

ONE INDUSTRY. ONE CONVENTION.

AND ALWAYS ONE STEP AHEAD.

FUTURE,
MARKETING

ITB Future Day



Date
March 7, 2018

Time:
10:30 - 17:45

Location
Convention Hall 7.1b, Auditorium London

For 15 years, ITB Future Day has been the most important day of the ITB Berlin Convention. This is where mega trends in economy and society and key topics of the global travel and tourism industry are discussed. Exclusive empirical study results and examples of Best Demonstrated Practices from market and innovation leaders offer valuable insights and concrete decision-making support for entrepreneurial strategies and measures. The international speakers are "hand-picked" - they are top-level managers or specialists with unique know-how. The highlights include keynotes from Booking.com, Ctrip and Google, as well as sessions about revolutionary means of transport and innovative technologies like blockchain.

Hosted by:

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

10:30 - 11:00

Opening Of The Convention

Welcome:

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

[Harry Glawe](#), Minister for Economic Affairs, Employment and Health, Mecklenburg-Vorpommern

[Hon. Charles R. Banda](#), MP, Minister of Tourism and Arts, Zambia

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

11:00 - 11:45

Keynote: Travel: A Gateway to Global Peace And Prosperity

For some, travel is an expensive luxury good, while for others it is an escape from their everyday lives. But travel is much more than just transporting, accommodating and entertaining customers. From acquiring souvenirs to acquiring mutual understanding, travel brings the world closer with every heart-to-heart communication acting as a form of cultural exchange. The mission of travel companies must be to make traveling easier and worry-free and to help each traveler become an ambassador of their own cultural identity. By doing this we can promote the respect and understanding of different cultures and at the same time generate economic, environmental and social benefits for local people.

Interviewer:

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

Keynote Speaker & Interview guest:

[Jane Jie Sun](#), CEO, Ctrip.com International Ltd.



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12:00 - 12:45

IPK's World Travel Monitor: Forecasting The Development Of Global And European Tourism – In Cooperation With IPK International

Based on around 500,000 interviews, the IPK World Travel Monitor is considered to be the world's largest travel survey. The Convention presents the latest forecast data about worldwide and European travel – an essential basis for decision-making for the entire tourism industry.

Speaker:

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

13:00 - 13:45

Tackling “Overtourism” At Destinations: Best Practice Solutions From Setting Quotas To Pricing To High Tech

The massive increase in conflicts at tourism hotspots shows that things can't continue as they have until now. Initial experiences of very heavily affected destinations reveal which approaches were successful and which weren't. Can smart technologies and the setting of quotas effectively mitigate “overtourism”? How can pricing be used to better manage demand, given time and capacity constraints? Will we soon need revenue management systems for tourism destinations as well? The latest McKinsey study (commissioned by the WTTC) takes a look at affected tourism regions and provides recommendations for actions.

Speakers:

[Gloria Guevara Manzo](#), President & CEO, World Travel & Tourism Council

[Margaux Constantin](#), Associate Principal, McKinsey

14:00 - 14:45

The Revolution Of Travel: Transportation Systems at a Turning Point – Technological Leaps and Revolutionary Means of Transport

The continuing increase in traffic cannot be managed with existing transportation systems. Gridlock seems to be unavoidable. Technological leaps are making entirely new transportation systems, and seemingly revolutionary means of transport, possible. What will the transportation system of the future look like? What role will Elon Musk's Hyperloop technology have in the future?

Interviewer:

[Christoph Schlautmann](#), Editor, Handelsblatt

Speaker and Interview Guest:

[Dirk Ahlborn](#), CEO, Hyperloop Transportation Technologies, Inc. (HTT), Founder and CEO, JumpStarter Inc.

