

eTravel Lab Day 1

Date	Time:	Location
March 6, 2019	10:30 - 14:00	Hall 7.1b, eTravel Lab

On the first day of eTravel Lab, Payment Solutions for the travel industry will be discussed with Wirecard and Amazon Pay. Andre Morys will fascinate the audience with his thought-provoking impulses concerning "The Power of Conversion" before the first TTA Forum will open its doors in the afternoon.

10:30 - 11:00

Alexa, It's Time For Vacation!

Smart assistants are defining the travel experience of the future. Whether in voice dialogue with home speakers and smartphones or via chat in live chats and messenger apps: A constant dialogue with today's digitally empowered traveler will become tomorrow's key to success for travel providers.

Speakers:

[Thorsten Reitz](#), Manager Digital Sales Platform, TUI Deutschland GmbH

[Nico Wohlgemuth](#), Vice Chairman, BVDW Fokusgruppe Mobile, Managing Partner, DAYONE

11:00 - 11:30

How Online Payment Trends Are Impacting The Travel Industry

Best Case Study on the integration of Chinese payment methods in order to achieve sustainable sales growth.

Speaker:

[Jörg Möller](#), Managing Director, Wirecard

11:30 - 12:00

Rethinking Convenience For The Connected Traveler

Increase your purchase completion rate, grow your business, streamline operations and build trust. How Amazon optimizes the checkout experience.

Speaker:

[Thomas Gmelch](#), Head of Travel & Mobility, Amazon Pay

12:00 - 12:30

The 12 Things You Need To Know About Airfare & Hotel Prices

Learn when and where airfare and hotel prices are the most volatile. A recent study reveals supplier-pricing behaviors that every corporate travel manager should know about.

Speaker:

[Bruce Hanna](#), General Manager EMEA, Yapta

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Kurzfristige Änderungen vorbehalten.

12:30 - 13:00**Are you ready for the future? How to level up your influencer marketing**

Work with influencers? Great. Here's how you can do it better. From finding the right influencer to attracting the kind of traveler most compatible with your brand, Lisa Binderberger shares best practices and where the travel & tourism industry is headed in 2019 and beyond.

Speaker:

[Binderberger Lisa](#), CEO & Founder, Boom Creative Lab GmbH

13:00 - 13:30**Chatbots – Your Hotel's Answer To Impacts Of Global Travel Trends And Language Barriers**

Millennials are forcing hotels to change their old ways of thinking. As part of the service flow, chatbots can conquer language barriers and provide exceptional, personalized experiences.

Speaker:

[Alexander Wessels](#), Executive Director, SABA Hospitality

13:30 - 14:00**Social Media, Conversational Platforms And AI: How To Make The Smartest Combination Between Technology And Human?**

How can social media contribute to customer relations? Learn more about multichannel strategies and how AI is able to support customer services.

Speaker:

[Romain Cuisinier](#), Head of Social Marketing , Air France

eTravel Stage Day 1

Date	Time:	Location
March 6, 2019	10:30 - 18:00	Hall 6.1, eTravel Stage

The first day provides an overview of trends in digital mobility, presented by Lufthansa Innovation Hub and other authorities. The geographical journey starts in Germany and leads all the way to China. New products are shared by Sojern, Mapify, Limendo, Guuru, V-Office, Climber, and more.

10:30 - 11:00**The Role Of Humans In The Future Of Revenue – A Story Of Magic, Intelligence And Dogs**

As the world explodes in data, humans and current systems alone can't handle the complexity of big-data analytics.

Speaker:

[Klaus Kohlmayr](#), Chief Evangelist, IDeaS

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11:00 - 11:30**Travel By Sound – How Does Your Destination Sound?**

Digital voice assistants, self-driving cars and smart homes are taking over the holiday world. Five trends in tourism, how speech is becoming the new search function and hearing is the new feeling.

Speakers:

[Julia Jung](#), Agency Management, neusta etourism

[Stefan Niemeyer](#), Agency Management, neusta etourism

11:30 - 12:00**Innovation And Tourism – Not A Matter Of Course! Challenges And Solutions**

Tourism is fragmented and small-scale. Innovative ideas are therefore harder to implement. However, there are exciting ideas that are relevant to tourism. This requires an interface between innovation and industry. The Salzburg Accelerators for Tourism is an example of this.

