

ITB Future Day

Date	Time	Location
March 6, 2019	10:45 - 17:45	CityCube Berlin, Auditorium A4/A5



Social and economic megatrends and their impact on strategies and business models in the travel industry

ITB Future Day has been the top day of the ITB Berlin Convention for 15 years. Here the megatrends in economy and society, as well as key topics of the global travel and tourism industry, are discussed. Best Demonstrated Practice examples from market and innovation leaders offer valuable insights and concrete decision-making aids for entrepreneurial strategies and measures. The international speakers are "hand-picked", they are executives from the highest level or specialists with unique know-how. Highlights include the World Economic Outlook from the ifo Institute, the ambitious strategies of Chinese online giants, panel discussions with technology leaders and the keynote panel on the booming segment of in-destination services. Ctrip is a Platin Sponsor of the ITB Berlin Convention.

Hosted by:

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

Events

10:45 - 11:00

Opening Of The Convention

Speakers:

[Li Baochun](#), Executive Deputy Secretary General, World Tourism Cities Federation (WTCF)

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

[H.E. Datuk Mohamaddin bin Ketapi](#), Minister for Tourism, Art and Culture, Malaysia

11:00 - 11:45

CEO Keynote Interview

Stephen Kaufer, Co-Founder, President and Chief Executive Officer of TripAdvisor, discusses the impressive strategic development of TripAdvisor during this keynote interview. Spanning the company's evolution from driving digitalization in travel with community-driven reviews, through to building a leadership position as the de facto hub for travel planning with a portfolio of services, Stephen will share his perspectives on what's next for the company within the changing dynamics of the travel industry.

Interview guest:

[Stephen Kaufer](#), Co-Founder, President & CEO, TripAdvisor

Interviewer:

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

Tags

[CEO Digitalization](#) [Distribution](#) [Keynote](#) [Customer behavior](#) [Travel behavior](#) [Social media](#) [Technology](#) [Trend](#) [Tours & Activities](#)

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World Tourism Cities Federation



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12:00 - 12:45

Keynote Executive Panel: Mega Topic: In-Destination Services

Tours & Activities are a strategic mega topic among in-destination services. All the "big players" in the industry are massively pushing into the "Technology, Tours & Activities" segment - and for good reasons: Tourists all over the world want special experiences in their destinations, they expect tailor-made offers and are prepared to spend more money on them. How can this huge potential be tapped, and how can the technological challenges be overcome? Are we experiencing a "quantum leap" in the individualization of travel offers, and can travel providers finally go back to differentiating themselves in terms of the quality of their offers? Can Tours & Activities offers even facilitate solutions to fundamental industry problems like Overtourism?

Moderated by:

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

Panel guests:

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

[Anna Kofoed](#), Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe, Amadeus

[Lax Poojary](#), Founder, TouringBird (Area 120-Google)

[Laurent de Chorivit](#), COO, Evaneos

Tags

[Best Practice](#) [Data](#) [Destinations](#) [Digitalization](#) [Distribution](#) [Keynote](#) [Artificial intelligence](#) [Customer behavior](#) [Marketing](#) [Mobile](#) [Overtourism](#) [Social media](#) [Technology](#) [Tours & Activities](#)

13:00 - 13:45

Keynote Executive Panel: China's Power And Global Ambitions

Globalization is the new word in China as travel companies seek their fortunes abroad. With the surge in outbound travel, and a massive shift towards independent travel, it's only natural that they follow their customers. Hear from the leading Chinese companies on how they plan to expand, the opportunities they see and the challenges each face in their quest to translate their China playbook to international markets.

