

## ITB Deep Dive Sessions 1

Date	Time:	Location
March 6, 2019	10:45 - 17:45	City Cube Club

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

### Hosted by:

[Prof. Dr. Anna Klein](#), Professor of Tourism, IUBH University of Applied Sciences, Vice President, German Society of Tourism Research (DGT)

### 11:00 - 11:45

#### Baltic Sea Cycle Route: Continuous Cycling Without Limits On A High Quality Cycling Route

Bicycle tourism will remain an important growth market in the coming years. The example of the Baltic Sea Cycle Route shows how improved coordination of international cooperation can lead to an optimization of offers and more effective marketing of the regions. Up-to-date, comprehensive empirical data for Denmark, Germany and Poland illustrate the status quo and provide the basis for Vision 2030, as well as insights into the continued strategic orientation of the Baltic Sea Cycle Route.

#### Moderated by:

[Fong Choo Leong](#), Bicycle Tourism Officer, German Cyclists' Association ADFC

#### Panel guests:

[Ádám Bodor](#), Advocacy and EuroVelo Director, European Cycling Federation (ECF)

[Marta Chelkowska](#), Director, Tourism Department, Marshal Office Pomorskie Voivodeship, President of Pomorskie Tourist Board

[Jesper Pørksen](#), Director, Danish Cycling Tourism

[Carolin Ristau](#), Marketing and Public Relations, Mecklenburger Radtour

### 12:00 - 12:45

#### Overtourism: Smart Control Via Digital Technologies

Digital technologies and smartphones can untangle streams of visitors. Visitors can be guided away during rush hours or from over-visited hotspots. What do effective technology solutions look like, and which data are required from which sources? What have been the experiences so far with the innovative apps on the market? Do users accept "smart recommendations"? Researchers and pilot users explain and discuss the potential of digital technologies.

#### Introductory presentation:

[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)

[Dr. Ko Koens](#), Associate Professor, CELTH/Breda University of Applied Sciences

#### Moderated by:

[Dr. Ko Koens](#), Associate Professor, CELTH/Breda University of Applied Sciences

#### Panel guests:

[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)

[Joan Torella](#), Managing Director, Turisme de Barcelona

[Geerte Udo](#), Associate Director Marketing Strategy, Amsterdam Marketing

[Leid Zejnilovic](#), Assistant Professor, Nova School of Business and Economics

13:00 - 13:45

### Overtourism – The Global Tourist’s View

#### An Exclusive Empirical Survey From Travelzoo And ITB

Overtourism is increasingly dampening the destination experience of international tourists. However, the specific tourist groups who perceive overtourism particularly negatively, the avoidance strategies they apply and the destination measures they might accept are all largely unexplored. The latest exclusive international study by Travelzoo and ITB sheds light on the darkness for the first time and provides destination managers with important decision-making aids in dealing with one of the biggest challenges in international tourism – both today and in the future.

#### Speaker:

[Sharry Sun](#), Global Head of Brand, Travelzoo

14:00 - 14:45

### Latin America Forum: Becoming An Instant Hit With Instagram?

#### Making and “unmaking” of a destination – not only in Latin America

Selfies, tips and photos that spark yearning: how much influence do social media actually have on the popularity of countries and regions? Can blogs, videos and photo series “make” a destination or kick it out of play? What do influencers actually influence in tourism? Are cities and tourist offices pursuing digital strategies, e.g. in response to overtourism? And why is Peru’s Rainbow Mountain becoming a disappointment for some tourists? Media and tourism experts will be discussing the rapid transformation of destination advertising in social media, YouTube and other platforms, taking Latin America as an example. What are the trends, and what chances are there for a “special destination”, beyond the overcrowded ones that feature in all the postings, to attract the attention of tourists?

#### Moderated by:

[Andreas M. Gross](#), Chairman, ARGE Lateinamerika e.V.