Speakers:

[Thomas Bodmer](#), Founder, Next Floor GmbH, TACC

[Marcus Salzmann](#), Founder, Next Floor GmbH, TACC

12:00 - 12:30**Data Orchestration As The Foundation Of A 360 Degree View Of Your Customer**

Business models are fundamentally changing based on the experiences consumers are having with brands. And this disruption is driven by data. Understand the power in data to guide an experience and understand what consumers need!

Speaker:

[Martin McDonald](#), VP EMEA, Tealium

12:30 - 13:00**Findings From The “State Of The Travel Industry” Report**

What characterizes advertising expenditures, and which distribution channels make the most sense? These and many other related questions were answered by hundreds of marketing experts around the world for the State of the Travel Industry Report.

Speaker:

[Matthieu Betton](#), General Manager Europe, Sojern

13:00 - 13:30**Top Travel-Tech Solutions From Spain**

Spain is one of the top 3 touristic destinations in the world, with an extremely competitive business environment. The Spanish travel-tech firms in this panel combine experience, technical expertise and demand-driven solutions.

Moderated by:

[Lucinio Muñoz](#), Economic and Commercial Counsellor, Spanish Embassy Berlin

Panel guests:

[Eduardo Baró](#), Commercial Technology, Busso (Viajes Urbis)

[Sebastián Briones Moyano](#), CEO, Pipeline Software 2000, S.L.

[Isabel Carranza](#), Travel Compositor

[Patricia Czajkowski](#), Head of Business Development DACH, Avantio

[Pau Ferret](#), Sales Managing Partner, 123compareme

[Juan Ramón García Vila](#), Sales Manager, Roommatik (Ictel Ingenieros, S.L.)

[Jorge Mira Uclés](#), CCO, Doblemente, S.L.

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13:30 - 14:00**Mapify: Turning Instagram Into Bookable Travel**

Mapify is establishing a completely new business model in the travel industry by building a global travel community and using Instagram photos as a source of inspiration.

Speakers:

[Patrick Haede](#), Co-Founder & CEO, Mapify

[Fabian Plato](#), Head of Operations, Mapify

14:00 - 14:30**HI – How Hotel Intelligence Increases Profits**

Today, faster and better decisions make the difference between business success and failure. The right data strategy and business intelligence solution is thereby an important pillar.

Speaker:

[Hannes Lösch](#), Managing Director, Limendo

14:30 - 15:00**How To Offer Better 24/7 Customer Service With Guuru**

Would you like to offer 24/7 live chat, minimize the shopping cart jump rate or pass on product recommendations from loyal customers? How to mobilize customers to share their knowledge and experience.

Speaker:

[Christoph Häusler](#), Sales Director DACH, guuru

15:00 - 15:30**Rheinhessen: Experiencing A Destination With All Your Senses**

Content marketing in tourism especially thrives on the emotionality that fascinates guests and holidaymakers both before and during their stay. But how does this really work?

Speakers:

[Christian Halbig](#), Managing Director, Rheinhessen-Touristik GmbH

[Joachim Schmidt](#), Founder & Owner, Intensive Senses | Manufaktur für digitales Marketing

15:30 - 16:00**Audio Influencing In Tourism**

The tourism industry still hasn't discovered that Spotify, TuneIn, Blubrry and Castrex can communicate content. But which content is suitable for audio influencing, and who can produce it?

Speakers:

[Antonia Alberti](#), Project Manager, Domestic Marketing, Rheinland-Pfalz Tourismus GmbH

[Henry Barchet](#), Audio Journalist and Producer, Audiotravels

16:00 - 16:30**vOffice – Efficient Holiday Home Management**

The management and presentation of holiday apartments and homes is a challenge for any rental agency. How can you better manage your offers, channel management and billing?

Speaker:

[Jochen Weishaar](#), Sales- and Marketing Manager, vOffice GmbH

16:30 - 17:00**Role Of The Revenue Manager And How Technology Helps Define The Strategy In The Hospitality Industry**

No doubt, the hospitality industry is a notoriously difficult industry to survive in as it is continuously judged by people who actually use their facilities, disposable income and services while indulging in pleasurable experiences, making them less tolerable and considerate. Indeed, the hospitality industry is a million dollar industry comprising everything from hotels, restaurants, bars to amusements parks, movie theatres and transportation. There exists no "one size fits all" strategy leading to success, henceforth, the questions still remain, what makes the hospitality industry beats the odd in achieving hotel revenue optimization.