15:00 - 15:45

The Revolution Of Travel From The Customers' Perspective: Autonomous Cars And Flying Taxis, Hyperloop And Supersonic Jets – Exclusive Travelzoo/ITB Market Study

The revolution of travel will soon be reality: autonomous cars, fully-automatic, flying electric drone-taxis, hyperloop transportation and supersonic flight will make unprecedented forms of (luxury) travel possible. Will these new means of transportation be accepted and will customers be willing to use them? To which target groups are they best suited? Travelzoo conducted exclusive research for the ITB about how travelers from Europe, the Americas, Asia and Australia assess these new forms of travel.

Moderated by:

[Christoph Schlautmann](#), Editor, Handelsblatt

Speaker:

[Joel Brandon-Bravo](#), UK General Manager, Travelzoo

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16:00 - 16:45

ITB CEO Interview: Gillian Tans, CEO Booking.com, one-on-one with Philip C. Wolf

The crown jewel of Booking Holdings, Booking.com, is a global juggernaut in hotel distribution. Meet its CEO in an intimate conversation with Phocuswright founder, Philip Wolf. This company is the ultimate customer acquisition machine, delivering value to travelers on all corners of the earth. Despite various initiatives to drive direct bookings, Booking.com remains an important component of our industry's ecosystem. This session will afford attendees invaluable insight to enhance their own strategies.

Interview guest:

[Gillian Tans](#), President & CEO, Booking.com

Interviewer:

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

17:00 - 17:45

Blockchain: The Next Technology Disruption In The Travel Industry

Blockchain technology has the potential to revolutionize companies and the entire economy. Over a billion dollars have already been invested in blockchain research & development. Despite the hype surrounding blockchain, only few people have a detailed understanding of its main principles. How exactly does blockchain work, and what effects will it have on global travel industry structures? What have tourism industry pioneers been experiencing with blockchain, and which steps should companies now take?

Introductory presentation & Moderation:

[Norm Rose](#), President, Travel Tech Consulting, Inc

Panel guests:

[Maksim Izmaylov](#), Founder & CEO, Winding Tree

[Frank Rosenberger](#), Member of the Executive Board – IT and New Markets, TUI Group

[Decius Valmorbidia](#), Senior Vice President Travel Channels, Amadeus IT Group

ITB Marketing & Distribution Day

Date	Time:	Location
March 8, 2018	10:45 - 17:45	Convention Hall 7.1b, Auditorium London

The ITB Marketing & Distribution Day provides valuable know-how for innovative marketing and distribution strategies. The focus of this day of the convention is on the keynote from Airbnb founder Nathan Blecharczyk and the Hospitality CEO panel. The important luxury hotel segment will be the focus of another panel discussion. There will no doubt be a great deal of expectation around the ITB CEO Interview with the new CEO of Expedia – the interview will be about future trends in global distribution. As for a key topic of the ITB Berlin Convention – Artificial Intelligence and Personalization – we expect another highlight: The Chief Data Officer of legendary technology pioneer Cambridge Analytica will offer us a glimpse into the future of customized advertising. The ITB Marketing & Distribution Day will be rounded off with an additional session about the application possibilities of artificial intelligence and an outlook-keynote about the future of destination marketing.

Hosted by:

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



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10:45 - 11:00

Welcome

Welcome:

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

11:00 - 11:45

Keynote: The Evolution Of Airbnb And How Global Travel Is Changing

With more than 4 million home listings in 191+ countries and Airbnb Experiences in 40+ cities, Airbnb is redefining travel with a world of hosts - welcoming 260+ million guests to authentic, local, and unique travel experiences. In this keynote, Airbnb Co-Founder Nathan Blecharczyk will share the latest updates from Airbnb and how travel is changing.

Interviewer:

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

Keynote Speaker & Interview guest:

[Nathan Blecharczyk](#), Co-founder & Chief Strategy Officer, Airbnb, Chairman, Airbnb China

12:00 - 12:45

ITB Hospitality Executive Panel – In Cooperation With PhocusWire

The hotel industry is facing huge challenges in sales & distribution: Digitalization and new technologies, the power of online travel agencies and the transformation of sales channels are all making it necessary to re-develop distribution strategy. Renowned CEOs of global hotel groups will discuss successful business and distribution strategies at the ITB Hospitality CEO Panel.

