going to travel the next this sort of digitally, staying longer the next sort of 12 months versus the next two years? Do you have a you know, if

you've got your special crystal ball, and this is what you normally ask me, so I can't wait to hear your answer.

Siew Hoon
Well, I wish I did. But you know, the thing is, fundamentally, the landscape has changed and fundamentally the infrastructure has changed, right? So if you look at a place like Singapore where we never really had domestic tourism and during the pandemic, you know, really interesting experiences were created by all of us looking, you know, for survival, right? And then we really got creative. And so the fundamental, to me, the fundamental structure of destinations has changed, yes, which then encourages inbound travelers to experience more of a destination in different ways than they used to, because now they have the capabilities, you know, and the services to do it. So I think that what, you know, out of every sort of extraordinary crisis, right comes a moment of disruption. And then you will have extreme behavior, and then it will settle in, but the curve will be higher already. So I think what will come out of it is, yes, it's a short term thing. And everybody is like, you know, revenge travel is still there for a lot of people who still haven't been able to travel. You know, we are lucky. Yeah, we got out in November. But there's still a lot of people who haven't. I mean, I was speaking to a girlfriend in Thailand, and she's just making her first trip to Europe now, you know, so I think this extreme period will be there. And we will enjoy the fruits of the extreme behavior, but I think it will settle down, but it will be higher than before. So therefore, I think it's not a fad. It is definitely a trend that will just basically, you know...

Hermione
The trend, I like to articulate the trend, the trend is that people will continue to value their travel experiences. Yes, in fact, probably value much higher than they did pre-pandemic. Stay longer and want to...

Siew Hoon
That's for leisure travel, right? We're talking about leisure travel. Definitely, definitely.

Hermione
What do you think the trend for business travel is then?

Siew Hoon
I think business travel, I think people just want to get out there and make money and save their business. So I think if you look at the flights from Singapore to KL, and to Jakarta, I mean, the airfares are so high, it's full, you know, it's full all the time. I'm flying to KL on Firefly. And it's full, you know, full of small SMEs, we call them, right? Entrepreneurs, who just have to get out there and make those business calls. Right. So I think people will do whatever it takes to keep their business going. And you know, we're not out of the woods yet. Right? I mean, we've come through two years. And you know, it's not all sunshine and rosy, right, you know,

we're going into a series of challenges. But you know, that's, that's business, right. So we all have to do what it takes to survive. And I think business travelers, got to get back, have gotten back on the road, and will continue to do so.

Hermione
So we're going to make the profound statement that business travel is back?

Siew Hoon
Yes, from my perspective, I see it, I don't think it's back in sort of, in Asia, in the corporate sector, the big multinationals because I think in Asia there are still a lot of restrictions here and there. But you know, when I'm in Europe, my gosh, you know, the corporate travel is back and in the US as well.

Hermione
Has the way - we've talked a lot about leisure, but what are your opinions on the way people will travel for business? Is that going to be same as pandemic? Or do you think there'll be prolific changes?

Siew Hoon
I think for the short trips, like, you know, the KL-Jakarta, KL-Bangkok, where you just have to do those business trips in and out, those those won't change. But I think, I think people are definitely you know, I hate that term. But you know, we, I have always blended my you know, whenever I had a business trip, I would always look at what I can do for pleasure, like, what's the point of traveling, if you don't have fun, right? You know, even if you have to work and work should be fun, too. So I've always looked at, oh, you know, I'm going to Amsterdam for a conference, what can I do before and after? And I think, again, what I used to do, maybe it was a niche thing, but now I think is mainstream, right?

Hermione
Yeah, I think what you're saying here, and I agree that people are going when they travel for business, if they have some downtime, they're actually going to take that opportunity, rather than sit in their hotel room, to find an experience, to understand that community and dive in deep. Yeah.

Siew Hoon
And it's so much easier now to actually experience a place, you know, thanks to - well, Google Maps, you know, it tells you where the traffic is.

Hermione
Did you just give us a compliment? And we get that on the record.

Siew Hoon
Hey, I use it as a traveler, you know, I don't get lost with it. What was I saying? So, so much easier to enjoy. I think technology has definitely empowered, you know, people to you know, women travelers especially and just get out there, right? It's not so much fear now and lack of confidence, you know, and I think, you know, like, for example, I'm organizing my conference, you know, in October, 3rd to the 5th in Singapore. And most of the speakers who are coming or most of the delegates are really saying, hey, what else Siew Hoon? Like I'm a travel agent. Hey Siew Hoon, what can we do you know, well before and I'm now spending seven days versus they will only come in first day and I'm out. I'll only be there for my speaking engagement, and I'm leaving, but now they're saying, oh, you know, what, what else can I do before and after now? So we're definitely seeing that change in behavior. But I think it's again that extreme right, yeah. You know, because -

Hermione
First movers, yeah, go and have an experience.

