

ITB Marketing & Distribution Day

Date	Time	Location
March 7, 2019	10:45 - 17:45	CityCube Berlin, Auditorium A4/A5



Expertise for the development of marketing and distribution strategies.

The ITB Marketing and Distribution Day provides valuable know-how for innovative marketing and distribution strategies. The Hospitality CEO Panel with the CEOs of global hotel groups will kick off the event. A series of top-class CEO interviews provides insights into the strategies of global market leaders such as TUI and Expedia. The ITB spotlight on "New Luxury" will be highlighted in several sessions at the end of the day, in which convention participants will receive valuable information on how luxury markets will develop in the future. Jin Jiang International is Gold Sponsor of the ITB Marketing & Distribution Day.

Hosted by:

[Birgit Fehst](#), Moderator, Coach, Speaker

Events

10:45 - 11:00

Greeting

Speaker:

[Birgit Fehst](#), Moderator, Coach, Speaker

11:00 - 11:45

Keynote Panel: Hospitality CEO Panel

The ITB Hospitality CEO Panel focuses on strategies and trends in the global hotel business. CEOs of leading hotel groups discuss the new role of hotels – as “augmented hospitality” – that goes far beyond actual accommodation services. What will hotel products of the future look like, and what role will digitalization play? Which markets will expand in the future, and how will the hotel distribution of tomorrow look? And last but not least: How are hotel companies dealing with the massive changes in tourists’ perceptions of luxury?

Moderated by:

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd

Panel guests:

[Chris Cahill](#), CEO, AccorHotels Luxury Brands

[Puneet Chhatwal](#), Managing Director & CEO, Taj Hotels Resorts and Palaces, Indian Hotels Company Ltd.

[Benjamin Lacoste](#), CEO, Metropolo Hotels

[Thomas Willms](#), CEO, Steigenberger Hotels AG

Tags

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12:00 - 12:45

Keynote Panel: Man Vs. Machine?! The Future Of Hospitality And Tourism In Times Of Artificial Intelligence

We are currently witnessing the beginning of the second industrial revolution, in which all sectors of the economy are, to some extent, seeing machines replace and/or support human workers. The hotel industry, and especially the luxury hotel sector, need to decide how much human touch and technology support should be offered to their guests. What role will individual, personal service play for different customer segments in the future? And what potential do Big Data and Artificial Intelligence have for offering guests tailor-made services at the right time and at the right touchpoints? What new roles will employees have?

Moderated by:

[Birgit Fehst](#), Moderator, Coach, Speaker

Panel guests:

[Clinton Anderson](#), Executive Vice President, Sabre, President, Sabre Hospitality Solutions

[Lutz Behrendt](#), Industry Leader Travel, Google Deutschland

[Chris Silcock](#), Executive Vice President & Chief Commercial Officer, Hilton

Tags

[Data](#) [Digitalization](#) [Hospitality](#) [Keynote](#) [Artificial intelligence](#) [Customer behavior](#) [Luxury](#) [Marketing](#) [Mobile](#) [Robots](#) [Technology](#) [Trend](#)

13:00 - 13:45

ITB CEO Interview

Now in his third year as Expedia Group CEO (NASDAQ: EXPE), Mark Okerstrom joins PhoCusWright founder Philip Wolf in a lively one-on-one conversation. Attendees will gain insights into a company operating in 75 countries with brands including Expedia, Hotels.com, Expedia Partner Solutions, Orbitz, Travelocity, Hotwire, CheapTickets, ebookers, CarRentals.com, Expedia CruiseShipCenters, Wotif, Egencia, HomeAway and a majority stake in Trivago. Wolf and Okerstrom will explore new growth opportunities, and strategies to differentiate its 23 brands, for this dominant player in a consolidated online travel global marketplace.

Interview guest:

[Mark Okerstrom](#), CEO, Expedia

Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

Tags

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14:00 - 14:45

ITB CEO Interview

Friedrich Jousen, CEO of TUI Group (LSE:TUI), discusses developments in the global tourism market in a keynote interview with PhoCusWright founder, Philip C. Wolf. Mr. Jousen, formerly CEO of Vodafone Germany, brings a unique perspective to this global tourism group consisting of tour operators, online portals, six airlines with 150 aircraft, 380 hotels and 16 cruise liners. The conversation will span strategies to future-proof travel businesses as well as leveraging technology and innovation for growth.

Interview guest:

[Friedrich Jousen](#), CEO, TUI Group

Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

Tags

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15:00 - 15:45

ITB CEO Interview

Greg W. Greeley, President of Airbnb Homes, talks about Airbnb's impressive plans to become a Travel Super Brand.

Interview guest:

[Greg W. Greeley](#), President of Homes, Airbnb

Interviewer:

[Damon Embling](#), World Affairs Reporter, Euronews

Tags

[Best Practice](#) [Data](#) [Destinations](#) [Digitalization](#) [Distribution](#) [Hospitality](#) [Artificial intelligence](#) [Customer behavior](#) [Luxury](#) [Marketing](#) [Overtourism](#) [Travel behavior](#) [Sharing economy](#) [Social media](#)

16:00 - 16:45

ITB New Luxury Panel: Sensuality, Happiness And Luxury

The tourism industry has experienced a paradigm shift: the perception of luxury has shifted from material into immaterial dimensions. What's relevant today is space and time, remoteness and individuality, "being" instead of "having". Tomorrow will be more about "inner experiences" – e.g. spirituality, happiness and the journey to one's own self – rather than "external events". The new luxury customer is looking for meaning and wisdom, significance and sensuality. Deep experiences involve all five senses and result in happiness. Luxury has reached the level of sensuality and happiness. What does this mean with regard to designing offers in the hotel and tourism industry? What will luxury products look like in the future and what design skills will be required?

Moderated by:

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd

Panel guests:

[Katrin Herz](#), General Manager, Al Bustan Palace, a Ritz-Carlton Hotel

[Prof. Dr. Monika Imschloß](#), IFH Junior-Professor of Marketing and Retailing, University of Cologne

[Dr. Ha Vinh Tho](#), Former Program Director, Gross National Happiness Centre Bhutan, Founder, Eurasia Learning Institute for Happiness and

Wellbeing

Tags

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17:00 - 17:45

View Through The Keyhole: Personality Profiles Of Luxury Customers

High-end luxury customers are a very special target group. Their needs and behaviors are often unexplored or even concealed. Luxury customers are trendsetters who shape entire markets and attract imitators. This makes it all the more important to learn more about their psyche and behavior. What are their travel needs, what ultimate experiences are they looking for and how do you communicate with them? Who has better insight into this hidden segment than global concierge services? We are really looking forward to hearing their secrets and "wow!" stories.

Introductory presentation & Moderation:

[Doug Lansky](#), International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author

Panel guests:

[Steve Kalthoff](#), Managing Director, Quintessentially Deutschland GmbH

[Frédéric Martinez](#), EMEA CEO, John Paul Group

[Amedeo Musto D'Amore](#), Concierge, Fairmont Hotel Vier Jahreszeiten Hamburg

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