

ONE INDUSTRY. ONE CONVENTION.

AND ALWAYS ONE STEP AHEAD.

DESTINATION,  
WELLNESS

## ITB Destination Day 1



world of ideas

**Date**  
March 7, 2018

**Time:**  
10:45 - 17:45

**Location**  
Convention Hall 7.1a, Auditorium New York 3

The ITB Destination Days are dedicated to the challenges and perspectives of international destination management. "Overtourism", a key topic of the ITB Berlin Convention, will be illuminated in-depth in a series of sessions: Exclusive study results reveal the status quo of overtourism in Europe, mayors and tourism decision-makers from affected cities discuss possible solutions, and the president of the WTTC presents concepts for dealing with overtourism. Using Berlin as an example, potentials and problems of a growing sharing economy will be shown. The subject of the Studiosus Talk will be how the flow of tourists is shifting and coming to Greece. Other informative findings include how important target groups like Chinese millennials can be won over through digital marketing strategies.

**Hosted by:**

[Dr. David Ermen](#), Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG

**10:45 - 11:00**

**Welcome**

**Welcome:**

[Dr. David Ermen](#), Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG

**11:00 - 11:45**

**Overtourism: Status Quo, Measures, Best Practices From European Tourism Destinations**

**Exclusive Market Study from DGT and Aiest for ITB Berlin**

Tourism is threatening to suffocate itself: Due to space limitations, further growth in tourism will inevitably lead to ever more and even larger conflicts in touristic destinations worldwide. This quantitative and qualitative study, exclusively presented at ITB Berlin, will feature a report about the status quo. What differences and similarities exist between urban and rural destinations, which measures offer possible solutions and which strategies do tourism experts regard as promising?

**Speakers:**

[Prof. Dr. Christian Laesser](#), Adjunct Professor of Tourism and Service Management, University of St. Gallen, Secretary General, Aiest (International Association of Scientific Experts in Tourism)

[Prof. Dr. Harald Pechlaner](#), President, Aiest (International Association of Scientific Experts in Tourism), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE -  
INCLUDED IN YOUR ITB TICKET

Program is subject to change.

12:00 - 12:45

**Focus On Overcrowded Destinations: Measures And Lessons Learned**

Destinations where tourism has had particularly negative effects have been obliged to take drastic measures: Reductions in the number of visitors and private accommodation services, bans on building new hotels, the discontinuation of tourism-based advertising and countless others. What have been the effects of these measures? Pioneers from affected tourism regions will reveal recipes for success and lessons learned for people responsible for managing destinations.

**Moderated by:**

[Dr. David Ermen](#), Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG

**Panel guests:**

[Mato Franković](#), Mayor, Dubrovnik

[Joan Torrella](#), Tourism Director at the City Council, City of Barcelona

[Frans van der Avert](#), CEO, Amsterdam Marketing

13:00 - 13:45

**ITB Cruise Executive Panel: The Future Of Cruise In Times Of Growth And Profitability, Mainstream And Luxury**

The cruise market has been booming for years and is one of the most impressive success stories in tourism. The rapid growth in capacity is continuing over the next few years with the production of numerous new cruise ships. How do cruise lines successfully conquer new markets? Is the expansion still healthy and profitable? How do mainstream cruises differ from luxury cruises in terms of cost structures, customer groups, marketing, logistics and port lay times? And last but not least: How can sustainability challenges be overcome?

**Moderated by:**

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

**Panel guests:**

[Kevin Bubolz](#), Vice President & Managing Director, Norwegian Cruise Line Europe

[Michael Zengerle](#), Managing Director, MSC Kreuzfahrten

14:00 - 14:45

**The Sharing Economy – Challenge Or Opportunity For Tourism Destinations?**

In the 21st century the way people live, travel and work is changing rapidly. This dynamic is also reflected in the success of the sharing economy. Over 4 million accommodations in over 65,000 cities and 191 countries can now be booked via Airbnb. As one of the Top 3 European city destinations, Berlin's tourism industry has been setting new records for years. How can cities use sharing concepts to meet this demand? Which underlying conditions are necessary so that everyone can benefit – the citizens, the newest residents in Berlin and the tourists? Does the sharing economy pose a challenge to the traditional tourism industry or does it actually complement tourism services and is thus a relevant business factor?

