

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
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ITB Virtual Reality Lab Day 1

Date March 4, 2020	Time: 10:00 - 17:45	Location ITB VR Lab / Hall 10.2 / Booth 108
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The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications in the tourism and marketing segment. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

12:00 - 12:45

VR Trends In Tourism - Status Quo, Outlook & Opening Of The VR Lab

Session in German only!

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismus Zukunft, Reisebüro Faber

13:00 - 13:45

Holiday in the Matrix? How AR & VR are revolutionising travel.

Session in German only!

Speaker:

[Thomas Hoger](#), 3spin

14:00 - 14:45

Online Instead Of Offline: Innovative Training Solutions Through Virtual Realities

Session in German only!

Speaker:

[Yvonne Pauly](#), Leiterin Hotelmanagement-Akademie, Gastronomisches Bildungszentrum Koblenz e.V.

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15:00 - 15:45

The Future of Travel Media Consumption

- Why and how Virtual Reality will be the future of travel media consumption.
- The fundamental goals of travel media
- What does VR make better than any form of media in human history?
- Why VR will be the centre of digital media.

Speaker:

[Josh Ellison](#), Co-founder, Jump To

eTravel Lab Day 1

Date

March 4, 2020

Time:

10:30 - 14:00

Location

Hall 7.1b, eTravel Lab

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

Welcome and Moderation:

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

10:30 - 11:00

Data Instead Of Surveys: How To Analyse The Travel Market In The Digital Age

- What are the travel trends in 2020?
- What do travel customers actually think about a certain destination, brand or product?
- Which marketing campaigns will be successful
- It's all in the data – if you know how to use it

Speaker:

[Toni Stork](#), Founder, OMMAX

11:15 - 11:45

The Future Of Package Travel

- A technical view on the tour operator business and on the technological evolution of dynamic packaging and data analytics
- What is the future technical setup for tour operators to meet the increasingly individual needs of travelers?
- What possibilities do data analytics offer tour operators to manage the larger data volumes and increasing complexity?

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- How must the travel distribution product portfolio (OTAs, metasearch and more) evolve to become more individual and personalized?

Speaker:

[Jan Gerlach](#), CEO, Peakwork

12:45 - 13:15

Overtourism And Visitor Flows - An Iterative Approach

- How important are targeted data collection processes for the management of mobility systems in tourism
- Best practice example of our Sense-Plan-Act paradigm using the visitor guidance system at Schönbrunn Palace in Vienna

Speaker:

[Christian Kogler](#), Research Engineer, AIT Austrian Institute of Technology

ITB Future Day

Date
March 4, 2020

Time:
10:30 - 17:45

Location
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, WTCF, former Director of Destination Management and Quality Programme, UNWTO

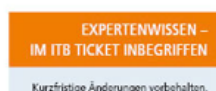
[Zarina Doguzova](#), Head, Federal Agency for Tourism, Russia

[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.



Kurzfristige Änderungen vorbehalten.

- 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

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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

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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

eTravel Stage Day 1

Date	Time:	Location
March 4, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news on payment solutions; focus on super apps and chatbots; current insights on digitisation in tourism from Switzerland and Germany. Detailed event descriptions will be available here shortly.

10:30 - 11:00

How The Website Becomes A Personal Travel Advisor

- Personalization in the travel industry (travel types, destinations, etc.)
- Travel recommendations with relevance for users
- Improving user experience through geo-targeting
- Addressing new and returning customers

Presentations:

[Markus Fröhlich](#), Chief Sales Officer (CSO), trbo GmbH

11:00 - 11:30

The Value Of An Automated And Individual Dialogue

- The hotel or holiday region as a second home. The guest loyalty and continuity is at the top of the agenda for hoteliers and tourism managers.
- The way to a completed booking depends also on the virtuoso handling of customer data. The industry is faced with the challenge of handling personal data in compliance with DSGVO and developing industryspecific customer loyalty programmes.
- Which strategies can companies in the hotel and tourism industry use to sustainably increase the loyalty of their guests via marketing automation?
- The speakers will show how the knowledge from existing data can be used to increase data quality and transform a satisfied guest into a loyal, returning guest through individualized communication

Speaker:

[Prof. Dr. Sandra Bayer](#), Managing Director, Anker & Alpen Consulting GmbH

[Jörn Bittner](#), Senior Consultant, Consultix GmbH

11:30 - 12:00

Payments: The New Data Source

- More than mere data transfer—electronic payment and its benefits
- The potential for Europe: What we can learn from China, the payment leader
- How data can significantly improve your opportunities

Speaker:

[Jörg Möller](#), Executive Vice President Sales Travel & Mobility, Wirecard

12:00 - 12:30

Convert Cash Reliant, Offline Customers Through Online Channels

- Converting target groups mainly reliant on cash through state-of-the art online payment technology e.g. low income customers; safety conscious customers; students/teens; Visiting friends and relatives
- Best Practices from airlines and travel agencies using the payment technology

Speaker:

[Florian Oberle](#), Director Sales & Business Development, Barzahlen.de / Cash Payment Solutions GmbH

12:30 - 13:00

Vacation Rental Management Has Never Been Easier – Chatbots, Your Virtual Host

- Learn how you can save time by automating communication
- It's easy to provide hassle free access to information and recommendations
- Understand how to eliminate guest frustration and improve the online ranking
- Enhance the guest stay by curating a local experience

Speaker:

[Alexander Wessels](#), Executive Director - Partnerships, SABA Hospitality Technology Solutions

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: Splyt, Stasher and World Around Me

Moderated by:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Speaker:

[Anthony Collias](#), CCO and Co-founder, Stasher

[Lukas Neckermann](#), Chief Strategist, Splyt

[Tarun Sainani](#), CEO, World Around Me GmbH

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14:00 - 14:30

How To Engage With Your Chinese Visitors And Achieve The Best Customer Journey

- 220 million Chinese tourists will travel outside China
- How are you going to engage with your Chinese visitors and provide them a unique customer journey?
- Experiences and learnings about how you can connect to your Chinese tourists
- Get inspired on what's possible with customer journeys within WeChat

Speaker:

[Eric Mencke](#), Regional Director, WeGoEU

14:30 - 15:00

Next Level Guest Communication - Getting Ready For The Future Of Conversational AI In Hospitality

- The state of chatbots & voice bots
- good use cases in hospitality and travel today
- outlook on how the technology will further evolve and impact the industry

Speaker:

[Olga Heuser](#), Co-Founder, CEO, DialogShift GmbH

15:00 - 15:30

More Direct Bookings Through Affiliate Partners

- What is Affiliate Marketing and which partner models are there especially for the travel industry?
- What do you need to consider when working with affiliate partners?
- Practical tips for more direct bookings and best practice examples

Speaker:

[Malte Hannig](#), Supervising Senior Affiliate Manager, xpose360 GmbH

15:30 - 16:00

Influencer Management Against Overtourism

- Overtourism in Switzerland due to influencers?
- Influencer management as a solution
- One central instrument: Switzerland Tourism Influencer Summit
- Findings and lessons learned

Speaker:

[Markus Berger](#), Head of Corporate Communications / Media Spokesperson, Schweiz Tourismus

16:00 - 16:30

How Digital Are German Destinations?

- Presentation of a survey of 420 tourism organisations, carried out in 2019 in cooperation with the DTV, on the status quo of the implementation of "digitisation" in companies and destinations.
- Insights into the implementation of technology (chatbots, AR, VR, WLAN etc)
- Marketing tools (APPs, social media etc.)
- Processes (AGs, management tools, etc.)
- Obstacles and training needs

Speaker:

[Dr. Alexander Schuler](#), Managing Director, BTE Tourismus- und Regionalberatung Partnerschaftsgesellschaft mbB

16:30 - 17:00

Corporate Startup - A Success Story For The Travel Industry?

- Advantages and disadvantages of a Corporate Startup
- Learnings from two years PINCAMP powered by ADAC
- milestones

Speaker:

[Uwe Frers](#), Managing Director, ADAC Camping GmbH

17:00 - 17:30

How The Platform Economy Disrupts Indian Tourism

- Study: platformization of tourism in India and the development impacts of travel platform
- Online platforms have become crucial in supporting decisions about travel-worthy destinations, changing the way consumers make travel decisions
- But within the ecosystem, there seem to be highly uneven outcomes for smaller and marginal players who are dependent on platforms

Speaker:

[Deepti Bharthur](#), Senior Research Associate, IT for Change

17:30 - 18:00

New Work: How Machines And Humans Work Together

- The future of tourism has been a network company without an office since the end of 2013.
- Which digital tools are used?
- How do you implement large projects?
- How does this work on a personal level? A concrete best-practice example of New Work with insights behind the scenes.

