

## ITB Destination Day 2

Date	Time	Location
March 8, 2019	11:45 - 16:45	CityCube Berlin, Auditorium A4/A5

Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

The ITB Destination Days are dedicated to urgent challenges and perspectives in international destination management. Trend topics of destination marketing are the focus of the session on video marketing, Instagram and influencers. The panel of partner country Malaysia takes a closer look at the subjects of sustainability and ecotourism.

### Hosted by:

[Dr. David Ermen](#), International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

### Events

**11:45 - 12:00**

#### Greeting

##### Speaker:

[Dr. David Ermen](#), International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

**12:00 - 12:45**

#### ITB Executive Interview: Trends And Challenges In The Global Cruise Industry

The global cruise industry has been booming for years. How will it grow in the coming years? What are the growth markets of the future? What are the common misconceptions about the cruise industry? How is the industry dealing with the current challenges, like overtourism and environmental protection? Is there "undertourism" in the cruise industry?

##### Interview guest:

[Adam Goldstein](#), Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA

##### Interviewer:

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

##### Tags

[CEO Hospitality](#) [Keynote](#) [Cruise](#) [Customer behavior](#) [Mobility](#) [Sustainability](#) [Overtourism](#) [Travel behavior](#) [City tourism](#) [Trend](#)

**13:00 - 13:45**

#### ITB CEO Interview: Future Perspectives Of Individualization

Travelers today are already expecting individualized travel recommendations and offers. But how exactly does individualization happen? How are Big Data and Artificial Intelligence used? Does destination marketing still play a role in times of online distribution, mobile devices and algorithms? The CEO of a leading European OTA reveals the rules and future prospects of customization.

##### Interview guest:

[Dana Dunne](#), CEO, eDreams ODIGEO

##### Interviewer:

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

##### Tags

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Kurzfristige Änderungen vorbehalten.

[Best Practice](#) [CEO Data](#) [Digitalization](#) [Distribution](#) [Customer behavior](#) [Marketing](#) [Mobile](#) [Travel behavior](#) [Social media](#) [Technology](#) [Tours & Activities](#)

**14:00 - 14:45**

## The Power Of Video Marketing

It's no lie that video marketing has become the fastest growing way to reach people. In fact, in the past two years, video marketing has exploded to hold approximately 60% of all marketing efforts by major brands. It's predicted that by 2020, video is going to account for 80% of all internet traffic. So video is ALREADY a big thing and if you haven't embraced it by now then you are seriously lagging behind as a marketer. Let's find out how destinations can best leverage the mega trend video marketing, what types of video content they should be developing and how to get it in front of those interested in visiting their destination? Make sure to arrive early as this session will likely be standing room only.

### Introductory presentation:

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

### Moderated by:

[Genevieve Hathaway](#), Commercial Photographer, Director, Videographer

### Panel guests:

[Clemens Bartlome](#), Marketing Executive, Graubünden Tourism

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

[Sofia Panayiotaki](#), CEO & Founder, NEEDaFIXER

### Tags

[Destination management](#) [Digitalization](#) [Distribution](#) [Influencer](#) [Customer behavior](#) [Marketing](#) [Social media](#) [Trend](#) [Video Marketing](#)

**15:00 - 15:45**

## Malaysia Forum: Meeting the Challenges Of Sustainable Eco-Tourism Development. Recommendations For Managing Goals

With its tropical forests, rich biodiversity and many heritage sites, Malaysia boasts a large number of renowned "protected areas". For more than 15 years there has been a worldwide boom in the demand for sustainable tourism. Malaysia is one of many countries whose natural resources are being threatened. The Malaysia Forum addresses these issues: which institutions should be responsible for nature conservation and its monitoring, which measures should be implemented and how eco-tourism offers, NGOs and local communities should be collectively managed.

### Speaker:

[Eric R. Sinnaya](#), Chairman, Malaysian Nature Society

### Tags

[Asia](#) [Best Practice](#) [Destinations](#) [Sustainability](#)

**16:00 - 16:45**

## Instagram And Influencers: The Overlooked Challenges For Destinations

Too many destinations are still using logos and advertising slogans, while the digital world has long been crying out for other content. Influencers have more reach and credibility than classic destination marketers. Alongside influencers, customers are taking over destination marketing: Instagrammability is an important reason for travel in the growing target group of experienced travel consumers. Those who ignore this development will be dropped and punished mercilessly. How do DMOs have to change in order to meet these challenges? How can occasions be created for modern tourists to report on "just in time" via their digital channels and platforms? And particularly explosive: How can social media hype be slowed down when destinations get overrun by overtourism? And last but not least, what does the customer say? We look forward to the presentation of exclusive study results from infas quo on the importance of influencers for travel decisions.

### Introductory presentation:

[Daniela Briceño Schiesser](#), Senior Project Director, infas quo

### Moderated by:

[Daniela Briceño Schiesser](#), Senior Project Director, infas quo

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**Panel guests:**

[Colin Fernando](#), Senior Brand Consultant, BrandTrust

[Vicky Smith](#), Founder, Earth Changers

**Tags**

[Best Practice](#) [Destination management](#) [Digitalization](#) [Distribution](#) [Influencer](#) [Instagram](#) [Customer behavior](#) [Marketing](#) [Mobile](#) [Social media](#) [Trend](#) [Video Marketing](#)

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