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INTO GERMAN AND ENGLISH.

SINCE MOST OF YOU PROBABLY
ALREADY TRAVEL WITH HEADPHONES
WE KINDLY ASK YOU TO BRING YOUR OWN EARPHONES IF YOU
WOULD LIKE TO LISTEN TO A SESSION
WITH GERMAN SPEAKERS IN ENGLISH.
THAT WILL HELP US IMMENSELY TO REDUCE WASTE.
10:30 - 11:00
Customer Communication In Times Of Mobile First - How Mobile Usage, Voice, Messenger And AI Are Changing The Way We Communicate Within Travel

With more phones than toothbrushes on earth, we need to have a serious chat about how communication is changing and how to leverage that to increase direct sales and customer satisfaction.

Panel guests:
Daniel Zelling, Managing Director & Founder opensmije., Founder Hospitality Industry Club
Benjamin Devisme, Vice President Sales Colossal Factory, Ambassador France Hospitality Industry Club
Marius Donhauser, Founder & CEO hotelkit GmbH, Board Member Hospitality Industry Club

11:00 - 11:30
Press Conference: The Future Of Travel Is Digital

Digital technologies, platforms and business models are transforming the tourism industry. Which trends will shape the future of tourism? What do the customers want? Bitkom exclusively presents a new study.

Speaker:
Dr. Bernhard Rohleder, CEO, Bitkom

11:30 - 12:00
Can Curiosity Beat Robots?

Eight requirements for artificial intelligence to make guests curious, as well as the providers which already fulfill them. Best practices from the first book of curiosity marketing in the tourism industry.

Speakers:
Julia Jung, Senior Content Architect, Neusta Etourism GmbH
Stefan Niemeyer, Senior Conversion Architect, Neusta Etourism GmbH

12:00 - 12:30
Smart Payments Strategies To Increase Revenues For Travel Marketplaces

This session will provide key best practices and deliver insights on how travel marketplaces can leverage online payments to increase revenues and drive growth.

Speaker:
Nicolas Vedrenne, Chief Business Development Officer, SafeCharge
12:30 - 13:00
The Single Source Of Truth: Data As The Basis For Successful Destination Management In The Future
In the future websites are going to play an increasingly insignificant role. Database quality will be the key to successful destination management. Destinations need to redefine their strategies in order to benefit from the digital transformation and be better able to take care of their guests.

Speaker: Hartmut Wimmer, Owner and CEO, Outdooractive

13:00 - 13:30
Study: The Impact Of Influencers On Travel Bookings, Using The Example Of A Ship Tester
With over 500,000 video views per month, Germany’s ship tester energizes the cruise market – from young to old. Study results explain his success: credibility, expertise and professionalism.

Speakers: Matthias Morr, Video Blogger & Cruise Influencer, Schiffstester.de
Dr. Lars Peters, Independent Media Consultant, Market Researcher & Moderator

13:30 - 14:00
Native Travel Advertising - Best Practices
Companies want to advertise while customers want added value. How can these desires be combined? Case studies from influencer marketing, social media and corporate blogging.

Speaker: Toni Stork, CEO, OMMAX

14:00 - 14:30
Masters Of Storytelling: How National Geographic Engages 350m Fans On Social
National Geographic aims to inspire, enlighten, and activate audiences around the world, encouraging them to go further and test the limits of what is possible. As one of the most revered brands in the world, National Geographic is the number one non-celebrity brand on Instagram (over 102 million followers) which is just one facet of its incredible social media footprint. Annabelle Canwell, SVP of Travel Partnerships will share insights and perspectives on how they are leveraging innovative thinking, as well as consumer insights which enable them to maintain their position as one of the most relevant and inspiring brands in social media.

National Geographic celebrates the explorer inside all of us; those who go, do and push themselves further. Our stories are told by the world’s best scientists, explorers, photographers and filmmakers. We offer true 360 experiences across an unparalleled portfolio of media assets – television channels, magazines, kids, travel, books, video, events and some of the most followed digital and social platforms in the world. As a trusted global super brand, National Geographic touches over 760 million consumers of every age, in every part of the world, every single month and maintains a social footprint of over 350 million faithful followers.

With an unwavering commitment to the power of science, exploration and storytelling to change the world, National Geographic is a forward thinking multi-media company, with purpose at its core. We return over a quarter of our proceeds to the non-profit National Geographic Society, creating a virtuous cycle of storytelling and philanthropy committed to research, science, conservation and exploration.

Speaker: Annabelle Canwell, Senior Vice President, National Geographic Partners, Europe & Africa
14:30 - 15:00
Will Online Companies Soon Turn Into Brick-And-Mortar Stores?
Amazon is buying supermarkets, Urlaubsguru.de opened a travel agency and E-Commerce popup stores can be seen in city centers. Are online companies going stationary, and if so, what's making them do it? What does it mean for stationary players?
Speaker: Anne Rösener, Owner & Founder, CLIENT MIND

15:00 - 15:30
Payments In The Travel Industry – A Blockchain Solution
Smart contracts on the blockchain can massively reduce costs in the travel industry. We’ll map a path from immediate access to digital currency customers to a frictionless real-time payment solution.
Speaker: Michael Culhane, CEO, TripX

15:30 - 16:00
Booking Options On Facebook And Instagram
Many tourism experts use social media, but unfortunately, references to booking options are often missing. In this session you will get an overview of the various options available on Facebook & Instagram.
Speaker: Tanja Weinekötter, Owner, Marketing + Event Support

16:00 - 16:30
More Than “Just” A Social Media Post: How Influencers Are Modernizing The Content Pool Of SalzburgerLand
Videos, photos and stories? We need more and more content to fill our social media channels. SalzburgerLand is expanding its content pool with the #MyInstaWeekend event series, a cooperative effort with top influencers which draws its inspiration from millions of Instagram users.
Speakers: Lisa Binderberger, CEO, Boom Creative Lab GmbH
Victoria Hochreiter, BA, MA, SalzburgerLand Tourismus GmbH

16:30 - 17:00
Online Marketing Insights 2018: Best Practices From 600 German Travel Websites
This exclusive study reveals the best practices from 600 German travel websites in search engine and content marketing.
Speaker: Christian B. Schmidt, Managing Partner, Digitaleffects GmbH

17:00 - 17:30
Many Channels – But No Overall View. What Do Your Guests Really Want?
Vacationers make decisions based on reviews and opinions posted in the social web from people they don’t know. How can hotels/brands measure their digital perception to quicker identify important topics and trends?
Speaker: Philipp Rodewald, Managing Director, Webbosaurus GmbH
**eTravel Stage Day 1**

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<th>Date</th>
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<td>March 7, 2018</td>
<td>10:30 - 17:30</td>
<td>Hall 6.1, eTravel Stage</td>
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Moderated by:  
*Dorian Wilson*, Business Development Manager, Myhotelshop GmbH

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**10:30 - 11:00**

**Official Opening Of The eTravel World: Humanoid Pepper Interviews Head Of ITB David Ruetz**

The prominent service robot Pepper and Head of ITB David Ruetz welcome all guests of the eTravel World and discuss the future of travel technology.

**Welcome:**  
*Service Robot Pepper*, Social Humanoid Robot, SoftBank Robotics  
*David Ruetz*, Head of ITB Berlin

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**11:00 - 11:30**

**Service Robots In Destinations: Live Demonstration Of Pepper In Action**

Humanoid robots are increasingly being used in the tourism industry. Very promising results have been reported in regards to these robots providing services to international tourists in destinations. Where can robots be used particularly well and what are some of the things robots will still not be able to do in the future? The service robot Pepper demonstrates his skills live on stage.

**Speakers:**  
*Nicholas Boudot*, Sales & Marketing Director, SoftBank Robotics Europe  
*Service Robot Pepper*, Social Humanoid Robot, SoftBank Robotics

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**11:30 - 12:00**

**Booking Behavior Uncovered**

What websites and apps are travelers really visiting before (and after) they book hotels or flights and does their booking behavior differ between desktop and mobile (or even mixed) customer journeys?

**Speaker:**  
*Alexander Trieb*, Founder and CEO, travel audience

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**12:00 - 12:30**

**Shoot For The Average, Miss The Target**

Sojern’s study of eight traveler paths to purchase paints a detailed picture of device hopping, competitor shopping, and strategizing. The conclusion? The average traveler’s path to purchase is a myth.

**Speaker:**  
*Stephen Taylor*, SVP Enterprise Solutions, Sojern
12:30 - 13:00
The Future Of Travel Distribution And NDC’s Impact In China
Recently IATA’S New Distribution Capability (NDC) XML standard has been adopted by more and more airlines. Although this new technology will no doubt revolutionize the travel distribution ecosystem, it is still unclear as to the exact future of global distribution system companies. Meanwhile, surcharges and NDC commissions have not been introduced for travel agencies that operate in China, and only a minor impact has been observed. Let’s talk about the future of travel distribution and the NDC’s impact in China.

Speaker:
Nancy Zhou, Co-Founder, VP, Flightroutes24.com

13:00 - 13:30
Is Your Business Ready For Self-Driving Cars?
In 5 years self-driving cars will be on the streets of all cities. This will significantly change how tourists experience destinations, impacting local tour operators & attractions. Prepare now!

Speaker:
Alex Bainbridge, Editor & CTO, DestinationCTO

13:30 - 14:00
One Country, Many Personalities – How North Rhine-Westphalia Tells Multimedia Stories
Our two-year campaign #neuentdecken was the result of an spontaneous idea. We developed it ourselves and filled it with life: a glimpse at challenges, lessons learned and opportunities

Speakers:
Julia Dahmen, Head of Media Production & Brand Management, “Dein NRW”, Tourismus NRW e.V.
Julie Sengelhoff, Press Officer and Head of the Social Media Editorial Team, Tourismus NRW e.V.
Elisa-Maria Stommen, Head of B2C-Portal Digital Strategies, “DeinNRW”, Tourismus NRW e.V.

14:00 - 14:30
How Technology Is Rapidly Changing Tours & Activities Worldwide
Technology is rapidly changing the 3rd largest tourism sector: tours & activities. What’s behind the megatrend? How can suppliers & sales channels profit from digitalization?

Speaker:
Lukas Hempel, Founder & Managing Director, bookingkit

14:30 - 15:00
E-WOM And Its Impact On Hospitality Bookings
Electronic Word of Mouth (e-WOM) has vastly impacted sales across a variety of industries and hospitality is no exception. In this presentation, we approximate the impact of reputation on total bookings and expose best practices to optimize occupancy.

Speaker:
Félix Said, General Manager, myHotel
15:00 - 15:30
Your Face As Boarding Pass – How Facial Recognition Makes Your Travel Experience A Smooth One
In a rapidly evolving travel business, offering smooth experiences is key. Learn more about how a customer-focused face recognition solution can help you succeed in a travel-world where we have to balance digital with real life security.

Speakers:
Gian Casanova, Managing Director, Futurice GmbH
Tugberk Duman, Technology Consultant, Futurice GmbH

15:30 - 16:00
How Storytelling Can Help Travel Brands Cut Through The Noise
Jason Nash, Travelport’s chief storyteller, will share how to build a compelling business story. This session will inspire you to think about your marketing messages in a new way. It will highlight some of the archetypes and give you a useful tool to help you build your own stories. You will also hear Travelport’s own story - transforming from traditional GDS to a modern travel commerce and retailing platform, moving from pure b2b to b2b4c.

Speaker:
Jason Nash, Chief Storyteller, Travelport

16:00 - 16:30
Travel Startup Investor Panel Powered By VIR
Experienced investors and business angels discuss the potentials and challenges offered by the tourism industry. Why does it pay to invest in tourism? What characterizes an attractive travel startup?

Moderated by:
Michael Buller, Chairman, Verband Internet Reisevertrieb e.V. (VIR)

Panel guests:
Dr. Frank Mair, Managing Director, Mairdumont Ventures
Dr. Christian Saller, General Partner, HV Holtzbrinck Ventures Adviser GmbH
Roland Zeller, Managing Director, Innuvik Ventures

16:30 - 17:00
Putting Influencers To The Test With Destination Challenges
Destination Challenges is an influencer marketing concept where influencers are put to the test by giving them a set of missions that are linked to the destination's partners, activities or culture.

Speaker:
Bjorn Troch, The Social Traveler, Destination Digital

17:00 - 17:30
„GlocalMe“ – Your Best Travel Mate
uCloudlink, based in Hong Kong and China, presents the brand „GlocalMe“, the first SIM-free portable Wi-Fi hotspot with 4G high speed connection and worldwide secure internet access.

Speaker:
Jiayin Sun, Business Director Europe, uCloudlink
For 15 years, ITB Future Day has been the most important day of the ITB Berlin Convention. This is where mega trends in economy and society and key topics of the global travel and tourism industry are discussed. Exclusive empirical study results and examples of Best Demonstrated Practices from market and innovation leaders offer valuable insights and concrete decision-making support for entrepreneurial strategies and measures. The international speakers are "hand-picked" - they are top-level managers or specialists with unique know-how. The highlights include keynotes from Booking.com, Ctrip and Google, as well as sessions about revolutionary means of transport and innovative technologies like blockchain.

Hosted by:
Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

10:30 - 11:00
Opening Of The Convention

Welcome:
Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms
Harry Glawe, Minister for Economic Affairs, Employment and Health, Mecklenburg-Vorpommern
Hon. Charles R. Banda, MP, Minister of Tourism and Arts, Zambia
Li Baochun, Executive Deputy Secretary General, World Tourism Cities Federation

11:00 - 11:45
Keynote: Travel: A Gateway to Global Peace And Prosperity

For some, travel is an expensive luxury good, while for others it is an escape from their everyday lives. But travel is much more than just transporting, accommodating and entertaining customers. From acquiring souvenirs to acquiring mutual understanding, travel brings the world closer with every heart-to-heart communication acting as a form of cultural exchange. The mission of travel companies must be to make traveling easier and worry-free and to help each traveler become an ambassador of their own cultural identity. By doing this we can promote the respect and understanding of different cultures and at the same time generate economic, environmental and social benefits for local people.