Speaker:

[Catharina Fischer](#), Network partner / Consultant, Tourismzukunft

[Kristine Honig](#), Network partner / Consultant, Tourismzukunft – Realizing Progress

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ITB MICE Forum

Date	Time:	Location
March 4, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.

More information on the ITB MICE segment can also be found here: www.itb-convention.com/mice

10:45 - 11:00

Greeting

Speaker:

[Bernd Fritzges](#), CEO, VDVO Association of Event Organisers

11:00 - 11:45

Success Factor Participant Experience – For Events That Inspire Their Target Group

- What are future meeting scenarios?
- What can digital and analog interaction look like?
- What types of participants are there?
- How can event participants be involved successfully?
- What are the most important research results from the "Future Meeting Space" project?

Speaker:

[Matthias Schultze](#), Managing Director, GCB German Convention Bureau e.V.

12:00 - 12:45

CoCreate Your Event Value – But How?

- How does participation work?
- How much participation makes sense?
- How can participative formats be planned and implemented quickly and without much effort?
- How can the value and impact of events be increased?
- How can interactive formats be integrated into the booking process of the MICE portal platform?

Speakers:

[Doreen Biskup](#), Vice President, VDVO Association of Event Organisers

[Bernd Fritzges](#), CEO, VDVO Association of Event Organisers

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13:00 - 13:45

Personalization And Artificial Intelligence – Inspire Your Participants!

- How can event participants be inspired over and over again?
- Which technologies are well suited to survive in the battle for participants?
- How can artificial intelligence help to use valuable participant information in such a way that they contribute to the long-term success of an event?

Speaker:

[Michael Liebmann](#), Founder & Managing Director, doo

14:00 - 14:45

Visitor Tracking – Optimize Your Event Concept With Digital Technologies!

- Which digital methods are available to obtain data on the behavior of visitors at trade fairs and events?
- How does the customer journey at an event work?
- What are the important touch points?
- Which attractions are particularly popular and are visited the longest?
- Which offers are not used or not perceived?
- How can intelligent data evaluation contribute to the success of an event?

Speaker:

[Prof. Dr. Cornelia Zanger](#), Marketing Department, TU Chemnitz

ITB Responsible Destination Day

Date	Time:	Location
March 4, 2020	10:45 - 17:45	CityCube Berlin, Hall A1

Strategies and best practice examples of key tourism regions, recommendations for optimized destination management.

Hosted by:

[Dr. David Ermen](#), Managing Director, Destination Capacity

10:45 - 11:00

Greeting

Speaker:

[Dr. David Ermen](#), Managing Director, Destination Capacity

11:00 - 11:45

Keynote Panel: Re-thinking Tourism Success: Managing Destinations For Sustainable Growth

- Exclusively at ITB: the new OECD report "Tourism Trends and Policies 2020"
- Costs and benefits of tourism for destinations.
- Implications of sustainable tourism growth.
- Valuable insights into international best practice examples.
- How to spread the benefits of tourism more efficiently, enhance connectivity, mainstream sustainable policies and practices, leverage technology as a tool for destination management, and better measure the territorial dimension of tourism.
- On the panel: tour operators from key source markets, rural and urban tourism destinations in Europe and Asia.

Introductory presentation:

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, OECD

Moderated by:

[Dr. David Ermen](#), Managing Director, Destination Capacity

Panel guests:

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, OECD

[Jerry Inzerillo](#), CEO, Diriyah Gate Development Authority

[Ingo Lies](#), Founder & Managing Director, Chamäleon Reisen

[Keith Tan](#), CEO, Singapore Tourism Board

12:00 - 12:45

Keynote Panel: Responsible Tourism Destinations: Roadmap To A "High Ambition Scenario"

-In Cooperation with UNWTO-

- According to the [UNWTO/ITF report](#) on "Transport-related CO2 emissions of the tourism sector – Modelling Results", under the current ambition scenario, a total of 1,998 million tonnes of transport-related CO2 will be attributable to tourism by 2030, representing an increase of 25% over 2016.
- The discussion of this high-level panel will build on the commitment of the tourism sector to advance towards a climate high ambition scenario in line with the goals of the Paris Agreement, as expressed during the COP25 official side-event "[Transforming Tourism for Climate Action](#)".
- Policy makers, destinations and industry leaders will explain their leading commitments to transform tourism and aim to support a "high ambition scenario" of climate action in tourism.

Greetings:

[Zurab Pololikashvili](#), Secretary-General, UNWTO

Moderated by:

[Dr. Dirk Glaesser](#), Director Sustainable Development of Tourism, World Tourism Organization (UNWTO)

Panel guests:

[Felix Eichhorn](#), President, Aida Cruises Ltd.

[Alba Lajusticia](#), Director, Tourism Observatory of Barcelona

[Glenn Mandziuk](#), President & CEO, Thomson Okanagan Tourism Region, British Columbia, Canada

[Young Tae Kim](#), Secretary-General, International Transport Forum

13:00 - 13:45

Expedition Cruises: Tourism In Fragile Ecosystems

- Expedition cruises: a fast and rapidly growing market segment.
- Uniqueness, authenticity and luxury on board of small high-tech ships at an ultra-exclusive level of comfort in remote regions of the world.
- What are the operational and logistical challenges in remote regions of the world?
- How do shipping companies deal with the ecological challenges?
- How can expedition cruises be made environmentally friendly and how can luxury and sustainability be reconciled?
- Above all, will the announced armada of new ships lead to overtourism in the Arctic and Antarctic as well?

Moderated by:

[Thomas P. Illes](#), Owner & CEO, thilles consulting GmbH, Cruise Analyst, University Lecturer and Journalist

Panel guests:

[Ove Dimmen](#), Sales Manager, Ulstein Verft

[Nicolas Dubreuil](#), Polar & Tropical Expedition Expert, Director of Sustainability & Expedition Cruises, Ponant

[Mike Louagie](#), Freelance Cruise & Ferry Photographer/Writer/Consultant

[Robin West](#), Vice President of Expedition Operations & Planning, Seabourn

14:00 - 14:45

Long Distance Destinations And Sustainability - A Contradiction In Terms? „Take The Train To San Jose?“

-In Cooperation with ARGE Latin America-

- Long-haul flights: the opposite of sustainable?
- But many tourism destinations can only be reached by long-haul flights.
- Is it still possible to travel to long-haul destinations with a clear conscience?
- How can the efforts of tourism companies, international conservation organisations and sustainable countries be promoted actively by responsible tourism?
- CO2 emissions trading and compensation as a solution?
- Will the world's best sustainable destinations soon be left behind by tourism?

Moderated by:

[Andreas M. Gross](#), First Chairman, ARGE Lateinamerika

Panel guests:

[Milly Alva Haimberger](#), Global Director of Sales, Aqua Expeditions

[Dr. Frano Ilic](#), Public Relations Officer, Studiosus Reisen

[Celia Muñoz](#), Sales Director EMEA, USA and Asia, Iberia

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

[Stefan Schmidt](#), Member of the German Bundestag, Alliance 90/The Greens

15:00 - 15:45

Better City Life Through Smart Tourism

- How to create a competitive advantage for attractive and livable urban destinations
- The disruptive power of mobile applications, technology, big data, augmented reality and new social media bears a lot of chances for destinations and tour operators to create a new visitor experience.
- Becoming a smart urban destination requires a well thought and integrated approach.
- The World Tourism Cities Federation (WTCF) has just recently released the “Global Report on Smart Tourism in Cities” sharing the results of a comprehensive research on smart tourism in urban destinations.
- This panel aims at providing a platform for learning about the outcome and conclusions made in the WTCF research.
- At the same time, it intends to give all stakeholders a stage to share their experiences in implementing smart initiatives and use technology as a tool to create extraordinary experiences and enable visitors to better enjoy their stay in a destination.