Siew Hoon
Yeah, it's the first gathering for a lot of the speakers for the APAC region to come in. So everybody, and everybody's planning their own little get-togethers.

Hermione
Do you think that when it comes to business travel, though they'll travel for the same, like, are people now traveling for conferences, do you think that they've got that same mindset? Or is it more for offsites? Or is it more for you know, SMEs, like when the corporates are traveling? You know, are you seeing the same demand for your conferences as you did? Or is there nervousness around that, and are companies willing to pay for that exposure? When I say that, I mean, you know, from a T&E perspective.

Siew Hoon
Well, you know, the proof will be in the pudding for us in October, because we still, well, it's only two months away. But certainly, if I look at north stars, you know, events, we run events in the US and we run events in Europe. I mean, attendance is way up.

Hermione
Way up versus pandemic. And that's in-person attendance.

Siew Hoon
Yes, in person, right, you know, so maybe the bigger companies are not coming out as much, you know, and or they're sending fewer people, but, you know, the startups, the entrepreneurs, you know, all those they are sending people. And I think, you know, people have missed being with people.

Hermione
It's networking, we constantly get feedback, when we run events that they, people want to network, because they've been starved, on top of having that in-person experience.

Siew Hoon
And I think in a physical conference too like, even you and I are speaking here, and we're gonna be in a podcast or a video. It's nothing like a live conversation that's in front of you to spark an idea. I mean, I'm not saying maybe our conversation here will spark a few ideas, right. But there's nothing like having a live conversation on stage, and you're listening to the person, you're looking at the speakers. And that's when you know, something happens. You know, there's something that's physical that happens, right. So I think that's what a physical conference brings, you know, that.

Hermione
Well, I think, I mean, if I, if I can interpret what you're saying, and it's a great, it's a great point, the conference allows fluidity of conversations, because otherwise, if you're setting up a meeting, it's very structured, you don't bump into someone on Hangouts or, or on VC, you have to find that time. But in a conference, you bump into someone and you do have that opportunity to brainstorm and have a conversation or come across information that otherwise wouldn't have shared and actually we've been deprived of.

So we've talked about business, we've talked about leisure, we're talking about the rise of experiences, let's talk about the consumer. Digitization, hot topic. I mean, it's clear there's a digital dependency, we were just talking about Maps, everything else, but what are your views in terms of what is fundamentally changed? And that businesses need to be aware of in terms of how the consumer behaves, when it comes to travel? Also, what are your views around some of the hot topics when it comes to livestreaming or social commerce? Can you share a little bit around that?

Siew Hoon
Well, you know, you probably know more about this than I do. So I'm feeling a bit nervous here, because you got all the data, you know.

Hermione
That's a first for our relationship. So that excites me.

Siew Hoon
Ooh, this is intimidating, but well, I mean, again, I think what was, again, a very niche thing, or, you know, the digital consumer in Southeast Asia or Asia became mainstream during the pandemic, right? I mean, I think the pandemic -

Hermione
Digital? Is that what you mean?

Siew Hoon
Yeah, digital behavior.

Hermione
Digital as it pertains to travel, or just digital in general?

Siew Hoon
Just digital in general, right. And travel is only a subset of digital behavior, right. But it, but anything that changes consumer behavior impacts travel. So, as with everything, the pandemic turned everything mainstream, right, and I was talking to, I was interviewing a startup in the Philippines that just does social commerce, you know, and he was encouraged to do it because of what happened during the pandemic. And you know, all demographics went online, because, you know, it affected all ages. So you have not only the young but also the older generation, like me, you know, going online to do everything basically. You know, so definitely -

Hermione
I think perceptions shift of digital as well, right. Previously, there was an uneasiness around digital in terms of making bookings and things like that whereas now because people had to just get comfortable you know, it doesn't have to be a small value basket size. People are buying cars online, you know, and from mobile right?

Siew Hoon
I think it's two sides coming together, right? I mean, if for for the consumer, it became a necessity.

Hermione
Yes.

Siew Hoon
Like you had to go digital to to live, right? And then for the industry, they had to adapt to this right. So I think the two sides came together to create this sort of almost not perfect, but near perfect universe of digital consumption. So that's here to stay and that can only get better, I think, you know, the consumer is going to get smarter and the industry is going to get smarter about, you know, so this, this has become mainstream. So there's no turning back. I think once you're hooked, you're hooked. Talking about digital dependency, right?

