

ITB Future Day

Date	Time:	Location
March 4, 2020	10:30 - 17:45	CityCube Berlin, Hall A4/A5

Social and economic mega trends and their impact on strategies and business models in the travel industry.

Hosted by:

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

10:30 - 11:00

Convention Opening

Speakers:

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

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTTCF, former Director of Destination Management and Quality Programme, UNWTO

[Zarina Doguzova](#), Head, Federal Agency for Tourism, Russia

[Al Sayyid Adil Al Mardas Al Busaidi](#), Tourism Advisor, Ministry of Tourism, Oman

11:00 - 11:45

ITB Co-Creators Keynote: WE Are Shaping The Future!

- The future of society, economy and tourism.
- Which trends, technologies and developments do you need to know and know how to combine in order to be successful in the future?
- Premiere highlight: The innovative, interactive Creators format. YOU are shaping the future with voting cards.
- Experience how the global tourism industry sees the future and wants to actively shape it.
- Vote with us and influence the future scenarios that are being demonstrated.

Speaker:

[Nils Müller](#), CEO, TrendOne

12:00 - 12:45

ITB Keynote Panel: The Future Of The Tourism Industry In Times Of Digital Disruption, Climate Emergency, And Thomas Cook & Co

- Disruptive technological developments, unmistakable climate crisis, bankruptcies like Thomas Cook, geopolitical trouble spots and threatening world recession, dramatic overtourism and much more.
- The global tourism industry in times of the perfect storm.
- What structural changes are to be expected in the European and global tourism industry?
- What will digital technologies achieve in the travel distribution of the future and how will artificial intelligence develop?
- How will people travel in the future and what role will sustainability play?

Interview guest:

[Samih Sawiris](#), CEO, Orascom Development AG

Interviewer:

[Sasha Vakulina](#), Business Editor, Euronews

Introductory presentation:

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

Moderated by:

[Sasha Vakulina](#), Business Editor, Euronews

Panel guests:

[Coley Dale](#), Senior Director for Strategic Partnerships, Trip.com Group

[Rob Ransom](#), Vice President of Strategy and Corporate Development, Booking.com

13:00 - 13:45

ITB Executive Panel: Tours, Activities & Attractions

-In Cooperation with Arival-

- Tours, Activities & Attractions as in-destination services are a strategic mega topic.
- Tourists all over the world want special experiences in their destinations, they expect tailor-made offers and are prepared to spend more money on them.
- How can this huge potential be tapped, and how can the technological challenges be overcome?
- Are we experiencing a "quantum leap" in the individualization of travel offers, and can travel providers finally go back to differentiating themselves in terms of the quality of their offers?
- This session will feature new insights from the first global study of this important sector, in partnership between Arival and ITB.

Introduction & Moderation:

[Douglas Quinby](#), Co-Founder & CEO, Arival

Panel guests:

[Nishank Gopalkrishnan](#), Chief Business Officer, Musement

[Jeff Lewis](#), Vice President of Technology, Strategic Initiatives, TripAdvisor

[Emil Martinsek](#), Chief Marketing Officer, GetYourGuide

14:00 - 14:45

ITB CEO Interview: The Future Of Hospitality Will Be Hosted

- As more and more Gen Z travelers follow on the heels of millennials and increasingly tilt the scales away from standardized travel toward authentic experiences, the brands that succeed will be those that invest in personal hosting, unique design, and genuine roots in their local communities.

Interview guests:

[Greg Greeley](#), President, Airbnb Homes

[Sam Shank](#), Head of Hotels, Airbnb, CEO, HotelTonight

Interviewer:

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

15:00 - 15:45

IPK's World Travel Monitor®: Latest World Travel Trends And Forecast 2020

-In Cooperation with IPK International-

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

Speaker:

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

16:00 - 16:45

ITB Executive Panel: Future Air And Ground Mobility

- We're already experiencing traffic collapses and massive environmental damage caused by unsustainable mobility systems today.
- Traffic systems in a state of upheaval: Flying cars and passenger drones, mobility platforms and the digital revolution, the renaissance of buses and trains - we are entering a new mobility age.
- What can urban aviation, artificial intelligence and digital platforms achieve and what are the limitations?
- What will passenger traffic look like in the future on the ground and in the air?
- What are the consequences for business and leisure tourism?
- What should countries, cities and rural areas do now to make transport systems fit for the future?

Introductory presentation:

[Andreas Perotti](#), CMO Europe, EHang

Moderated by:

[Prof. Dr. Eberhard Kurz](#), Worms University of Applied Sciences

Panel guests:

[Christian Höber](#), Co-Founder & CEO, Pinkbus

[Stephan Leppler](#), CEO & Co-Founder, MotionTag

[Andreas Perotti](#), CMO Europe, EHang

[Dr. Jens Wohltorf](#), CEO & Co-Founder, Blacklane



17:00 - 17:45

Outlook Keynote: Artificial Intelligence, Big Data, Robotics & Co – A Blessing Or Curse For Mankind?

- A look beyond the tourism industry at the mega trend of our time.
- Potentials and challenges for economy and society.
- What are the risks and are they manageable?
- Outlook: Digitalization in the future

Speaker:

[Dr. Manuela Lenzen](#), Freelance Science Writer, Scientist, Keynote Speaker

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



**EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN**

Kurzfristige Änderungen vorbehalten.