

eTravel Lab Day 3

Date	Time	Location
March 8, 2019	10:30 - 16:30	Hall 7.1b, eTravel Lab

Topics of the day are Social Media, Storytelling & Community, presented by GLP Films, Tripadvisor and others.
The detailed program will be available soon.

Hosted by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

Events

10:30 - 11:00

How Hotels Should Prepare For The Digital Revolution In Hotel Rooms

The technological equipment in hotel rooms is increasingly becoming a selection criterion for guests. Best practices provide suggestions for future solutions.

Speaker:

[Moritz von Petersdorff-Campen](#), Founder & Managing Director, SuitePad

Tags

[Hospitality Technology](#) [Best Practice](#) [Trend](#) [Customer Behavior](#)

11:00 - 11:30

Stay On Top In A Fast-Moving Hotel Distribution Market

Mergers & Acquisitions activities in the hotel industry have become daily business, big hotel online platforms are expanding and the cost of customer acquisition for hotels is rising. Find out how Hospitality Distribution technology helps hotels provide the best choices & rewards.

Speaker:

[Wolfram Schmidt](#), VP Hospitality Distribution, Amadeus

Tags

[Hospitality Distribution](#) [Technology](#)

11:30 - 12:00

Digital Content Marketing: Cost-Effective Strategies To Increase ROI

Content is king, but only with a cost-effective strategy. Learn from leading industry case studies about best practices for maximizing digital campaigns, reaching your target audience, and increasing your ROI.

Speaker:

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

Tags

[Video Marketing](#) [Storytelling](#) [Best Practice](#) [Content](#)

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Kurzfristige Änderungen vorbehalten.



12:00 - 12:30

Using Big Data To Analyse Loyalty To Competing Destinations

Presentation of a study of 22 Mediterranean destinations. Analyzing records of searches, brand strength and competitive specifics are revealed.

Speakers:

[Sandro Cuzzolin](#), Global Sales Director, Travel Audience

[Dr. Aris Ikkos](#), Research Director, INSETE

Tags

[Destination Management](#) [Big Data](#) [Studies](#)

12:30 - 13:00

Power Of Community – More Important Than Ever Before

User-Generated Content is the core at TripAdvisor. Sally Davey, Global Director Industry Relations, will show how to leverage this highly value content for tourism development to better overcome challenges e.g. for hurricane-impacted destinations or to correct misconceptions at emerging markets. UGC also plays an important role to identify travel trends and traveller behaviours, which is key value to many stakeholders in industry. Lastly, Sally will also outline the expanded concept of community in the recently launched “new TripAdvisor” - The world’s largest travel community can now enjoy and discover useful content, advice and recommendations from friends, family and more than a thousand trusted experts.

Speaker:

[Sally Davey](#), Global Director Industry Relations, Tripadvisor

Tags

[Travel Behavior](#) [Customer Behavior](#) [Influencer](#)

13:00 - 13:30

Social Media And Authenticity: How Do I Present Myself – And On Which Channels?

How honest can or should I be on corporate accounts? And how personal? Do I always need all the channels? How do I decide?

Speaker:

[Kristine Honig](#), Consultant, Tourismzukunft

Tags

[Influencer](#) [Social Media](#) [Marketing](#) [Channel Management](#)

13:30 - 14:00

The Digital Destination

A qualitative dataset is the key to successful destination management. What needs to be done in order to benefit from the digital transformation?

Speaker:

[Hartmut Wimmer](#), CEO, Outdooractive

Tags

[Tours & Activities](#) [Destination Management](#) [Digitalization](#) [Digitization](#)

14:00 - 14:30

Social Media – How Will You Generate Reach In 2019?

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Get tips on how to reach out to the new challenges in social media and sell travel.

Speaker:

[Tanja Weinekötter](#), Owner, Marketing & Event Support

Tags

[Social Media Marketing Travel Agency](#)

14:30 - 15:30

Confused By Brexit? Emergency Stunts And First Aid

Practical aspects of Brexit for travel tech companys in daily business and overall. Panel with British and Non- British tourism experts.

Moderated by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

Panel guests:

[Alex Bainbridge](#), CEO & CTO, Autoura

[Peter Hense](#), Lawyer & Partner, Spirit Legal LLP

[Tom Jenkins](#), Board Member, Tourism Alliance, CEO, European Tour Operators Association (ETOA)

[Kevin O Sullivan](#), Founder & CEO, open destination

[Anthony Pickles](#), Head of Tourism Affairs, Visit Britain / Visit England

Tags

[Brexit Geopolitics World Economy Legal](#)

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