Introductory presentation:

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

Moderated by:

[Sascha Stange](#), Deputy Director of the Liaison Department, World Tourism Cities Federation WTCF

Panel guests:

[Dr. Joan Borràs](#), ICT & Tourism Project Manager, Department of Tourism Innovation, Eurecat - the Technological Centre of Catalonia

[Oded Grofman](#), CEO, Tel Aviv Hotel Association

[Markus Kuhlo](#), Director of Marketing and Strategy, Tencent Cloud Europe

[Helena Lindqvist](#), Project Manager for European Capital of Smart Tourism 2020, Gothenburg & Co

16:00 - 16:45

Crisis Management And Resiliency In The Shadow Of COVID-19

-in Cooperation with the Global Travel and Tourism Resilience Council-

- Overview of resilience and how it is incorporated in crisis management planning
- The latest update on coronavirus, what is known and what is being done
- Sustainability: how to identify risks and planning for them
- How to use data to ensure sustainable resilience
- Examples of sustainable resiliency highlighting key actions

Moderated by:

[Anita Mendiratta](#), Founder & President, Anita Mendiratta & Associates

Panel guests:

[Dr. Caroline Brown](#), European Regional Program Director, WHO

[Carlos Cendra](#), Chief Marketing Officer, Mabrian Technologies

[Scott Hume](#), Vice President, Operations, Global Rescue

[Jeffrey Rutledge](#), President & CEO, AIG Travel

[Professor Lloyd Waller](#), Executive Director, Global Travel Resilience and Crisis Management Centre

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17:00 - 17:45

ITB Ministers' Roundtable: Sustainable Destination Best Practices

-In Cooperation with MC Group-

- Neglecting sustainability destroys the environment and culture, the local population revolts and tourists become discouraged.
- Sustainability: the most important principle of destination planning.
- Today: considerable differences in sustainability efforts.
- Best practice countries explain their formulas for success.
- Which policy measures can be used to achieve progress in sustainability and which measures are unsuccessful?
- What economic successes do sustainability advances bring? What are the most difficult hurdles?

Moderated by:

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

Panel guests:

[H.E. Khalid Jassim Al Midfa](#), Chairman, Sharjah Commerce and Tourism Development Authority (SCTDA)

[Hon. Didier Dogley](#), Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles

[Dr. Dirk Glaesser](#), Director Sustainable Development of Tourism, World Tourism Organization (UNWTO)

[Hon. Þórdís Kolbrún R. Gylfadóttir](#), Minister of Tourism, Industry and Innovation, Iceland

[Hon. Mmamoloko Nkhensani Kubayi-Ngubane](#), Minister of Tourism, South Africa

[Hon. Prahlad Singh Patel](#), Minister of State for Tourism, India

[Hon. Savvas Perdios](#), Minister of Tourism, Cyprus

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

[H.E. Ahmad bin Aqil al-Khatib](#), Chairman of the Board of Directors, Saudi Commission for Tourism and National Heritage

ITB Young Professionals Day

Date	Time:	Location
March 4, 2020	10:45 - 19:30	Hall 11.1, Young Professionals Stage

Please note: All sessions will be held in German only.

Hosted by:

[Tobias Klöpf](#), Vice President, Travel Industry Club

10:45 - 11:00

Greeting

Speaker:

[Tobias Klöpf](#), Vice President, Travel Industry Club

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11:00 - 11:45

Keynote: Rebellisch gesund - Healthy Life Hacks für deinen Karriere-Boost!

Speaker:

[Jonas Höhn](#), Founder & Owner, detoxRebels

12:00 - 12:45

CEO-Interview: Erfolg und Scheitern in der Tourismusbranche

Interview guest:

[Jasmin Taylor](#), former JT-Founder & CEO, now Managing Director, Seelandhaus GmbH

Interviewer:

[Tobias Klöpf](#), Vice President, Travel Industry Club

13:00 - 13:45

Welche Touristiker braucht die Reisewirtschaft 2030?

Moderated by:

[Sabine Pracht](#), Editor in Chief, FVV

Panel guests:

[Michael Buller](#), Chairman, VIR - Association of Internet Travel Marketing

[Prof. Dr. Heinz-Dieter Quack](#), Head, Federal Competence Center for Tourism

[Stephanie Wulf](#), Chief Human Resources Officer, DER Touristik

14:00 - 14:45

Der Kampf um die Talente – Vorbilder, Vorurteile und Erfolgsrezepte

Moderated by:

[Prof. Dr. Heinz-Dieter Quack](#), Head, Federal Competence Center for Tourism

Panel guests:

[Eva-Miriam Gerstner](#), Hospitality Consultant, CCM3 Consulting

[Angela Waerd](#), Manager Human Resources & People Development, FLYLINE Tele Sales & Services GmbH

15:00 - 15:45

Frauenpower in der Reisebranche

Panel guests:

[Stefanie Brandes](#), Managing Director, Aldiana

[Julia Essig-Grabnar](#), Master Student HS Heilbronn, Lufthansa Flight Attendant, Travel Agent, young Mother

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Kurzfristige Änderungen vorbehalten.

16:00 - 16:45

Smart Tourism: The Future Of Travel Between Sustainability And Digitalization

- The pictures and emotions speak for themselves in this presentation.
- Brian Young takes us with him to the natural wonders of the earth and shows us how to gently explore them in the future.
- How much tourism can the earth tolerate and what role does digital infrastructure and offers play in this?

Speaker:

[Brian Young](#), Managing Director EMEA, G Adventures

17:00 - 17:45

Verleihung des DGT-ITB Wissenschaftspreises

Moderated by:

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

18:00 - 19:30

Get-together von DGT-Mitgliedern

Greetings:

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

ITB Medical Conference Day 1

Date	Time:	Location
March 4, 2020	11:00 - 15:00	Hall 21b

Medical Tourism is a niche travel market that is exploding globally. Industry experts present current trends and developments in this robust sector. What are the business opportunities that the rapidly growing number of clinics, hospitals, health centers, western and eastern alternative health enterprises, and care-focused facilities around the world present for the worldwide travel industry? How can your agency and your customers benefit from these new medical and health choices?

On Wednesday, the current, global development in the Medical Tourism niche market will be in the focus. Which opportunities and challenges arise for clinics and other Medical Tourism suppliers in the future? What does agencies have to consider about their products and services to take better care of the needs of their patients? And how could tourism media and medical online portals better support the growing Medical Tourism market?

Hosted by:

[Dr. Francisco Suarez Sanchez](#)

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12:30 - 12:45

Official Opening Of The ITB Medical Tourism Conference

www.itb-berlin.com/medicaltourism

Greeting and Introduction:

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH
[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

12:45 - 13:00

Introducing The Top 10 World's Best Hospitals For Medical Tourists For 2020

- Press announcement of the best hospitals and clinics
- popular trends for medical tourists, with the best care that meets international standards

www.mtqua.org

Moderated by:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

13:00 - 14:00

Media Lunch

Greeting and Introduction:

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH

14:00 - 14:30

BOOMING MARKET CHINA. WHAT CHINESE TRAVELERS LOOKING FOR IN EUROPE'S HEALTH MARKET.

- The general interest of potential Chinese tourists in the holiday activities "Using health offers (self-paying, not cure)", "Using wellness offers" and "Using thalassotherapy offers (e.g. treatments with seawater, algae, sand)" as well as
- The main sociodemographic characteristics of the target groups with an interest in the three holiday activities mentioned above.
- And: In which holiday activities are potential Chinese health tourists also interested in?

Speaker:

[Ellen Böhling](#), Managing Partner, Inspektour International GmbH

14:30 - 15:00

PROMOTION OF YOUNG TALENT IN HEALTH TOURISM MANAGEMENT STUDY ON HEALTH AND MEDICAL TOURISM – TH DEGGENDORF

Interview guest:

[Prof. Dr. Marcus Herntrei](#), TH Deggendorf

Moderated by:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

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15:00 - 15:30

WHAT DOES MALAYSIA DO TO COMPETE WITH THEIR REGIONAL COMPETITORS IN MEDICAL TOURISM?

- Quality of care in resort towns and cities outside of Kuala Lumpur
- Bringing international standards and quality to Malaysia clinics
- Working with travel agencies, facilitators and health care providers

Interview guest:

[Sherene Azli](#), chief executive officer, Malaysia healthcare travel council (MHTC)

Moderated by:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

15:30 - 16:00

World's Healthcare Marvel - Powered By Malaysia Healthcare Travel Council (Mhtc) -

Speaker:

[Sherene Azli](#), chief executive officer, Malaysia healthcare travel council (MHTC)

16:00 - 16:30

How To Meet Foreign Medical Tourist's Expectations

Speaker:

[Violetta Yanyshevskya](#), MD, MBA, Chairman, President, Ukrainian Association of Medical Tourism, Global Healthcare Travel Council

16:30 - 17:00

How Does A Russian Patient Decide To Be Treated Abroad

Speaker:

[Natalia Strokovska](#), Owner, DoctorGEO&SPA Agency & Journal

17:00 - 18:00

Medical Networking Reception

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

ITB Deep Dive Sessions 1

Date

March 4, 2020

Time:

11:00 - 17:45

Location

CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

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Hosted by:

[Prof. Dr. Anna Klein](#), IUBH University of Applied Sciences Munich, Vice President, DGT e.V.