Interviewer:
Philip C. Wolf, Founder, Phocuswright Inc., Serial Board Director

Keynote Speaker & Interview guest:
Jane Jie Sun, CEO, Ctrip.com International Ltd.
12:00 - 12:45
IPK’s World Travel Monitor: Forecasting The Development Of Global And European Tourism – In Cooperation With IPK International
Based on around 500,000 interviews, the IPK World Travel Monitor is considered to be the world’s largest travel survey. The Convention presents the latest forecast data about worldwide and European travel – an essential basis for decision-making for the entire tourism industry.
Speaker: Rolf Freitag, CEO, IPK International

13:00 - 13:45
Tackling “Overtourism” At Destinations: Best Practice Solutions From Setting Quotas To Pricing To High Tech
The massive increase in conflicts at tourism hotspots shows that things can’t continue as they have until now. Initial experiences of very heavily affected destinations reveal which approaches were successful and which weren’t. Can smart technologies and the setting of quotas effectively mitigate “overtourism”? How can pricing be used to better manage demand, given time and capacity constraints? Will we soon need revenue management systems for tourism destinations as well? The latest McKinsey study (commissioned by the WTTC) takes a look at affected tourism regions and provides recommendations for actions.
Speakers: Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council
Margaux Constantin, Associate Principal, McKinsey

14:00 - 14:45
The Revolution Of Travel: Transportation Systems at a Turning Point – Technological Leaps and Revolutionary Means of Transport
The continuing increase in traffic cannot be managed with existing transportation systems. Gridlock seems to be unavoidable. Technological leaps are making entirely new transportation systems, and seemingly revolutionary means of transport, possible. What will the transportation system of the future look like? What role will Elon Musk’s Hyperloop technology have in the future?
Interviewer: Christoph Schlautmann, Editor, Handelsblatt
Speaker and Interview Guest: Dirk Ahlborn, CEO, Hyperloop Transportation Technologies, Inc. (HTT), Founder and CEO, JumpStarter Inc.

15:00 - 15:45
The Revolution Of Travel From The Customers’ Perspective: Autonomous Cars And Flying Taxis, Hyperloop And Supersonic Jets – Exclusive Travelzoo/ITB Market Study
The revolution of travel will soon be reality: autonomous cars, fully-automatic, flying electric drone-taxis, hyperloop transportation and supersonic flight will make unprecedented forms of (luxury) travel possible. Will these new means of transportation be accepted and will customers be willing to use them? To which target groups are they best suited? Travelzoo conducted exclusive research for the ITB about how travelers from Europe, the Americas, Asia and Australia assess these new forms of travel.
Moderated by: Christoph Schlautmann, Editor, Handelsblatt
Speaker: Joel Brandon-Bravo, UK General Manager, Travelzoo
16:00 - 16:45
ITB CEO Interview: Gillian Tans, CEO Booking.com, one-on-one with Philip C. Wolf
The crown jewel of Booking Holdings, Booking.com, is a global juggernaut in hotel distribution. Meet its CEO in an intimate conversation with Phocuswright founder, Philip Wolf. This company is the ultimate customer acquisition machine, delivering value to travelers on all corners of the earth. Despite various initiatives to drive direct bookings, Booking.com remains an important component of our industry’s ecosystem. This session will afford attendees invaluable insight to enhance their own strategies.
Interview guest:
Gillian Tans, President & CEO, Booking.com
Interviewer:
Philip C. Wolf, Founder, Phocuswright Inc., Serial Board Director

17:00 - 17:45
Blockchain: The Next Technology Disruption In The Travel Industry
Blockchain technology has the potential to revolutionize companies and the entire economy. Over a billion dollars have already been invested in blockchain research & development. Despite the hype surrounding blockchain, only few people have a detailed understanding of its main principles. How exactly does blockchain work, and what effects will it have on global travel industry structures? What have tourism industry pioneers been experiencing with blockchain, and which steps should companies now take?
Introductory presentation & Moderation:
Norm Rose, President, Travel Tech Consulting, Inc
Panel guests:
Maksim Izmaylov, Founder & CEO, Winding Tree
Frank Rosenberger, Member of the Executive Board – IT and New Markets, TUI Group
Decius Valmorbida, Senior Vice President Travel Channels, Amadeus IT Group

ITB Destination Day 1

Date: March 7, 2018
Time: 10:45 - 17:45
Location: Convention Hall 7.1a, Auditorium New York 3

The ITB Destination Days are dedicated to the challenges and perspectives of international destination management. “Overtourism”, a key topic of the ITB Berlin Convention, will be illuminated in-depth in a series of sessions: Exclusive study results reveal the status quo of overtourism in Europe, mayors and tourism decision-makers from affected cities discuss possible solutions, and the president of the WTTC presents concepts for dealing with overtourism. Using Berlin as an example, potentials and problems of a growing sharing economy will be shown. The subject of the Studiosus Talk will be how the flow of tourists is shifting and coming to Greece. Other informative findings include how important target groups like Chinese millennials can be won over through digital marketing strategies.

Hosted by:
Dr. David Ermen, Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG
10:45 - 11:00
Welcome
Welcome:
Dr. David Ermen, Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG

11:00 - 11:45
Overtourism: Status Quo, Measures, Best Practices From European Tourism Destinations
Exclusive Market Study from DGT and AIEST for ITB Berlin
Tourism is threatening to suffocate itself: Due to space limitations, further growth in tourism will inevitably lead to ever more and even larger conflicts in touristic destinations worldwide. This quantitative and qualitative study, exclusively presented at ITB Berlin, will feature a report about the status quo. What differences and similarities exist between urban and rural destinations, which measures offer possible solutions and which strategies do tourism experts regard as promising?
Speakers:
Prof. Dr. Christian Laesser, Adjunct Professor of Tourism and Service Management, University of St. Gallen, Secretary General, AIEST (International Association of Scientific Experts in Tourism)
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, Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

12:00 - 12:45
Focus On Overcrowded Destinations: Measures And Lessons Learned
Destinations where tourism has had particularly negative effects have been obliged to take drastic measures: Reductions in the number of visitors and private accommodation services, bans on building new hotels, the discontinuation of tourism-based advertising and countless others. What have been the effects of these measures? Pioneers from affected tourism regions will reveal recipes for success and lessons learned for people responsible for managing destinations.
Moderated by:
Dr. David Ermen, Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG
Panel guests:
Mato Franković, Mayor, Dubrovnik
Joan Torrella, Tourism Director at the City Council, City of Barcelona
Frans van der Avert, CEO, Amsterdam Marketing

13:00 - 13:45
ITB Cruise Executive Panel: The Future Of Cruise In Times Of Growth And Profitability, Mainstream And Luxury
The cruise market has been booming for years and is one of the most impressive success stories in tourism. The rapid growth in capacity is continuing over the next few years with the production of numerous new cruise ships. How do cruise lines successfully conquer new markets? Is the expansion still healthy and profitable? How do mainstream cruises differ from luxury cruises in terms of cost structures, customer groups, marketing, logistics and port lay times? And last but not least: How can sustainability challenges be overcome?
Moderated by:
Thomas P. Illes, Cruise Analyst, University Lecturer and Journalist
Panel guests:
Kevin Bubolz, Vice President & Managing Director, Norwegian Cruise Line Europe
Michael Zengerle, Managing Director, MSC Kreuzfahrten
14:00 - 14:45

The Sharing Economy – Challenge Or Opportunity For Tourism Destinations?

In the 21st century the way people live, travel and work is changing rapidly. This dynamic is also reflected in the success of the sharing economy. Over 4 million accommodations in over 65,000 cities and 191 countries can now be booked via Airbnb. As one of the Top 3 European city destinations, Berlin’s tourism industry has been setting new records for years. How can cities use sharing concepts to meet this demand? Which underlying conditions are necessary so that everyone can benefit – the citizens, the newest residents in Berlin and the tourists? Does the sharing economy pose a challenge to the traditional tourism industry or does it actually complement tourism services and is thus a relevant business factor?

Introductory presentation:
Dirk Rogl, Research Analyst, Phocuswright

Moderated by:
Dirk Rogl, Research Analyst, Phocuswright

Panel guests:
Burkhard Kieker, Managing Director, Berlin Tourismus & Kongress GmbH visitBerlin
Alexander Schwarz, General Manager Germany, Austria & Switzerland, Airbnb

15:00 - 15:45

Studiosus Talk: Tourism Boom In Greece: Sustainable Improvement Or One-Off Exception?

At the end of August 2018 the third aid package for Greece will expire, and for the first time in eight years the country will once again be truly independent. In this light, the Studiosus Talk examines the latest tourism boom and asks: What role does the tourism industry play in overcoming the crises, and how sustainable is the current upswing? Is the shift of tourism flows permanent? Was the touristic infrastructure able to continue development in the past eight years, and if so, to what degree? How has the boom affected the average Greek citizen, and what are the working conditions in the tourism industry? What are the roles of the conditions in Turkey and Greece’s refugee treaty with its neighbor?

Moderated by:
Tanja Samrotzki, Journalist

Panel guests:
Babis Foskolakis, General Manager, Sbokos Hotel Group
Michael Lehmann, Radio Correspondent for Greece and Cyprus, ARD
Peter Strub, Chief Operations Manager, Studiosus Reisen

16:00 - 16:45

Connecting The Travel Brands With Chinese Millennials

As Chinese millennials are becoming the driving force for China’s outbound travel growth, how do travel brands leverage various digital platforms and mobile devices to connect with Chinese millennials? What should you spend your marketing dollars on over the next couple of years to target Chinese millennials? Listen to China’s leading internet company, airline, hotel, OTA.

Moderated by:
Joseph Wang, Chief Commercial Officer, TravelDaily

Panel guests:
Roland Elter, Chief Commercial Officer, Maritim Hotels
Françoise Houdebine, Vice President Marketing & Sales, Louvre Hotels Group
Jenna Qian, CEO Destination Marketing, Ctrip.com International Ltd.
George Zhang, CEO, iGola
17:00 - 17:45

ITB Ministers’ Roundtable

Tourism in the 21st Century: Tourism Policy Caught between Growth Strategies and Overtourism - In Cooperation with MC Group

For decades, global tourism has been growing at significant rates. But everyone knows that exponential growth is impossible in finite spaces, the sustainability of the environment, society and infrastructure has its natural limits. In some regions, conflicts are becoming more and more apparent. What should tourism policy look like in the future to properly manage tourism growth? Which measures have already proved successful? Tourism ministers of important tourism destinations discuss sustainable strategies and solutions.

Moderated by:
Dr. David Ermen, Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG

Panel guests:
Hassan Abdulrahman Al-Ibrahim, Chief Tourism Development Officer, Qatar Tourism Authority
Hon. Lina Annab, Minister of Tourism and Antiquities, Jordan
H.E. Hon. Edmund Bartlett, MP, Minister of Tourism, Jamaica
H.E. Hon. Alphons Kannanthanam, Minister of Tourism, India
H.E. Hon. Blendi Klosi, Minister of Tourism, Albania

ITB Young Professionals Day

Date
March 7, 2018

Time: 10:45 - 17:45

Location
Hall 11.1, Young Professionals Stage

Hosted by:
Tobias Klöpf, Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

10:45 - 11:00

Welcome
Speaker:
Tobias Klöpf, Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

11:00 - 11:45

Keynote Panel: Which Tourism Graduates Will The Tourism Industry Need In 2020?

Qualified recruits are of the utmost importance for the competitiveness of the global tourism industry. What demands are tourism companies making on the managers of tomorrow? Experts offer students and others interested in studying an indispensable overview.