Speaker:

[Mário Mouraz](#), CEO & Co-Founder, Climber

17:00 - 17:30**Service Robots As An Answer To The Current Challenges Facing The Hospitality Industry – Pro & Cons**

We live in a world of service automation. The expectations of guests and staff are changing. Who will survive the rise of robotics and artificial intelligence in the travel & hotel industry?

Speaker:

[Johannes Fuchs](#), Head of Business Development & Co-Founder, Robotise GmbH

17:30 - 18:00**New Ways Of Selling Travel Insurance**

The travel insurance market has changed little over the years. Some of the major keys to improve sales are upgrading the shopping experience, delivering dedicated service, differentiating sales channels and forging strategic business alliances.

Speakers:

[Joaquin Elizondo](#), CSO, Aseguro Mi Viaje

[Frederico Kramer](#), Owner, Aseguro Mi Viaje

[Juan Pedro Narancio](#), Director, Aseguro Mi Viaje

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

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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

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

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

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

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

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

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

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

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 tour product into your sales activities and why 'live' inventory is so important.

Speaker:

[Mark Rizzuto](#), CEO, LIVN

eTravel Lab Day 2

Date	Time:	Location
March 7, 2019	10:30 - 14:00	Hall 7.1b, eTravel Lab

Video marketing and AI are in the focus at eTravel Lab Day 2. Market insights and new products are shared by National Geographic, Hotelchamp, Urlaubsguru, SiteMinder, Cendyn and others.

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10:30 - 11:00**The Quest For More Direct Bookings – Why Are Your Guests Lost In The Customer Journey?**

How do customers experience hotel websites and why do many leave without making a booking? Learn to fix your online presence using techniques mastered by OTAs, to keep people on site and complete a sale.

Speaker:

[Kristian Valk](#), Founder & CEO, Hotelchamp

11:00 - 11:30**Increasing Sales With Artificial Intelligence**

Concrete action steps for technically inexperienced providers: Artificial intelligence can be used to make automated decisions, optimize workloads and increase sales potential.

Speaker:

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

11:30 - 12:00**Thumb-Stopping Social Storytelling**

The daily consumption of huge amounts of data is creating a glut of information. Which stories can still manage to whet the appetite? Industry-leader National Geographic reveals best practices for social storytelling.

Speaker:

[Andrew Nelson](#), Director Editorial Projects, National Geographic Travel

12:00 - 12:30**Utilizing YouTube As A Distribution And Marketing Tool**

Case studies from 2018-19 highlighting how to use YouTube to improve audience engagement, boost reach and SEO. A closer look at the internal SEO within YouTube and also the SEO benefits of embedded video content.

Speakers:

[Michael Collins](#), Founder & Managing Director, TravelMedia.ie

[Tom Otley](#), Editorial Director, Panacea Media

12:30 - 13:00**How Urlaubsguru Made It Into The Top 5 Of The Travel Industry**

Interesting insights into the company's SEO and content marketing strategy. Loaded with tips and advice for beginners and advanced participants.

Speaker:

[Marco Lauerwald](#), Head of Online Marketing, UNIQ GmbH

13:00 - 13:30**From Hotel Brand To Personal Brand**

Has the growing sophistication of travellers made them all the more elusive? In a world of endless choice, the only brand that matters is the guest's. And, it demands a hotel's undivided attention. Join SiteMinder's panel discussion to explore the rise of the Experience economy and the demands being placed on all players within hospitality.

Panel guests:

[Clemens Fisch](#), Regional Manager DACH, SiteMinder

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

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13:30 - 14:00**Data Science Boot Camp For Hoteliers**

This session walks hoteliers through the key data segments and techniques they can use to make smarter business decisions and apply actual intelligence to their revenue generation programs. Learn the fundamental skills of working with data sets and walk away with a data science tool kit and a game plan.