11:00 - 11:45

Visual Storytelling And Film Tourism – Mekong Tourism Forum

- The 4th Mekong Tourism Forum at ITB Berlin focuses on Visual Storytelling and Film Tourism, bringing the highlights of the recent Asia Destination Film Forum in Bangkok to ITB Berlin.
- Today, tourists are more experienced and are looking for new destinations and new experiences.
- Numerous films have inspired millions to visit destinations. Especially in recent years, there has been a growing phenomenon that tourists visit destinations featured in films and user-generated social media video clips.
- Learn how to celebrate sustainable tourism promotion and marketing via inspiring visual storytelling.

Moderated by:

[Daniela Wagner](#), Director for Europe, Middle East and Africa, Pacific Asia Travel Association (PATA)

Panel guests:

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

[Nick Ray](#), Author, Lonely Planet, Producer & Director, Hanuman Films Cambodia

[Jens Thraenhardt](#), Executive Director, Mekong Tourism Coordinating Office

12:00 - 12:45

Visit Saudi And Lonely Planet In Conversation: Charting A New Tourism Destination

- Saudi Arabia's tourism offering and growth strategy
- The opportunity – for businesses, for tourists, for Saudis
- Inclusive growth – building tourism ecosystems that empower communities
- The role of international partners such as Lonely Planet

Moderated by:

[Andreas Stopp](#), Head of Journals and Media / Travel, Deutschlandfunk (German Radio)

Panel guests:

[W. Bryon Broich](#), CFO, Lonely Planet

[Fahd Hamidaddin](#), Chief of Investment, Strategy & Tourism Marketing, Saudi Commission for Tourism & National Heritage (SCTH)

13:00 - 13:45

Google Masterclass: Unskippable: Travel Videos People Just Love To Watch On YouTube

- How to capture travelers' attention.
- Find out what makes videos on YouTube stand out and how they are different from traditional TV content.
- In this masterclass, we'll share the latest insights and best practices on how to create successful content for YouTube, home to over 2 billion monthly logged-in people.

Speaker:

[Julika Gohla](#), Video Lead Creative, Google

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15:00 - 15:45

Impact Tourism: Future Of Travel

- Impact Tourism is a community based travel experience where the traveler gets to experience the rich culture and heritage of a region in addition to positively contributing to the development of the host communities, thereby leaving behind a legacy of their journey.
- This form of tourism creates new destinations for the lesser known regions of the earth, bringing direct economic benefits through the travelers visiting the area.

Introductory presentation:

[Jaideep Bansal](#), Chief Operating Officer, Global Himalayan Expedition

Moderated by:

[Soity Banerjee](#), Project Editor, Outlook Responsible Tourism Initiative

Panel guests:

[Dr. Mario Hardy](#), CEO, PATA

[Fiona Jeffery OBE](#), Founder & Chairman, Just a Drop

[Paras Loomba](#), Founder & CEO, Global Himalayan Expedition

16:00 - 16:45

Tourism Science Slam – In Cooperation With DGT And Aiest

Please note: This session is in German!

Greetings:

[Prof. Dr. Harald Pechlaner](#), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt, Aiest (International Association of Scientific Experts in Tourism)

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

Moderated by:

[Dr. Julia Offe](#), Scienceslam.de

Slammer:

[J. Christian Benninghaus](#), Teacher, Gymnasium Marienthal, Energy Consulting Teacher, Landesinstitut Hamburg

[Andreas Kötter](#), Advanced Business Manager T&I, Altran Germany

[Kathrin Viergutz](#), Traffic Engineer & Research Assistant at the Institute of Transportation Systems Technology, German Aerospace Center (DLR)

17:00 - 17:45

ITB Market Research: Digital Tourism And The Impact Of Personalization And Individualization Trends On The eTravel Market

-In Cooperation with Statista-

- Digital Tourism: Status Quo and Trends
- Customer wishes for tailor-made offers and individual approach.
- Best practice examples in tourism and secrets of success of pioneers.
- What can the travel industry learn from others: Retail - Millennials Shopping Behavior.

Speaker:

[Claudia Cramer](#), Director Market Research, Statista Research & Analysis, Statista GmbH

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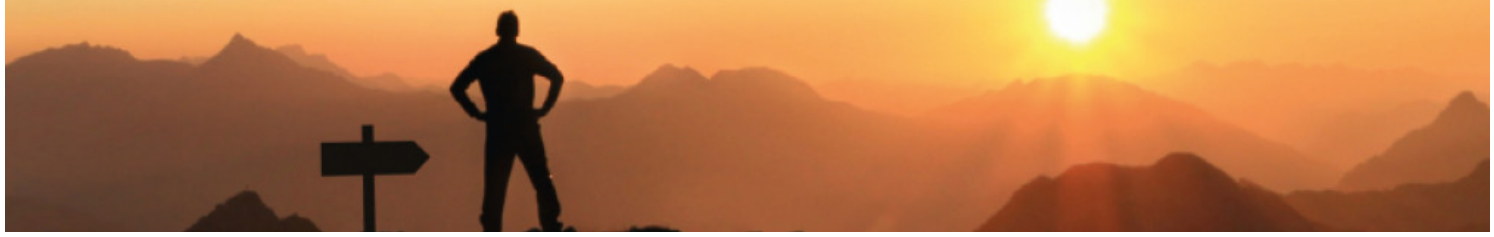
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ITB Empowerment Forum 1

Date March 4, 2020	Time: 14:00 - 15:00	Location Hall 19, Palais at Funkturm (fairground)
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The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

The Empowerment Forum 1 is a platform for Responsible Destinations: Challenges and opportunities for authentic indigenous travel experiences will be discussed – and top responsible tourism destinations will be awarded.

ITB Wednesday starts with the Indigenous Tourism Forum. The aim is to face the specific challenges of indigenous tourism and to identify and create an authentic, community-owned product, giving a voice to the often marginalized. The seminar wants to be a platform for exchange of ideas within international indigenous communities, who do or wish to participate in tourism, creating a different, non-centric atmosphere while delivering results to share.

On the 2nd part of the Day 1, organizational leaders, working in the field of sustainable tourism since many years, will come together to discuss best examples of how the UNWTO Sustainable Development Goals (SDGs) can be put into practice. Immediately after that sessions, those destinations which have been inspiring innovators of sustainable tourism and have convinced the jury will be announced, awarded and celebrated during the well-established Top 100 Destination Awards.

14:00 - 15:00

The art of engaging and sustaining authentic indigenous experiences : Indigenous Tourism and Sustainability

- What are the challenges and solutions of indigenous tourism in a context of climate change?
- How international certificates supports the connection between indigenous locals and international tourism with environmental protection?
- Definition and reality of Indigenous Tourism on different continents
- Can the travel industry support biodiversity protection, ecosystem regeneration on Earth thanks to indigenous wisdom?
- Why Indigenous rights are connected to our planet's protection?

A panel of indigenous experts in tourism will discuss the worldwide reality of indigenous tourism and explore sustainable systems empowering indigenous peoples and finding solutions in a context of climate and biodiversity crisis. The UNWTO Recommendations on Sustainable Development of Indigenous Tourism will serve as a guideline.

Welcoming Cultural Performance:

Odissi – Indian classical dance by **Swati Prasad**

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

[Gopinath Parayil](#), Founder & President, The Blue Yonder

Keynote Speaker:

[Ben Sherman](#), Chairman, World Indigenous Tourism Alliance WINTA

Moderated by:

[Aurélie Debusschère](#), Europe Agent World Indigenous Tourism Alliance, World Indigenous Tourism Alliance, Native Immersion

Panel guests:

[Rolando German Collaguazo Proaño](#), Representative of Yunguilla community in Ecuador, Yunguilla community

[Asel Ismailova](#), Director, Kyrgyz Guided Tours LLC

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[Judy Kepher Gona](#), Executive Director of Sustainable Travel & Tourism Agenda, STTA Kenya
[Jerry Spooner](#), Director of Department of Tourism, Vanuatu Tourism

16:00 - 18:00

Sustainable Destination Awards and Tourism 2030

The Sustainable Destinations Awards is the world's leading award series for destination sustainability efforts. A Jury representing 12 international organisations will unveil the winners in the award categories Nature; Communities & Culture; Best of Africa, Best of the Americas, Best of Asia-Pacific and Best of Europe. The flagship award is the ITB Earth Award, recognising global leadership in combatting climate change and environmental degradation.

