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CSR,  
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## ITB City Tourism Forum



**Date**  
March 7, 2018

**Time:**  
11:00 - 12:45

**Location**  
Convention Hall 7.1a, Auditorium New York 2

### 11:00 - 11:45

#### Keynotes: Introduction Of WTCF Research

The highlights of the World Tourism Economy Trend Report 2018 and the UNWTO/WTCF City Tourism Performance Research Report will be presented in two keynotes.

##### Report on World Tourism Economy Trends (2018)

In the report on World Tourism Economy Trends (2018), the main development trend and characteristics of global tourism economy are explained mainly from six aspects, including the development of global tourism economy, pattern changes of regional development, globalization of tourism, investment of global tourism and the role of cities in the global tourism economy. The trends and characteristics involve different regions, countries and fields. Last but not the least, what will be the eight technologies to change the global tourism trend?

**UNWTO / WTCF City Tourism Performance Research** The UNWTO-WTCF City Tourism Performance Research is the result of a collaborative project between the World Tourism Cities Federation (WTCF) and the World Tourism Organization (UNWTO). The project was developed under the supervision of Ms. Esencan Terzibasoglu, UNWTO Director for Destination Management and Quality with contribution of Mr. Gleen Cauwenberghs and Mr. Sascha Stange from UNWTO Destination Management and Quality Program.

The following cities took part in the research program: Beijing, Cape Town, Marrakech, Buenos Aires, Hangzhou, Bogota, Sapporo, Seoul, Tianjin, Tokyo, Linz, Torino, Antwerp, Berlin and Copenhagen.

##### Greetings:

[Alexandra Saless](#), Convention Manager, ITB Berlin Convention

##### Speakers:

[Dr. Song Rui](#), Director, Chinese Academy of Social Sciences

[Esencan Terzibasoglu](#), Special Advisor to the UNWTO Secretary-General, UNWTO

### 12:00 - 12:45

#### New Trends And Driving Forces For The Chinese Tourism Market

Our panel experts will answer the following questions and share their perspective on the trends in Chinese tourism. What are the special characteristics of the Chinese tourists for an urban destination in Europe? What are the main features of the tourism products (or experiences) that they are looking for? How do you attract the Chinese market to your destination?

##### Moderated by:

[Esencan Terzibasoglu](#), Special Advisor to the UNWTO Secretary-General, UNWTO

##### Panel guests:

[Kaari Artemjeff](#), Marketing Manager (China & Russia), Helsinki Marketing

[Tony Jin](#), Product Director, Caissa

[Ralf Ostendorf](#), Director Market Management, visitBerlin

[Roger Qiu](#), GM of Europe, Middle East & Africa, Ctrip.com International Ltd.

[Dr. Song Rui](#), Director, Chinese Academy of Social Sciences



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## ITB Interjections – Questioning The Unquestioned At ITB

Date	Time:	Location
March 7, 2018	14:00 - 14:45	Convention Hall 7.1a, Auditorium New York 2

- powered by the Institute for Tourism and Development -

### Politics as a seismograph – A new factor for travel decisions?

Increasing or decreasing bookings provide information on how tourists assess the attractiveness of destinations. This applies to holidays in Germany as well as to considerations to travel to neighboring European countries or on long-haul trips. Issues such as personal health and safety are no longer the only factors that play a role in deciding against a certain tourist destination. Of late, the political situation in a country has also played a role. The prevailing mood in favor of or against cultural diversity is subconsciously taken into consideration, and so is the persecution of minorities, their marginalization, or the unpredictable behavior of politicians. Tourists are not only price sensitive, as it is often claimed. They would also like to be able to really arrive in their destination and want to feel comfortable there.

#### Greetings:

[Dr. Dietlind von Laßberg](#), Vice Chairwoman, Institute for Tourism and Development

#### Moderated by:

[Andreas Stopp](#), Journalist, Deutschlandfunk

#### Panel guests:

[Sören Hartmann](#), CEO, DER Touristik Group, Member of the Management Board at REWE Group responsible for Travel and Tourism

[Prof. em. Dr. Hans Hopfinger](#), Chair of Cultural Geography, Catholic University of Eichstätt-Ingolstadt

[Christiane Schlötzer](#), Deputy Feature Editor, Süddeutsche Zeitung

## ITB German Tourism Forum

Date	Time:	Location
March 7, 2018	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 2

-powered by Mecklenburg Vorpommern-

#### Hosted by:

[Lars Bengsch](#), Managing Director, dwif-Consulting GmbH

15:00 - 15:45

### Macro-Regional Strategies – A Recipe For Success In the Tourism Industry?

Transnational cooperation is essential for a sustainable tourism development in Europe. The interregional expert exchange provides insights and success factors of the four macro-regional strategies and creates incentives for a more regular exchange at policy level.