Speaker:

[Nicola Graham](#), Director of Marketing, International, Cendyn

eTravel Stage Day 2

Date	Time:	Location
March 7, 2019	10:30 - 18:00	Hall 6.1, eTravel Stage

Corporate Venturing, NDC and Payment Solutions are some of the topics of the second stage day. Tourismusukunft raises the question „Overtourism and Social Media – more a curse than a blessing?“ New products and ideas are shared by PayPal, Passolution, Dgroups and others.

Hosted by:

[Claudia Freimuth](#), Consultant & Business Coach, freimuth teamentwicklung & prozessoptimierung

10:30 - 11:00**How Machine Learning Can Drive Your Business' Success Today**

Machine learning is something we hear a lot about – we know it's going to make our lives easier and our businesses more successful but how can you implement it in your businesses today? Learn how machine learning can easily be part of your offering – no data science skills needed!

Speaker:

[Nuno Castro](#), Director Data Science, Expedia Partner Solutions

11:00 - 11:30**Best Practices From The European Capitals Of Smart Tourism**

With this new initiative the European Union aims at fostering smarter tourism in the fields of accessibility, sustainability, digitalisation and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!

Speakers:

[Jukka Punamäki](#), Senior Advisor, City of Helsinki

[Blandine Thenet](#), Promotion Manager, ONLYLYON Tourisme et Congrès

11:30 - 12:00**Payment: An Important Step On The Way To Enjoying Your Vacation**

The booking experience has become part of the whole vacation experience. How can the overall travel experience be enhanced by making the payment process itself easier, more convenient and flexible? The presentation highlights consumers' needs and includes examples, both from classic travel agencies and the online travel world.

Speaker:

[Dr. Michael Luhn](#), Managing Director DACH, PayPal

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12:00 - 13:00**Panel Discussion: Investing In Startups**

Investments by German companies in national and international startups have increased rapidly in recent years. However, the challenges of corporate venturing are numerous. First, it has to be clarified which long-term strategy is suitable for the respective company and how it is to be implemented. In the next step, suitable startups must be found and properly supported on their way to success. Finally, the question arises which long-term course the respective participation should take. Which mistakes can be avoided?

Moderated by:

[Christian Kalusa](#), Lawyer, Beiten Burkhardt

[Dr. Gesine von der Groeben](#), Lawyer, Beiten Burkhardt

Panel guests:

[Haik Mehmke](#), Digital Commercialisation Lead, Linde AG

[Norman Meyer](#), Head of Digital Services, Drees & Sommer

[Florian Pauthner](#), Managing Director, SevenVentures GmbH

[Lars Rößler](#), BSH Hausgeräte GmbH

13:00 - 13:30**Voice-Controlled Interfaces: A Logical Flight Distribution Channel Or Just A Weird Gadget?**

Man-machine interfaces using natural language recognition are gaining traction in our private lives. Consumer expectations are changing rapidly and the travel industry should embark if it wants to be close to its customers. Gain insights from the world's first use-case for voice-controlled flight bookings.

Speaker:

[Alexander v. Bernstorff](#), Director Airline Solutions, InteRES GmbH

13:30 - 14:00**Pre-Contractual Information – An Opportunity For Increasing Sales**

Since its implementation, the pre-contractual duty to provide information has been firmly integrated into the daily work of travel agencies and tour operators. But this is not just some kind of annoying obligation – the application of the EU Package Travel Directive actually also offers numerous opportunities.

Speaker:

[Dennis Zimon](#), Managing Director, Passolution

14:00 - 14:30**Cash As Secure Alternative In The Online Payment Sector**

Cash can be integrated into the digital payment world. By using the existing retail infrastructure, new target groups in the travel sector can be reached.

Speaker:

[Jana Beermann](#), Key Account Manager, Barzahlen

14:30 - 15:00**Artificial Intelligence: Know-How For Travel Agencies**

Identifying customer wishes, providing tips about destinations, accounting for commission schemes – this is all quite a heavy workload for travel agents. Artificial Intelligence can support their work and boost sales, too.

Speaker:

[Matthias Lange](#), CEO, TrevoTrend

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15:00 - 15:30**Successful Online Positioning For Tourism Service Providers**

The key to web success is addressing the right target group. But what are your target audience's needs? Strategies for positioning your company via your own website and Google search.