Moderated by:
Prof. Dr. Anita Zehrer, Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

Panel guests:
Dr. Heike Döll-König, Managing Director, Tourismus NRW e.V.
Werner Sülberg, Vice-President Corporate Development/Market Research, DER Touristik GmbH
Prof. Dr. Antje Wolf, Tourism and Event Management, Research Dean, EBC University of Applied Sciences Hamburg
12:00 - 12:45
Keynote Speech: Purpose, Happiness And Connection: Guarantees For Professional Success In The Tourism Industry?!
Professional success doesn’t occur automatically after completing professional training or a university degree. The passionate pursuit of objectives and carefully woven personal networks are also essential factors. Bruce Poon Tip, a company founder with worldwide success, shows ways to achieve successful personal development and uses examples to illustrate their impact on professional success in the global tourism industry.
Speaker:
Bruce Poon Tip, Founder, G Adventures

13:00 - 13:45
Keynote: Born's Snappy Remarks For And About Young Tourism Professionals And The War For Talents
Former TUI Chairman and seasoned tourism manager Karl Born explains the young professionals what is really important to succeed in the global travel industry.
Interviewer:
Tobias Klöpf, Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club
Keynote Speaker & Interview guest:
Karl Born, former TUI Chairman

14:00 - 14:45
Key Qualifications Of Future Tourism Professionals: “Is Coding The New English?”
Products and business processes in the tourism industry are undergoing massive changes as a result of digitalization. A much higher level of technological expertise is expected from today’s tourism students. What know-how profile will tourism graduates need in the future in order to increase their “employability”? Michael Buller will also offer valuable tips for the further development of tourism degree programs and curricula.
Speaker:
Michael Buller, Chairman, Verband Internet Reisevertrieb e.V. (VIR)

15:00 - 15:45
Tips For Students Studying Abroad And Working In International Teams
Having a stay in a foreign country is often an essential component of a successful university degree. How does one choose the right university and country? Where can one get the most important tips for studying abroad? And last but not least: Where can one get financial support? Later on, professional work often takes place in international teams. What is important here? What is of particular importance to tourism industry employers? How do international teams become successful?
Interview guests:
Claudia Nikolai, Senior Consultant, Multiconsult Srl
Angela Waerdt, Manager Human Resources & People Development, Flyline Tele Sales & Services GmbH Bremen
Interviewer:
Tobias Klöpf, Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

16:00 - 16:45
Think Big! Expansion And Internationalization In The Travel Industry - Tips For Young Tourism Professionals
The travel industry is part of global competition and thus an attractive field of work for young professionals. If you want to get far, you must think big - and not be afraid of change! Analyzing international contexts and bundling them into suitable measures and coordinating them is the art of the highest order. How can this be done successfully? The CEO of holiday pirates, David Armstrong, will elaborate.
Speaker:
David Armstrong, Chief Executive Officer, HolidayPirates GmbH
17:00 - 17:45
Presentation Of The DGT-ITB Science Award
The German Society of Tourism Research (DGT) and ITB Berlin present awards for excellent thesis papers: The best dissertation, the best paper by a young talent, the best paper about sustainability in the tourism industry, and the best paper about the digitalization of the tourism industry.
Moderated by: Prof. Dr. Anita Zehrer, Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

18:00 - 19:30
Get-Together - DGT Members
Following the award ceremony of this year’s ITB Science Award from DGT, a get-together for their members will take place at the DGT stand.
Welcome: Prof. Dr. Anita Zehrer, Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

ITB City Tourism Forum

World Tourism Cities Federation

Date: March 7, 2018
Time: 11:00 - 12:45
Location: Convention Hall 7.1a, Auditorium New York 2

11:00 - 11:45
Keynotes: Introduction Of WTCF Research
The highlights of the World Tourism Economy Trend Report 2018 and the UNWTO/WTCF City Tourism Performance Research Report will be presented in two keynotes.

In the report on World Tourism Economy Trends (2018), the main development trend and characteristics of global tourism economy are explained mainly from six aspects, including the development of global tourism economy, pattern changes of regional development, globalization of tourism, investment of global tourism and the role of cities in the global tourism economy. The trends and characteristics involve different regions, countries and fields. Last but not the least, what will be the eight technologies to change the global tourism trend?

UNWTO / WTCF City Tourism Performance Research
The UNWTO-WTCF City Tourism Performance Research is the result of a collaborative project between the World Tourism Cities Federation (WTCF) and the World Tourism Organization (UNWTO). The project was developed under the supervision of Ms. Esencan Terzibasoglu, UNWTO Director for Destination Management and Quality with contribution of Mr. Glenn Cauwenberghs and Mr. Sascha Stange from UNWTO Destination Management and Quality Program.
The following cities took part in the research program: Beijing, Cape Town, Marrakech, Buenos Aires, Hangzhou, Sapporo, Seoul, Tianjin, Tokyo, Linz, Torino, Antwerp, Berlin and Copenhagen.

Greetings: Alexandra Saless, Convention Manager, ITB Berlin Convention
Speakers: Dr. Song Rui, Director, Chinese Academy of Social Sciences
Esencan Terzibasoglu, Special Advisor to the UNWTO Secretary-General, UNWTO
12:00 - 12:45
New Trends And Driving Forces For The Chinese Tourism Market

Our panel experts will answer the following questions and share their perspective on the trends in Chinese tourism. What are the special characteristics of the Chinese tourists for an urban destination in Europe? What are the main features of the tourism products (or experiences) that they are looking for? How do you attract the Chinese market to your destination?

Moderated by:
WL Esencan Terzibasoglu, Special Advisor to the UNWTO Secretary-General, UNWTO

Panel guests:
Kaari Artemjeff, Marketing Manager (China & Russia), Helsinki Marketing
Tony Jin, Product Director, Caissa
Ralf Ostendorf, Director Market Management, visitBerlin
Roger Qiu, GM of Europe, Middle East & Africa, Ctrip.com International Ltd.
Dr. Song Rui, Director, Chinese Academy of Social Sciences

ITB Workshops Day 1

Date: March 7, 2018
Time: 11:00 - 17:45
Location: Convention Hall 4.1, Room Regensburg

11:00 - 11:45
The Influence Of Geopolitics On Tourism And The Economy

The influence of geopolitics on tourist behavior and tourism is undisputed. What findings can be drawn from user-generated content and which geopolitical influences currently have a particularly negative or positive effect on tourism? Analyzes of the TripAdvisor database show exciting findings.

Speaker: Charlie Ballard, Global Director Strategic Insights, TripAdvisor

12:00 - 12:45
CREATE GERMANY - Experience Design For Urban Destinations

In today’s “experience economy”, urban experiences are the decisive factor for success in global competition among tourism destinations. Cities, regions and companies, need to identify their own topics, strengths and potential in order to derive contemporary measures and formats. With the help of international best practice examples, the experienced presenters and initiators of the Create Germany network employ vivid imagery and inspiration to show how exceptional and surprising cultural offerings, architecture, events and public spaces can make a lasting impression.

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

Speakers: Sebastian Brunner, Brand Strategist, Experience Designer
Robert Eysoldt, Strategic and Creative Consultant, Project Developer
Sebastian Fieler, Creative Consultant, Entrepreneur
13:00 - 13:45
Disruptive Artificial Intelligence In Practice: Potential In The Hotel Industry
The hospitality industry offers a multitude of useful application possibilities for artificial intelligence: From the creation of individualized offers to the improvement of the guest-experience to optimizing sales and the use of hotel space. The workshop also shows what effective collaboration between artificial intelligence applications and human activity looks like, how the solutions which are currently available work and implications for the hospitality industry.
Speaker:
Olaf Slater, Director, International Strategy & Innovation, Sabre Hospitality Solutions

14:00 - 14:45
Artificial Intelligence In Practice: Personalization In Travel Distribution
Artificial Intelligence offers tremendous potential for optimizing online sales. Already anonymous internet users reveal important personal insights so that they can be offered best matching offers in real-time. The agony of choice is reduced and customer satisfaction plus sales are increased. This workshop will demonstrate cutting edge technologies and concrete examples from travel businesses applying artificial intelligence.
Speakers:
John Musk, Product Director, Travel Republic
Andy Owen-Jones, Co-Founder & CEO, bd4travel

15:00 - 15:45
NDC And Direct Connect: Opportunities And Challenges For Airlines And Travel Agents
IATA NDC and Direct Connect are going to bring tremendous changes to airline distribution: Totally new opportunities will open up for travel agents and airlines, but many complex questions will also arise. This workshop offers convention visitors a neutral overview and constructs a basic understanding of this important, contemporary subject.
Speaker:
Prof. Dr. Stephan Bingemer, Business Administration and Tourism, ISM Frankfurt, former Head of Distribution Solutions, Deutsche Lufthansa AG

16:00 - 16:45
Beyond NDC – The Evolution Of Travel Retailing And Distribution
With IATA NDC, the next generation of airline distribution has begun. In the next few years we will see a paradigm shift in flight distribution that will significantly reshape the travel value chain and transform the way billions of consumers shop, book and experience travel. Technology has made entirely new forms of “airline retailing” possible. What will retail offers in the age of NDC look like, and how will business models and customers’ booking behavior change in the future? Find out why this topic is Sabre’s top strategic priority.
Speaker:
Jorge Vilches, Senior Vice President, Air Line of Business, Sabre Travel Network

17:00 - 17:45
The Future Of Sharing In Europe's Metropolises: Basic Data For Policy Makers
Berlin, London, Amsterdam and Reykjavik – Airbnb is shaking up the hotel industry and “overtourism” is also having an impact on city residents’ living environment. For the first time, reliable basic data about Airbnb offers and the booking behavior of Airbnb users are available. The study data are an important decision-making tool for the hotel industry and for upcoming measures from policy makers in European metropolises.
Speaker:
Dr. Jeroen A. Oskam, Director Research Centre, Hotelschool The Hague
ITB Interjections – Questioning The Unquestioned At ITB

- powered by the Institute for Tourism and Development -

Politics as a seismograph – A new factor for travel decisions?

Increasing or decreasing bookings provide information on how tourists assess the attractiveness of destinations. This applies to holidays in Germany as well as to considerations to travel to neighboring European countries or on long-haul trips. Issues such as personal health and safety are no longer the only factors that play a role in deciding against a certain tourist destination. Of late, the political situation in a country has also played a role. The prevailing mood in favor of or against cultural diversity is subconsciously taken into consideration, and so is the persecution of minorities, their marginalization, or the unpredictable behavior of politicians. Tourists are not only price sensitive, as it is often claimed. They would also like to be able to really arrive in their destination and want to feel comfortable there.

Greetings:
Dr. Dietlind von Laßberg, Vice Chairwoman, Institute for Tourism and Development

Moderated by:
Andreas Stopp, Journalist, Deutschlandfunk

Panel guests:
Sören Hartmann, CEO, DER Touristik Group, Member of the Management Board at REWE Group responsible for Travel and Tourism
Prof. em. Dr. Hans Hopfinger, Chair of Cultural Geography, Catholic University of Eichstätt-Ingolstadt
Christiane Schlötzer, Deputy Feature Editor, Süddeutsche Zeitung

ITB German Tourism Forum

- powered by Mecklenburg Vorpommern-

Hosted by:
Lars Bengsch, Managing Director, dwif-Consulting GmbH

15:00 - 15:45
Macro-Regional Strategies – A Recipe For Success In the Tourism Industry?

Transnational cooperation is essential for a sustainable tourism development in Europe. The interregional expert exchange provides insights and success factors of the four macro-regional strategies and creates incentives for a more regular exchange at policy level.

Moderated by:
Joanna Mouliou, Programme Manager - EU Policies, European Commission

Panel guests:
Gerd Lange, EUSBSR Coordinator for Policy Area Tourism, Ministry of Economics, Employment and Health, Mecklenburg-Vorpommern
Mag. Bernhard Lehofer, Head of Financial & Administrative Department, Regional Development, ITG: innovation consulting and location development
Alessandra Priante, International Relations: UNWTO, OECD, Europe, Ministry of Culture, Cultural Heritage and Tourism of Italy
Lyubomir Sirakov, EUSDR PA 3 Coordinator, Ministry of Tourism of Bulgaria
16:00 - 16:45
How Can The Job Market Better Serve The Tourism Industry?
In many tourism segments there is a lack of well-trained, affordable workers. How can jobs be better filled in the hotel and gastronomy industries? Top-class panel guests discuss successful concepts from Mecklenburg-Vorpommern. The examples also offer valuable suggestions to other tourism regions.

Moderated by:
Maike Berndt, Senior Consultant, dwif-Consulting GmbH

Panel guests:
Guido Zöllick, President, Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA Berlin), General Manager, Hotel NEPTUN
Roland Fischer, Owner, Romantik Hotel Namenlos & Fischerwiege
Gertrud Cordes, Owner, Hotel Gutshaus Stellshagen Cordes KG
Alexander Wilhelm, Managing Director International Cooperation, German Federal Employment Agency

17:00 - 17:45
Stars Or TrustScore? One Approach In Mecklenburg-Vorpommern
In the tourism industry, ratings about products & services are either based on stars or customer evaluations which are converted into a TrustScore. How has Mecklenburg-Vorpommern been using customers' ratings information? How are tourism products customized, and what characterizes innovative quality management? And: to what extent is it possible to professionalize weaker providers as well?

Moderated by:
Lars Bengsch, Managing Director, dwif-Consulting GmbH

Panel guests:
Claudia Gilles, CEO, German Tourism Association (DTV)
Harald Machur, Head of the Quality & Sustainability Department, Mecklenburg-Vorpommern Tourist Board
Michael Menzel, Chief Revenue Officer, TrustYou GmbH
Cornelius Obier, Managing Director, PROJECT M GmbH

eTravel Lab Day 2

Date
March 8, 2018
Time: 10:30 - 14:00
Location
Hall 7.1c, eTravel Lab

10:30 - 11:00
Innovative Techniques To Leverage Guest Intelligence To Boost Revenue
In today's competitive hotel marketplace, the key to success is finding a way to exceed guests' expectations. By leveraging Guest Intelligence effectively, brands can improve the experience they offer, increase positive online reviews and encourage direct bookings. During this session, RJ will explore the key new trends that are impacting reputation and enabling savvy hoteliers to gain competitive advantage. Join us to hear who are the winners and losers and how the winners are using latest technological innovations to interact with guests before, during and after their stay, giving rise to remarkable results.