#### Moderated by:

[Joanna Moulouliou](#), Programme Manager - EU Policies, European Commission

#### Panel guests:

[Gerd Lange](#), EUSBSR Coordinator for Policy Area Tourism, Ministry of Economics, Employment and Health, Mecklenburg-Vorpommern

[Mag. Bernhard Lehofer](#), Head of Financial & Administrative Department, Regional Development, ITG: innovation consulting and location development

[Alessandra Priante](#), International Relations: UNWTO, OECD, Europe, Ministry of Culture, Cultural Heritage and Tourism of Italy

[Lyubomir Sirakov](#), EUSDR PA 3 Coordinator, Ministry of Tourism of Bulgaria



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16:00 - 16:45

### How Can The Job Market Better Serve The Tourism Industry?

In many tourism segments there is a lack of well-trained, affordable workers. How can jobs be better filled in the hotel and gastronomy industries? Top-class panel guests discuss successful concepts from Mecklenburg-Vorpommern. The examples also offer valuable suggestions to other tourism regions.

**Moderated by:**

[Maike Berndt](#), Senior Consultant, dwif-Consulting GmbH

**Panel guests:**

[Guido Zöllick](#), President, Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA Berlin), General Manager, Hotel NEPTUN

[Roland Fischer](#), Owner, Romantik Hotel Namenlos & Fischerwiege

[Gertrud Cordes](#), Owner, Hotel Gutshaus Stellshagen Cordes KG

[Alexander Wilhelm](#), Managing Director International Cooperation, German Federal Employment Agency

17:00 - 17:45

### Stars Or TrustScore? One Approach In Mecklenburg-Vorpommern

In the tourism industry, ratings about products & services are either based on stars or customer evaluations which are converted into a TrustScore. How has Mecklenburg-Vorpommern been using customers' ratings information? How are tourism products customized, and what characterizes innovative quality management? And: to what extent is it possible to professionalize weaker providers as well?

**Moderated by:**

[Lars Bengsch](#), Managing Director, dwif-Consulting GmbH

**Panel guests:**

[Claudia Gilles](#), CEO, German Tourism Association (DTV)

[Harald Machur](#), Head of the Quality & Sustainability Department, Mecklenburg-Vorpommern Tourist Board

[Michael Menzel](#), Chief Revenue Officer, TrustYou GmbH

[Cornelius Obier](#), Managing Director, PROJECT M GmbH

## ITB MICE Forum



Date	Time:	Location
March 8, 2018	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 2

What is the secret of the success of new event formats and what challenges do they face? How do new events manage to become popular and succeed within a very short time and what changes are established events currently experiencing? How does Generation Y plan and organise? Is it possible to plan and measure an event's success? What is the secret behind successful events? The Association of Event Organisers will examine these issues at the ITB MICE Forum.

**Hosted by:**

[Mario Schmidt](#), Owner, SCHMIDTfabrik-medianetwork



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**10:45 - 11:00****Welcome****Welcome:**[Bernd Fritzsche](#), CEO, Verband der Veranstaltungsorganisatoren e.V., Executive Partner, fylo International GmbH**11:00 - 11:45****Conservative Audiences And Interaction - How To Get Them To Participate**

On average a person remembers only 10 % of what they read. However, simultaneously watching and listening to a video or lecture lets that figure rise to 50 %. But if they actually participate around 90 % of information received is retained. The more a person interacts with an event the more they learn. But how can one get a conservative audience to participate?

**Speaker:**[Dr. Christina Buttler](#), Director Experience Development, MCI Deutschland GmbH**12:00 - 12:45****#Create The New: Creating A Festive Atmosphere At Events**

Creating a festive atmosphere is becoming evermore popular: organisers are increasingly dispensing with conventional and fixed concepts and instead focusing on a relaxed atmosphere and informal dialogue. What are the challenges facing a team used to conventional ways if it wants to re-invent itself? And how can a previously unknown format succeed straight away from the start? How does a 'new' format differ from an 'old' one? What tools do in part independent teams use in order to plan and efficiently organise outstanding events? Specific questions will be asked at this discussion round which will highlight new approaches for event organisers and offer valuable suggestions and tips for their work.

**Moderated by:**[Mario Schmidt](#), Owner, SCHMIDTfabrik-medianetwork**Panel guests:**[Henrik Bollmann](#), Project Manager, Best of Events International[Christian Lohmeier](#), Producer, Bits & Pretzels[Hartwig von Saß](#), Head of Cebit Press, Deutsche Messe**13:00 - 13:45****Culture – A Key To Success**

The emotional appeal and vitality of an event are key to its success. Hans-Conrad Walter, an expert on cultural marketing and cultural sponsorship, explains how culture, aesthetics and immersion are elements that make visitors become one with an event, trade fair and conference, and how organisers must make it possible for their audiences to immerse themselves and become actively involved.