Speaker:

[Andreas Kaufmann](#), Client Success Manager / SEO - Online Positioning, Die Webboxer

15:30 - 16:00**NDC: The 3 Letters On Everyone's Mind. Ready For NDC?**

Discover the 5 key insights from operating a live NDC booking solution and find out how NDC is impacting your business. Travelport is successfully delivering on its NDC strategy and working with you and partners to make NDC a reality. Are you ready for NDC?

Speaker:

[Marcel van de Wal](#), Commercial Director Central Europe, Air Commerce, Travelport

16:00 - 16:30**Creating Natural Ambassadors For Travel Brands And Destinations**

The session will highlight strategies and techniques to help create long-term, natural ambassadors for travel brands and destinations on a limited budget: How to identify them and establish a strong relationship. How to implement this strategy in marketing efforts. And how search strategies, communication, engagement and planning can secure optimal long-term collaboration conditions between brands/destinations and travel bloggers/influencers.

Speakers:

[Lola Akinmade Åkerström](#), Co-Founder, NordicTB.com

[Janicke Hansen](#), Co-Founder, NordicTB.com

16:30 - 17:00**Linked Open Data In Tourism – The Open Data Hub South Tyrol As An Example**

The processing of data for artificial intelligence is a key factor for tourism players. The lecture visualizes how this can be implemented using South Tyrol as an example.

Speakers:

[Florian Bauhuber](#), Managing Director, Tourismus Zukunft

[Antonietta De Santis](#), Digital Project Manager, IDM Südtirol

17:00 - 17:30**Overtourism & The Influence Of Social Media: When Tourists Are More Curse Than Blessing**

Overtourism: How does it arise and what effects does it have? How much influence do social media have? How can regions and companies deal with overtourism? Not only on site but also via digital channels before trips to such destinations begin? (Presentation of actual cases included).

Speakers:

[Kristine Honig](#), Consultant, Tourismus Zukunft

[Andrea Schneider](#), Consultant, Tourismus Zukunft

17:30 - 18:00**Innovating Group Bookings**

How to organize group bookings in a fast and efficient way? Hear the top tips from an expert with 25 years of experience in group bookings in the South European travel market.

Speaker:

[Dimitrios Angelinas](#), CEO, Dgroups

ITB Hospitality Tech Forum

Date	Time:	Location
March 7, 2019	14:00 - 18:00	Hall 7.1b, eTravel Lab

The 2nd ITB Hospitality Tech Forum offers international panels discussing guest communication, upselling and revenue management. With experts from Customer Alliance, Meliá, Serenata, Cloudbeds and many more.

Hosted by:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmjle

14:00 - 14:10**Introduction: Hospitality Tech Forum**

Welcoming and opening of the Hospitality Tech Forum.

Introduction & Moderation:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmjle

14:10 - 15:00**Best Cases & Panel „Guest Communication“**

A look at communication technologies that support hotel staff in transmitting basic information to guests. How hotel managers can help their teams concentrate on being hosts and create employee value at the same time.

Moderated by:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmjle

Panel guests:

[Benjamin Devisme](#), VP Sales, Quicktext

[Marius Donhauser](#), Founder & CEO, hotelkit

[Benjamin Jost](#), CEO & Co-Founder, TrustYou

[Moritz Klussmann](#), CEO & Co-Founder, Customer Alliance

[Moritz von Petersdorff-Campen](#), Founder & Managing Director, SuitePad

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15:00 - 15:30**Rewarding Upselling For Hotels**

Which upselling tools are revolutionizing the hotel tech industry? What works best, when and where? Get some ideas and best practice cases from our experts on how to generate some extra business with clever upselling strategies.

Moderated by:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmjle

Panel guests:

[Edwin Hanssen](#), Director Sales, Upgreats

[Karl Schmidtner](#), Co-Founder, UpsellGuru

[Erik Tengen](#), Co-Founder, Oaky

15:30 - 16:00**How To Increase The Return On Advertising Spend**

Learn how Melia Hotels streamlined their market strategy, scaled business and increased Return on Advertising Spend (ROAS) by 6.7% via Facebook Dynamic Ads for Travel.

