

eTravel Stage Day 2

Date	Time	Location
March 7, 2019	10:30 - 18:00	Hall 6.1, eTravel Stage

Corporate Venturing, NDC and Payment Solutions are some of the topics of the second stage day. Tourismus Zukunft raises the question „Overtourism and Social Media – more a curse than a blessing?“ New products and ideas are shared by PayPal, Passolution, Dgroups and others.

Hosted by:

[Claudia Freimuth](#), Consultant & Business Coach, freimuth teamentwicklung & prozessoptimierung

Events

10:30 - 11:00

How Machine Learning Can Drive Your Business' Success Today

Machine learning is something we hear a lot about – we know it's going to make our lives easier and our businesses more successful but how can you implement it in your businesses today? Learn how machine learning can easily be part of your offering – no data science skills needed!

Speaker:

[Nuno Castro](#), Director Data Science, Expedia Partner Solutions

Tags

[Artificial Intelligence](#) [Customer Journey](#)

11:00 - 11:30

Best Practices From The European Capitals Of Smart Tourism

With this new initiative the European Union aims at fostering smarter tourism in the fields of accessibility, sustainability, digitalisation and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!

Speakers:

[Jukka Punamäki](#), Senior Advisor, City of Helsinki

[Blandine Thenet](#), Promotion Manager, ONLYLYON Tourisme et Congrès

Tags

[Artificial Intelligence](#) [Digitalization](#) [Digitization](#) [City tourism](#) [Sustainability](#) [Best Practice](#) [Destinations](#)

11:30 - 12:00

Payment: An Important Step On The Way To Enjoying Your Vacation

The booking experience has become part of the whole vacation experience. How can the overall travel experience be enhanced by making the payment process itself easier, more convenient and flexible? The presentation highlights consumers' needs and includes examples, both from classic travel agencies and the online travel world.

Speaker:

[Dr. Michael Luhn](#), Managing Director DACH, PayPal

Tags

[Payment Solutions](#) [Mobile payment](#) [Travel Agency](#)

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12:00 - 13:00

Panel Discussion: Investing In Startups

Investments by German companies in national and international startups have increased rapidly in recent years. However, the challenges of corporate venturing are numerous. First, it has to be clarified which long-term strategy is suitable for the respective company and how it is to be implemented. In the next step, suitable startups must be found and properly supported on their way to success. Finally, the question arises which long-term course the respective participation should take. Which mistakes can be avoided?

Moderated by:

[Christian Kalusa](#), Lawyer, Beiten Burkhardt

[Dr. Gesine von der Groeben](#), Lawyer, Beiten Burkhardt

Panel guests:

[Haik Mehmke](#), Digital Commercialisation Lead, Linde AG

[Norman Meyer](#), Head of Digital Services, Drees & Sommer

[Florian Pauthner](#), Managing Director, SevenVentures GmbH

[Lars Rößler](#), BSH Hausgeräte GmbH

Tags

[Startup Corporate Venturing Legal](#)

13:00 - 13:30

Voice-Controlled Interfaces: A Logical Flight Distribution Channel Or Just A Weird Gadget?

Man-machine interfaces using natural language recognition are gaining traction in our private lives. Consumer expectations are changing rapidly and the travel industry should embark if it wants to be close to its customers. Gain insights from the world's first use-case for voice-controlled flight bookings.

Speaker:

[Alexander v. Bernstorff](#), Director Airline Solutions, InteRES GmbH

Tags

[NDC Aviation Voice Recognition Channel Management](#)

13:30 - 14:00

Pre-Contractual Information – An Opportunity For Increasing Sales

Since its implementation, the pre-contractual duty to provide information has been firmly integrated into the daily work of travel agencies and tour operators. But this is not just some kind of annoying obligation – the application of the EU Package Travel Directive actually also offers numerous opportunities.

Speaker:

[Dennis Zimon](#), Managing Director, Passolution

Tags

[Travel Agency Legal Data](#)

14:00 - 14:30

Cash As Secure Alternative In The Online Payment Sector

Cash can be integrated into the digital payment world. By using the existing retail infrastructure, new target groups in the travel sector can be reached.

Speaker:

[Jana Beermann](#), Key Account Manager, Barzahlen

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Tags

[Payment Solutions](#) [Mobile Payment](#)

14:30 - 15:00

Artificial Intelligence: Know-How For Travel Agencies

Identifying customer wishes, providing tips about destinations, accounting for commission schemes – this is all quite a heavy workload for travel agents. Artificial Intelligence can support their work and boost sales, too.

Speaker:

[Matthias Lange](#), CEO, TrevoTrend

Tags

[Artificial Intelligence](#) [Travel Agency](#)

15:00 - 15:30

Successful Online Positioning For Tourism Service Providers

The key to web success is addressing the right target group. But what are your target audience's needs? Strategies for positioning your company via your own website and Google search.

Speaker:

[Andreas Kaufmann](#), Client Success Manager / SEO - Online Positioning, Die Webboxer

Tags

[Google SEO](#) [E-Commerce](#)

15:30 - 16:00

NDC: The 3 Letters On Everyone's Mind. Ready For NDC?

Discover the 5 key insights from operating a live NDC booking solution and find out how NDC is impacting your business. Travelport is successfully delivering on its NDC strategy and working with you and partners to make NDC a reality. Are you ready for NDC?

Speaker:

[Marcel van de Wal](#), Commercial Director Central Europe, Air Commerce, Travelport

Tags

[NDC Aviation](#)

16:00 - 16:30

Creating Natural Ambassadors For Travel Brands And Destinations

The session will highlight strategies and techniques to help create long-term, natural ambassadors for travel brands and destinations on a limited budget: How to identify them and establish a strong relationship. How to implement this strategy in marketing efforts. And how search strategies, communication, engagement and planning can secure optimal long-term collaboration conditions between brands/destinations and travel bloggers/influencers.

Speakers:

[Lola Akinmade Åkerström](#), Co-Founder, NordicTB.com

[Janicke Hansen](#), Co-Founder, NordicTB.com

Tags

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[Blogger](#) [Influencer](#) [Marketing](#) [Destinations](#)

16:30 - 17:00

Linked Open Data In Tourism – The Open Data Hub South Tyrol As An Example

The processing of data for artificial intelligence is a key factor for tourism players. The lecture visualizes how this can be implemented using South Tyrol as an example.

Speakers:

[Florian Bauhuber](#), Managing Director, Tourismuszukunft

[Antonietta De Santis](#), Digital Project Manager, IDM Südtirol

Tags

[Big Data](#) [Data](#) [Best Practice](#) [Artificial Intelligence](#) [Destinations](#)

17:00 - 17:30

Overtourism & The Influence Of Social Media: When Tourists Are More Curse Than Blessing

Overtourism: How does it arise and what effects does it have? How much influence do social media have? How can regions and companies deal with overtourism? Not only on site but also via digital channels before trips to such destinations begin? (Presentation of actual cases included).

Speakers:

[Kristine Honig](#), Consultant, Tourismuszukunft

[Andrea Schneider](#), Consultant, Tourismuszukunft

Tags

[Social Media](#) [Overtourism](#) [Instagram](#) [Influencer](#)

17:30 - 18:00

Innovating Group Bookings

How to organize group bookings in a fast and efficient way? Hear the top tips from an expert with 25 years of experience in group bookings in the South European travel market.

Speaker:

[Dimitrios Angelinas](#), CEO, Dgroups

Tags

[Automation](#) [Technology](#) [Group Booking](#)

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