Moderated by:

[Kevin May](#), Editor-in-Chief, PhocusWire

Panel guests:

[Maud Bailly](#), Chief Digital Officer, AccorHotels Group

[Chinmai Sharma](#), Chief Revenue Officer, Taj Hotels Palaces Resorts Safaris

[Carole Tahar](#), Chief Digital Officer, Louvre Hotels



13:00 - 13:45

Luxury Hotels: Secrets Of The Hidden Luxury Phenomenon

Bling bling is out! Luxury has been defined through intangible values for a considerable time. But our industry is having a hard time: The definition of luxury is becoming increasingly difficult to grasp – everyone is puzzling out their own definition. Many studies fail to go below the surface, and scientific approaches are lacking. Furthermore, a hardly-noticed change is taking place: the definition of New Luxury is slipping towards Hidden Luxury, a parallel universe characterized by incognito guests, paparazzi-free zones and living discretely in true luxury. Insiders let us peep through the keyhole.

Moderated by:



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[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

Panel guests:

[Arnaud Girodon](#), General Manager, The Datai Langkawi, Malaysia

[Pierre Guggenheim](#), Advisor to Royal Houses, Administrative Board and Director, Middle East International Group AG

[Marcus Krall](#), Director New Business, PR & Marketing D.A.CH, OCEAN INDEPENDENCE GmbH

[Al Merschen](#), Principal, Myriad Marketing/MMGY Global

14:00 - 14:45

ITB CEO Interview: Mark Okerstrom, Expedia's New CEO, One-On-One With Philip C. Wolf

Meet Expedia's new CEO: Mark Okerstrom. Previously the global OTA's CFO and head of M&A since 2006, he has some big shoes to fill! He sat six feet to the right of his boss, CEO Dara Khosrowshahi — without a wall — for more than five years, affording him a unique perspective and natural transition. Khosrowshahi's September 2017 departure to run Uber left Okerstrom to lead the company that includes HomeAway, Egencia, Hotels.com, Hotwire, Travelocity, Orbitz, and a majority stake in Trivago. This lively one-on-one discussion will span global expansion, new technologies, competitive challenges and emerging trends along with some personal insights on the future.

Interview guest:

[Mark Okerstrom](#), President & CEO, Expedia, Inc.

Interviewer:

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

15:00 - 15:45

ITB Executive Interview: Big Data And Intelligent Data Analysis: The Death Of Traditional Advertising?!

Big Data and artificial intelligence are turning the advertising world upside down. Innovative data analyses are being used to create sophisticated personality profiles. Highly individualized advertising messages are being produced and communicated for this purpose. The results: A quantum leap in advertising effectiveness and entirely new dimensions of target marketing. The Chief Data Officer of Cambridge Analytica, the illustrious data-analysis company, explains which lessons companies can learn from his experience in the recent US presidential election.

Interview guest:

[Dr. Alexander Tayler](#), Chief Data Officer, Cambridge Analytica

Interviewer:

[Andy Owen-Jones](#), Co-Founder & CEO, bd4travel

16:00 - 16:45

ITB Executive Interview: AI In The Travel Industry

Massive investment in artificial intelligence is having an impact: In a few years all decisions and existing business processes will be supported by artificial intelligence. Artificial intelligence makes companies more productive and customer-oriented, offers become more individualized, service becomes more personal, sales processes become simpler and more intuitive. What is the status quo of artificial intelligence, and in what areas does it have the greatest potential to prove beneficial to the travel industry? Which applications have already proven to be truly successful?

Moderated by:

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

Panel guests:

[Andreas Bitterer](#), Chief Analytics Evangelist EMEA, SAP

[Noreen Henry](#), CEO, Wayblazer



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17:00 - 17:45

Outlook Keynote: Rethinking The DMO

Due to digitalization, new forms of travel and overtourism, traditional destination marketing has become obsolete. Destination marketing organizations need to completely revise their philosophy. In the future, they will need to tackle important issues, practice active management of destinations, become experience-designers, and they require totally new performance indicators. This is the only way for them to be able to develop into "smart destinations".

