



## Wong Soon-Hwa

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**Founder and CEO - Asia Tourism Consulting**  
**Chairman - Singapore Chapter, Pacific Asia Travel Association**

Soon Hwa has some 40 years of extensive experience in the Asia Pacific tourism and hospitality industry.

After a long and successful corporate career, he founded Asia Tourism Consulting to provide business advisory and consulting services to commercial and not-for-profit enterprises.

Currently, he is consulting for a major development project in Yunnan to enhance two-way tourism between Yunnan and ASEAN in the One Belt, One Road initiative. As part of paying forward, he is providing pro-bono services in mentoring startups and university students in his alma mater besides serving in several social committees.

He started the Hertz Asia Pacific office in Singapore in 1993. As Vice President – Asia, he built a comprehensive regional network, reinforcing Hertz 's position as global market leader. He spent 3 years in Shanghai from 2007 to 2010 and opened the first 100% foreign owned car rental company in China.

After Hertz, as Regional Director – Asia Pacific, he helped Blacklane GmbH established the Singapore regional office and built a service network covering some 80 cities. Blacklane is a new tech professional chauffeur drive service provider offering rides in some 300 cities and 60 countries globally.

Prior to Hertz, he was Regional Manager – South East Asia for Air New Zealand, GM Marketing of Mansfield Travel and Deputy GM Avis Singapore.

A Bachelor of Business Administration graduate of the National University of Singapore, he is also a Fellow of the Chartered Institute of Marketing UK and attended the Stanford Executive Program.

Soon Hwa's long association with PATA dated back to 1996 and had served in various capacities over the years. Presently serving as Vice Chairman of PATA as

well as Chairman of the PATA Singapore Chapter. Recipient of the PATA Life Member Award in 2018 and PATA Award of Merit in 2008.

Recognised as one of TTG Asia's 45 Trendsetters for successfully organising the inaugural SG Tourism Leaders Forum. The Forum, with speakers from STB and NTUC, brought together, for the very first time, 8 other industry association leaders and members to promote cross sector collaboration under the theme of "Power of One".

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