#### Panel guests:

[Gyco Gordon](#), Director, Commercial Office of Peru

[Frank Grafenstein](#), Managing Director, neusta Grafenstein GmbH - experts in tourism marketing

[Ania Konieczko](#), YouTuber, Podcaster, Blogger, Geh Mal Reisen

[Jewgeni Patrouchev](#), Senior Tourism & MICE Consultant, PROCOLOMBIA

[Sarah Plack](#), Travel Blogger

[Daniel Schlegel](#), YouTuber, Podcaster, Blogger, Geh Mal Reisen

15:00 - 15:45

### Mekong Tourism Forum: Film Tourism And Visual Storytelling

#### -in cooperation with MTCO and PATA-

Film has inspired millions to visit destinations. Learn from experts about the power of movie productions to user-generated videos and how they can be integrated into destination marketing. The event is covering how films and videos of professional filmmakers as well as user-generated short-films and social media content have impacted tourism in destinations both positively and negatively, and how visual storytelling can drive change and educate about cultures and conservation. It will also be discussed what made the award-winning MekongMoments.com and the Mekong Mini Movie Festival so successful.

#### Greeting and Introduction:

[Gerrit Krueger](#), Managing Director, Chameleon Strategies

#### Moderated by:

[Dr. Mario Hardy](#), CEO, Pacific Asia Travel Association (PATA)

#### Panel guests:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

[Jens Thraenhardt](#), CEO, Mekong Tourism Coordinating Office (MTCO)

[John Williams](#), VP Business Development, BBC Worldwide

**16:00 - 16:45****Tourism Science Slam****-In Cooperation With DGT And Aiest-**

Science Slam Sessions are enjoying increasing popularity - and for good reasons: They are easy to understand, very instructive, highly entertaining and they get to the point very quickly. The first Tourism Science Slam provides vivid research results on air travel, hotel accommodation and beach holidays.

*This session will be held in German, simultaneous translation will not be available.*

**Greetings:**

[Prof. Dr. Harald Pechlaner](#), President, Aiest (International Association of Scientific Experts in Tourism), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

**Moderated by:**

[Dr. Julia Offe](#), Scienceslam.de

**Speakers:**

[Dr. Jörg Fuchte](#), Engineer, ZAL Tech Center

[Joachim Sebastian Haupt](#), Didactic Physics Teacher

[Dr. Sebastian Lotzkat](#), Biologist, State Museum of Natural History Stuttgart

**17:00 - 17:45****Sustainable Food & Beverage Management In Destinations**

Sustainable food & beverage management can become the linchpin of sustainable destination development. In a completely redesigned supply chain, authentic, regional, sustainably-produced agricultural products such as wine or olive oil are offered or presented in hotels and on excursions. The results are more sustainable agriculture, improved customer experiences and product quality and higher local added value. The example of Crete shows how customers react to such offers, how local agriculture has been integrated and how hoteliers participate in the development.

**Moderated by:**

[Andreas Koch](#), Managing Director, blueContec GmbH

**Panel guests:**

[Sotiris Di. Bampagiouris](#), Co-Founder & CEO, LOCAL FOOD EXPERTS s.c.e

[Konstantinos G. Bouyouuris](#), Co-Founder & Chief Projects Officer, LOCAL FOOD EXPERTS s.c.e

[Maria S. Valerga](#), Sustainability & Food Safety professional in Tourism, LOCAL FOOD EXPERTS s.c.e

**ITB Deep Dive Sessions 2**

Date	Time:	Location
March 7, 2019	10:45 - 17:45	City Cube Club

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

**Hosted by:**

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

11:00 - 11:45

### Keynote Session: NDC And GDS: Opportunities And Challenges For Travel Agents And Airlines

IATA NDC and Direct Connect are massively changing how airline flights are sold. There are completely new opportunities for travel agents and airlines, but many complicated questions are also arising. This session provides insight into the NDC activities of Amadeus, Sabre and Travelport and gives convention visitors a basic understanding of a future key sales policy topic.

