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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
- In Cooperation with UNWTO & CELTH-
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 Torrella, 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:
GysGordon, 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
Nick Ray, Author, Lonely Planet & Hanuman Films, Cambodia
Jens Thraenhart, 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, climate change and bio diversity, 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. Bouyouris, 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

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<th>Date</th>
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<td>11:00 - 17:45</td>
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Hosted by:
Tobias Klöpf, Lead Young TIC, Travel Industry Club
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:
Cédric Lopez, Head of International Sales, Regiondo GmbH

14:00 – 14:45

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

With the ongoing emergence of China's middle class, Chinese travel has been on the rise as well. For those heading abroad, convenience remains a top factor when picking a holiday destination. With more and more Chinese consumers embracing the "mobile only" approach, tourism providers need to adopt online payment methods like Alipay. In his keynote presentation, Terry von Bibra, General Manager Europe of Alibaba Group, will provide insights on how the travel behavior of Chinese consumers is changing and what the tourism industry needs to be doing in order to attract the growing popularity of international travel among Chinese consumers.

Interviewer:
Prof. Dr. Wolfgang Arlt, Director, COTRI China Outbound Tourism Research Institute

Speaker and Interview Guest:
Terry von Bibra, General Manager Europe, Alibaba
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

How To Use Robots In The Hotel And Tourism Industry

Service robots are certainly one of the "next big things" in global tourism. Hotels, cruise ships and airports are already experimenting with robots. Robots are already experimenting in hotels, on cruise ships and at airports. Thus the tourism industry is faced with the challenge of developing new expertise in robotics and planning, programming, commissioning, maintenance and training. In addition to fundamental questions, like “How does the robot in the hotel actually get to another floor?”, this Deep Dive Session also explores the question of how service robots can interact more socially and emotionally in the future.

**Interviewer:** Steffen Hohl, Senior Consultant & Managing Director, Yeahmazing

**Speaker and Interview Guest:** Johannes Fuchs, Head of Business Development & Co-Founder, Robotise GmbH

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? Find first insights from Euromonitor [here](#).

**Speaker:** Caroline Bremner, Head of Travel Research, Euromonitor International

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**ITB Deep Dive Sessions 3**

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<tr>
<th>Date</th>
<th>Time</th>
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<tr>
<td>March 8, 2019</td>
<td>11:00 - 16:45</td>
<td>CityCube Berlin, Cube Club</td>
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**Hosted by:**

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

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

Speakers:
Malte Galus, Director Digital Advertising, construktiv 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

Panel guests:
Maria Deligianni, Regional Representative Eastern Mediterranean, CLIA Europe
Megan King, Senior Vice President, Global Strategic Communications, CLIA
Tassos Konidaris, Municipal Port Fund of Thira (Santorini)
Alfredo Serrano Chacon, National Director, CLIA Spain
Joan Torrella, Managing Director, Turisme de Barcelona

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

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
Yann Maurer, COO, 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 Program & 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 Conseil

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 Conseil
Nezih Isci, ATC Consultants
Prof. Geoffrey Lipman, Creative Disruption Architect, The SUNx Program