So, you know, social commerce is somehow you know, it was very big in the Philippines and Indonesia, we've seen the startups just focusing on social commerce, and basically empowering. Like this startup called Tribal I mean, they basically empower 5000 community sellers, you know, and anybody can be a seller, right? And say, okay, I can go and do live streaming and sell durian or sell biscuits or whatever. So I think this is a very interesting phenomenon.

Hermione
Sorry to interrupt, but just so I can visualize it. Is it like a market like but a social market online? Like if you're going to walk to the food markets? Yes. They've created that visual experience?

Siew Hoon
Yeah. So they create an event and then you go in there, and then there's somebody selling, you know, whatever they're selling.

Hermione
Is it a metaverse?

Siew Hoon
No. I mean, I think metaverse is like, I mean, I live in the metaverse, right. The book is the original metaverse. I don't know, I think there's too many definitions of the metaverse, but it's not. It's a virtual marketplace. And I think what the pandemic did was for, was to kind of blur the lines between a virtual and physical, you know, there were moments when we didn't even know what was happening was actually had been happening virtually, we thought it would happen physically, you know. You've seen companies like Trip.com, you've seen companies like Traveloka, those markets in Vietnam as well, I think. And Philippines. You know, you can now sell attraction tickets, you can sell dining vouchers. Right.

Hermione
It's expected, right? I expect to be able to buy my experience online now.

Siew Hoon
Yeah. So it's an extension of, you know, right now, social commerce, you can sell all those vouchers, and attraction tickets in the Philippines, you know, people are buying, you know, attraction tickets to the theme parks and all that. So, so I definitely think that you will see a, you know, a shift of travel to social commerce, you know, and then the short form videos, for example, to coming in, and all that. So, so, different methods of selling, I think, you know, in the past, we sort of like targeted consumers, well maybe not targeted, but marketed in kind of a more mass way? But now we go where the customer is, right? And the consumer could be in

a little niche fishbowl, and we can actually go to that fishbowl and then fish for that customer. Right?

Hermione
Yes. So digital is a necessity.

Siew Hoon
Absolutely. I mean, I think, you know, as I said, once, once you're hooked, you're hooked. And look at what happened with restaurants now, right? You know, restaurants also went digital in a huge way. And now we can scan QR codes for menus, we can order, we can pay, you know, yeah, we can split, you know, and so, there are lots of startups now offering all this you know, so. So I think we, you know, it cannot be reversed this, this behavior cannot be reversed. It can only go forward.

Hermione
Yes. Yeah. That's really interesting. So just taking a pivot on that. I mean, we've talked a little bit about the revenge traveler. And that is definitely you know,

Siew Hoon
Are you still a revenge traveler now?

Hermione
I think I'm still a revenge traveler, Siew Hoon, yes. I booked my trips all the way up to July next year. I'd say I'm still leading that flame, I probably will continue to. I mean, I love it and I value it now more than ever, and the opportunity to get together with loved ones. And it's a priority for me both financially and for my spare time. Because I think that's where the memories are created. And it's something I was starved of.

Siew Hoon
And I think that you're not the exception because when, and I know we're going to -

Hermione
I'm mainstream too now?

Siew Hoon
Oh, yeah. We are all normal now. We are all mainstream. Because I think, you know, I mean, okay, so I tend to be very optimistic about it. And that's why I think everybody who works in travel is an optimist. So yeah. But, you know, I certainly I think people like us or our customers, you know, have really a newfound appreciation for for travel and what it meant in their lives, you know, and also as an economic power you know, we hired a lot of people, we employed a lot of people, we generated a lot of positive income you know, and, and that went missing

from the world, and I think it gave the world and opportunity to miss us. And so, you know, now that there's this newfound appreciation, and when I speak to my girlfriends, I hardly actually see them anymore. Right? You know, they're off two months to the US, they're off to Australia.

Hermione
I'm glad it's also for you as well.

Siew Hoon
It's mainstream now.

Hermione
It's mainstream. It is. It is. It's very interesting. And I think I agree. Everyone's sort of out and about, and I think part of the reason, personally, I am so keen to, you know, lock things in, and that's my human nature. But also is that, you know, we haven't even seen in my personal opinion, the tip of the iceberg, right. As you mentioned, China isn't open, Japan isn't open, and Korea isn't properly open. And they are huge global feeder markets. So I don't see the supply-demand issue going away anytime soon. What are your opinions? I mean, the cost of travel at the moment is extortionate. Now, it's a perfect storm. You know, we've got school holidays, it's peak season globally. And there's been a supply issue as travel companies are getting back together. What do you see the 12-month view of this? What's your opinion on that?