Speaker:
RJ Friedlander, Founder & CEO, ReviewPro
11:00 - 11:30
Digital Assistants In The Tourism Industry: Alexa & Google Home
A presentation of the changes accompanying digital assistants in the tourism industry: What will be the consequences for tourism stakeholders?
What’s more important: individual skills or structured data?
Speaker:
Florian Bauhuber, Geographer, Tourismuszukunft-Realizing Progress

11:30 - 12:00
Digitalization In The Travel Industry: Can Your Currency Risk Management Strategy Keep Up?
We look at how and why currency volatility impacts the industry. Also: a SaaS solution for FX risk, and a client success story.
Speaker:
Toni Rami, COO & Cofounder, Kantox

12:00 - 12:30
The Rise Of The Robots: Automating The Content Chain For The Connected Traveler
Learn how ‘robots’ - automated content machines – need only minutes to handle most content creation, translation and Internet publishing processes, saving as much as months of invaluable time.
Speaker:
Dr. Kevin Ashbridge, VP Global Travel, Leisure & Hospitality Solutions, SDL

12:30 - 13:00
MASAI: Technology And Solutions For Mobility Service Providers, Enabling A Concierge In Everyone’s Pocket
MASAI delivers technology and solutions to mobility service providers in order to fulfill mobile citizens’ needs for a seamless travel experience – a digital concierge in everyone’s pocket.
Speaker:
Jorge Vieira da Silva, Secretary General, MASAI Mobility Community

13:00 - 13:30
AI, Blockchain, Platform Economy - Hype Or Hope In Tourism?
Using the platform economy as an example, we will illustrate how artificial intelligence helps to develop the market position of Airbnb & Co. Are blockchains really the best answer for standing up to these big players?
Speaker:
Prof. Dr. Eric Horster, Director Teaching Institute for Academic Studies and E-Learning (WISE), Westküste University of Applied Sciences

13:30 - 14:00
Digital Locals – Juvigo As A Platform Solution For The Fragmented Youth Travel Market
Juvigo is the first booking platform to establish a sustainable presence in the youth travel market. This is the reason why the Berlin start-up was awarded the 2017 VIR Innovation Prize.
Speaker:
Björn Viergutz, Founder & CEO, Juvigo - Der FerienFinder
eTravel Stage Day 2

Moderated by:
Prof. Dr. Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

10:30 - 11:00
Bookings Validation To Prevent Fraud And Reduce Accounting Overhead
Are you an OTA or an activity supplier? Do you suffer from fraudulent bookings or excessive accounting costs? Explore how a partnership between a tour operator and a software house engineered a tried and tested solution to these widespread industry problems.

Speakers:
Nick Palan, MBE FCA, Chairman, Golden Tours Ltd
Tarang Patel, CEO, Vsourz Ltd

11:00 - 11:30
ROI Of Storytelling: Dissecting Successful Content Marketing Strategies
Join GLP Films’ Founder and Chief Strategist, Rob Holmes, as we dissect the latest strategies in content marketing and address the travel industry’s key digital marketing challenges. Using data-driven results, we’ll look beyond the recent trends to uncover what really works in digital marketing. We’ll uncover topics like what type of content you should be producing, how to plan a successful content strategy, and ultimately, how to measure the ROI of your storytelling and content marketing campaigns. Learn from the industry’s latest case studies and best practices to see how to successfully leverage digital storytelling in your content strategy.

Speaker:
Rob Holmes, Founder and Chief Strategist, GLP Films

11:30 - 12:00
How Technology Will Put Travel At The Forefront Of The Experience Economy
We are at the early stages of the digital revolution in travel where everything from machine learning to AI to voice, AR and VR will create a better, more personalised experience. Expedia Affiliate Network will discuss how technology is changing travel and making the world more accessible.

Speaker:
Alfonso Paredes, Vice President of Sales EMEA and LATAM, Expedia Affiliate Network

12:00 - 12:30
AI In Travel And Leisure Marketing
With artificial intelligence technology, travel marketers can personalize the travel experience from booking to post-trip in a whole new way.

Speaker:
Raj Balasundaram, Global Head of Solutions and Strategy, Emarsys Interactive Services GmbH
12:30 - 13:00
Evolving Airline Distribution Strategies: The API Economy
In an NDC era, a look at the journey that airlines need to go on if they want to broaden their reach, relevance and results as well as their impact on the travel supply chain (agents) and ultimately, the traveler. What does NDC mean for Travel Management Companies and their need to deliver a seamless customer experience? What does NDC mean for Corporations and their need to deliver travel programs? What does NDC mean for airlines in delivering increased personalization and sales? And, finally, a look at the role of technology as an enabling platform.
Speaker:
Marcel van de Wal, Commercial Director Central Europe, Air Commerce, Travelport

13:00 - 13:30
The State Of Travel Blogging - Partnerships That Drive Value And ROI
This session explores how travel bloggers drive value and generate a higher Return On Investment (ROI) beyond content creation and audience engagement. Whether you are a DMO or a travel brand looking to work with travel influencers, this session will provide, through a variety of case studies, insights into the many creative partnerships and concepts that travel bloggers are developing to generate value for the tourism industry.
Speakers:
Melvin Böcher, CEO, Travel Dudes
Keith Jenkins, CEO, iambassador

13:30 - 14:00
Influencer Marketing And Blogging Law
Impact Analytics, contract design and the management of touristic influencers in Germany and Europe. Legal security in media and labor law for first movers and imitators in the “influencer marketing” dynamic growth market.
Speakers:
Peter Hense, Lawyer & Partner, Kanzlei Spirit Legal LLP
Dr. Jonas Kahl, Lawyer, Kanzlei Spirit Legal LLP

14:00 - 14:30
Meetingplace For Digital Nomads – Opportunities For The Tourism Industry
Digital nomads travel throughout the world and get their work done on the road. Their goals and activities are determined by new parameters. The tourism industry should react by emphasizing personal experiences and open access. A field report from Poland.
Speaker:
Tobias Kremkau, Coworking Manager, St. Oberholz/Berlin

14:30 - 15:00
Tourists As A Nuisance Factor. Is Overtourism Also A Topic In Germany?
„Overtourism“ is currently on everyone’s lips and an increasingly hot topic also outside the cities. What’s behind all this and do DMOs and local authorities have the opportunity to counteract overtourism at an early stage?
Speaker:
Ina Pfingst, Senior Project Manager eLearning & Destinationmarketing, TourComm Germany
15:00 - 15:30
SEO And Google 2018 – Niche Potential Of Your Touristic Website
Every touristic destination or provider of touristic services knows the problem: When searching for particular keywords, the top positions of Google’s results page are occupied by large comparison portals’ offers or strong competitors. This session deals with the prospects for finding lucrative niches and the optimal positioning of one’s own offers.
Speaker: Andreas Kaufmann, Owner, Die Webboxer

15:30 - 16:00
Digital And Social Media In Aviation
Since 2009, KLM has gained a reputation as pioneer in the field of social media services and campaigns. KLM has over 25 million fans and followers on various social media platforms. Through these channels, KLM receives over 130,000 mentions every week, 30,000 of which are questions or remarks. These are personally answered by more than 250 service agents, who form the world’s largest, dedicated social media team. With the use of artificial intelligence, KLM supports its service agents who are then able to answer many more questions in a shorter period of time.
Speaker: Martine van der Lee, Director Social Media, KLM Royal Dutch Airlines

16:00 - 16:30
Faroe Islands Translate – How The World Learned Faroese
Learn „Faroese“ and find out about a successful case promoting a small but fascinating destination: The Faroe Islands started their own instant online translation service inspired by Google Translate.
Speakers: Levi Hanssen, Content Manager, Visit Faroe Islands
Allan Sonne Sørensen, Partner & CEO, EHRENBERG SØRENSEN Kommunikation

16:30 - 17:00
New Topic: GDPR or Theft of Data - The Audience has the choice!
New Topic: the audience has the choice: 1. GDPR or 2. Theft of Data
Speaker: Dr. Philipp Kadelbach, Founder & Chief Legal Officer, Flightright GmbH

17:00 - 17:30
Five Surprising Markets Where Airbnb Has Flourished
Airbnb has shaken up worldwide tourism and impacted travel and hospitality in unprecedented ways. But where has the platform had the most success in terms of growth and revenue? Airbnb data and analytics company AirDNA found some surprising results.
Speaker: Thomas Caton, Chief Revenue Officer, AirDNA
All speakers are available for interviews after their sessions outside of the auditorium.

10:45 - 11:00
Welcome
Welcome:
Michael Altewischer, Managing Partner, Wellness Hotels & Resorts

11:00 - 11:20
Internet: Important Criteria To Sell Spa Offers Successfully
More than ever it is important to offer online bookable Spa- and Wellnessholidays. But going online is a challenge. To be online means to be comparable! Prices and services are reviewed by any guest, offers and services are valued in public. The competition is no longer local or regional. If not global, then at least nationwide actions are necessary. This opens up unexpected opportunities. In this context, what are the key issues for users/customers in the near future?
Speaker:
Roland Fricke, Wellness Entrepreneur, Internet Junkie, Travel Expert, Marketing Specialist, Founder and CEO, http://www.beauty24.de

11:25 - 11:45
Mainstream Hotels Riding The Wellness Wave
Does it make sense to add Destination Spa programs into a standard hotel or resort? Consultants the world over are receiving requests from operators and investors of mainstream hotels and resorts to supplement their existing operation with complete wellness programs. But is it a good fit? Other hotels & resorts are looking to convert their entire property into a wellness resort. Is it even possible? Both concepts provide the participants with significant challenges that can not always be mastered by the owners or senior management. They want to save their financially flagging property by riding the wellness wave, but it’s not a solution suitable for everyone. Sam Foster talks about the challenges and what investors need to know and do in order to (successfully) implement these change processes.
Speaker:
Samantha Foster, Director, Destination Spa Management
12:00 - 12:20
Wellness Trends: Terms And Figures – An Up To Date Overview 2018!
What do German guests expect from a wellness holiday and how do hoteliers respond to these needs? Figures answering these questions are the key for developing and operating wellnesshotels and spas. Beauty24 and Wellness-Hotels & Resorts (WH-R) have interviewed guests and hoteliers since 2004. The latest survey will be presented by Michael Altewischer.
Speaker:
Michael Altewischer, Managing Partner, Wellness Hotels & Resorts

12:25 - 12:45
Free From... Business Boost Or Competitor?
Wellness hotels and centers all around the world show signs of conversion in terms of what and how they offer for their guests. Many turn to natural resources such as thermal springs, muds, micro-climate or cultural traditions and rituals. Guests are looking more and more for services and treatments that have natural properties and represent cultural evidence. Still, we can see that wellness hotels see direct competition from ‘nature’ – consider forest bathing!
- What kind of resources can we consider relevant?
- How can a hotel and its guests can know that one natural remedy is a) harmless and b) effective?
- Where is the business case and where are its limits?
Speaker:
Dr. László Puczkó, Director of Industry Intelligence, RLA – Resources for Leisure Assets

13:00 - 13:45
The Future Wellness Market
The hectic modern lifestyle brings more and more people out of their balance. Places of peace and quiet become more and more important. People are looking for retreats to refuel. Motives for this are, for example: the way to your own center, the search for meaningfulness and orientation, direction and perspective. The interest in products and services that promise us meaning, depth and unique value retention will increase. In the age of individualism and seemingly limitless "self-design", however, there is also increasing pressure to constantly have to optimize his life in all areas: at work, at leisure, even in sleep.
- How is the spa industry responding to these far-reaching developments?
- Or: how should the industry react?
- What new opportunities arise for us as a wellness provider?
Speaker:
Dr. Franz Linser, Managing Partner, Linser Hospitality GmbH

14:00 - 14:20
Poland. The Real Or Paper Tiger Of Wellness Tourism In Cee?
Despite global problems and anxieties, the Polish economy grows. According to OECD report, GDP in 2017 will increase by more than 4 percent. Together with it, the wellness tourism market is also growing, which is driven by internal consumption. Only in the years 2013 - 2015 1.2 million wellness trips have been recorded. Will Poland be able to become a regional leader and become an attractive destination not only for Poles in the next few years?
Speaker:
Arkadiusz Dawidowski, President, European Spa Foundation Poland
14:25 - 14:45

Wellness Programs For Seniors 65+ – A Growing Market

In view of the aging population in many countries, the interest of operators to develop wellness programmes for the senior 65+ market is increasing. Sam Foster has designated a network called FLOURISH (Due to a particularly suitable environment people can get healthy and age-appropriate develop) founded that specializes in healthy aging (not anti-aging) and concentrated as a guide for creating these programmes serve:

F - Free from diseases (diagnostics and therapy)

L - Life attitude

O - Outlook, positive attitude to life (emotional health)

U - Understanding / cognitive function (mental health and brain function)

R - Resilience and rest (relaxation therapy + sleep)

I - Independence: physical (mental) and emotional (relationships)

H - Hobbies, interests and leisure activities

As part of the ITB Expert Forum Wellness, Sam Foster reports on her network.

Speaker: Samantha Foster, Director, Destination Spa Management

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ITB MICE Forum

Date: March 8, 2018
Time: 10:45 - 14:45
Location: Convention Hall 7.1a, Auditorium New York 2

What is the secret of the success of new event formats and what challenges do they face? How do new events manage to become popular and succeed within a very short time and what changes are established events currently experiencing? How does Generation Y plan and organise? Is it possible to plan and measure an event’s success? What is the secret behind successful events? The Association of Event Organisers will examine these issues at the ITB MICE Forum.

Hosted by: Mario Schmidt, Owner, SCHMIDTfabrik-medianetwork

10:45 - 11:00
Welcome

Welcome: Bernd Fritzges, CEO, Verband der Veranstaltungsorganisatoren e.V., Executive Partner, fiylo International GmbH
11:00 - 11:45

Conservative Audiences And Interaction - How To Get Them To Participate

On average a person remembers only 10 % of what they read. However, simultaneously watching and listening to a video or lecture lets that figure rise to 50 %. But if they actually participate around 90 % of information received is retained. The more a person interacts with an event the more they learn. But how can one get a conservative audience to participate?

Speaker:
Dr. Christina Buttler, Director Experience Development, MCI Deutschland GmbH

12:00 - 12:45

#Create The New: Creating A Festive Atmosphere At Events

Creating a festive atmosphere is becoming evermore popular: organisers are increasingly dispensing with conventional and fixed concepts and instead focusing on a relaxed atmosphere and informal dialogue. What are the challenges facing a team used to conventional ways if it wants to re-invent itself? And how can a previously unknown format succeed straight away from the start? How does a ‘new’ format differ from an ‘old’ one? What tools do in part independent teams use in order to plan and efficiently organise outstanding events? Specific questions will be asked at this discussion round which will highlight new approaches for event organisers and offer valuable suggestions and tips for their work.