Speakers:

[Jose Luis Aranda Riera](#), Global Digital Media Advertising Director, Meliá Hotels International

[Matthias Koch](#), Global Industry Lead Travel, Productsup

16:00 - 17:00**Best Cases & Panel “Revenue Management 2019”**

Industry experts discuss the future processes of revenue management: Do hotels still need revenue managers or will technology take over completely?

Moderated by:

[Pontus Berner](#), Co-Founder & Managing Partner, berner+becker

[Wilhelm K. Weber](#), Partner, SHS Swiss Hospitality Solutions AG

Panel guests:

[Alexander Edström](#), CEO, Atomize

[Klaus Kohlmayr](#), Chief Evangelist, IDEaS

[Jens Munch](#), CEO, Pace

[Michael Schaeffner](#), Director DACH, Duetto

17:00 - 17:30**Panel: Customer Relationship Management Masterclass**

Do you know what data you need for customer relationship management (CRM)? When to send what content to whom? How does the General Data Protection Regulation (GDPR) influence a hotels' business? Don't miss out when CRM experts share their key secret sauce on how to convert better.

Moderated by:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmjle

Panel guests:

[Patrick Oldenburg](#), Director of Sales Central Europe, Revinate

[Frank K. Pohl](#), Director CRM Consulting, Serenata CRM

[Dr. Michael Toedt](#), CEO, dailypoint

[Maximilian Waldmann](#), CEO & Founder, conichi

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17:30 - 18:00**Beyond Unconventional: Keeping Up With The Tent And Tech Next Door**

The appeal of less conventional properties is shifting the way people think about travel and challenging the status quo. In this session, we examine the fundamental changes driving their demand.

Speaker:

[Adam Harris](#), Chief Executive Officer, Cloudbeds

eTravel Lab Day 3

Date	Time:	Location
March 8, 2019	10:30 - 16:30	Hall 7.1b, eTravel Lab

Topics of the day are Social Media, Storytelling & Community, presented by GLP Films, Tripadvisor and others.

The detailed program will be available soon.

Hosted by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

10:30 - 11:00**How Hotels Should Prepare For The Digital Revolution In Hotel Rooms**

The technological equipment in hotel rooms is increasingly becoming a selection criterion for guests. Best practices provide suggestions for future solutions.

Speaker:

[Moritz von Petersdorff-Campen](#), Founder & Managing Director, SuitePad

11:00 - 11:30**Stay On Top In A Fast-Moving Hotel Distribution Market**

Mergers & Acquisitions activities in the hotel industry have become daily business, big hotel online platforms are expanding and the cost of customer acquisition for hotels is rising. Find out how Hospitality Distribution technology helps hotels provide the best choices & rewards.

Speaker:

[Wolfram Schmidt](#), VP Hospitality Distribution, Amadeus

11:30 - 12:00**Digital Content Marketing: Cost-Effective Strategies To Increase ROI**

Content is king, but only with a cost-effective strategy. Learn from leading industry case studies about best practices for maximizing digital campaigns, reaching your target audience, and increasing your ROI.

Speaker:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

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Kurzfristige Änderungen vorbehalten.

12:00 - 12:30**Using Big Data To Analyse Loyalty To Competing Destinations**

Presentation of a study of 22 Mediterranean destinations. Analyzing records of searches, brand strength and competitive specifics are revealed.

Speakers:

[Sandro Cuzzolin](#), Global Sales Director, Travel Audience

[Dr. Aris Ikkos](#), Research Director, INSETE

12:30 - 13:00**Power Of Community – More Important Than Ever Before**

User-Generated Content is the core at TripAdvisor. Sally Davey, Global Director Industry Relations, will show how to leverage this highly value content for tourism development to better overcome challenges e.g. for hurricane-impacted destinations or to correct misconceptions at emerging markets. UGC also plays an important role to identify travel trends and traveller behaviours, which is key value to many stakeholders in industry. Lastly, Sally will also outline the expanded concept of community in the recently launched "new TripAdvisor" - The world's largest travel community can now enjoy and discover useful content, advice and recommendations from friends, family and more than a thousand trusted experts.

Speaker:

[Sally Davey](#), Global Director Industry Relations, Tripadvisor

13:00 - 13:30**Social Media And Authenticity: How Do I Present Myself – And On Which Channels?**

How honest can or should I be on corporate accounts? And how personal? Do I always need all the channels? How do I decide?