**Moderated by:**

[Prof. Dr. Stephan Bingemer](#), Professor of Business Administration and Tourism, International School of Management Frankfurt (ISM)

**Panel guests:**

[Stefan Betz](#), Head of Strategy & Commercials, Amadeus NDC-X Program

[Will Owen Hughes](#), Global Head of Airline/Agency Transition, Travelport

[Madhavan Kasthuri](#), Managing Director, EMEA Online Business, Sabre

12:00 - 12:45

### Interjections: “5 To 12”: The Plastics Paradox - Lifestyle Hits Lifestyle

-powered by the Institute for Tourism and Development (Studienkreis für Tourismus und Entwicklung e.V.)-

We are both culprits and victims of marine pollution. Three quarters of today's waste in the oceans is plastic. Plastic waste creates enormous damage to nature, the economy and the tourism industry as well. Which solutions and prevention strategies are successful and how can behavioral changes be initiated?

**Moderated by:**

[Klaus Betz](#), Projectmanagement Dialogues, Institute for Tourism and Development

**Panel guests:**

[Victoria Barlow](#), Group Environmental Manager, Thomas Cook Group

[Mark Hehir](#), CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu, Maldives

[Wybcke Meier](#), CEO, TUI Cruises

[Martina von Münchhausen](#), Senior Programme Manager Sustainable Tourism, WWF Centre for Marine Conservation

13:00 - 13:45

### Asia Outbound: The Untapped Opportunity For Tours & Activities?

- Asian Outbound is skyrocketing, how relevant is this for the T&A market?
- How can suppliers prepare for this opportunity?
- What are best practice examples?

**Speaker:**

[Oliver Nützel](#), CEO, Regiondo GmbH

14:00 - 14:45

### Focus On China: Alibaba, Mobile Payment And The Future Of Source Market China

Now more than ever China deserves special attention: In more and more markets and technologies – including artificial intelligence and online bookings, the use of mobile devices and mobile payment – China is leading the way into the future. Without booking platform giants like Alibaba's Fliggy or Alipay, it is nearly impossible for Europe and the rest of the world to attract Chinese tourists. How can the attractive Chinese source market be successfully developed? Into which other Asian markets and continents will Alibaba soon expand? And fundamentally: How is the purchasing and travel behavior of Chinese customers changing?

**Interviewer:**

[Prof. Dr. Wolfgang Arit](#), Director, COTRI China Outbound Tourism Research Institute

**Speaker and Interview Guest:**

[Terry von Bibra](#), General Manager Europe, Alibaba

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

**15:00 - 15:45****Experience Malaysia Healthcare, Embrace Malaysian Hospitality**

Malaysia has developed into one of the world's outstanding healthcare destinations. For years, the healthcare industry has been growing at double-digit rates, and the products and services on offer are of the highest quality, with very competitive prices. The session shows how public-private partnerships are designed to open up new opportunities and market potentials and to position Malaysia as the world's leading healthcare destination.

**Speaker:**

[Sherene Azli](#), CEO, Malaysia Healthcare Travel Council (MHTC)

**16:00 - 16:45****Robot Programming Made Easy: Live Demo Of Use Cases In Tourism**

Service robots are certainly one of the "next big things" in global tourism. Hotels, cruise ships and airports are already experimenting with robots. But the complicated programming work is often a deterrent. However, innovative research institutes have built platforms that enable tourism professionals to program robots. An impressive live demo shows how easy it is to program robots for new tasks in tourism.

**Interviewer:**

[Steffen Hohl](#), Senior Consultant & Managing Director, Yeahmazing

**Speaker and Interview Guest:**

[Beate Jost](#), Project Manager, Fraunhofer Institute for Intelligent Analysis and Information Systems

**17:00 - 17:45****No-deal Brexit?! Consequences For UK Outbound And Inbound Tourism**

What will happen to the UK? A no-deal Brexit has become more likely. Euromonitor studies show that tourism spending by the British is stagnating and that important tourism destinations are being hit hard. Which tourism destinations are particularly affected by a no-deal Brexit? What are the implications for UK inbound tourism and tourism services?

**Speaker:**

[Caroline Bremner](#), Head of Travel Research, Euromonitor International

**ITB Deep Dive Sessions 3**

Date	Time:	Location
March 8, 2019	10:45 - 16:45	City Cube Club

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

**Hosted by:**

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



Kurzfristige Änderungen vorbehalten.