Prior to the ceremony, ECOTRANS and high-level representatives from UN-CBD, UNESCO, GSTC, WWF, SUNx will present the urgency to boost sustainable tourism as driver for advancing the Sustainable Development Goals until 2030. They will announce their collaboration under the "Travel Green Planet 2030" initiative with the flagship aim to mainstream credibly certified tourism in all destinations with protected areas and cultural heritage sites, using the commonly shared Green Travel Maps on the Tourism2030 platform for knowledge networking and annual reporting. Green Destinations, bookdifferent.com and FairVoyage.com will announce their cooperation to highlight certified travel offer to consumers; and the Good Travel Guide will be presented as tool for Top100 destinations to showcase and book sustainable travel options. The event is organized and sponsored by ITB Berlin, Green Destinations, the Sustainable Top 100 Partnership, TravelMole, Travelife for Tour Operators and Ecotrans.

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Interviewer:

[Lonneke de Kort](#), CEO, bookdifferent.com

Moderated by:

[Pastollnigg Alexandra](#), CEO, FairVoyage.com

Speaker:

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

[Dr. Richard Denman](#), Director, The Tourism Company

[Randy Durband](#), CEO, GSTC

[Herbert Hamele](#), President, ECOTRANS

[Oliver Hillel](#), Program Officer, CBD Secretariat

[Geoffrey Lipman](#), Co-Founder, The SUNx Program

[Drs. Albert Salman](#), President, Green Destinations

[Gordon Sillence](#), Tourism2030 Program, ECOTRANS

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

TTA Forum

Date	Time:	Location
March 4, 2020	14:00 - 18:00	Hall 7.1b, eTravel Lab

How is the third-largest segment in the travel industry developing? The challenges for in-destination experiences include marketing, revenue management, software selection and much more. Panel discussions, keynotes and current cases will provide information on where the journey is heading. Detailed descriptions of all individual events will soon be available here.



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14:00 - 14:10

Prologue TTA Forum

Greetings:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

14:10 - 15:00

What Drives The Industry In 2020

Keynote and subsequent panel discussion with industry experts.

Keynote & Moderation:

[Lukas C.C. Hempel](#), Managing Director, Bookingkit

Keynote Speaker:

[Brian Young](#), Managing Director EMEA, G Adventures

Panel guests:

[Andrew Aley](#), Managing Director, Sightseeing Alliance

[Mathis Boldt](#), VP Sales and Supply, GetYourGuide

[Josh Carr](#), Head Of Global Sales - Strategic Partnerships, Urban Adventure

[Marcus Guhlan](#), Visit Berlin

15:00 - 15:30

Actions Speak Louder Than Words - In-Destination Sustainability Focus

- Keynote: Overtourism – How Local Tour Operators can Tackle Destination Challenges
- Best case presentations
- Discussion with Q&A

Keynote:

[Eric la Bonnardiere](#), Co-Founder, Evaneos

Moderated by:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

Speakers:

[Stefan Gadd](#), Corporate Communication Manager, Gothenburg

[Chris Wray](#), Co-Founder, Impact Explorer

15:30 - 15:55

Five Tech Trends Shaping Tours & Activities In 2020

- Technology innovation is transforming tours and activities and establishing new competitive benchmarks for operators worldwide
- This presentation, leveraging new research from Arival, outlines five essential trends redefining this sector for 2020 and beyond

Speaker:

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

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15:55 - 16:30

Technology Round Table

- Competition of reservation systems
- The impact of e-commerce on the industry
- Short Best Case presentations

Moderated by:

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

Panel guests:

[Chris Atkin](#), CEO, Rezdy

[Drew Barrett](#), VP of Sales, Fareharbor

[Manuel Hilty](#), Co-Founder, Nezasa

[Matthias Wirz](#), Chief Growth Officer, Bookingkit

16:30 - 17:00

Marketing In-Destination Services: Best Case Presentations And Panel

- How do companies in the in-destination segment market their services?
- What happens if big platforms and metasearch engines are sharing the game?
- What are chances and challenges?

Moderated by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

Speakers:

[Jan Dolezal](#), CEO, SmartGuide

[Evan Reece](#), CEO, Liftopia

[Joost Timmer](#), Managing Director, iVenture Card

17:00 - 17:30

Get Your Pricing And Profit Right - How Every Tour & Activity Provider Becomes A Pricing Strategy Master

- Dynamic pricing and revenue management (making frequent pricing changes to optimize revenue and bookings) have been a mainstay of other travel sectors for years. Now, it's beginning to take hold of tours, activities, and attractions
- This workshop, geared for ticketed attractions as well as larger tour and activity operators, walks through the fundamentals of revenue management, how to think about applying revenue management relative to the unique attributes of your business and how you can grow your sales, profits, and predictability for your operation

Speaker:

[Lukas C.C. Hempel](#), Managing Director, Bookingkit

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17:30 - 17:50

A Behaviour-Smart Look At Technology And Travel

- Borrowing insights from psychology this talk will take you to the crossroads where traveler behaviour meets technology. It will zoom into the ways technology modifies behavioural patterns before, during and after the trip
- A review of both, the desired and undesired effects of technology on traveler behaviour, will serve as basis for proposing some behavior-smart tactics for destinations and service providers in the industry

Speaker:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

17:50 - 18:00

Wrap Up TTA Forum

Speaker:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

ITB Business Travel Forum

Date	Time:	Location
March 4, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: www.itb-convention.com/businesstravel

Companies want reliable, effective and cost-effective business travel that meets legal and security requirements. Employees expect flexible mobility offerings that are available at all times. Everyone is looking for smart, interconnected mobility that is fit for the future and conserves resources. This is why this year, the ITB Business Travel Forum by VDR is focusing on the mega topics of digitalization, smart mobility and sustainability. Door-to-door solutions for urban mobility will be presented, how the bureaucratic monster of EU reporting obligations came about and how it can be tamed, which possibilities the use of NDC (New Distribution Capability) offers and how even small changes in company travel guidelines can have major effects on the environment.

Hosted by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

15:00 - 15:05

Greeting

Speaker:

[Christoph Carnier](#), President, German Business Travel Association, VDR, Head of Procurement Category Travel, Fleet & Events, Merck KGaA





15:05 - 15:45

Business Travel 2020 - Destination: „Ecologically Effective“

- VDR theme year sustainability
- Best practice: sustainable mobility in companies
- VDR's sustainability initiative "Miles to Trees"

Speakers:

[Peggy Gabriel](#), Global Category Manager FM & HR Services & Travel, Vattenfall

[Jörg Martin](#), Managing Director, CTC Corporate Travel Consulting, Chairman, Aviation Committee, German Business Travel Association, VDR

[Max Weyde](#), Consulting Manager, Egencia

16:00 - 16:45

Business Travel And Climate Impact - A Four-Point Program For Sustainable Business Travel

- How sustainable are companies and suppliers?
- Measure, document, reduce: Less CO2 emissions from business trips
- What are the alternatives and how do the travellers get on board?
- Integration of CO2 offsetting solutions and the role of the travel agency

Speakers:

[Julia Dappa](#), Client Program Manager, BCD Travel

[Antje Vogel](#), Sustainability Manager, BCD Travel

17:00 - 17:45

Graphic Vs. Cryptic: Learnings In The Area Of Change Management During The Introduction Of A Combined Booking Platform

- New data standards, new content sources: How to ensure service and reporting.
- NDC - opportunities and risks in stationary sales
- What is changing for the customers?
- Outlook - where is the journey going?

Speaker:

[Tina Roos](#), Senior Director Front & Mid Office Technology, Lufthansa City Center

ITB Virtual Reality Lab Day 2

Date	Time:	Location
March 5, 2020	10:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.





The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of “Virtual Reality” and “Augmented Reality” applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

12:00 - 12:45

Time Travel with Virtual Reality – Re-experience Urban History

- VR-based time travel as a new gateway to the past of cities and regions
- Historical venues and environments are digitalised and can be experienced emotionally by means of VR in combination with multi-sensory feedback elements
- TimeRide as the world’s first business case of a VR major attraction in the culture and leisure sector

Speaker:

[Dr. Fabian Hedderich](#), COO, TimeRide

13:00 - 13:45

Virtual Reality Training For The Travel Market – Huge Step Forward In Fulfilling Digital Transformation

- How powerful e-learning technology motivates travel employees through learning and engagement.
- Showcasing 360 real-life scenarios and situations.
- Fulfilling sustainability goals in a cost-effectivite way

Speaker:

[Daniel Wishnia](#), Chief Digital Transformation Officer, Aroundtown SA

14:00 - 14:45

Virtual Helsinki - Rethinking Destination Experience

- Rapidly Changing Customer Behavior as a Game Changer
- Virtual Reality in Sustainable Destination Management
- Key Elements of Virtual Reality – Elevated Experiences, Accessibility, Empathy and Equality

Speaker:

[Vappu Mänty](#), Director, Communications and PR, Helsinki Marketing
[Laura Olin](#), COO & Partner, ZOAN

16:00 - 16:45

Managing Overtourism with Next-Generation Guides

- Overtourism suffocates historical centers of popular European cities.
- The situation is getting worse every year as more people travel and most of them Google out the same top 10 places to visit. Mayors and DMOs are desperate and even consider restricting access.
- Fortunately, technology can help. Personalization based on big data analysis and AI recommends different top places to visit for every tourist based on their interests. Engaging content enriched by AR experiences makes places outside of the city center appealing for tourists to explore. Guiding tourists smartly can reduce overtourism by 30% while improving satisfaction.