Siew Hoon
Well, I think the disruption is here to stay. I think the pains are here to stay, but better the pains of growth than the pains of zero growth. Not zero growth, but zero. So I think, you know, we will learn to deal with this new pains in different ways, you know, and I was reading an article today on Ryanair, you know, Michael and saying, you know, those days of cheap fares, the 10 pound fares are over for now, you know, and all that. And maybe that's a good thing. Right? You know, I mean...

Hermione
Why would it be a good thing? Who is it a good thing for? Why would it be a good thing?

Siew Hoon
Oh, you know, because travel isn't really back yet. You know, and so we should appreciate travel right? And maybe you shouldn't be so mass right now. Yeah, it gives us more time to sort out the mess that we created, you know, so I know, we were in a coma for two years. We cannot just get back and walk again, right? I mean, have you ever had an injury where you had to learn to walk? It takes takes a few months. So I think the industry is learning to get back on its feet. And, and, you know, bad stories will always hog the media headlines. But we know for

every bag that's lost, there's 10,000 bags that weren't lost, yes. So you know, I tend to look at the 10,000 that weren't lost rather than the one bag that was lost. But I think definitely we have to learn to live with this pain, so expensive prices and all that. But at the same time, I feel like consumers are prepared to pay for those. Yes, those who can afford to are prepared to pay for those. Right, you know, rather than maybe, hopefully, you know, rather than buying that handbag, they say, you know, I will pay more for this experience.

Hermione
Okay, so as we wrap I just have a few - if we can summarize on this cost of travel. Do you think there has been a change in business dynamics for airlines and hotels that are driving the cost, as well as the demand and supply issue? Or do you think it's just a supply and demand issue? Which side of the fence are you sitting on?

Siew Hoon
I think it's the industry, well, I guess, you know, they're taking advantage of it in a way right, you know? But at the same time, they're also realizing hey, maybe they don't have to open 100 rooms, they can keep 50 rooms, they have less fewer staff, but they can bring up the yield. Right. So it's all about, to me, market dynamics. Yeah. And if you're running a business, you want the business to run profitably, because you've sort of suffered for the last two years. Yeah. So I think it's got to be give and take on both sides right now. You know, I think that customers have to expect, you know, not to expect too much now when they travel, but to go and do the things that give them joy, right? You know, things that give them joy are free actually, you can go out and go for nice walks. You don't have to be served all the time by a butler and all that. I mean, I don't know, good advice. That's kind of passe. Anyway, you know, and I think I think this, you know, the small independent hotels, suppliers, to me have done a really good job of managing customer expectations, right? So when I was in Amsterdam, I stayed in a boutique hotel, which was really neat for Asians, because it's really small. You know, but, but, you know, I was getting emails from them all the time and saying, you know, due to the pandemic, we don't have enough staff, you know, I hope you don't mind that we clean your room every three days. But if you do want your room clean every day, let us know and we will, you know, so those sort of little messages that just sort of made you feel a Yeah, you know, I need to be more respectful, I need to be more understanding as a customer. So I think, you know, I think I think it's got to be give and take on both sides.

Hermione
So that's a very good example in terms of you know, that they've set the expectations up front, not once you arrive, and there's nothing worse once you arrive to then be told, oh I'm not having, you know, a cleaner three, every three days. Versus when if you go into it knowing you're like, okay, that's what I expect, and I will manage it. But when you get that surprise, no one really likes those types of surprises. Everyone loves an upgrade. But no one likes a downgrade.

And inflation. This has been the number one question I've been talking to my clients about and things like that. What do you think it will, you know, what is your opinion in terms of what inflation will do. The rise of inflation to our - will we be, are we in recovery mode? And will we be able to rise above it and still recover with inflation? What is your sort of soundbite on that?

Siew Hoon
I think recovery will be muted by inflation. Okay, right. But the ones that, as I said, you know, who, if you have to weigh your priorities and say, do I spend this on this, you know, people will still I think veer towards spending on travel.

Hermione
So they'll make sacrifices in other areas.

Siew Hoon
Yes. I think so.

Hermione
Do you think inflation will impact the industry, according to region? Do you think there is any difference in terms of the impact of inflation in APAC versus EMEA or the US?

Siew Hoon
I don't know. I can't answer that, Hermione, that is way above my paygrade. I'm not an economist.

Hermione
I guess we'll have to wait and watch and see then. Well Siew Hoon, thank you very much for coming on the podcast. It was an absolute pleasure. Have a fantastic day and enjoy your travels. I will be watching from afar.

Siew Hoon
Thank you. See you on the road.