**Introductory presentation:**

[Dirk Rogl](#), Research Analyst, Phocuswright

**Moderated by:**

[Dirk Rogl](#), Research Analyst, Phocuswright

**Panel guests:**

[Burkhard Kieker](#), Managing Director, Berlin Tourismus & Kongress GmbH visitBerlin

[Alexander Schwarz](#), General Manager Germany, Austria & Switzerland, Airbnb

15:00 - 15:45

**Studiosus Talk: Tourism Boom In Greece: Sustainable Improvement Or One-Off Exception?**

At the end of August 2018 the third aid package for Greece will expire, and for the first time in eight years the country will once again be truly independent. In this light, the Studiosus Talk examines the latest tourism boom and asks: What role does the tourism industry play in overcoming the crises, and how sustainable is the current upswing? Is the shift of tourism flows permanent? Was the touristic infrastructure able to continue development in the past eight years, and if so, to what degree? How has the boom affected the average Greek citizen, and what are the working conditions in the tourism industry? What are the roles of the conditions in Turkey and Greece's refugee treaty with its neighbor?

**Moderated by:**

[Tanja Samrotzki](#), Journalist

**Panel guests:**

[Babis Foskolakis](#), General Manager, Sbokos Hotel Group

[Michael Lehmann](#), Radio Correspondent for Greece and Cyprus, ARD

[Peter Strub](#), Chief Operations Manager, Studiosus Reisen

# Studiosus

16:00 - 16:45

**Connecting The Travel Brands With Chinese Millennials**

As Chinese millennials are becoming the driving force for China's outbound travel growth, how do travel brands leverage various digital platforms and mobile devices to connect with Chinese millennials? What should you spend your marketing dollars on over the next couple of years to target Chinese millennials? Listen to China's leading internet company, airline, hotel, OTA.

**Moderated by:**

[Joseph Wang](#), Chief Commercial Officer, TravelDaily

**Panel guests:**

[Roland Elter](#), Chief Commercial Officer, Maritim Hotels

[Françoise Houdebine](#), Vice President Marketing & Sales, Louvre Hotels Group

[Jenna Qian](#), CEO Destination Marketing, Ctrip.com International Ltd.

[George Zhang](#), CEO, iGola

17:00 - 17:45

**ITB Ministers' Roundtable****Tourism in the 21st Century: Tourism Policy Caught between Growth Strategies and Overtourism - In Cooperation with MC Group**

For decades, global tourism has been growing at significant rates. But everyone knows that exponential growth is impossible in finite spaces, the sustainability of the environment, society and infrastructure has its natural limits. In some regions, conflicts are becoming more and more apparent. What should tourism policy look like in the future to properly manage tourism growth? Which measures have already proved successful? Tourism ministers of important tourism destinations discuss sustainable strategies and solutions.

**Moderated by:**

[Dr. David Ermen](#), Senior Manager Hospitality & Tourism Centre of Excellence EMEA, PricewaterhouseCoopers AG

**Panel guests:**

[Hassan Abdulrahman Al-Ibrahim](#), Chief Tourism Development Officer, Qatar Tourism Authority

[Hon. Lina Annab](#), Minister of Tourism and Antiquities, Jordan

[H.E. Hon. Edmund Bartlett](#), MP, Minister of Tourism, Jamaica

[H.E. Hon. Alphons Kannanthanam](#), Minister of Tourism, India

[H.E. Hon. Blendi Klosi](#), Minister of Tourism, Albania

ONE INDUSTRY. ONE CONVENTION.

AND ALWAYS ONE STEP AHEAD.

DESTINATION,  
WELLNESS

## ITB Experts Forum Wellness



**Date**  
March 8, 2018

**Time:**  
10:45 - 14:45

**Location**  
Convention Hall 7.1a, Auditorium New York 3

All speakers are available for interviews after their sessions outside of the auditorium.

**10:45 - 11:00**

### Welcome

**Welcome:**

[Michael Altwischer](#), Managing Partner, Wellness Hotels & Resorts

**11:00 - 11:20**

### Internet: Important Criteria To Sell Spa Offers Successfully

More than ever it is important to offer online bookable Spa- and Wellnessholidays. But going online is a challenge. To be online means to be comparable! Prices and services are reviewed by any guest, offers and services are valued in public. The competition is no longer local or regional. If not global, then at least nationwide actions are necessary. This opens up unexpected opportunities. In this context, what are the key issues for users/customers in the near future?