Moderated by:
Mario Schmidt, Owner, SCHMIDTfabrik-medianetwork
Panel guests:
Henrik Bollmann, Project Manager, Best of Events International
Christian Lohmeier, Producer, Bits & Pretzels
Hartwig von Saß, Head of Cebit Press, Deutsche Messe

13:00 - 13:45

Culture – A Key To Success

The emotional appeal and vitality of an event are key to its success. Hans-Conrad Walter, an expert on cultural marketing and cultural sponsorship, explains how culture, aesthetics and immersion are elements that make visitors become one with an event, trade fair and conference, and how organisers must make it possible for their audiences to immerse themselves and become actively involved.

Speaker:
Hans-Conrad Walter, Founder & Managing Partner, Causales – Gesellschaft für Kulturmarketing und Kultursponsoring mbH

14:00 - 14:45

Monitoring Success: How To Measure Success With Useful And Sound Methods

In the event industry monitoring success is something that is often talked about, but not followed up. According to estimates statistics exist for only 30 % of all events. However, not measuring the success of an event means not knowing if it has registered in the minds of its audience. What exactly needs to be measured, how, when and using what methods?

Speaker:
Prof. Dr. Hans Rück, Dean of the Tourism and Transport Faculty, University of Applied Sciences Worms

ITB Marketing & Distribution Day

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<td>March 8, 2018</td>
<td>10:45 - 17:45</td>
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The ITB Marketing & Distribution Day provides valuable know-how for innovative marketing and distribution strategies. The focus of this day of the
The ITB Berlin Convention is on the keynote from Airbnb founder Nathan Blecharczyk and the Hospitality CEO panel. The important luxury hotel segment will be the focus of another panel discussion. There will no doubt be a great deal of expectation around the ITB CEO Interview with the new CEO of Expedia – the interview will be about future trends in global distribution. As for a key topic of the ITB Berlin Convention – Artificial Intelligence and Personalization – we expect another highlight: The Chief Data Officer of legendary technology pioneer Cambridge Analytica will offer us a glimpse into the future of customized advertising. The ITB Marketing & Distribution Day will be rounded off with an additional session about the application possibilities of artificial intelligence and an outlook-keynote about the future of destination marketing.

Hosted by: Birgit Fehst, Moderator, Coach, Speaker

10:45 - 11:00
Welcome
Welcome: Birgit Fehst, Moderator, Coach, Speaker

11:00 - 11:45
Keynote: The Evolution Of Airbnb And How Global Travel Is Changing
With more than 4 million home listings in 191+ countries and Airbnb Experiences in 40+ cities, Airbnb is redefining travel with a world of hosts - welcoming 260+ million guests to authentic, local, and unique travel experiences. In this keynote, Airbnb Co-Founder Nathan Blecharczyk will share the latest updates from Airbnb and how travel is changing.

Interviewer: Birgit Fehst, Moderator, Coach, Speaker
Keynote Speaker & Interview guest: Nathan Blecharczyk, Co-founder & Chief Strategy Officer, Airbnb, Chairman, Airbnb China

12:00 - 12:45
ITB Hospitality Executive Panel – In Cooperation With PhocusWire
The hotel industry is facing huge challenges in sales & distribution: Digitalization and new technologies, the power of online travel agencies and the transformation of sales channels are all making it necessary to re-develop distribution strategy. Renowned CEOs of global hotel groups will discuss successful business and distribution strategies at the ITB Hospitality CEO Panel.

Moderated by: Kevin May, Editor-in-Chief, PhocusWire
Panel guests:
Maud Bailly, Chief Digital Officer, AccorHotels Group
Chinmai Sharma, Chief Revenue Officer, Taj Hotels Palaces Resorts Safaris
Carole Tahar, Chief Digital Officer, Louvre Hotels
13:00 - 13:45
Luxury Hotels: Secrets Of The Hidden Luxury Phenomenon
Bling bling is out! Luxury has been defined through intangible values for a considerable time. But our industry is having a hard time: The definition of luxury is becoming increasingly difficult to grasp – everyone is puzzling out their own definition. Many studies fail to go below the surface, and scientific approaches are lacking. Furthermore, a hardly-noticed change is taking place: the definition of New Luxury is slipping towards Hidden Luxury, a parallel universe characterized by incognito guests, paparazzi-free zones and living discretely in true luxury. Insiders let us peep through the keyhole.
Moderated by:
Marc Aeberhard, Owner, Luxury Hotel & Spa Management Ltd.
Panel guests:
Arnaud Girodon, General Manager, The Datai Langkawi, Malaysia
Pierre Guggenheim, Advisor to Royal Houses, Administrative Board and Director, Middle East International Group AG
Marcus Krall, Director New Business, PR & Marketing D.A.CH, OCEAN INDEPENDENCE GmbH
Al Merschen, Principal, Myriad Marketing/MMGY Global

14:00 - 14:45
ITB CEO Interview: Mark Okerstrom, Expedia's New CEO, One-On-One With Philip C. Wolf
Meet Expedia’s new CEO: Mark Okerstrom. Previously the global OTA’s CFO and head of M&A since 2006, he has some big shoes to fill! He sat six feet to the right of his boss, CEO Dara Khosrowshahi — without a wall — for more than five years, affording him a unique perspective and natural transition. Khosrowshahi’s September 2017 departure to run Uber left Okerstrom to lead the company that includes HomeAway, Egencia, Hotels.com, Hotwire, Travelocity, Orbitz, and a majority stake in Trivago. This lively one-on-one discussion will span global expansion, new technologies, competitive challenges and emerging trends along with some personal insights on the future.
Interview guest:
Mark Okerstrom, President & CEO, Expedia, Inc.
Interviewer:
Philip C. Wolf, Founder, Phocuswright Inc., Serial Board Director

15:00 - 15:45
ITB Executive Interview: Big Data And Intelligent Data Analysis: The Death Of Traditional Advertising?!
Big Data and artificial intelligence are turning the advertising world upside down. Innovative data analyses are being used to create sophisticated personality profiles. Highly individualized advertising messages are being produced and communicated for this purpose. The results: A quantum leap in advertising effectiveness and entirely new dimensions of target marketing. The Chief Data Officer of Cambridge Analytica, the illustrious data-analysis company, explains which lessons companies can learn from his experience in the recent US presidential election.
Interview guest:
Dr. Alexander Tayler, Chief Data Officer, Cambridge Analytica
Interviewer:
Andy Owen-Jones, Co-Founder & CEO, bd4travel

16:00 - 16:45
ITB Executive Interview: AI In The Travel Industry
Massive investment in artificial intelligence is having an impact: In a few years all decisions and existing business processes will be supported by artificial intelligence. Artificial intelligence makes companies more productive and customer-oriented, offers become more individualized, service becomes more personal, sales processes become simpler and more intuitive. What is the status quo of artificial intelligence, and in what areas does it have the greatest potential to prove beneficial to the travel industry? Which applications have already proven to be truly successful?
Moderated by:
Philip C. Wolf, Founder, Phocuswright Inc., Serial Board Director
Panel guests:
17:00 - 17:45
Outlook Keynote: Rethinking The DMO
Due to digitalization, new forms of travel and overtourism, traditional destination marketing has become obsolete. Destination marketing organizations need to completely revise their philosophy. In the future, they will need to tackle important issues, practice active management of destinations, become experience-designers, and they require totally new performance indicators. This is the only way for them to be able to develop into “smart destinations”.

Keynote Speaker: Doug Lansky, International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author

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### ITB Workshops Day 2

**Date:**
March 8, 2018

**Time:**
11:00 - 17:45

**Location:**
Convention Hall 4.1, Room Regensburg

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11:00 - 11:45
**Mekong Forum: Collaborative Social Commerce & User-Generated Storytelling**

Born out of the need for innovative and cost effective sales and marketing initiatives to promote the six countries and its tourism destinations of the Greater Mekong Subregion (Cambodia, PR China, Lao PDR, Myanmar, Thailand & Viet Nam), the public-private partnership framework Destination Mekong, strategically aligned with the secretariat of the Tourism Working Group of the governments of the Greater Mekong Subregion, created the globally unique collaborative social commerce platform MekongMoments.com. Beta-launched at ITB Asia 2017 in Singapore, the initiative that is founded by six private and six public sector organizations, and developed by UNWTO Affiliate Member Chameleon Strategies, has gained traction with over 6,000 businesses listed and over 30,000 shared visual experiences tagged with #MekongMoments aggregated from social media in just three months. The platform enables any organization regardless of type and size to run their own social media campaign, and get an expandable and customizable digital presence. Learn how collaborative social commerce can transform tourism marketing in the Southeast Asia, by building capacity for businesses of any size and type, driving sales, promoting the destinations, and developing a powerful social CRM, data intelligence, and loyalty engagement platform at the same time.

**Moderated by:**
Jens Thraenhart, Executive Director, Mekong Tourism Coordinating Office

**Panel guests:**
- Gerrit Krueger, Operations Manager, Destination Mekong
- Puppub Ongsirikul Niddin, General Manager, Nam Kat Yor La Pa Resort, Lao PDR
- Dr. Ha Van Sieu, Vice Chair, Viet Nam National Administration of Tourism
- Visothy So, Undersecretary of State, Ministry of Tourism of Cambodia
- May Myat Mon Win, Chair, Myanmar Tourism Federation
12:00 - 12:45

Artificial Intelligence In Practice: The Future of Airline Distribution

Artificial intelligence and machine learning are optimizing airline distribution and customer service. Instead of simple price comparisons, flight offers can now be customized to users’ individual requirements. In this process, user-generated content and customer evaluations are integrated into the personalized offers. Intelligent, voice-controlled flight searches conducted by Amazon’s Alexa or other voicebots have already become routine, e.g. at Skyscanner. This workshop reveals the future of airline distribution.

Speaker:
Filip Filipov, VP, Product Management, Skyscanner

13:00 - 13:45

Secrets Of Search Engine Rankings 2018

This no-hype session focuses on SEO tips that will help you move the needle in 2018. No complex theory but highly actionable recommendations. This session will have tips for all levels of experience. Join ex-Google engineer Fili Wiese to learn all about how to avoid SEO on-page pitfalls, optimize your travel website and make search bots crawl your travel website efficiently. Having programmed websites and Google internal tools, Fili Wiese is passionate about improving the user experience and the go-to guy when it comes to technical and international SEO.

Speaker:
Fili Wiese, SEO Expert, SearchBrothers.com

14:00 - 14:45

Virtual Reality For Destinations: Screenwriting, Production, Marketing

Virtual Reality technology offers impressive potential for the marketing of tourist destinations. But what about the art of storytelling? What does it take for a simple, cost-effective production to succeed? And how do you promote it effectively? The speakers present inspiring best practice examples.

Speakers:
Steven Boylan, CEO & Co-Founder, TimeRiftTours
Nick Larson, General Manager Europe, Timelooper
Dr. Simon J. Young, CEO & Co-founder, Lithodomos VR

15:00 - 15:45

Gamification And Storytelling: Gaming Apps As An Instrument For Destination Branding - Using "Schaz - Rediscover Worm’s Treasures" As An Example

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

Speakers:
Prof. Dr. habil. Jan Drengner, Professor for Event Management, University of Applied Sciences Worms
Sascha Kaiser, Managing Director, Kultur und Veranstaltungs GmbH Worms, Managing Director, Nibelungenfestspiele gGmbH Worms

16:00 - 16:45

Turkey Forum: The Ancient City Of Troy - UNESCO World Heritage Site For 20 Years

The World Heritage status of UNESCO usually has a strong effect on tourism. What is Troy’s experience? How has tourism developed over the past 20 years? What can other World Heritage Sites learn from Troy?

Speakers:
Prof. Dr. Rüstem Aslan, Chief Archaeologist Troy
Armagan Aydeğer, Tourism Department, Çanakkale Chamber of Commerce and Industry (ÇTSO)
Dr. Dominique Görlitz, Scientist & Archaeologist
17:00 - 17:45
The Ever-Connected Consumer: Looking Beyond The Travel Industry To Anticipate How Technology Will Change Consumer Behavior

VR, AR, AI, IoT, 5G, Blockchain, the Cloud: terms used a lot today, but their implication is less understood. Let’s explore the phenomenon of the connected consumer, and how the changing interaction with technology is impacting behavior and expectations in the home and when traveling. Looking within and beyond the travel industry, this presentation provides a look at the latest innovations and innovators, and highlights how the travel industry will change over the coming years and beyond.

Speaker:
Dr. Wouter Geerts, Consultant – Travel, Euromonitor International

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Palais Awards 1

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<thead>
<tr>
<th>Date</th>
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<th>Location</th>
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</thead>
<tbody>
<tr>
<td>March 8, 2018</td>
<td>13:00 - 18:00</td>
<td>Hall 19, Palais at Funkturm (fairground)</td>
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On the occasion of International Women’s Day

All sessions will be held in English only.

13:00 - 14:00
Gender Equality In Tourism

Hosted by: ITB CSR

Women’s rights are an essential part of the UNWTO Sustainable Development Goals: The 5th Goal focusses on achieving gender equality and empower all women and girls.

The seminar will try to give an overview of the international status quo and look into the subject from various angles relevant for the tourism industry.

subsequently:
14:00 - 14.15h Short Networking Coffee Break

Introductory presentation:
Sarah Mathews, Director Destination Marketing Sales Team Asia-Pacific, Tripadvisor, Chairperson, Pacific Asia Travel Association (PATA)

Keynote Speaker:
Hon. Lina Annab, Minister of Tourism and Antiquities, Jordan

Moderated by:
Rika Jean-François, CSR Commissioner, ITB Berlin

Panel guests:
Prof. Dr. Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde
Iaia Pedemonte, Director, Gender Responsible Tourism, Italy
Jenna Qian, CEO Destination Marketing, Ctrip.com International Ltd.
Sandra Schmidt, Advisor Private Sector Cooperation/Section Sustainable Development through Tourism, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Germany
14:15 - 15:30
Opportunities And Challenges In Tourism For Women Entrepreneurs

The panel discussion will be followed by: 3rd “Celebrating Her Awards” Of The International Institute For Peace Through Tourism India (IIPT India)

The 3rd IIPT India Global Awards, “Celebrating Her”, acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality.