Keynote Speaker:

[Doug Lansky](#), International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author

ITB Zambia Tourism Forum

Date	Time:	Location
March 9, 2018	10:45 - 12:45	Convention Hall 7.1b, Auditorium London

The ITB Zambia Tourism Forum deals with subjects which go well beyond Zambia and are also very important in other tourism regions in Africa and throughout the world: World heritage sites, cross-border tourism and community engagement. How can success be achieved in tourism development and marketing, poverty reduction and sustainability?

Hosted by:

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

10:45 - 11:00

Welcome

Welcome:

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

11:00 - 11:45

Maximizing Heritage Interpretation For Tourism Promotion And Development

Heritage Interpretation is important in the Promotion and Development of Tourism as it gives meaning to the tourism entities thereby adding value to them. In return they result in the visitor appreciation of the places they visit and the heritage they experience. Well interpreted heritage results in tangible and sustainable tourism. The discussions will highlight how heritage sites and intangible heritage can be presented in ways that the development and promotion of tourism programmes supports sustainable development of cultural tourism in rural areas, particularly by supporting local SMEs. This may require creating new methods of promoting the inter-connected character of the natural, cultural and social value of land and seascapes through sustainable tourism, best achieved through the use of attractive and appealing interpretation styles and principles. In order to assist in the sustainability of all the areas of interest, a conversation on the importance of integration of natural and cultural heritage policies and management in sustainable tourism development needs to be created.

Keynote Speaker:

[Hon. Charles R. Banda](#), MP, Minister of Tourism and Arts, Zambia

Moderated by:

[H.E. Anthony Mukwita](#), Ambassador, German Embassy of the Republic of Zambia

Panel guests:

[Peter DeBrine](#), Senior Project Officer, Sustainable Tourism, UNESCO World Heritage

[Ilona Hupe](#), Travel literature writer & publisher, Ilona Hupe Verlag

[Kagosi Mwamulowe](#), Director Lusaka East Central Region, National Heritage Conservation Commission



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12:00 - 12:45

Trans Regional Tourism: Community Engagement In Conservation And Tourism Economies

The Kavango-Zambezi Transfrontier Conservation Area (KAZA TFCA) lies in the Kavango and Zambezi river basins where Angola, Botswana, Namibia, Zambia and Zimbabwe converge. Jewels in the crown of this spectacular array of protected areas are the 15,000 km² Okavango Delta, an explosion of green and blue in parched landscape - the world's largest inland delta, and the awe inspiring tumbling cataracts of the Victoria Falls, a World Heritage Site and one of the seven natural wonders of the world. The discussion will draw lessons from the KAZA TFCA, highlighting the case of Simalaha Community Conservancy in Zambia. The Simalaha Community Conservancy is a joint initiative between two chiefdoms, that is, Chief Sekute from Kazungula District and Senior Chief Inyambo Yeta from Sesheke/Mwandi District of Southern and Western Provinces respectively. The KAZA TFCA objectives dwell on conservation and tourism as livelihood options thereby becoming tools for poverty reduction among rural communities. Three specific objectives which will be considered: (1) Facilitation of tourism across the international borders; (2) Implementation of programmes to enhance the sustainable use of natural and cultural heritage resources to improve the livelihoods of resident communities; and (3) Facilitation of a healthy and competitive economic environment.

Moderated by:

[Prof. Marina Novelli PhD](#), Professor of Tourism and International Development, University of Brighton

Panel guests:

[Elcia Grandcourt](#), Regional Director for Africa, World Tourism Organization (UNWTO)

[Naambo Josephine lipinge](#), TFCA Coordinator, Ministry of Environment & Tourism, Namibia

[Prof. Dr. Vet. Med. Andrew Nambota](#), Director Transfrontier Conservation Areas (TFCAs), Ministry of Tourism and Arts, Lusaka, Zambia



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