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# THE 20-MINUTE METRIC REDEFINING APAC TRAVEL

Unpack the insight powering 2x conversions and 30% higher revisit rates across APAC.

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Travel behaviour is shifting faster than expected and one metric now predicts loyalty better than conversion itself: **engagement time**.

We're partnering with Digital Travel APAC this year and they've released an Innovation Brief: **From Chatbot to Companion: The New Blueprint for AI-Driven Travel Engagement**, in collaboration with Trip.com.

Inside, you'll see how TripGenie's transformation drove:

- **20+ extra minutes** of traveller engagement
- **2x higher** conversion rates
- **30% higher** revisit rates

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What's inside (10-minute read):

- **Why your competitors' 20-minute engagement advantage compounds into millions in lifetime value**
- **How TripGenie went from reactive chatbot to proactive multimodal assistant** and the technical architecture that makes it possible
- **The three capability gaps** that will make single-mode chatbots obsolete by late 2026
- **Your Monday-morning action plan:** 3 moves travel leaders can execute immediately (before your competitors do)



This innovation includes candid insights from Trip.com leadership on what worked, what failed, and what they're building next.

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Digital Travel APAC Summit 2026 | March 24 - 25, 2026

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