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Speaker:

[Jan Dolezal](#), CEO, SmartGuide

eTravel Lab Day 2

Date	Time:	Location
March 5, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

News on PSD2, current studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab. Detailed descriptions of all individual events will soon be available here.

News on PSD2, current studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab.

10:30 - 11:00

The State of Travel Startups and Hot Segments To Watch

- Phocuswright has tracked travel startups for over 15 years and its extensive database allows for analysis of founding and funding trends
- Phocuswright has featured the most promising travel innovators on its global stages, and its news brand, PhocusWire, reports on the Hot 25 startups to watch
- This session features a data presentation from the latest State of Startups research and a detailed analysis on which industry segments are most ripe for disruption
- An interactive discussion with entrepreneurs and investors follows the presentation, adding additional insight and color into the most important topics and trends in travel innovation

Speaker:

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

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

11:15 - 11:45

Games People Play: Sustainable Ways To Explore The Destination Nouvelle-Aquitaine

- Best Case: How to use geocaching to support a sustainable tourism?
- With more than 720,000 players in 2018, "Terra Aventura" has won the hearts of many tourists

Presentations:

[Michel Durrieu](#), General Director Nouvelle-Aquitaine Regional Tourist Board, Nouvelle-Aquitaine Regional Tourist Board



12:45 - 13:15

Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?

- 7 steps to the effectiveness of sustainability in e-tourism
- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, curiopia

eTravel Stage Day 2

Date	Time:	Location
March 5, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news from the hospitality tech sector. Furthermore, focus on smart mobility, startups and news on AI & voice marketing. Also examples for TikTok in the marketing mix. Detailed descriptions of all individual events will soon be available here.

10:30 - 11:00

Travel Trends 2020 And The Super App

- In Travelport's most comprehensive report ever, the experts look at where mobile travel is going in the next 12 months and how travel agencies can use these insights to shape their travel brand's 2020 mobile strategy.
- One of the most interesting trends in mobile is the "Super App" – an all-in-one experience in only one app.
- Damiano Sabatino is talking about the Super App, how it will improve the mobile travel experience and what hyperconnected travelers are expecting in future.

Speaker:

[Damiano Sabatino](#), Vice President, Managing Director Account Management Europe, Travelport

11:00 - 11:30

Conquer Your Data – Lessons In Delivering Real Impact For Your Hotel

- In an ever-evolving digital landscape, today's hotelier must mine through more data than ever to understand how to activate their data and see a real impact on their business.
- Join us as we share examples of hoteliers who are conquering these problems in both the marketing and revenue management disciplines.
- Think personalization, loyalty, data modeling, gaming, digital personas, middleware, connectivity...all at your fingertips and ready for the taking

Speaker:

[Michael Bennett](#), Chief Marketing Officer, Cendyn

[Niels Mekenkamp](#), Director of Business Solutions, EMEA, Cendyn

11:30 - 12:00

The New Era Of Hotel Distribution And Why Guest Knowledge Is Power

- Recognise the macro shift happening within the global hotel industry, from distribution guesswork to deep intelligence
- Learn why informed decision-making is critical to every hotel's online marketing and sales strategy
- Understand the role that factors such as pricing continue to play in every traveller's booking journey, and how hotels can gain greater success online
- Be among the first in the world to preview the latest evolution in SiteMinder's platform, which levels the playing field for hotels once more

Speaker:

[Clemens Fisch](#), Regional Director EMEA, SiteMinder

[Inga Latham](#), Chief Product Officer, SiteMinder

12:00 - 12:30

Revenue Beyond 2020: The Way Forward For Hospitality Brands

"Revenue beyond 2020 answers three critical questions for the next decade that will be at the center of identifying new revenue opportunities for hospitality:"

- What are hospitality leaders telling us about the future of distribution?
- Will mid-sized hotels continue to drive growth in the coming decade?
- Will revenue managers be able to overcome the information overload?

Speaker:

[Mark Haywood](#), Senior Vice President, Head of Europe, RateGain

12:30 - 13:00

Making Sense Of Scale: Operations Data To Develop Big Picture Perspective

- Introducing ALICE: what is a hotel operations platform?
- How an operations platform lets you see any micro-moment of a guest or staff interaction
- Operations data highlights guest service and operational trends at a macro level
- Access to tangible data (daily, weekly, monthly, annually), gives hoteliers actionable insight to improve guest service and a hotel's bottom line

Speaker:

[Colin Barnett](#), Senior Regional Sales Director for EMEA, ALICE

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: CheckIn, Mindsay and Questo

Moderated by:

[Dirk Rogl](#), Advisor, Strategic Communicator, Rogl Consult

Speaker:

[Antonio Bustamante](#), Founder, CEO, CheckIn

[Alex Govoreanu](#), Co-founder, CEO, Questo

[Guillaume Laporte](#), Co-founder, CEO, Mindsay

14:00 - 14:30

Socialbnb - How A Startup Wants To Make Travel Sustainable

- Socialbnb connects tourists with social and ecological aid organizations (NGOs) around the world. In this way, the Start Up opens up a completely new group of people for tourism: What challenges arise in the cooperation with aid organizations? How can we create a tourism from which all sides benefit? How can the local population be better integrated, so that tourism is not seen as a necessary evil but as an opportunity.
- The origin of the idea of Socialbnb - How the construction of a small school in Cambodia became a worldwide tourism platform.
- Sustainability is also important in the tourism industry: How to deal with this trend? What does sustainability actually mean for a tourist? What can sustainable tourism look like?
- What role does a local and authentic experience play for young travelers and how can this target group best be reached?

Speaker:

[Alexander Haufschild](#), Chief Marketing Officer, Socialbnb

[Nils Lohmann](#), CEO, Socialbnb

14:30 - 15:00

Urban Tourist Mobility: The Future Of Sightseeing In Cities

- Electric scooters became legal in Germany in 2019. Tourists adopted them quickly, how will this change sightseeing in the coming years?
- Autonomous vehicles such as self driving cars - when are they coming and what will this mean for vehicle based sightseeing
- A look at early autonomous sightseeing vehicle designs, including those operating today or at concept stage
- Feedback from early customer experience trials. Will customers want these new vehicles?

Speaker:

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

15:00 - 15:30

Ethics Can Control Digitization – Should There Be A Limit For Algorithms In Tourism?

- Coping with visitor masses - pilot systems vs. laissez-faire
- Data transparency vs. smart data personalization
- Do tour operators and destinations need an ethical policy?
- How to sync the technically feasible with the morally desirable

Speaker:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, curiopia

15:30 - 16:00

TikTok – A New Craze In The Tourism Tool Box

- TikTok is the trend platform of the year for many and is considered the latest must-have app. No wonder: 5.5 million Germans already use TikTok every month and they spend about 50 minutes a day in the app.
- So is it worthwhile for tourism marketers to take a closer look at TikTok? We show how tourism players can use TikTok in their marketing mix.
- Find out by means of case studies which possibilities the app offers to reach more than Generation Z and to build up a close customer relationship.

Speaker:

[Ulrike Katz](#), Managing Director, justZARGEScommunicate!

16:00 - 17:00

It's The Location, Stupid: The Best Habitats For Startups

- Hands-on experience from different parts of the world
- peer-reviewed pros and cons for successful ventures
- newcomers and investors share their expectations
- Followed by an open Q & A Session and a networking event sponsored by Travelport> Start-ups welcome!