Greetings:
Rika Jean-François, CSR Commissioner, ITB Berlin

Introduction:
Ajay Prakash, President, IIPT India, CEO, Nomad Travels

Panel guests:
Michelle Kristy, Associate Expert Women and Trade Programme, International Trade Center, SheTrades, Switzerland
Hon. Colombe Emilie Jessy Menos, Minister of Tourism and Creative Industries (MTIC), Haiti
Lavonne Wittman, VP PR & Communications, Africa SKAL International, South Africa

16:30 - 18:00
Award Ceremony TO DO! 2018

Since 1995, the TO DO! contest awards tourism related projects and measures which respect the interests of the local population during planning and implementation.

For the second time, the Studienkreis für Tourismus und Entwicklung awards the TO DO Award Human Rights in Tourism in cooperation with the Roundtable Human Rights in Tourism and Studiosus Reisen München.

The German Commission for UNESCO has taken over the patronage for the award ceremony. Followed by a reception with buffet.

Keynote:
Hans-Joachim Fuchtel MdB, Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)
Verena Metze-Mangold, President, German Commission for UNESCO

Moderated by:
Nadine Kreutzer, Moderator

Panel guests:
Fabiola Arevalo, Responsible Tourism on Board Tren Ecuador
Michael Daiber, Ikhwa Itu San Culture and Education Centre, South Africa
Dr. Rebeca Justicia, Maquipucuna Ecotourism, Ecuador
Herman Kumara, Human Rights Defender, Sri Lanka

ITB Hospitality Tech Forum

Date: March 8, 2018
Time: 14:00 - 17:30
Location: Hall 7.1c, eTravel Lab

Moderated by:
Nick Vivion, Editorial Director, Tnooz
14:00 - 14:30
**Why Business Travel Needs To Be Sexy**
A summary of best practices we've implemented with leading corporates to illustrate how traveler centricity can drive savings and compliance. Outlook on what to expect in the future and how to move forward.
**Speaker:**
Maximilian Waldmann, Founder & CEO, conichi

14:30 - 15:00
**Blockchain: Opportunities Or Challenges For Hospitality?**
Blockchain is an emerging technology which has been adapted for online electronic transactions. This session will present various initiatives in which hospitality companies have used blockchain.
**Speaker:**
Dr. Andrew Lim, Professor of Technopreneurship and Innovation, Hotelschool The Hague

15:00 - 15:30
**The Future Of Technology: Is AI Coming To Hospitality?**
Artificial Intelligence (AI) is the hottest of hot topics right now – from retail to manufacturing, in the enterprise or at home – it is everywhere. Hoteliers are starting to shift their thinking from “if” to “when” when it comes to AI and the potential effects that could be felt in the industry. During this session, attendees will hear, at a high level, predictions for how this new technology might one day become a reality in the hospitality industry, along with the benefits, potential concerns and how to embrace AI to continue to enhance the guest experience.
**Speaker:**
Michael Schubach, CHTP, CHAE, Strategic Deployments / Program Management Director, Infor Hospitality

15:30 - 16:00
**Let's Get Personal – A Primer On Personalized Pricing**
This panel will feature industry thought leaders who will discuss their success with personalized pricing, the conditions that need to be in place and the potential pitfalls hotels must be aware of.
**Moderated by:**
Klaus Kohlmayr, Chief Industry Evangelist, IDeaS Revenue Solutions
**Panel guests:**
Etienne Faisandier, Vice President Revenue Management and Business Intelligence, Mövenpick Hotels & Resorts
Tim Davis, Chief Executive Officer, PACE Dimensions
Fabrice Otano, SVP, Chief Data Officer, AccorHotels Group
Chinmai Sharma, Chief Revenue Officer, Taj Hotels Palaces Resorts Safaris

16:00 - 16:30
**Relevance Of Direct Guest Messaging In Hospitality**
Importance of direct messaging in hospitality through verified statistics. Best practices of direct messaging between hotels and guests. Research regarding guest communication preferences.
**Speaker:**
Benjamin Jost, CEO, TrustYou
16:30 - 17:00
Social Recruiting – Huge Opportunities with Many Pitfalls
- Demographic factors and near-full employment are putting employers in the hotel industry and tourism under enormous pressure when it comes to recruiting.
- Innovative (IT-) recruiting and smart HR-marketing are new disciplines for top managers.
- The Social Web has been used for personal branding for a long time – with many pitfalls.

Speaker: Carsten Hennig, Managing Editor Europe, Hospitality Leaders

17:00 - 17:30
OTAs & Hotels – Confrontation Or Cooperation?
Are online travel agencies (OTAs) partners or competitors of hotels? How much control of the transaction is left to the hospitality provider? Are rate parity agreements a modus vivendi in the new travel booking landscape? The panel will comment on these controversial issues.

Moderated by: Nick Vivion, Editorial Director, Tnooz
Panel guests: Raissa Benchoufi, Industry Manager DACH, trivago N.V.
James Bishop, Vice President Sales, EMEA, SiteMinder
Gino Engels, Co-Founder & Chief Commercial Officer, OTA Insight

ITB Business Travel Forum

Date: March 8, 2018
Time: 15:00 - 17:45
Location: Convention Hall 7.1a, Auditorium New York 2

Business Travel 4.0: Dynamic, Digital, Disruptive
Digitalization, globalization, shorter and shorter innovation cycles and disruptive technologies: Business mobility is subject to powerful dynamic influences from the economy and society. That’s why know-how and concepts for Business Travel 4.0 are important components for modern travel management. The ITB Business Travel Forum, organized by the German Business Travel Association (VDR), provides insight into the working world of tomorrow and shows how the new generation will travel in the future – completely mobile, online & flexible. How Amazon’s Alexa will manage rental car bookings, as well as how disruptive business models and digital attackers have discovered business travel, will also be explained.

Hosted by: Hans-Ingo Biehl, Executive Director & Board Member, VDR - The German Business Travel Association
**15:00 - 15:45**

**Business Travel: Completely Digital!**

Have a look at what young people are doing and you’ll know what digitalization has to do for business travel. Employees who are completely mobile and online expect a level of flexibility, which goes well beyond travel policy and company-car hierarchies. Practical examples show how TMC and customers can face these challenges together.

**Speakers:**
- Nils Neuenhüsges, Head of Purchasing – Indirect Material, Jungheinrich AG
- Florian Storp, Vice President Central Europe, American Express Global Business Travel

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**16:00 - 16:45**

**Disruptive Business Models And Digital Attackers Discover Business Travel**

The travel managers of the future need to give up their static role as auctioneers from the travel department and instead become pro-active innovation scouts and responsible directors within digital ecosystems. The reasons why disruptive business models and digital attackers in the business travel industry are essentially forcing a transformation will be shown by speakers with new conceptual approaches and clear, well-founded statements, without any ifs, ands or buts! As a disruptive guest in the panel: The business model for business travelers from Airbnb.

**Introductory presentation:**
- Ludger Bals, Associate Partner, The TravelConsulting Company (TTCG)
- Dr. Engelbert Wimmer, Founder & CEO, e&Co. AG

**Moderated by:**
- Ludger Bals, Associate Partner, The TravelConsulting Company (TTCG)

**Panel guests:**
- Christopher Bergau, Market Manager Business Travel DACH, Airbnb
- Dr. Engelbert Wimmer, Founder & CEO, e&Co. AG

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**17:00 - 17:45**

**Alexa, Bring The Car ‘Round!**

Visiting the booking platform, logging into the website or via an app – that’s a thing of the past! With Alexa Echo and Alexa Show, services are now easily accessible via your own voice. Europcar Germany shows how it works: Travelers can make, change, extend or cancel their bookings on demand. And Alexa also knows their personal preferences – as well as the corporate guidelines!

**Speaker:**
- Marcus Scholz, Director Business Unit Corporate & Mobility Solutions, Europcar Autovermietung GmbH

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**ITB Tourism For Sustainable Development Day**

**Date**
March 8, 2018

**Time:**
15:00 - 17:45

**Location**
Convention Hall 7.1a, Auditorium New York 3

Cooperation for sustainable development through tourism:

For the second time, the German Federal Ministry for Economic Cooperation and Development (BMZ) is organising the ITB Tourism for Sustainable Development Day.
Development Day as part of the ITB Convention. Developing countries and emerging economies are increasingly exploiting their potential for tourism, and the importance of tourism in development cooperation is growing, as is evident from the range of joint measures launched over the past year by the tourism sector and German development cooperation.

Given its importance in the global economy, tourism has a vital part to play in implementing the 2030 Agenda for Sustainable Development. The United Nations cites tourism in a number of its Sustainable Development Goals and highlights the role that the tourist industry can play in achieving these goals. Cooperation between the public sector and the private sector is a particular focus of interest. How can political and business goals be brought together to make a practical contribution to sustainable development? What specific contributions can German and European tourist organisations make towards achieving the aims of the 2030 Agenda? And how can the tourism industry and development cooperation work together meaningfully?

Hosted by:
Andreas Wurm, Journalist (rbb, NDR)

15:00 - 15:20
Opening

Keynote Speaker:
Hans-Joachim Fuchtel MdB, Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

15:20 - 15:45
Initiative With The Cruise Industry To Conserve Marine And Coastal Ecosystems

Developing countries represent some of the most popular cruise destinations but many fail to make full use of the substantial economic opportunities this brings. Handling large numbers of passengers and the environmental pressures caused by waste, waste water and shore excursions also often test these countries’ capacity to the limit. Meanwhile, ecosystems popular with tourists, such as coral reefs and mangrove forests, are coming under increasing pressure. As part of its 10-point Plan of Action for Marine Conservation and Sustainable Fisheries, BMZ organised a round table with civil society and cruise companies and, in May 2017, launched a pilot project to support local authorities, NGOs and cruise companies along the Mesoamerican Barrier Reef in developing a sustainable destination management.

This session will present and discuss the initiative’s activities so far and the results.

Moderated by:
Andreas Wurm, Journalist (rbb, NDR)

Panel guests:
Franziska Eckhard, Senior Policy Officer, Division 310 „Environment, sustainable use of natural resources and biodiversity“, German Federal Ministry for Economic Cooperation and Development (BMZ)
Javier Pizaña, Director Local Government of Cozumel, Mexico
Prof. Dr. Harald Zeiss, Professor for Sustainable Tourism, Harz University of Applied Sciences, Chairman, Futouris e.V.
Martina von Münchhausen, Expert on Tourism, WWF Germany

16:00 - 16:45
Training And Employment Promotion: The ‘Lab Of Tomorrow’ With TUI And The Developpp.De Programme With Thomas Cook And Futouris E.V.

About one person in ten around the world works in an area directly connected with tourism, making the sector one of the most employment-intensive industries in the modern world.

Two current case studies demonstrate how German development cooperation and the private sector are working together to devise ways of promoting employment in tourism. Since the end of 2017, the developPPP.de programme has facilitated cooperation between BMZ, Thomas Cook Deutschland and Futouris e.V. to promote practical and sustainable training in hotels and hotel training institutes in Tunisia. The ‘lab of tomorrow’ represents an alternative approach and is run jointly with TUI AG. In early February 2018, tourism experts from various countries and representatives of a wide range of sectors met in Egypt to come up with business ideas to help improve the supply and quality of skilled staff in Egypt’s tourism sector.

Introductory presentation:
17:00 - 17:45
Tourism And Political Change In The MENA Region
The MENA region, especially Egypt, Morocco and Tunisia, is a popular destination for many German and European tour organisers. The political turmoil of the ‘Arab spring’ and the aftermath of terrorist attacks in the region have had a major impact on tourism, yet the sector – and the importance of these destinations to the tourist industry – remains crucial to the region’s economy.

What direction will tourism take in the region in future? How can Europe’s tourism industry help? In which areas is development cooperation working in the region? And what scope is there for synergies that will achieve positive results for all parties? Representatives of Germany’s tourism industry and regional development cooperation experts will be exploring these issues.

Keynote:
Bettina Horstmann, Head of Division “Policy issues of development cooperation with MENA”, German Federal Ministry for Economic Cooperation and Development (BMZ)

Moderated by:
Dr. Axel Klaphake, Head of Directorate „Economic and Social Development, Digitalisation“, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Panel guests:
Bettina Horstmann, Head of Division “Policy issues of development cooperation with MENA”, German Federal Ministry for Economic Cooperation and Development (BMZ)
Dirk Inger, CEO, German Travel Association (DRV)
Jörg-Michael Rösner, Head of political communication, Federal Association of the German Tourism Industry (BTW)
Dirk Schwenzfeier, Commissioner for the Private Sector and Local Authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)
Slim Tlatli, International Consultant, former Minister of Tourism & former Minister of Employment and Professional Integration of Youth, Tunisia

17:45 - 17:55
Wrap Up:
Speaker:
Dirk Schwenzfeier, Commissioner for the Private Sector and Local Authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)
10:30 - 11:00
Grand Opening eTravel Startup Day
Axel Jockwer is a Start-up-Coach und today’s host of the eTravel Start-up Day. Growth can hurt. And not just a bit. And pain is unavoidable these days, since it’s part of growing up. Pain can also paralyze you and put you in a state of shock. It can make you inactive, panicky, or simply make you give up altogether. Or you can determine the source of pain and work against it. If you recognize certain types of pain and know how to classify them, you can then learn how to deal with them instead of simply giving up. Jockwer’s “Growth Pain Matrix” describes organizations’ typical growing pains: Every organization recognizes these pains from their own experiences, and their description will no doubt elicit nods of recognition from the audience – no matter the size of the companies where they work. Early recognition of the symptoms and circumstances results in the right way for dealing with “Growth Pain” – the way which helps companies become stronger after going through such changes. In the end, there are proven and tested solutions to every problem.