11:00 - 11:45

### Social Commerce: Tips For Successful Travel Campaigns On Facebook And Instagram

Social media, such as Facebook & Instagram, is an impressive tool for marketers to drive advertising campaigns. Using best practice cases, it will be shown how these tools can be used purposefully to increase traffic and conversion. In addition, various strategies and starting points for the optimization of social advertising campaigns will be presented. Participants will receive valuable tips and tricks on Facebook Pixel, creating conversion funnels and insights for more cost-effectiveness on Facebook & Instagram Ads.

#### Speakers:

[Malte Galus](#), Director Digital Advertising, konstruktiv GmbH

[Jan Starcke](#), Travel & Health Insurance Industry Lead, Facebook

12:00 - 12:45

### Secrets Of Search Engine Ranking

Search Engine Optimization (SEO) is indispensable. Concrete tips for all competence levels from former Google programmer Fili Wiese: Avoiding on-page pitfalls, optimizing websites, increasing the efficiency of search bots, improving the user experience. At the end of the session: Q&A for your specific questions.

#### Speaker:

[Fili Wiese](#), SEO-Expert, SearchBrothers.com, Former Google Search Quality Team Member

13:00 - 13:45

### Partnerships In Sustainable Tourism: Case Studies From The Cruise Industry

Sustainability is an increasingly vital topic in travel and tourism. Nowhere is this truer than in the cruise industry, where advancing environmental protections and ensuring destinations thrive economically and culturally is front and centre. Hear leaders from the cruise industry and popular destinations, Barcelona and Santorini, discuss their real-world efforts to promote and support sustainable tourism. These civic and industry leaders will describe the concrete steps they've taken and the valuable partnerships they've established in their quest to ensure tourism continues to provide tangible, sustainable benefits to communities.

#### Moderated by:

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist



14:00 - 14:45

### Customer Data Collection – Who Knows More? How Can Service Providers & Destinations Generate And Use Customer Data In The Future?

- In Cooperation With DIHK / German Startups Association -

In the digital market economy, platform giants are more and more ruling over user data. Service providers and destinations are losing more and more of a valuable asset: Knowledge about their customers. Customer data are no longer to be found by the people who receive the customer as a guest – instead the data are going to those who communicate services and information. What can be done to counteract this development? Are political solutions required, can we find solutions on our own or can that only be achieved working together with the platforms? Are there any lessons learned from commerce and urban or regional development that can be of help? Is direct bookability a key element? And what does the guest really want?

*This session will be held in German, simultaneous translation will not be available.*

#### Introduction speech:

[Bastian Kneissl](#), Managing Director, MountLytics

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

**Moderated by:**

[Dr. Ulrike Regele](#), Director Commerce and Tourism, Association of German Chambers of Industry and Commerce (DIHK)

**Panel guests:**

[Jan Hoffmann](#), Head of Corporate Development & Cooperation Management, Tourismus-Marketing Brandenburg (TMB)

[Tobias Kallinich](#), Managing Director, Smartplatz GmbH

[Oliver Nützel](#), CEO, Regiondo GmbH

---

## 15:00 - 15:45

### Luxury Transportation Panel

Luxurious transport services are an important part of luxury travel. What does luxury mean in terms of road, sea and air travel, and what are the most important luxury trends? Representatives of top-end luxury carriers discuss market trends, potential and challenges.

*This session will be held in German, simultaneous translation will not be available.*

**Moderated by:**

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

**Panel guests:**

[Stephan Grandy](#), Senior Manager Global Sales Products and Programs & Lufthansa Private Jet, Lufthansa German Airlines

[Marcus Krall](#), Director New Business, PR & Marketing D.A.CH, Ocean Independence GmbH

[Dr. Jens Wohltorf](#), CEO, Blacklane

---

## 16:00 - 16:45

### “Demonstrating the Future”- The New Copernicus Climate Change Information System For European Tourism

Climate change and weather phenomena are having a massive impact on European tourism. Travel providers, however, lack reliable data for effective adaptive measures. The EU's new Copernicus Climate Change Information System provides valuable decision data for the European tourism sector. How exactly does the system work, and how can it support decisions made by destinations, tour operators, travel agents, transport companies and investors?