**Speaker:**[Hans-Conrad Walter](#), Founder & Managing Partner, Causales – Gesellschaft für Kulturmarketing und Kultursponsoring mbH**14:00 - 14:45****Monitoring Success: How To Measure Success With Useful And Sound Methods**

In the event industry monitoring success is something that is often talked about, but not followed up. According to estimates statistics exist for only 30 % of all events. However, not measuring the success of an event means not knowing if it has registered in the minds of its audience. What exactly needs to be measured, how, when and using what methods?

**Speaker:**[Prof. Dr. Hans Rück](#), Dean of the Tourism and Transport Faculty, University of Applied Sciences Worms

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## ITB Business Travel Forum

**VDR** Verband Deutsches  
Reisemanagement e.V.

**Date**  
March 8, 2018

**Time:**  
15:00 - 17:45

**Location**  
Convention Hall 7.1a, Auditorium New York 2

### Business Travel 4.0: Dynamic, Digital, Disruptive

Digitalization, globalization, shorter and shorter innovation cycles and disruptive technologies: Business mobility is subject to powerful dynamic influences from the economy and society. That's why know-how and concepts for Business Travel 4.0 are important components for modern travel management. The ITB Business Travel Forum, organized by the German Business Travel Association (VDR), provides insight into the working world of tomorrow and shows how the new generation will travel in the future – completely mobile, online & flexible. How Amazon's Alexa will manage rental car bookings, as well as how disruptive business models and digital attackers have discovered business travel, will also be explained.

#### Hosted by:

[Hans-Ingo Biehl](#), Executive Director & Board Member, VDR - The German Business Travel Association

**15:00 - 15:45**

### Business Travel: Completely Digital!

Have a look at what young people are doing and you'll know what digitalization has to do for business travel. Employees who are completely mobile and online expect a level of flexibility, which goes well beyond travel policy and company-car hierarchies. Practical examples show how TMC and customers can face these challenges together.

#### Speakers:

[Nils Neuenhüsges](#), Head of Purchasing – Indirect Material, Jungheinrich AG

[Florian Storp](#), Vice President Central Europe, American Express Global Business Travel

**16:00 - 16:45**

### Disruptive Business Models And Digital Attackers Discover Business Travel

The travel managers of the future need to give up their static role as auctioneers from the travel department and instead become pro-active innovation scouts and responsible directors within digital ecosystems. The reasons why disruptive business models and digital attackers in the business travel industry are essentially forcing a transformation will be shown by speakers with new conceptual approaches and clear, well-founded statements, without any ifs, ands or buts! As a disruptive guest in the panel: The business model for business travelers from Airbnb.

#### Introductory presentation:

[Ludger Bals](#), Associate Partner, The TravelConsulting Company (TTCC)

[Dr. Engelbert Wimmer](#), Founder & CEO, e&Co. AG

#### Moderated by:

[Ludger Bals](#), Associate Partner, The TravelConsulting Company (TTCC)

#### Panel guests:

[Christopher Bergau](#), Market Manager Business Travel DACH, Airbnb

[Dr. Engelbert Wimmer](#), Founder & CEO, e&Co. AG



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17:00 - 17:45

### Alexa, Bring The Car 'Round!

Visiting the booking platform, logging into the website or via an app – that's a thing of the past! With Alexa Echo and Alexa Show, services are now easily accessible via your own voice. Europcar Germany shows how it works: Travelers can make, change, extend or cancel their bookings on demand. And Alexa also knows their personal preferences – as well as the corporate guidelines!

**Speaker:**

[Marcus Scholz](#), Director Business Unit Corporate & Mobility Solutions, Europcar Autovermietung GmbH

## ITB CSR Day

Date	Time	Location
March 9, 2018	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 2

For the ITB, sustainability isn't just some hollow expression – it is a strategic element – and our mission. The ITB CSR Day takes up the latest sustainability issues and provides suggestions for dealing with the biggest challenges of our time. Opposing positions clash about whether tourism and sustainability can be combined in the "hot seat". The key topic – the financing of sustainability – follows. At ITB 2018 the OECD will exclusively present the latest findings, best practice examples and policy recommendations for financing sustainable tourism. Sustainability has also become one of the top topics for investors, with volume in the billions. What is the significance of impact investing and divestment for the global tourism industry? The conclusion of the ITB CSR Day will be very practice-oriented: How useful are sustainable hotel certifications in travel marketing?