**Speaker:**

[Roland Fricke](#), Wellness Entrepreneur, Internet Junkie, Travel Expert, Marketing Specialist, Founder and CEO, <http://www.beauty24.de>

**11:25 - 11:45**

### Mainstream Hotels Riding The Wellness Wave

Does it make sense to add Destination Spa programs into a standard hotel or resort? Consultants the world over are receiving requests from operators and investors of mainstream hotels and resorts to supplement their existing operation with complete wellness programs. But is it a good fit? Other hotels & resorts are looking to convert their entire property into a wellness resort. Is it even possible? Both concepts provide the participants with significant challenges that can not always be mastered by the owners or senior management. They want to save their financially flagging property by riding the wellness wave, but it's not a solution suitable for everyone. Sam Foster talks about the challenges and what investors need to know and do in order to (successfully) implement these change processes.

**Speaker:**

[Samantha Foster](#), Director, Destination Spa Management



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE -  
INCLUDED IN YOUR ITB TICKET

Program is subject to change.

12:00 - 12:20

**Wellness Trends: Terms And Figures – An Up To Date Overview 2018!**

What do German guests expect from a wellness holiday and how do hoteliers respond to these needs? Figures answering these questions are the key for developing and operating wellnesshotels and spas. Beauty24 and Wellness-Hotels & Resorts (WH-R) have interviewed guests and hoteliers since 2004. The latest survey will be presented by Michael Altewischer.

**Speaker:**

[Michael Altewischer](#), Managing Partner, Wellness Hotels & Resorts

12:25 - 12:45

**Free From... Business Boost Or Competitor?**

Wellness hotels and centers all around the world show signs of conversion in terms of what and how they offer for their guests. Many turn to natural resources such as thermal springs, muds, micro-climate or cultural traditions and rituals. Guests are looking more and more for services and treatments that have natural properties and represent cultural evidence. Still, we can see that wellness hotels see direct competition from 'nature' – consider forest bathing!

- What kind of resources can we consider relevant?
- How can a hotel and its guests know that one natural remedy is a) harmless and b) effective?
- Where is the business case and where are its limits?

**Speaker:**

[Dr. László Puczko](#), Director of Industry Intelligence, RLA – Resources for Leisure Assets

13:00 - 13:45

**The Future Wellness Market**

The hectic modern lifestyle brings more and more people out of their balance. Places of peace and quiet become more and more important. People are looking for retreats to refuel. Motives for this are, for example: the way to your own center, the search for meaningfulness and orientation, direction and perspective. The interest in products and services that promise us meaning, depth and unique value retention will increase. In the age of individualism and seemingly limitless "self-design", however, there is also increasing pressure to constantly have to optimize his life in all areas: at work, at leisure, even in sleep.

- How is the spa industry responding to these far-reaching developments?
- Or: how should the industry react?
- What new opportunities arise for us as a wellness provider?

**Speaker:**

[Dr. Franz Linser](#), Managing Partner, Linser Hospitality GmbH

14:00 - 14:20

**Poland. The Real Or Paper Tiger Of Wellness Tourism In Cee?**

Despite global problems and anxieties, the Polish economy grows. According to OECD report, GDP in 2017 will increase by more than 4 percent. Together with it, the wellness tourism market is also growing, which is driven by internal consumption. Only in the years 2013 - 2015 1.2 million wellness trips have been recorded. Will Poland be able to become a regional leader and become an attractive destination not only for Poles in the next few years?

**Speaker:**

[Arkadiusz Dawidowski](#), President, European Spa Foundation Poland



ONE INDUSTRY. ONE CONVENTION.

AND ALWAYS ONE STEP AHEAD.

DESTINATION,  
WELLNESS

14:25 - 14:45

### Wellness Programs For Seniors 65+ – A Growing Market

In view of the aging population in many countries, the interest of operators to develop wellness programmes for the senior 65+ market is increasing. Sam Foster has designated a network called FLOURISH (Due to a particularly suitable environment people can get healthy and age-appropriate develop) founded that specializes in healthy aging (not anti-aging) and concentrated as a guide for creating these programmes serve:

- F - Free from diseases (diagnostics and therapy)
- L - Life attitude
- O - Outlook, positive attitude to life (emotional health)
- U - Understanding / cognitive function (mental health and brain function)
- R - Resilience and rest (relaxation therapy + sleep)
- I - Independence: physical (mental) and emotional (relationships)
- S - Social Environment & Support
- H - Hobbies, interests and leisure activities

As part of the ITB Expert Forum Wellness, Sam Foster reports on her network.