Introduction:

[Charlie Li](#), CEO, TravelDaily China

Keynote presentation:

[Angel Zhao](#), President, Alibaba Global Business Group, Senior Vice President of Alibaba Group, President of Fliggy

[Jim Qian](#), Chairman & CEO, Fosun Tourism Group

[Lynn Qu](#), Chief Product Officer, Trip.com - A Ctrip Company

Moderated by:

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Panel guests:

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Tags

[Asia Best Practice](#) [CEO China](#) [Data](#) [Destinations](#) [Digitalization](#) [Distribution](#) [Keynote](#) [Artificial Intelligence](#) [Customer behavior](#) [Mobile](#) [Travel behavior](#) [Technology](#)

14:00 - 14:45

World Economic Outlook 2019 And Beyond

The development of the global economy is an important factor which influences tourism demand in the business and leisure travel segment. What will be the future economic development in the most important industrial countries and emerging markets? What is the influence of the many current geopolitical conflicts? What is the influence of the financial markets and currency crises? What are the effects on consumer and tourism demand? The President of the ifo Institute presents and comments on the latest data and offers forecasts for global economic development.

Interviewer:

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, Worms University of Applied Sciences

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Speaker and Interview Guest:

[Prof. Dr. Dr. h.c. Clemens Fuest](#), President, ifo Institute for Economic Research at the University of Munich

Tags

[Brexit](#) [CEO](#) [Geopolitics](#) [Customer behavior](#) [Studies](#) [Trend](#) [World economy](#)

15:00 - 15:45

IPK's World Travel Monitor®: Latest World Travel Trends And Forecast 2019

-In Cooperation With IPK International-

The IPK World Travel Monitor® is the largest travel survey in the world, with data based on ca. 500,000 interviews. The convention presents the latest forecast data on worldwide and European travel behavior - an indispensable basis for decision-making for the entire tourism industry.

Speaker:

[Rolf Freitag](#), CEO, IPK International

Tags

[Destinations](#) [Geopolitics](#) [Customer behavior](#) [Travel behavior](#) [Studies](#) [Trend](#) [World economy](#)

16:00 - 16:45

Brexit: Great Britain Tourism At A Crossroads

The approaching Brexit is having a massive effect on the travel and tourism industry. Air traffic and other modes of transport are being threatened with disruption, and the freedom to travel is now open to question. Consumer, tax, labor and right of residence laws are yet to be clarified. What measures are being taken by British destinations, and how will the UK source market develop? Find first insights from Euromonitor [here](#).

Moderated by:

[Prof. Dr. Martin Meißner](#), Lawyer & Partner, Reed Smith LLP

Panel guests:

[Caroline Bremner](#), Head of Travel Research, Euromonitor International

[Christoph Debus](#), Chief Airlines Officer, Thomas Cook Group plc.

[Prof. Dr. iur. Elmar Giemulla](#), Professor of Administrative Law, Federal University of Applied Administrative Sciences (ret.), Honorary Professor of Aviation Law (Berlin Institute of Technology), Attorney at Law (Berlin & New York), Adjunct Professor of Aviation Law and Aviation Security Law, Embry-Riddle Aeronautical University

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

Tags

[Aviation](#) [Brexit](#) [CEO](#) [Geopolitics](#) [Travel behavior](#) [Studies](#) [Trend](#) [World economy](#)

17:00 - 17:45

WTTC Executive Panel: Seamless Traveller Journey: Challenges, Opportunities And Solutions

Future growth in the travel and tourism industry poses major challenges for the aviation and cruise industry, tourism businesses and policy makers. Without innovative industry initiatives based on new processes and technologies such as biometrics, future industry growth cannot be managed. This high-level WTTC panel discusses the most important strategic topics: How can the opportunities offered by a customer-centered seamless traveller journey be exploited? What do concrete solutions look like? Which initiatives have already been put to practice and what are some of the first results? And last but not least: What does the new WTTC Seamless Traveller Journey Program look like?

Moderated by:

[Gloria Guevara Manzo](#), President & CEO, WTTC

Panel guests:

[Peter Baumgartner](#), Senior Strategic Advisor, Etihad Aviation Group

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

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

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[Ahmet Olmuştur](#), Chief Commercial Officer, Turkish Airlines

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