**Hosted by:**

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

10:45 - 11:00

### Welcome

**Greeting and Introduction:**

[Rika Jean-François](#), CSR Commissioner, ITB Berlin

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

11:00 - 11:45

### The Hot Seat: Sustainability And Tourism – A Conflicted Relationship?!

Tourism and sustainability have a conflicted relationship. Tourism has a negative effect on the environment and climate but tourism also accelerates social, economic and ecological progress. Extreme positions have always been unrelenting when it comes to finding answers to these fundamental differences. The opponents in the Hot Seat will eloquently present their powerful arguments with factual evidence – they will enrich the discussion with new insights and uncomfortable truths. Form your own opinion and take home valuable food for thought.

**Co-Moderation:**

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

[Eike Otto](#), Consultant for Tourism and Regional Development, sustainable-tourism.com

**Panel guests:**

[Michael Lutzeyer](#), Owner & Managing Director, Grootbos Private Nature Reserve South Africa

[Prof. Dr. Niko Paech](#), Professor for Pluralism in Economics, Siegen University, Post Growth Economy Expert



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12:00 - 12:45

**Investment and Financing For Sustainable Tourism: Country Practices And Policy Messages**

Investment and financing has an important role to play in supporting the transition to low carbon, resource efficient and socially inclusive tourism development. OECD Tourism Trends and Policies 2018 examines the need for a shift toward investment and financing practices that support sustainable tourism, and explores policies, institutions and instruments for green finance and investment relevant for the sector. It highlights good practices that catalyse and support the transition to a green, low-emissions and climate-resilient tourism economy, and offers guidance to policy makers on how to move forward.

**Speakers:**

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

[Peter Haxton](#), Policy Analyst, Regional Development and Tourism Division, Centre for Entrepreneurship, SMEs, Regions and Cities, OECD

[Richard Leather](#), Consul-General, Frankfurt & Senior Trade and Investment Commission, Western Europe, Australian Trade and Investment Commission

[Fernando de Pablo Martín](#), President, SEGITTUR

13:00 - 13:45

**Money Rules The World: Impact Investing, Divestment And Sustainability**

An uncomfortable truth: Things can't change until big capital flows are redirected. The financial damage resulting from climate change is continuing to grow and the increase in CO<sub>2</sub> is becoming a financial risk – environmental, social and governance projects, with a combined investment value of over USD 30bn, have become a top issue for investors. Rating models for capital investments take sustainability criteria into account, banks and investors are steering billions away from “dirty” investments into “clean” companies and sectors. How will capital be invested in the future? The situation is getting worse due to increasing claims for damages with unforeseeable financial consequences for ‘carbon majors’. What does this mean for the global transportation sector, hotel industry and destinations?

**Introductory presentation & Moderation:**

[Jörg-Andreas Krüger](#), Member of the Executive Board, WWF Germany

**Panel guests:**

[Ali Masarwah](#), Editor-in-chief, Morningstar Germany, Austria and Switzerland

[Volker Weber](#), Chairman of the Board, Forum Nachhaltige Geldanlagen (FNG), the Sustainable Investment Forum of Germany, Austria & Switzerland

14:00 - 14:45

**Sustainability In Travel Marketing: Hotel Certifications Are Accelerating The “Green Travel Transformation”**

Customers can't book what they don't know. As a result of the Futouris project “Green Travel Transformation”, the goal of establishing an industry-wide uniform designation for sustainable-certified hotels has become reality. For the first time, leading tour operators' catalogues and tourism distribution systems now include meaningful sustainability certifications. Practical experience in the area of travel marketing will be available at ITB for the first time ever. How are the certifications being received by the travel market? Do customers understand and accept them? Are they leading to an increase in sales and customer satisfaction? Scientists and representatives from the tourism industry report the results and discuss the next steps.

**Introductory presentation:**

[Prof. Dr. Edgar Kreilkamp](#), Leuphana University Lüneburg, Project Manager for the Green Travel Transformation project by the German Federal Ministry of Education and Research (BMBF)

**Moderated by:**

[Matthias Beyer](#), Managing Director, mascontour GmbH

**Panel guests:**

[Alexander Breitreutz](#), Managing Director DER Travel Agency Divisions and VP IT, DER Deutsches Reisebüro

[Norbert Fiebig](#), President, German Travel Association (DRV), Patron Futouris

[Friederike Grupp](#), Sustainability Consultant, Thomas Cook, Member of the Executive Board Futouris

[Prof. Dr. Edgar Kreilkamp](#), Leuphana University Lüneburg, Project Manager for the Green Travel Transformation project by the German Federal Ministry of Education and Research (BMBF)

[Prof. Dr. Harald Zeiss](#), Professor for Sustainable Tourism, Harz University of Applied Sciences, Chairman, Futouris e.V.

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