**Speaker:**

[Samantha Foster](#), Director, Destination Spa Management

## ITB Tourism For Sustainable Development Day



Date	Time:	Location
March 8, 2018	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 3

### Cooperation for sustainable development through tourism:

For the second time, the German Federal Ministry for Economic Cooperation and Development (BMZ) is organising the ITB Tourism for Sustainable Development Day as part of the ITB Convention. Developing countries and emerging economies are increasingly exploiting their potential for tourism, and the importance of tourism in development cooperation is growing, as is evident from the range of joint measures launched over the past year by the tourism sector and German development cooperation.

Given its importance in the global economy, tourism has a vital part to play in implementing the 2030 Agenda for Sustainable Development. The United Nations cites tourism in a number of its Sustainable Development Goals and highlights the role that the tourist industry can play in achieving these goals. Cooperation between the public sector and the private sector is a particular focus of interest. How can political and business goals be brought together to make a practical contribution to sustainable development? What specific contributions can German and European tourist organisations make towards achieving the aims of the 2030 Agenda? And how can the tourism industry and development cooperation work together meaningfully?

**Hosted by:**

[Andreas Wurm](#), Journalist (rbb, NDR)



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE –  
INCLUDED IN YOUR ITB TICKET

Program is subject to change.

15:00 - 15:20

**Opening****Keynote Speaker:**[Hans-Joachim Fuchtel MdB](#), Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

15:20 - 15:45

**Initiative With The Cruise Industry To Conserve Marine And Coastal Ecosystems**

Developing countries represent some of the most popular cruise destinations but many fail to make full use of the substantial economic opportunities this brings. Handling large numbers of passengers and the environmental pressures caused by waste, waste water and shore excursions also often test these countries' capacity to the limit. Meanwhile, ecosystems popular with tourists, such as coral reefs and mangrove forests, are coming under increasing pressure. As part of its 10-point Plan of Action for Marine Conservation and Sustainable Fisheries, BMZ organised a round table with civil society and cruise companies and, in May 2017, launched a pilot project to support local authorities, NGOs and cruise companies along the Mesoamerican Barrier Reef in developing a sustainable destination management.

This session will present and discuss the initiative's activities so far and the results.

**Moderated by:**[Andreas Wurm](#), Journalist (rbb, NDR)**Panel guests:**[Franziska Eckhard](#), Senior Policy Officer, Division 310 „Environment, sustainable use of natural resources and biodiversity“, German Federal Ministry for Economic Cooperation and Development (BMZ)[Javier Pizaña](#), Director Local Government of Cozumel, Mexico[Prof. Dr. Harald Zeiss](#), Professor for Sustainable Tourism, Harz University of Applied Sciences, Chairman, Futouris e.V.[Martina von Münchhausen](#), Expert on Tourism, WWF Germany

16:00 - 16:45

**Training And Employment Promotion: The 'Lab Of Tomorrow' With TUI And The Developpp.De Programme With Thomas Cook And Futouris E.V.**

About one person in ten around the world works in an area directly connected with tourism, making the sector one of the most employment-intensive industries in the modern world.

Two current case studies demonstrate how German development cooperation and the private sector are working together to devise ways of promoting employment in tourism. Since the end of 2017, the [develoPPP.de programme](#) has facilitated cooperation between BMZ, Thomas Cook Deutschland and Futouris e.V. to promote practical and sustainable training in hotels and hotel training institutes in Tunisia. The ['lab of tomorrow'](#) represents an alternative approach and is run jointly with TUI AG. In early February 2018, tourism experts from various countries and representatives of a wide range of sectors met in Egypt to come up with business ideas to help improve the supply and quality of skilled staff in Egypt's tourism sector.

**Introductory presentation:**[Dirk Schwenzfeier](#), Commissioner for the Private Sector and Local Authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)**Moderated by:**[Matthias Leisinger](#), Consultant for CSR and Sustainability in Tourism, focusright Ltd., Leisinger**Panel guests:**[Stefanie Berk](#), Chairwoman of management board, Thomas Cook Touristik GmbH[Christoffer Brick](#), Senior Manager Private Sector Cooperation, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH[Ahmed Farrag](#), Head of Operations, TUI Hotels & Resorts

ONE INDUSTRY. ONE CONVENTION.

