

TTA Forum

Date	Time	Location
March 6, 2019	14:00 - 18:00	Hall 7.1b, eTravel Lab

Technology, Tours & Activities (TTA) debuts at ITB Berlin. The new forum provides insights into the whole value chain of In-Destination Services. See keynotes from international experts, panel discussions and best cases studies. Meet Bookingkit, Regiondo, Klook, Tiqets and many more.

Hosted by:

[Charlotte Lamp Davies](#), Principal Consultant, A Bright Approach

Events

14:00 - 14:10

Prologue TTA Forum

Overview and opening of the TTA Forum: Aided by technology the tours and activities market is set to boom in coming years. Mobile first resonates specifically positively with this sector as instant access and booking opportunities make decisions easy to execute on the spot. The TTA Forum focuses on the fastest and most exciting growing areas of our industry.

Greeting and Introduction:

[Charlotte Lamp Davies](#), Principal Consultant, A Bright Approach

Tags

[Tours & Activities](#)

14:10 - 15:00

Panel Discussion "Tours & Activities"

2:10-2:20 pm: Keynote bookingkit

Striking New Paths: What Do Providers Of Tours, Activities And Attractions Need To Survive In The Online Market?

Do safari operators, sailboat rental companies and escape games organizers have comparable challenges – and if so, is there a shared solution?

2:20-2:35 pm: Short presentations

The new ITB segment Technology, Tours & Activities (TTA) brings together all those who promote and sell in-destination services: Providers of tours, technology and apps; tour guides; resellers; intermediaries and destinations. Get expert knowledge straight from the source.

- 2:20-2:25 pm – HPE
- 2:25-2:30 pm – DDR Museum
- 2:30-2:35 pm – FareHarbor
- 2:35-2:40 pm – Urban Adventures

2:40-3:00 pm: Q&As moderated by Charlotte Lamp Davies

Keynote:

[Lukas C. C. Hempel](#), Founder & Managing Director, bookingkit

Moderated by:

[Charlotte Lamp Davies](#), Principal Consultant, A Bright Approach

Panel guests:

[Drew Barrett](#), VP of EU Sales, FareHarbor

[Gordon Freiherr von Godin](#), Managing Director, DDR Museum

[Klaudija Janzelj](#), Global Sales Director, Urban Adventures

[Jonne de Leeuw](#), Principal, HPE Growth Capital

Tags

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[Tours & Activities OTA Keynote](#)

15:00 - 16:00

Panel Discussion “Distribution Strategies”: How To Choose The Best Distribution Channel

How can leisure services be found – and purchased? And how can visitors be enticed to buy tickets online at non-peak operating times? Online booking experts use the latest examples to show how new technologies can be used successfully in the Tours & Activities segment.

3:00-3:20 pm: Best Case Presentation Trekksoft & SANDEMANs NEW Europe

How To Create A Balanced Distribution Strategy

Best practice example from industry leader SANDEMANs NEW Europe who have created a balanced distribution strategy that works.

3:20-3:40 pm: Best Case Presentation Tiqets & Casa Batlló

Reseller Or Marketing Partner? Your Ideal Way Of Working With An Online Platform

Tiqets and Casa Batlló will make a joint presentation on their innovative partnership, and their best-practices for increasing online traffic and conversions.

Subsequent panel discussion.

Moderated by:

[Charlotte Lamp Davies](#), Principal Consultant, A Bright Approach

Panel guests:

[Antony Lias](#), COO, SANDEMANs New Europe

[Olan O Sullivan](#), CEO, TrekkSoft AG

[Ingrid Olmo](#), Public Relations and Media Strategist Manager, Casa Batlló

[Marion Wolff](#), Head of Marketing Communication & Brand, Tiqets

Tags

[Tours & Activities Distribution Booking Aviation](#)

16:00 - 16:30

Engaging With Asian Millennial Travelers By Revolutionizing The Tours And Activities Sector

How can technology help with business growth in the tours and activities market? And how do Asian travelers tick?

Speaker:

[Matt Cuckston](#), European Director, KLOOK

Tags

[Tours & Activities Asia China](#)

16:30 - 17:00

How Festivals Can Benefit From New Technology

Travelers look for experiences that are distinguishable, such as unique and remote locations or exotic wildlife. TourRadar shares data insights on inspiration, bookings & post-booking cases for festivals and other special activities.

Speaker:

[Brendan Roberts](#), Head of Global Business Development, TourRadar

Tags

[Tours & Activities Distribution Customer Journey Technology Channel Management](#)

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17:00 - 17:30

New Opportunities For Destinations

Destinations are all about the experiences they offer, yet they find it difficult to exploit the potential of this changing market segment. The panel discusses challenges and successful examples.

Moderated by:

[Charlotte Lamp Davies](#), Principal Consultant, A Bright Approach

Panel guests:

[Yann Maurer](#), COO, Regiondo GmbH

[Milena Nikolova](#), Knowledge and AdventureEDU Director, Adventure Travel Trade Association (ATTA)

17:30 - 18:00

Optimizing Sales By Integrating Last Seat Availability

In the existing landscape 50% of all products are blocked out and can't be sold within three days of departure due to lack of connectivity to last seat inventory. Understand what to look for when trying to access and integrate your product into your sales activities and why 'live' inventory is so important.

Speaker:

[Mark Rizzuto](#), CEO, LIVN

Tags

[Tours & Activities](#) [Technology](#) [Sales](#)

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