Introductory presentation & Moderation:
Axel Jockwer, Startup Coach

11:00 - 12:00
China Startup Panel: How Startups And Travel Innovation Are Redefining The Chinese Market
China is the largest source market for global travel industry, and technological innovations are driving dramatic changes to its travel sector. How can international travel brands make the most of the latest technologies and ecosystem in order to grow their businesses and better serve Chinese travelers?

Introductory presentation:
Kelly Zhang, Vice President, Mioji
Eric Gnock Fah, President & Co-Founder, Klook Travel

Moderated by:
Joseph Wang, Chief Commercial Officer, TravelDaily

Panel guests:
Eric Gnock Fah, President & Co-Founder, Klook Travel
Tony Jiang, Co-Founder & Partner, Ocean Link
Kevin King, COO, Shiji
Changle Yang, COO, Tujia

12:00 - 12:30
Welcome City Lab – Startup Elevator Pitch
Welcome City Lab is a program designed to accelerate innovation in tourism. Its goals are to foster relationships between the key actors of the tourism industry and to create a culture of innovation in tourism.

Panel guests:
Grégoire Pfirsch, Managing Director & Co-Founder, Q°Emotion
Laurent Queige, Managing Director, Welcome City Lab
Sébastien Texier

13:00 - 14:00
Startup Pitch Powered By Phocuswright
Five companies – carefully selected by Phocuswright’s experienced team of innovation analysts – have six minutes each to demonstrate their travel innovation in front of the live audience. The Dragons - a panel of executives with keen insight and expertise - provide feedback to each innovator and determine the winning company. Just one demonstrator will be crowned "the most innovative" and win a ticket to attend Phocuswright Europe (15 – 17 May in Amsterdam).

Judges:
Dr. Jochen Gutbrod, Partner, btov Partners AG
Dr. Christian Saller, General Partner, HV Holtzbrinck Ventures Adviser GmbH
**Fun & Technology: Success Stories From Spain's Travel Tech Industry**

In 2017, Spain was the second touristic destination in the world. Come and meet a selected group of very competitive Spanish firms which use technology to successfully combine tradition and innovation.

**TRAVEL COMPOSITOR**
How to book a complex multi-destination itinerary including many travel services in one single session and payment.

**PIPELINE SOFTWARE 2000, ORBIS PORTAL**
The perfect tool for destination promotion websites.

**IST - CRUISE TECHNOLOGY EXPERTS**
Cruise booking engine. Discovering a new way to sell cruises.

**4UXL FRUZZEL**
Online marketing tools to capture the tourist of the future.

**123 COMPARE ME**
How the hotel guest stay can be digitalized so as to cover guest expectations while on property.

**JUNIPER CONSULTING**
How our clients will have a customized technology to grow their business exponentially.

**AVANTIO**
A wide view of the evolution of vacation rental sector in Spain compared to Germany & the rest of the world.

**Moderated by:**
Lucinio Muñoz Muñoz, Economic and Commercial Attaché, Spanish Embassy in Berlin

**Panel guests:**
Manuel Aragones, CEO, Travel Compositor
Sebastián Briones, CEO, Pipeline Software 2000, S.L.
Xavier García, Commercial Director, IST – Cruise Technology Experts
Rubén Vicente, Account Manager, Fruzzel Group - 4uxl, S.L.
Pau Ferret, Commercial Director, 123 Compare Me, S.L.
Astrid Kastberg, Sales and Marketing Director Europe, Juniper Consulting, S.L.
Patricia Czajkowski, Head of Business Development DACH, Avantio (Internet Tourism Solutions, S.L.)
15:00 - 16:00
Travel Startup Panel Germany Powered By VIR
Innovative young entrepreneurs from a huge range of areas within the tourism industry present themselves at the Travel Start-Up Panel Germany – presented by the Internet Travel Marketing Association (VIR). Their business ideas include concepts for individual tourism (Mister Trip and Unplanned) and Travel Technology solutions for small and mid-sized tour operators and holiday home management companies (Typisch Touristik) all the way to the app which links hotels and travel service providers with influencers (Freachly).
Moderated by: Axel Jockwer, Startup Coach
Panel guests: Michael Buller, Chairman, Verband Internet Reisevertrieb e.V. (VIR)  Christian Diener, Co-Founder, Unplanned Moments GmbH  Mario Geiß, Founder & Managing Partner, Freachly GmbH  Simon Milz, Founder & CEO, Typisch Touristik  Michael Wurst, Founder & CEO, Mister Trip

16:00 - 16:30
Berlin Travel Startup Roundtable
Top travel CEOs discuss what makes Berlin a hotbed for innovation in tourism, and explore the homegrown scene’s efforts to disrupt the discovery and booking experience for travelers worldwide.
Moderated by: Axel Jockwer, Startup Coach
Panel guests: Dr. Patrick Andrä, CEO, HomeToGo  Malte Cherdron, COO, GoEuro  Johannes Reck, CEO, GetYourGuide

16:30 - 17:00
Startup Networking
Welcome: Johannes Ganser, Chief Sales Officer, HanseMerkur Reiseversicherung AG

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### eTravel Lab Day 3

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<td>March 9, 2018</td>
<td>10:30 - 17:30</td>
<td>Hall 7.1c, eTravel Lab</td>
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</tbody>
</table>

10:30 - 11:00
GDPR And PCI DSS Compliance Made Easy
A brief introduction of PCI DSS and GDPR. How do PCI DSS and GDPR affect the tourism industry? PCI DSS and GDPR are regulations with many requirements: 366 SECOM solutions reduce the costs, time and resources required to meet these requirements.
Speaker: Enrico Ermanno Dall’Ara, QSA, 366 SECOM Italia
11:00 - 11:30
**YouTube Optimization: How To Stop Wasting Money And Start Getting The Best Out Of Your Campaign**
Everyone uses YouTube to present their products to their customers. But only 2 out of every 10 companies use all of the optimization possibilities offered by the platform. This lack of knowledge results in a reduction of potential range of 30% or more. But it doesn’t have to be this way!
**Speaker:**
Alexander Feldmann, Editor-in-Chief & Managing Director, moviemaniacs

11:30 - 12:00
**360° Video Is Not Virtual Reality**
While it has increased conversion rates, the 360° video experience is comparable to a train ride. What will the future of travel look like when photorealistic VR is explorable and can be easily produced?
**Speaker:**
Karen Nemeth, Business Development, Realities.io

12:00 - 12:30
**How Can Travel Agents Become Attractive Again?**
Travel agencies are closing or consolidating. What are the causes and potential remedies? How can travel agents position themselves to gain more customers?
**Speaker:**
Mateusz Mierzwinski, Founder & CEO, LocalBini

12:30 - 13:00
**Optimize The Hotel Guest Experience: How To Exploit The Digital Opportunities To Build Loyalty**
How can the hospitality industry technologically prepare for the future, exploit digitalization and optimize the guest experience? How to create an enriching, inspiring, personal in-destination guest experience.
**Speaker:**
Martin Sponholtz, CEO & Founder, AeroGuest

13:00 - 13:30
**#instafood - How Social Media Is Changing The Way We Eat On Holiday**
Best practice examples showing how social media is changing the way we eat on holiday. An interesting look at the effects of social media on culinary tourism and destination image.
**Speaker:**
Mihir Nayak, Senior Lecturer, Hochschule Fresenius

13:30 - 14:00
**Artificial Intelligence In Distribution. An Oxymoron?**
The impact of artificial intelligence (AI) on the hotel distribution chain and how hotels and travel intermediaries need to prepare for the changes ahead.
**Speaker:**
Sergi Mesquida, Head of Innovation and New Ventures, Hotelbeds Group
14:00 - 14:30
Designing Successful Social Media Campaigns
With real examples spanning different budgets and travel themes, this session will show you how to run social media campaigns, from working with travel influencers to planning to leverage unique content.
Speakers:
Lola Akinmade Åkerström, Co-Founder, NordicTB Collective
Janicke Hansen, Co-Founder, NordicTB Collective
Lelde Benke, Media & Marketing Project Manager, Tourism Department, Investment and Development Agency of Latvia (LIAA)

14:30 - 15:00
Online Technology For Hoteliers: Challenges And Solutions
An overview of how hoteliers can overcome the technology challenges they are facing to compete online and drive direct bookings in the fast-paced world of metasearch.
Speaker:
Raissa Benchoufi, Industry Manager DACH, trivago N.V.

15:00 - 15:30
The Human & AI In The Tours & Activities Marketplace
Along with the best practices and handy advice this presentation will study the dependence on artificial intelligence within the tours & activities marketplace in the framework of the human experience.
Speaker:
Hristo Yanev, Founder & CEO, VisitBulgariaOn.com

15:30 - 16:00
Megatrend Culture Tourism – Opportunities For Digital Startups
Digital startups are the engines of culture tourism in rural areas. Using European best practice examples, we will illustrate how to exploit potentials and promote young companies.
Speaker:
Dr. Karin Drda-Kühn, Managing Director, Kultur und Arbeit e.V. / EUROPETOUR

16:00 - 16:30
Brezel The World With Us
Eight ladies, one goal: a tolerant web. Traveling with a “pretzel-spirit”. An online campaign by students is presented.
Speakers:
Christina Bahmann, Student of the University of Sustainable Development Eberswalde, Brezel the World
Stephanie Richter, Student of the University of Sustainable Development Eberswalde, Brezel the World
Jessica Wybraniec, Student of the University of Sustainable Development Eberswalde, Brezel the World
ITB Zambia Tourism Forum

Date: March 9, 2018  
Time: 10:45 - 12:45  
Location: Convention Hall 7.1b, Auditorium London

The ITB Zambia Tourism Forum deals with subjects which go well beyond Zambia and are also very important in other tourism regions in Africa and throughout the world: World heritage sites, cross-border tourism and community engagement. How can success be achieved in tourism development and marketing, poverty reduction and sustainability?

Hosted by:  
Tobias Klöpf, Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

10:45 - 11:00  
Welcome  
Welcome:  
Tobias Klöpf, Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

11:00 - 11:45  
Maximizing Heritage Interpretation For Tourism Promotion And Development  
Heritage Interpretation is important in the Promotion and Development of Tourism as it gives meaning to the tourism entities thereby adding value to them. In return they result in the visitor appreciation of the places they visit and the heritage they experience. Well interpreted heritage results in tangible and sustainable tourism. The discussions will highlight how heritage sites and intangible heritage can be presented in ways that the development and promotion of tourism programmes supports sustainable development of cultural tourism in rural areas, particularly by supporting local SMEs. This may require creating new methods of promoting the inter-connected character of the natural, cultural and social value of land and seascapes through sustainable tourism, best achieved through the use of attractive and appealing interpretation styles and principles. In order to assist in the sustainability of all the areas of interest, a conversation on the importance of integration of natural and cultural heritage policies and management in sustainable tourism development needs to be created.

Keynote Speaker:  
Hon. Charles R. Banda, MP, Minister of Tourism and Arts, Zambia  
Moderated by:  
H.E. Anthony Mukwita, Ambassador, German Embassy of the Republic of Zambia  
Panel guests:  
Peter DeBrine, Senior Project Officer, Sustainable Tourism, UNESCO World Heritage  
Ilona Hupe, Travel literature writer & publisher, Ilona Hupe Verlag  
Kagosi Mwamulowe, Director Lusaka East Central Region, National Heritage Conservation Commission

12:00 - 12:45  
Trans Regional Tourism: Community Engagement In Conservation And Tourism Economies  
The Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA) lies in the Kavango and Zambezi river basins where Angola, Botswana, Namibia, Zambia and Zimbabwe converge. Jewels in the crown of this spectacular array of protected areas are the 15,000 km2 Okavango Delta, an explosion of green and blue in parched landscape - the world’s largest inland delta, and the awe inspiring tumbling cataracts of the Victoria Falls, a World Heritage Site and one of the seven natural wonders of the world. The discussion will draw lessons from the KAZA TFCA, highlighting the case of Simalaha Community Conservancy in Zambia. The Simalaha Community Conservancy is a joint initiative between two chiefdoms, that is, Chief Sekute from Kazungula District and Senior Chief Inyambo Yeta from Sesheke/Mwandi District of Southern and Western Provinces respectively. The KAZA TFCA objectives dwell on conservation and tourism as livelihood options thereby becoming tools for poverty reduction among rural communities. Three specific objectives which will be considered: (1) Facilitation of tourism across the international borders; (2) Implementation of programmes to enhance the sustainable use of natural and cultural heritage resources to improve the livelihoods of resident
communities; and (3) Facilitation of a healthy and competitive economic environment.

Moderated by:
Prof. Marina Novelli PhD, Professor of Tourism and International Development, University of Brighton

Panel guests:
Elcia Grandcourt, Regional Director for Africa, World Tourism Organization (UNWTO)
Naambo Josephine Iipinge, TFCA Coordinator, Ministry of Environment & Tourism, Namibia
Prof. Dr. Vet. Med. Andrew Nambota, Director Transfrontier Conservation Areas (TFCAs), Ministry of Tourism and Arts, Lusaka, Zambia

ITB CSR Day

Date: March 9, 2018
Time: 10:45 - 14:45
Location: Convention Hall 7.1a, Auditorium New York 2

For the ITB, sustainability isn’t just some hollow expression – it is a strategic element – and our mission. The ITB CSR Day takes up the latest sustainability issues and provides suggestions for dealing with the biggest challenges of our time. Opposing positions clash about whether tourism and sustainability can be combined in the “hot seat”. The key topic – the financing of sustainability – follows. At ITB 2018 the OECD will exclusively present the latest findings, best practice examples and policy recommendations for financing sustainable tourism. Sustainability has also become one of the top topics for investors, with volume in the billions. What is the significance of impact investing and divestment for the global tourism industry? The conclusion of the ITB CSR Day will be very practice-oriented: How useful are sustainable hotel certifications in travel marketing?