Speaker:

[Kristine Honig](#), Consultant, Tourismzukunft

13:30 - 14:00**The Digital Destination**

A qualitative dataset is the key to successful destination management. What needs to be done in order to benefit from the digital transformation?

Speaker:

[Hartmut Wimmer](#), CEO, Outdooractive

14:00 - 14:30**Social Media – How Will You Generate Reach In 2019?**

Get tips on how to reach out to the new challenges in social media and sell travel.

Speaker:

[Tanja Weinekötter](#), Owner, Marketing & Event Support

14:30 - 15:30**Confused By Brexit? Emergency Stunts And First Aid**

Practical aspects of Brexit for travel tech companys in daily business and overall. Panel with British and Non- British tourism experts.

Moderated by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

Panel guests:

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

[Peter Hense](#), Lawyer & Partner, Spirit Legal LLP

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

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[Kevin O Sullivan](#), Founder & CEO, open destination
[Anthony Pickles](#), Head of Tourism Affairs, Visit Britain / Visit England

eTravel Startup Day

Date	Time:	Location
March 8, 2019	10:30 - 17:00	Hall 6.1, eTravel Stage

eTravel Startup Day not only provides a stage for startups from all over the world but also looks into the future of the travel industry from many different perspectives. The latest version of the Startup China Panel provides intensive insight into "Asia's Silicon Valley". In cluster events in the areas of aviation & mobility, hospitality and travel & reservation software, more than two dozen startups present themselves to the critical experts.

10:30 - 11:30

China Travel Innovation And Investment Session

Keynote:

The Development Trend Of Chinese E-Tourism And The Possibilities Of Resources Abroad

China's e-tourism has changed dramatically over the last years and has entered a new phase of development. This presentation tries to clarify the current state and trends and shows the market players new ways of investing in foreign resources.

Panel:

How Startups And Travel Innovations Are Redefining The Chinese Market

China is the largest source market for the global travel and tourism industry. How can international travel brands make the most of the latest technologies and digital ecosystems in order to grow their businesses and better serve Chinese travelers?

Keynote:

[Eric Zhuang](#), Vice President, DidaTravel

Moderated by:

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

Panel guests:

[Margaret Feng](#), Head of Oasis Lab, Ctrip

[Hillary Wang](#), Director of Global Sourcing, Haoqiao International

[Wei Xia](#), VP Product & Strategy, DerbySoft

[Jay You](#), Partner, Yuantai Investment Partners Evergreen Fund

12:00 - 13:00

ITB Startup Pitch, Powered By Phocuswright

Five companies – carefully selected by Phocuswright's experienced team of innovation analysts – have just six minutes each to demonstrate their travel innovation in front of the live audience. The Dragons – a panel of executives with keen insight and expertise – provide feedback to each innovator and determine the winning company. Just one demonstrator will be crowned "the most innovative" and win a ticket to attend Phocuswright Europe (15 – 16 May in Amsterdam) along with the premier European Online Travel Overview research report.

Judges:

[Morgann Lesné](#), Partner, Cambon Partners

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

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

Moderated by:

[Florence Kaci](#), Director of Sales, EMEA and European Market Specialist, Phocuswright

Panel guests:

[Gregory Botanes](#), Vice President & Chief Growth Officer, Situm Indoor Positioning

[Peter Chambers](#), COO, Sleepbox, Inc.

[Anthony Collias](#), CCO & Co-Founder, Stasher

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[Patrick Haede](#), Co-Founder & CEO, Mapify
[Guillaume Laporte](#), Co-Founder & CEO, Destygo

13:00 - 13:30

Pitch 'n' Panel TTA – Technology, Tours & Activities

Ideally, technologies in the in-destination services area help providers to better market their products. But they can also make consumers' booking and travel experience more convenient. Judge for yourself which technologies are most promising!