Moderated by:

[Alexander Trieb](#), General Partner, ennea capital partners GmbH

Panel guests:

[Dr. Thomas Bodmer](#), CEO, Co-founder, Next Floor

[Brian Marrinan](#), Co-Pilot, Propeller Shannon

[Laurent Queige](#), Director, Welcome City Lab

[Tim Schwichtenberg](#), Senior Investment Analyst, Deutsche Bahn Digital Ventures GmbH

Q&A:

[Beat Blaser](#), Managing Partner & Co-Founder, Falkensteiner Ventures AG

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17:00 - 17:30

Alexa, Where Are We Going? & The Hot Chair: Sleeping With The Enemy

- Short lecture about intelligent personal assistants and their importance for tourism. What can the language assistants do and what not (yet)? How reliable and helpful is the communication in human language with the disruptive software
- The hot seat: Sleeping with the Enemy Those who voluntarily bug their homes and offices give up all privacy. Or is this fear of Alexa, Cortana, Siri & Co. exaggerated? We talk turkey

Interviewer:

[Gerd Otto-Rieke](#), ITB eTravel-Team

Speaker and Interview Guest:

[Ralf Eggert](#), CEO, Travello GmbH

17:30 - 18:00

Zero Friction Future With Facebook

- Friction is one of the biggest threat to businesses today as consumer expectations continue to rise with the pace of technology
- Danger of frictional losses is increasing, as the customer journey is often very fragmented
- Learn from Facebook about their vision of a Zero Friction future and how consumers engage with travel brands on their platforms

Speaker:

[Jan Starcke](#), Travel Industry Lead, Facebook

ITB Business Travel Forum

Date	Time:	Location
March 5, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: www.itb-convention.com/businesstravel

Companies want reliable, effective and cost-effective business travel that meets legal and security requirements. Employees expect flexible mobility offerings that are available at all times. Everyone is looking for smart, interconnected mobility that is fit for the future and conserves resources. This is why this year, the ITB Business Travel Forum by VDR is focusing on the mega topics of digitalization, smart mobility and sustainability. Door-to-door solutions for urban mobility will be presented, how the bureaucratic monster of EU reporting obligations came about and how it can be tamed, which possibilities the use of NDC (New Distribution Capability) offers and how even small changes in company travel guidelines can have major effects on the environment.

Hosted by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

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11:00 - 11:45

Door-To-Door – Live @ Siemens

- Intelligent door-to-door planning of business trips
- Integration of First & Last Mile Services in the Travel App
- "Fly & Drive": Mobile public transportation ticket to the airport
- On-demand shuttles & smart parking solutions for companies

Speakers:

[Tim Koch](#), Director B2B Central Europe, FREE NOW

[Christian Rosenbaum](#), Head of Strategic Vendor & Partner Relations, i:FAO Group

Speaker:

[Maximilian Kaiser](#), Business Development for Intermodal Mobility Solutions, Siemens Mobility

12:00 - 12:45

What's Next? What's Here To Stay? – Current Trends And Forecast For 2020

- Current figures on business travel by DRV, VDR and IMT/FUR Reiseanalyse
- Where are we headed? The hot topics in the business travel market of today and tomorrow
- How sustainable are German companies traveling?
- Business travel management between digitalization, security and data protection

Moderated by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

Speakers:

[Verena Funke](#), Senior Director EMEA / Global Account Management, Egencia

[Oliver Meinicke](#), Head of Administrative Infrastructure Management / Travel & Fleet, Giesecke+Devrient

[Ulf Sonntag](#), Project Manager Research, Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR)

13:00 - 13:45

A1 And EU Reporting Requirements: A Bureaucratic Monster And Its Consequences

- How does the idea of freedom of movement turn into a bureaucratic pitfall?
- The consequences of the Posting of Workers Directive for companies
- Solutions for companies
- What can politics do for business travelers in EU countries?

Moderated by:

[Hans-Ingo Biehl](#), Executive Director, German Business Travel Association, VDR

Panel guests:

[Georg Ehrmann](#), Managing Director, von Beust & Coll. Beratungsgesellschaft

[Alexander Langhans](#), CEO, Visumpoint

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14:00 - 14:45

"Stay A Little Longer": How Hotel Overnight Stays Are Changing

- Revolution in extended stay accommodation for travelers
- What are the target groups in the companies?
- Quality management in the Serviced Apartments sector

Speaker:

[Eric Jan Krausch](#), CEO, Acomodeo

ITB Experts Forum Wellness

Date
March 5, 2020

Time:
10:45 - 14:50

Location
CityCube Berlin, Hall A1

Best practice examples and the latest research data.

How will the Wellness and Spa industry develop? The spa and wellness culture, as it exists today, has many and different roots. They stretch from the ancient spa and bath traditions of Germany and Central Europe, to the cleansing rituals of the Near East, and into the spiritual lectures in the Asian and Pacific area and beyond. This seemingly inexhaustible source of offers and treatments gives rise to one of the most exciting and innovative global tourism markets: The future lies in products and services providing meaning, depth and unique value. Outside the top resorts and hotel brands, the spa industry remains fragmented and has relatively modest amounts of capital available. The consequences of misreading the market can be terminal to a business. Understanding client expectations and how to generate loyalty is core to inspiring a new generation of spa and wellness clients.

New themes, topics and trends in this dynamically growing market segment are the focus of our ITB Experts Forum Wellness, which is being organized since 2004 in cooperation with ITB Berlin and the quality collaboration of Wellness-Hotels & Resorts (wellnesshotels-resorts.com).

All speakers are available for interviews after their sessions outside of the auditorium.

Hosted by:

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

10:45 - 11:00

Greeting

Speaker:

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts



11:00 - 11:25

Tourism Health Market In Sri Lanka: Ayurveda As A Revenue Generator

- History of Ayurveda in Sri Lanka
- Current State of Ayurveda Tourism
- Ayurveda's multiplier Effect
- Why Sri Lankan Ayurveda is Unique
- Challenges and Future

Speaker:

[Asoka Hettigoda](#), Managing Director, EMEA Online Business, Siddhalepa Ayurveda Resorts & Spas

11:25 - 11:45

Best Practice: Concepts For Active And Sustainable Lifestyle Changing Processes

- Supporting self-healing skills through:
- Natural Food - What is natural food and what does denatured food do in our body
- Natural remedies and their effects
- Biomechanical balance - What are the consequences of permanent sitting on our physical and psychological state?
- The importance of the parasympathetic nervous system - what possibilities are there to support recovery.

Speaker:

[Sven Huckenbeck](#), Group Spa Director, Ensana Health Spa Hotels

12:00 - 12:25

Wellness Trends: Terms And Figures – An Up To Date Overview 2020

Speaker:

[Michael Altewischer](#), Managing Partner, Wellness-Hotels & Resorts

12:25 - 12:45

Wellness Real Estate Development

- There is currently a \$ 134.3 billion wellness real estate industry worldwide
- What are the special features of this branch of industry?
- Adrien Deniau provides a basic understanding of the peculiarities of the development process of wellness real estate and the need for a specific approach

Speaker:

[Adrien S. Deniau](#), Consultant, Horwath HTL Health & Wellness

13:00 - 13:25

Wellness For Whom, Where And What – Research Volume #2 (4WR#2)

- 4WR2020 research was published in 2012 predicting major changes and developments in the wellness market
- 4WR#2 revisits the predictions and forecasts from 2012: products, markets, development
- Introduction of the findings of the new study 4WR#2: Wellness 2030
- It is rather exciting to see how the predictions materialized or not and checking what may happen in the next 5-10 years

Speaker:

[Dr. László Puszko](#), CEO & Co-Founder, Health Tourism Worldwide

13:25 - 13:45

Holistic Lifestyle Hospitality Concepts And The Rise Of Mental Wellness

- The drastic increase in mental health problems could cost approximately \$ 16 trillion worldwide by 2030
- Which sensible measures can help people on the one hand and reduce costs on the other?
- What opportunities do wellness retreats offer with focus programs on the following topics: mental health, stress acceptance and dealing with anxiety
- Which of the available alternative healing methods can gain importance in the wellness hotel industry?

Speaker:

[Fabian Modena](#), Manager Market Research, Horwath HTL Health & Wellness

14:00 - 14:25

From Local Wellness Resources To Regional And Country Wellness Brand: The Evolvement Of Wellness Tourism In Costa Rica

- Assessment of regional assets and resources
- Working with strong national brand: extension of current brand pillars or creating competing brand propositions?
- Wellness services vs. wellness tourism
- Wellness for markets of different maturity and understandings

Speaker:

[Adalberto Rodriguez-Fallas](#), Marketing Executive, Costa Rica Tourism Office

14:30 - 14:50

Best Practice: MentalSpa Resort Fritsch am Berg

- Mental wellness - according to the theory - already successfully implemented in practice:
- What concepts and requirements does a wellness hotel need to be able to offer mental wellness?
- Which guests are attracted to the MentalSpa concept with its OASE health model © and why does it work?
- Fritsch am Berg is a leading specialist in this promising area since 2015.

Speaker:

[Diana Sicher-Fritsch](#), Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg

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ITB Marketing & Distribution Day

Date
March 5, 2020

Time:
10:45 - 17:45

Location
CityCube Berlin, Hall A4/A5

Expertise for the development of marketing and distribution strategies.