AND ALWAYS ONE STEP AHEAD.

DESTINATION,  
WELLNESS

17:00 - 17:45

### Tourism And Political Change In The MENA Region

The MENA region, especially Egypt, Morocco and Tunisia, is a popular destination for many German and European tour organisers. The political turmoil of the 'Arab spring' and the aftermath of terrorist attacks in the region have had a major impact on tourism, yet the sector – and the importance of these destinations to the tourist industry – remains crucial to the region's economy.

What direction will tourism take in the region in future? How can Europe's tourism industry help? In which areas is development cooperation working in the region? And what scope is there for synergies that will achieve positive results for all parties? Representatives of Germany's tourism industry and regional development cooperation experts will be exploring these issues.

**Keynote:**

[Bettina Horstmann](#), Head of Division "Policy issues of development cooperation with MENA", German Federal Ministry for Economic Cooperation and Development (BMZ)

**Moderated by:**

[Dr. Axel Klaphake](#), Head of Directorate „Economic and Social Development, Digitalisation“, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

**Panel guests:**

[Bettina Horstmann](#), Head of Division "Policy issues of development cooperation with MENA", German Federal Ministry for Economic Cooperation and Development (BMZ)

[Dirk Inger](#), CEO, German Travel Association (DRV)

[Jörg-Michael Rösner](#), Head of political communication, Federal Association of the German Tourism Industry (BTW)

[Dirk Schwenzfeier](#), Commissioner for the Private Sector and Local Authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)

[Slim Tlatli](#), International Consultant, former Minister of Tourism & former Minister of Employment and Professional Integration of Youth, Tunisia

17:45 - 17:55

### Wrap Up:

**Speaker:**

[Dirk Schwenzfeier](#), Commissioner for the Private Sector and Local Authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)

## ITB Destination Day 2



Date	Time:	Location
March 9, 2018	10:45 - 16:45	Convention Hall 7.1a, Auditorium New York 3

The ITB Destination Days are dedicated to the challenges and perspectives of international destination management.

**Hosted by:**

[Birgit Fehst](#), Moderator, Coach, Speaker



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE –  
INCLUDED IN YOUR ITB TICKET

Program is subject to change.



10:45 - 11:00

**Welcome****Speaker:**[Birgit Fehst](#), Moderator, Coach, Speaker

11:00 - 11:45

**Latin America Forum: Mega-Construction Projects and Tourism: Bigger – Better – Bust?**

Enormous dams, giant canals: Nicaragua is planning a canal, the likes of which the world has never seen. If it follows Panama's example, it could become a top tourist attraction in the Americas. Apart from its economic and political significance, does this project support sustainability at all – and is it conducive to the tourism industry? Countless visitors were fascinated by the tremendous scale of the Itaipú power plant which opened in 1984. Has this mega-project, with its huge dam between Brazil and Paraguay, now a symbol for environmentally-friendly energy generation, or is it actually a big disappointment which is now showing its age? Which path will Nicaragua take to develop its future canal into an example for acceptable interventions in ecological and social habitats? Are these kinds of mega-projects even acceptable today – and are they tourism-friendly? Has the Latin American tourism industry benefited from such projects, and if so, how?

**Moderated by:**[Andreas M. Gross](#), President, ARGE Lateinamerika e.V.**Panel guests:**[Teresa Espinola](#), Director General of Tourism Products, SENATUR[John Garry](#), Account Director, Lieb Management & Beteiligungs GmbH[Angela Giraldo](#), Head of Training & Consulting Partner, TourCert[Matthias Sorke](#), Area Manager, Studiosus[Dr. Guido Spadafora](#), Ambassador of Panama in Germany[Immanuel Zerger](#), General Manager, Soletiname Tours Nicaragua

12:00 - 12:45

**Turkey Forum: The New Vision Of The Destination Turkey**

Turkey's destination marketing is being completely redesigned. Which USPs will be highlighted in the future? How does the Turkish travel industry see the source market Germany and how is the vision implemented in their most important source market Germany as well as in other source markets?

