

PRESS RELEASE

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ITB Berlin 2020: eTravel World announces call for papers

The World's Leading Travel Trade Show is looking for experts to hold Travel Technology papers. The deadline is 31 October 2019.

At the next ITB Berlin, travel technology experts can look forward to first-class audiences again. The World's Leading Travel Trade Show is looking for papers on trendsetting digital solutions in tourism, to be held at the eTravel World from 4 to 7 March 2020. Candidates have time until 31 October 2019 to apply for one of the coveted speaker slots. As part of the ITB Berlin Convention and with over 10,000 visitors, the eTravel World represents one of the world's largest travel tech events.

ITB Berlin is inviting applicants to submit panel and lecture topics which clearly reference best practices, field reports and lessons learned in digital marketing, eCommerce, data, social media, content as well as tech trends and innovations. Topics can also address the weak points of new technologies as well as current phenomena such as diversity in AI design and overtourism. How can self-teaching systems be improved? What steps can be taken to address the growing number of customers making mobile bookings and those using traditional channels? What intelligent solutions are there for mass tourism?

Following last year's successful debut of Technology, Tours & Activities (TTA), ITB Berlin 2020 is providing a big stage for this rapidly expanding market segment. Experts are invited to submit panel and lecture topics for the TTA Forum on Wednesday, 4 March 2020. These can dwell on case studies or niche areas such as events and festivals. Other topics can include a look ahead to the future of in-destination services against the backdrop of the growing trend towards mobile tour bookings, or marketing and distribution strategies.

On Thursday, 5 March 2020 at the 3rd Hospitality Tech Forum, the focus will be on hospitality industry topics. Sessions will take place under the following headings: Direct bookings vs. online portals/OTAs; Revenue management; Trends in the distribution landscape; Smart hotels; Successes and problems from a hotelier's perspective.

At the eTravel World startups and investors will also have an opportunity to present their innovations and ideas to an international audience of experts. Submissions are invited for the daily eTravel Start-up track. Topic headings will include Business development: recommendations for startups; Financing and exit strategies; Recruiting; Solutions and/or concepts for current tourism industry challenges such as sustainability and overtourism. Preference will be given to presentations which also report on trial and error experiences.

For information on the call for papers and in order to apply please visit:
<https://www.itb-berlin.de/en/ITBBerlin/DestinationsSegments/ETravelWorld/>

Candidates have time until 31 October 2019 to submit their entries using the online form to: etravel@itb-berlin.de.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2020 will be taking place from Wednesday, 4 to Sunday, 8 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2019 a total of 10,000 companies and organisations from 181 countries exhibited their products and services to around 160,000 visitors,



Official Partner Country
ITB Berlin 2020



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including 113.500 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 4 to Saturday, 7 March 2020. 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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