**Introduction:**

[Dr. Samuel Almond](#), Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service

**Introductory presentation:**

[Adeline Cauchy](#), C3S European Tourism Contract Manager, TEC

**Moderated by:**

[Herbert Hamele](#), President, ECOTRANS

**Panel guests:**

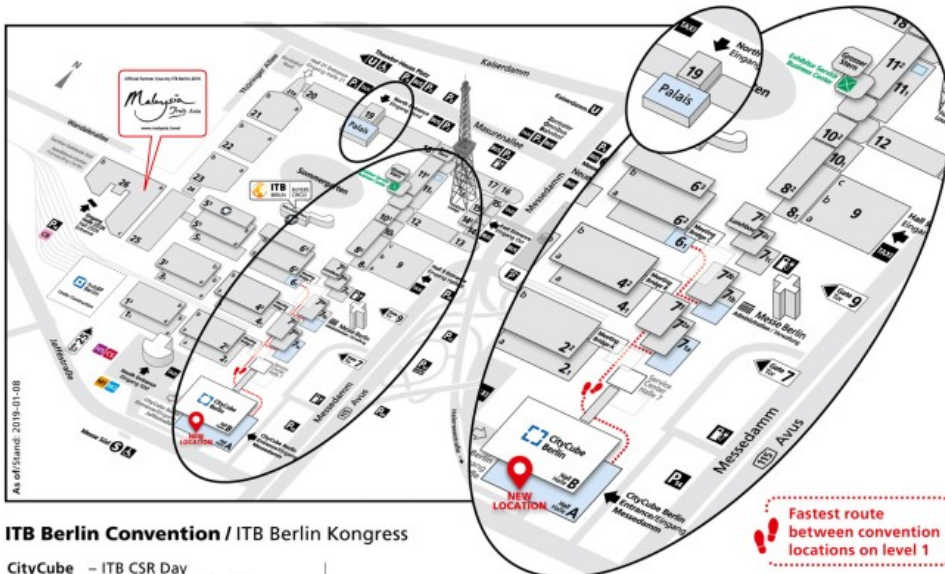
[Dr. Samuel Almond](#), Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service

[Victoria Barlow](#), Group Environmental Manager, Thomas Cook Group

[Ghislain Dubois](#), C3S European Tourism Lead, TEC

[Nezih Isci](#), ATC Consultants

[Prof. Geoffrey Lipman](#), Creative Disruption Architect, The SUNx Program



## ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- ITB CSR Day
  - ITB Deep Dive Sessions
  - ITB Destination Day 1
  - ITB Destination Day 2
  - ITB Experts Forum Wellness
  - ITB Future Day
  - ITB Marketing & Distribution Day
  - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

**Fastest route between convention locations on level 1**

## Contact

Please contact us for concerns or questions:

### Convention Organisation

**ITB Berlin Convention Office**  
 c/o Multivisio GmbH  
 Hanauer Landstraße 287  
 60314 Frankfurt/M. Germany

**Alexandra Saless**  
 Freelance Convention Manager  
 Cell: +1 843 602-2720  
 alexandra.saless@multivisio.de

### Contact Person Messe Berlin

**Lisa Klimke**  
 Product Manager  
 Messe Berlin  
 Messedamm 22  
 14055 Berlin Germany  
 Phone: +49 (0)30 / 3038 2167  
 Fax: +49 (0)30 / 3038 2113  
 klimke@messe-berlin.de

### Scientific Management ITB Berlin Convention

**Prof. Dr. Roland Conrady**  
 Hochschule Worms  
 Erenburgerstr. 19  
 67549 Worms Germany  
 Phone: +49 (0)6241 / 509 126  
 conrady@hs-worms.de

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



**EXPERTENWISSEN – IM ITB TICKET INBEGRIFFEN**  
 Kurzfristige Änderungen vorbehalten.