**Moderated by:**[Hüseyin Baraner](#), Foreign Operations Representative, TÜRSAB (Turkish Association of Travel Agents)**Panel guests:**[Osman Ayik](#), President, Turkish Hoteliers Federation (TUROFED)[Dietmar Gunz](#), Group Managing Director, FTI GROUP[Songül Göktaş-Rosati](#), Managing Director, Öger Tours[Günter Ihlau](#), Member of the Foreign and Group Tourism Committee, German Travel Association (DRV)[İrfan Önal](#), Director General for Tourism Promotion, Ministry of Culture and Tourism, Republic Turkey

13:00 - 13:45

**Smart Destinations: Digital Technologies For Managing The Flow Of Visitors - Approaches And Experiences Away From Large Cities****-in cooperation with DIHK and the German Startups Association-**

Congested roads, long lines for attractions, overcrowded public squares and beaches, rising rental and real estate prices – too many travelers bring not only life into destinations, but also a range of problems. And this doesn't only happen in the "overtourism" destinations which are often cited, like Amsterdam, Barcelona and Venice. Crowds of visitors can become a problem in other cities and touristic regions as well. Data and digital tools for "smart destinations" can help manage the crowds – from intelligent systems which help drivers find parking places to virtual experiences. Digital tourism experts, including specialists in the "Smart City & Region" area present ideas and discuss suggestions for tourism

destinations and also clarify the potential stumbling blocks and requirements.

**Moderated by:**

[Dr. Ulrike Regele](#), Director Commerce and Tourism, DIHK (German Chamber of Industry & Commerce)

**Panel guests:**

[Bastian Kneissl](#), CEO & Founder, MapCase Media GmbH, Chairman of the Professional Travel Startups Group, German Startup Association

[Thorsten Rudolph](#), Managing Director, Hochschwarzwald Tourismus GmbH

[Gerald Swarat](#), Head of Berlin office & Project Coordinator for Smart Rural Areas, Fraunhofer IESE

**14:00 - 14:45**

**Halal In Travel: ITB Berlin Summit 2018**

The boom in the Muslim travel market will continue in the future. The multi-billion market is increasingly characterized by affluent, digital-savvy millennials. Which offers does this growing customer group expect, and how should the group be approached? Using the latest study results, insiders discuss how this attractive share of the market can be developed.

**Moderated by:**

[Fazal Bahardeen](#), CEO, Crescent Rating & HalalTrip

**Panel guests:**

[Shaji Abu Salih](#), Area Director of Sales & Marketing, Shaza Hotels

[Carel Stadler](#), Trade & Partnership Manager, Cape Town Tourism

[Raudha Zaini](#), Marketing Manager, HalalTrip

**15:00 - 15:45**

**Video Marketing 101: If A Picture Says 1000 Words, What Does Video Say?**

Video consumption has skyrocketed over the past few years, as a matter of fact, 70% of all web traffic is now for video content. All of the major social media outlets encourage video sharing. Facebook even skews their algorithm in favor of video, showing it to more people organically. Companies that do not yet produce videos for social media are losing out on a great opportunity. How can destinations best leverage the mega trend video marketing? What types of video content should you be developing and how to get it in front of those interested in visiting your destination? Make sure to arrive early as this session will likely be standing room only.

**Introductory presentation:**

[Mike Shubic](#), professional travel video blogger, MikesRoadTrip.com

**Moderated by:**

[Matthias Morr](#), Video Blogger & Cruise Influencer, Schiffstester.de

**Panel guests:**

[Heli Jimenez](#), Director, Head of Marketing, Visit Finland

[Simon Jones](#), Client Services Director, Digital Visitor

[Mike Shubic](#), professional travel video blogger, MikesRoadTrip.com

**16:00 - 16:45**

**Outlook Keynote: Instagrammability, Alexa And Siri: The Underrated Challenges For Destinations**

Too many destinations are still concerned with logos and advertising slogans, while the digital world has been shouting for other content for a long time. Voice, as well as the selfie-posting behavior, are changing the perspective. Nothing can be gained through plain self-representation anymore. Customers are taking over the marketing of destinations. For the growing target group of the experienced travel consumers Instagrammability plays a substantial role when choosing a destination. If you're not on board you'll be checked off the list. How do DMOs have to change to meet the challenges? How can events be created so that modern tourists can report in real time to their followers on their digital channels and platforms?

**Speaker:**

[Christoph Engl](#), Managing Director, BrandTrust



Official Partner Country  
ITB Berlin 2018



Convention & Culture Partner



EXPERT KNOWLEDGE -  
INCLUDED IN YOUR ITB TICKET

Program is subject to change.