Hosted by:
Prof. Dr. Stefan Gössling, Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

10:45 - 11:00
Welcome
Greeting and Introduction:
Rika Jean-François, CSR Commissioner, ITB Berlin
Prof. Dr. Stefan Gössling, Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

11:00 - 11:45
The Hot Seat: Sustainability And Tourism – A Conflicted Relationship?!
Tourism and sustainability have a conflicted relationship. Tourism has a negative effect on the environment and climate but tourism also accelerates social, economic and ecological progress. Extreme positions have always been unrelenting when it comes to finding answers to these fundamental differences. The opponents in the Hot Seat will eloquently present their powerful arguments with factual evidence – they will enrich the discussion with new insights and uncomfortable truths. Form your own opinion and take home valuable food for thought.

Co-Moderation:
Prof. Dr. Stefan Gössling, Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden
Eike Otto, Consultant for Tourism and Regional Development, sustainable-tourism.com

Panel guests:
Michael Lutzeyer, Owner & Managing Director, Grootbos Private Nature Reserve South Africa
Prof. Dr. Niko Paech, Professor for Pluralism in Economics, Siegen University, Post Growth Economy Expert
12:00 - 12:45
Investment and Financing For Sustainable Tourism: Country Practices And Policy Messages

Investment and financing has an important role to play in supporting the transition to low carbon, resource efficient and socially inclusive tourism development. OECD Tourism Trends and Policies 2018 examines the need for a shift toward investment and financing practices that support sustainable tourism, and explores policies, institutions and instruments for green finance and investment relevant for the sector. It highlights good practices that catalyse and support the transition to a green, low-emissions and climate-resilient tourism economy, and offers guidance to policy makers on how to move forward.

Speakers:
Alain Dupeyras, Head of Regional Development and Tourism Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD  
Peter Haxton, Policy Analyst, Regional Development and Tourism Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD  
Richard Leather, Consul-General, Frankfurt & Senior Trade and Investment Commission, Western Europe, Australian Trade and Investment Commission  
Fernando de Pablo Martín, President, SEGITTUR

13:00 - 13:45
Money Rules The World: Impact Investing, Divestment And Sustainability

An uncomfortable truth: Things can’t change until big capital flows are redirected. The financial damage resulting from climate change is continuing to grow and the increase in CO2 is becoming a financial risk – environmental, social and governance projects, with a combined investment value of over USD 30bn, have become a top issue for investors. Rating models for capital investments take sustainability criteria into account, banks and investors are steering billions away from “dirty” investments into “clean” companies and sectors. How will capital be invested in the future? The situation is getting worse due to increasing claims for damages with unforeseeable financial consequences for ‘carbon majors’. What does this mean for the global transportation sector, hotel industry and destinations?

Introductory presentation & Moderation:
Jörg-Andreas Krüger, Member of the Executive Board, WWF Germany  
Ali Masarwah, Editor-in-chief, Morningstar Germany, Austria and Switzerland  
Volker Weber, Chairman of the Board, Forum Nachhaltige Geldanlagen (FNG), the Sustainable Investment Forum of Germany, Austria & Switzerland

14:00 - 14:45
Sustainability In Travel Marketing: Hotel Certifications Are Accelerating The “Green Travel Transformation”

Customers can’t book what they don’t know. As a result of the Futouris project “Green Travel Transformation”, the goal of establishing an industry-wide uniform designation for sustainable-certified hotels has become reality. For the first time, leading tour operators’ catalogues and tourism distribution systems now include meaningful sustainability certifications. Practical experience in the area of travel marketing will be available at ITB for the first time ever. How are the certifications being received by the travel market? Do customers understand and accept them? Are they leading to an increase in sales and customer satisfaction? Scientists and representatives from the tourism industry report the results and discuss the next steps.

Introductory presentation:
Prof. Dr. Edgar Kreilkamp, Leuphana University Lüneburg, Project Manager for the Green Travel Transformation project by the German Federal Ministry of Education and Research (BMBF)  
Moderated by:
Matthias Beyrer, Managing Director, mascontour GmbH  
Alexander Breitkreutz, Managing Director DER Travel Agency Divisions and VP IT, DER Deutsches Reisebüro  
Norbert Fiebig, President, German Travel Association (DRV), Patron Futouris  
Friederike Grupp, Sustainability Consultant, Thomas Cook, Member of the Executive Board Futouris  
Prof. Dr. Edgar Kreilkamp, Leuphana University Lüneburg, Project Manager for the Green Travel Transformation project by the German Federal Ministry of Education and Research (BMBF)  
Prof. Dr. Harald Zeiss, Professor for Sustainable Tourism, Harz University of Applied Sciences, Chairman, Futouris e.V.
The ITB Destination Days are dedicated to the challenges and perspectives of international destination management.

Hosted by:
Birgit Fehst, Moderator, Coach, Speaker

10:45 - 11:00
Welcome
Speaker:
Birgit Fehst, Moderator, Coach, Speaker

11:00 - 11:45
Latin America Forum: Mega-Construction Projects and Tourism: Bigger – Better – Bust?

Enormous dams, giant canals: Nicaragua is planning a canal, the likes of which the world has never seen. If it follows Panama’s example, it could become a top tourist attraction in the Americas. Apart from its economic and political significance, does this project support sustainability at all – and is it conducive to the tourism industry? Countless visitors were fascinated by the tremendous scale of the Itaipú power plant which opened in 1984. Has this mega-project, with its huge dam between Brazil and Paraguay, now a symbol for environmentally-friendly energy generation, or is it actually a big disappointment which is now showing its age? Which path will Nicaragua take to develop its future canal into an example for acceptable interventions in ecological and social habitats? Are these kinds of mega-projects even acceptable today – and are they tourism-friendly? Has the Latin American tourism industry benefited from such projects, and if so, how?

Moderated by:
Andreas M. Gross, President, ARGE Lateinamerika e.V.

Panel guests:
Teresa Espinola, Director General of Tourism Products, SENATUR
John Garry, Account Director, Lieb Management & Beteiligungs GmbH
Angela Giraldo, Head of Training & Consulting Partner, TourCert
Matthias Sorke, Area Manager, Studiosus
Dr. Guido Spadafora, Ambassador of Panama in Germany
Immanuel Zerger, General Manager, Soletiname Tours Nicaragua
12:00 - 12:45
Turkey Forum: The New Vision Of The Destination Turkey
Turkey's destination marketing is being completely redesigned. Which USPs will be highlighted in the future? How does the Turkish travel industry see the source market Germany and how is the vision implemented in their most important source market Germany as well as in other source markets?
Moderated by:
Hüseyin Baraner, Foreign Operations Representative, TÜRSAB (Turkish Association of Travel Agents)
Panel guests:
Osman Ayik, President, Turkish Hoteliers Federation (TUROFED)
Dietmar Günz, Group Managing Director, FTI GROUP
Songül Göktaş-Rosati, Managing Director, Öger Tours
Günter Ihlau, Member of the Foreign and Group Tourism Committee, German Travel Association (DRV)
İrfan Önal, Director General for Tourism Promotion, Ministry of Culture and Tourism, Republic Turkey

13:00 - 13:45
Smart Destinations: Digital Technologies For Managing The Flow Of Visitors - Approaches And Experiences Away From Large Cities
-in cooperation with DIHK and the German Startups Association-
Congested roads, long lines for attractions, overcrowded public squares and beaches, rising rental and real estate prices – too many travelers bring not only life into destinations, but also a range of problems. And this doesn't only happen in the “overtourism” destinations which are often cited, like Amsterdam, Barcelona and Venice. Crowds of visitors can become a problem in other cities and touristic regions as well. Data and digital tools for “smart destinations” can help manage the crowds – from intelligent systems which help drivers find parking places to virtual experiences. Digital tourism experts, including specialists in the “Smart City & Region” area present ideas and discuss suggestions for tourism destinations and also clarify the potential stumbling blocks and requirements.
Moderated by:
Dr. Ulrike Regele, Director Commerce and Tourism, DIHK (German Chamber of Industry & Commerce)
Panel guests:
Bastian Kneissl, CEO & Founder, MapCase Media GmbH, Chairman of the Professional Travel Startups Group, German Startup Association
Thorsten Rudolph, Managing Director, Hochschwarzwald Tourismus GmbH
Gerald Swarat, Head of Berlin office & Project Coordinator for Smart Rural Areas, Fraunhofer ISE

14:00 - 14:45
Halal In Travel: ITB Berlin Summit 2018
The boom in the Muslim travel market will continue in the future. The multi-billion market is increasingly characterized by affluent, digital-savvy millennials. Which offers does this growing customer group expect, and how should the group be approached? Using the latest study results, insiders discuss how this attractive share of the market can be developed.
Moderated by:
Fazal Bahardeen, CEO, Crescent Rating & HalalTrip
Panel guests:
Shaji Abu Salih, Area Director of Sales & Marketing, Shaza Hotels
Carel Stadler, Trade & Partnership Manager, Cape Town Tourism
Raudha Zaini, Marketing Manager, HalalTrip
15:00 - 15:45

**Video Marketing 101: If A Picture Says 1000 Words, What Does Video Say?**

Video consumption has skyrocketed over the past few years, as a matter of fact, 70% of all web traffic is now for video content. All of the major social media outlets encourage video sharing. Facebook even skews their algorithm in favor of video, showing it to more people organically. Companies that do not yet produce videos for social media are losing out on a great opportunity. How can destinations best leverage the mega trend video marketing? What types of video content should you be developing and how to get it in front of those interested in visiting your destination? Make sure to arrive early as this session will likely be standing room only.

**Introductory presentation:**
Mike Shubic, professional travel video blogger, MikesRoadTrip.com

**Moderated by:**
Matthias Morr, Video Blogger & Cruise Influencer, Schiffstester.de

**Panel guests:**
Heli Jimenez, Director, Head of Marketing, Visit Finland
Simon Jones, Client Services Director, Digital Visitor
Mike Shubic, professional travel video blogger, MikesRoadTrip.com

16:00 - 16:45

**Outlook Keynote: Instagrammability, Alexa And Siri: The Underrated Challenges For Destinations**

Too many destinations are still concerned with logos and advertising slogans, while the digital world has been shouting for other content for a long time. Voice, as well as the selfie-posting behavior, are changing the perspective. Nothing can be gained through plain self-representation anymore. Customers are taking over the marketing of destinations. For the growing target group of the experienced travel consumers Instagrammability plays a substantial role when choosing a destination. If you’re not on board you’ll be checked off the list. How do DMOs have to change to meet the challenges? How can events be created so that modern tourists can report in real time to their followers on their digital channels and platforms?

**Speaker:**
Christoph Engl, Managing Director, BrandTrust

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**Palais Awards 2**

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<tr>
<td>March 9, 2018</td>
<td>12:00 - 13:00</td>
<td>Hall 19, Palais at Funkturm (fairground)</td>
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12:00 - 12:45

**Corporate LGBT Networks – Unused Potential In The Touristic Value-Added Chain**

After developing diversity strategies, many global or regional acting companies have established LGBT networks to facilitate their own employees, to find out the needs of LGBT target groups or to recruit new talented staff. Especially, tourism companies fail to identify a huge potential in this area and in comparison to other industries act more conservative. How can passionate tourism experts get involved and use these networks more effectively?

**followed by:**
ITB Award Laudation: LGBT Travel & Tourism Pioneer

**Moderated by:**
Thomas Bömkes, Diversity Tourism GmbH, Munich

**Panel guests:**
Pablo De Luca, President, CCGLAR
Dr. Stefan Gellrich, Executive Coach & Senior Expert, Accenture
12:45 - 13:00

ITB LGBT Pioneer Awards

ITB honors destinations, tourism providers or outstanding personalities in the LGBT travel segment with the ITB LGBT PIONEER AWARD. The aim is to support global engagement and courage to stand in for diversity. The price will be awarded annually, for the 1st time at ITB Berlin 2018. The award winners will be announced on the floor.

ITB LGBT Award Ceremony:
Rika Jean-François, CSR Commissioner, ITB Berlin

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**eTravel Stage Day 4**

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<td>March 10, 2018</td>
<td>11:00 - 14:00</td>
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All eTravel sessions on Saturday will be held in German only

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**11:00 - 12:00**

Online-Marketing Kompakt – Praxiswissen von A–Z

Dieses Seminar ist eine Power-Veranstaltung voll von Online-Marketing-Fachwissen und speziellen Tipps aus den neuesten Erkenntnissen der Bereiche SEO, Social Media, Content-Marketing und Neuromarketing.

- Sie lernen, welche Online Marketing Strategie tatsächlich zu Käufen führt.
- Sie erhalten Tipps für den Aufbau Ihrer Website, damit sie Ihre Wunschkunden anspricht.
- Sie erfahren, wie Sie Ihre Online Kanäle effizienter gestalten.

**Speaker:**
Christian Wenzel, CEO, CW Media Alliance GmbH & “digital branding”

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**12:00 - 13:00**

Datenschutz in der Touristik – Alles über die neue EU-Datenschutzgrundverordnung


**Speaker:**
Sascha Hesse, Chairman, Lawyer & Managing Consultant Data Security, AGOR AG
13:00 - 14:00

Social-Media-Marketing für Touristiker


Speaker: Christian Wenzel, CEO, CW Media Alliance GmbH & “digital branding”