

PRESS RELEASE

January 30, 2019

The eTravel World is growing and with the new Technology, Tours & Activities (TTA) segment is spanning a bridge to Adventure Travel

Berlin, 30 January 2019 – The digital transformation is influencing global tourism. For years, Travel Technology and the eTravel World have been the fastest growing segments at ITB Berlin, which is taking place from 6 to 10 March 2019. New technologies, sales platforms and digital marketing are also becoming increasingly important for operators marketing tours and activities. According to Phocuswright, the international travel research institute, tours and activities make up around ten per cent of the global travel market, more than rail travel, car hire and cruises combined. The new Technology, Tours & Activities (TTA) segment between Hall 6.1 (eTravel World) and Hall 4.1 (Adventure und Youth Travel) will span a bridge between the themes of travel technology and adventure travel.

For the first time TTA has its own platform at ITB Berlin

Technology, Tours & Activities is an important segment at ITB Berlin. A special exhibition and meeting area is being set up in Hall 4.1b where major players and smaller startups can present their innovative products from the world of in-destination services. According to **Chris Doyle, executive director of the Adventure Travel Trade Association (ATTA)**, Europe and Central Asia, “a deep understanding of the opportunities, challenges and impact of technology in every form is crucial to the future of tourism. “With the introduction of the TTA Marketplace and the forum, ITB Berlin is placing the spotlight on in-destination services at the right time. Most of the major players are making efforts to master the huge potential that new technology offers and also using it to create solutions. It applies to developing smart destinations, conserving cultural heritage and attractions and much more. We look forward to being able to participate in this introductory programme.”

In addition to technology providers and channel managers the new TTA platform will feature a wide range of discussion rounds and advanced training offers at the ITB Convention. The TTA sessions will kick off with the Keynote Executive Panel on the 'mega topic of in-destination services' on 6 March, which is ITB Future Day. Together with panel guests [Alex Bainbridge](#), CEO and CTO of Autoura, [Eric Gnock Fah](#), COO and co-founder of Klook Travel, and [Decius Valmorbidia](#), president of Travel Channels, Amadeus IT Group, [Philip C. Wolf](#), serial board director and founder of PhoCusWright, will discuss how to tap the vast potential of TTA and master the technological challenges.

The TTA Forum – an entire afternoon at the eTravel Lab

The [TTA Forum](#) at the eTravel Lab will also be taking place **on Wednesday at 2 p.m.** Keynotes, panel discussions and best cases will offer an insight into the products and integration and booking methods of in-destination services. At an event moderated by [Charlotte Lamp Davies](#), principal consultant of A Bright Approach, experts will talk about “**What do providers of Tours, Activities and Attractions need to survive in the online market**”, how technology can help growth in the tours and activities market, and how to attract travellers from Asia. During the afternoon, together with the founders and directors of companies such as Tiqets, Regiondo, [Tourradar](#) and [Livn](#), experts representing attractions and museums and the Adventure Travel Trade Association (ATTA) will take part in sessions discussing distribution, event and destination marketing, strategies, ideas and the future of in-destination services.

TTA at Deep Dive sessions, the eTravel Lab and in Hall 4.1



Official Partner Country ITB Berlin 2019



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On the Thursday of ITB, TTA activities will focus on the exhibitor and networking area in Hall 4.1, where interested visitors can meet and hold talks with customers. A session will also be held on the eTravel Stage where [Lukas Hempel](#), CEO of Bookingkit, will talk about artificial intelligence. At a Deep Dive session at the ITB Berlin Convention [Oliver Nützel](#), CEO of Regiondo, will look at Asia's outbound tourism under the heading of 'The untapped opportunity for tours & activities'.

Another highlight will be the **TTA Pitch'n' Panel** at the eTravel Start-up Day on Friday, 8 March at the eTravel Lab, where startups from three continents will introduce themselves to an expert audience. Douglas Quinby, co-founder of The Arrival, will conclude the TTA programme of events with a talk on 'The state and future of booking for tours, activities and attractions' on the center stage in Hall 4.1.

More information on the new TTA segment can be found at www.itb-berlin.com/tta.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit www.itb-berlin.com, www.itb-convention.com and the [ITB Social Media Newsroom](#).

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