Moderated by:

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

Panel guests:

[Matthieu Ballester](#), CEO & Co-Founder, Nannybag

[Josh Ellison](#), Co-Founder, Jump To (Virtual Reality)

[Susana Fonte](#), Sales Manager, Live Electric Tours

[Mateusz Mierzwinski](#), CEO & Founder, LocalBini

13:30 - 14:00

Pitch 'n' Panel Mobility

New paths: Whether for air or ground transportation – the question of how to get to the destination and how to get around once you're there is one of the most important questions for every traveler. The Pitch 'n' Panel Mobility breaks new ground in the areas of booking, managing and paying for tickets.

Moderated by:

[Anke Hsu](#), Customer Experience Officer, InteRES GmbH

Panel guests:

[Fabian Höhne](#), Co-Founder, FLYLA GmbH

[Peter Marriott](#), Co-Founder, CardGenY

[Eugen Triebelhorn](#), Country Manager Germany, Travelperk

[Carlo Zachau](#), VP Partner Growth, Yilu

14:00 - 15:00

Pitch 'n' Panel Hospitality

From apps for guest management, solutions powered by AI to comparison portals, the number of startups entering the hotel industry market is constantly growing. The Pitch 'n' Panel for the hospitality sector is where hoteliers and hospitality tech providers can get a glimpse into the newbies, their services and how the market is evolving. Obviously our jury of founders will grill the startups a little to find out what is behind their concepts...

Judges:

[André Baljeu](#), Founder, techtalk.travel

[Maximilian Waldmann](#), CEO & Founder, conichi

[Wilhelm K. Weber](#), Partner, SHS Swiss Hospitality Solutions AG

Moderated by:

[Daniel Zelling](#), Founder, Hospitality Industry Club, Managing Director, opensmjle

Panel guests:

[Fabio Angeli Bufalini](#), CCO & Co-Founder, B2Book

[Metin Arghan](#), Broad member, Protein

[Benjamin Devisme](#), VP Sales, Quicktext

[Pau Ferret](#), Sales Managing Partner, 123compareme

[Alexandre Guinefolleau](#), CEO, Amenitiz

[Brendan May](#), Managing Director, Hotel ResBot

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15:00 - 16:00**Pitch 'n' Panel Booking and Services B2B**

New players in the travel B2B sector present innovative services, such as payment solutions and group bookings, and provide answers to the moderator's critical questions.

Moderated by:

[Michael Wurst](#), CEO & Founder, Tervado GmbH / Mister Trip

Panel guests:

[Dimitrios Angelinas](#), CEO, Dgroups

[Alexander Handa](#), Founder & CEO, Groupdesk

[Anna Ndiaye](#), Key Account Manager Germany, EuroPass

[Niklas Zeller](#), CEO & Co-Founder, Viselio

16:00 - 16:30**Pitch 'n' Panel Booking and Services B2C**

Are there booking platforms that not only put a new look on the old & familiar, but are also innovative AND inspiring? Judge for yourself which startups could best impress consumers!

Moderated by:

[Daniela Putz](#), Industry Manager Travel, Google Germany

Panel guests:

[Dominik Calzone](#), CEO, Strategy & Vision, Amavido

[Christian Diener](#), Co-Founder, Unplanned Moments GmbH

[Andy Washington](#), SVP of Travel, Culture Trip

[Michael Wurst](#), CEO & Founder, Tervado GmbH / Mister Trip

ITB HotelCamp

Date	Time:	Location
March 9, 2019	10:30 - 13:30	Hall 7.1b, eTravel Lab

A morning full of workshops for hoteliers and techies in a bar camp (unconference) style. The participants will jointly choose the topics, work on solutions and convey practical knowledge.

Please apply [here](#).

eTravel Stage Day 4

Date	Time:	Location
March 9, 2019	11:00 - 14:00	Hall 6.1, eTravel Stage

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution.

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11:00 - 12:00

EU General Data Protection Regulation – Lecture On The Concrete Implementation For Tourism Professionals

Only in German, without Translation.

Speaker:

[Kai Hannemann](#), Managing Director, Astica Consult GmbH

12:00 - 13:00

Online Marketing In Consolidated Form – Practical Knowledge From A To Z

Only in German, without translation.

Speaker:

[Christian Wenzel](#), CW Media Alliance GmbH

13:00 - 14:00

Social Media Marketing For Tourism Professionals

Only in German, without translation.

Speaker:

[Christian Wenzel](#), CW Media Alliance GmbH