Hosted by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

10:45 - 11:00

Greeting

Speaker:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

11:00 - 11:45

ITB CEO Interview: The Future Of Travel Distribution: Personalization, Retailing, Platforms

- The future of the global travel industry.
- Evolving consumer expectations.
- How Sabre is creating the new marketplace for personalized travel.
- Opportunities through intelligent retailing and new distribution channels.

Interview guest:

[Sean Menke](#), CEO, Sabre

Interviewer:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

12:00 - 12:45

ITB CEO Interview: Operating In Unprecedented Times

- TUI's CEO has been orchestrating a major pivot for years.
- The transformation saw this legacy tour operator become a deeply vertically integrated travel business with significant assets in multiple supplier categories.
- In the wake of Thomas Cook's demise, a new wave of opportunities and challenges now require a renewed emphasis.
- Back for a second year at ITB, Fritz Joussem and Philip Wolf's conversation on stage should not be missed.

Interview guest:

[Friedrich Joussem](#), CEO, TUI Group

Interviewer:

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

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13:00 - 13:45

ITB CEO Interview: Trends And Challenges In The Global Cruise Market

- The global cruise market: trends, demand, future potential and its growing place within the overall tourism industry
- The cruise industry's commitment to sustainability – beyond environmental sustainability

Interview guest:

[Pierfrancesco Vago](#), Executive Chairman, MSC Cruises

Interviewer:

[Thomas P. Illes](#), Owner & CEO, thilles consulting GmbH, Cruise Analyst, University Lecturer and Journalist

14:00 - 14:45

ITB Executive Interview: Amazon Web Services And Travel

- What do Expedia, Airbnb, Korean Air, Qantas, Best Western and Choice Hotels all have in common? They're all building their business on AWS.
- Amazon's growth trajectory has resulted in the creation of enormous digital and infrastructure assets, most notably Amazon Web Services (AWS) and many travel and hospitality companies are leveraging AWS to help enhance their customer experiences and increase operational efficiency
- David Peller leads global teams across the Travel, Hospitality, Transportation and Logistics Industries.
- His insight and experience will make this session a conference highlight.

Interview guest:

[David Peller](#), Global Head, Travel and Hospitality, Amazon Web Services

Interviewer:

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

15:00 - 15:45

Global Luxury Customers And Sustainability: Exclusive Empirical Study By Travelzoo & ITB

- Latest results from the new global Travelzoo/ITB study
- Customer attitudes on sustainability and climate protection
- Importance of sustainability and climate protection in luxury travel
- Customer readiness for limiting trips, price increases and changes in travel.

Moderated by:

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

Speaker:

[Sharry Sun](#), Global Head of Brand, Travelzoo

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16:00 - 16:45

ITB Hospitality Executive Panel: Luxury And Sustainability: Contradiction Or Prerequisite?

- Strategies and trends in the global hotel business.
- The hotel product of the future and the role of the mega trend sustainability.
- What does the hotel guest of tomorrow expect? How can competitive advantages be achieved?
- Where is the luxury segment heading?
- Luxury and sustainability: contradictions or a mandatory prerequisite in tomorrow's luxury hotel industry?

Moderated by:

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

Panel guests:

[Marc Dardenne](#), COO Europe Luxury Brands, AccorHotels

[Julian Hagger](#), Executive Vice President, The Lux Collective

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

17:00 - 17:45

The Future Of Luxury In Post-Hedonic Societies

- A change in the understanding of luxury: from owning luxury items to luxury experiences to sensual luxury.
- Current study results: 7 trends shaping the global luxury segment.
- Change in the demands of top-end customers.
- Learning from others: How do classic luxury providers in other sectors position themselves?
- What does the change in the understanding of luxury mean for tourism destinations, hotels and travel distribution?
- Outlook: How will luxury behavior develop in the coming years?

Introductory presentation:

[Kirsten Feld-Türkis](#), Associate Partner, Keylens

[Dr. Jörg Meurer](#), Managing Partner & Owner, Keylens

Moderated by:

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

Panel guests:

[Timo Albiez](#), Deputy Director, Schweizerische Hotelfachschule Luzern

[Kirsten Feld-Türkis](#), Associate Partner, Keylens

[Linda Mutesi](#), Tourism Marketing Manager, Rwanda Development Board

[René Roseburg](#), Managing Partner & CEO, The Passionist Traveller

ITB Medical Conference Day 2

Date	Time:	Location
March 5, 2020	11:00 - 15:00	Hall 21b

Featured today are the mini niche markets within the medical tourism sector. Consumers are searching for specialized clinics that provide dental treatment, eye care, fertility (IVF), stem cell therapy, hair transplantation, addiction treatment, physical rehabilitation and executive health checkups





(diagnostics).

How do consumers find best quality treatments and therapies? How can health insurance become involved here? And how can agencies be assured that clinics, therapeutic spas, health centers and treatment facilities meet international standards?

Today, we have a special look on clinics and agencies. Best practices will give a first hand overview. Specialized clinics with diverse medical areas of expertise in different parts of the world often offers better or cheaper medical treatments. How does funding agencies can be involved here? And what is about the influence of medical agencies and the clinics themselves to influence the market?

10:00 - 10:30

THE IMPLEMENTATION OF THE EU DIRECTIVE ON CROSS-BOARDER HEALTHCARE AND THE POSITION OF EUROPEAN PRIVATE HOSPITALS

- Overview of the Cross Border Health Directive
- What is the position of private hospitals in Europe towards the cross border healthcare directive?
- Some examples about the implementation of the CBHD in the country members of UEHP
- Where do patients travel in order to seek healthcare in Europe?
- What will be the impact of Brexit on CBHD?

Speaker:

[Ilaria Giannico](#), Secretary General, UEHP – European Union of Private Hospitals

10:30 - 11:00

An Inside Look Into Current Trends And The Status Quo Of Medical Tourism In Poland

- Current trends on Medical clinics for the international market
- Facts & figures about the Polish Medical tourism market
- New channels to acquire patients abroad
- New Medical organizations in the Polish market

www.proturmed.pl

Speaker:

[Mariusz Arent](#), Proturmed – Promotion of the Medical Tourism Foundation

[Dr., PhD Anna Bialk-Wolf](#), The Institute of Research and Development of Medical Tourism

11:00 - 12:00

HTI Roundtable The Future Of Medical Tourism

- Digital Health
- Compliance risks or and ethical considerations in medical tourism
- Hospital-Facilitator compensation models
- Medical tourism trends in USA, Germany, Turkey and UAE.

Moderated by:

[Sandeep Vohra](#), Managing Director, Aglaea Investment

Panel guests:

[Christian Fadi El-Khouri](#), Managing Partner, MESC International Patient Service GmbH

[Sherif Hassan](#), MD, CEO, Founder, Tripsetc Travel Company

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[Emre Ali Kodan](#), Owner, Baki International Health & Travel Solutions
[Ivana Kolar](#), CEO, Julius Rose

12:00 - 12:30

Gremi Clinic Albania The New Model Of Medical Tourism In Albania

- Services no longer confined to large buildings, but open to the community

www.dentistiinalbania.com

Speaker:

[Anduena Çela](#), Executive Director, Gremi Clinic

12:30 - 13:00

WTTC – World Travel & Tourism Council Medical tourism, an opportunity for growth

Speaker:

[Nejc Jus](#), Economic Research Manager, WTTC – World Travel & Tourism Council

13:00 - 13:30

HTI: Medical Tourism Buyer's Chat

- Meet professional medical buyers
- Ask for their recommendations and how to do business on a specific market they operate.

Moderated by:

[Leila Krešić-Jurić](#), Managing Director, Partner, HTI Conference

13:30 - 14:00

Interaction Between Clinics And Facilitators: If It's Easy To Find The Right Clinic, It's Easy To Get A Commission

- Solutions for Medical suppliers and Medical buyers by an Italian online platform

Speaker:

[Maria Princivalle](#), Owner, Bookingsmed & World Fine Selection

14:00 - 14:30

Caucasus Medical Centre – Advantages Of Healthcare In Georgia

www.evex.ge

Speaker:

[Anri Kapanadze](#), Director of International Department, Evex Hospitals



14:30 - 15:00

Health Care Programs For Breast Cancer – Best Practice From France

- Breast cancer is the most common female cancer in Europe.
- In France specific programs have been developed on the management of women in remission of breast cancer supporting them with a healthy lifestyle, controlling their weight, to prevent a possible recurrence.

Speaker:

[Claude-Eugene Bouvier](#), Secretary General, National Council of Thermal Establishments(CNETH)

15:00 - 15:45

„Mindful Travel“ Travel Trend – Detox, Self-Care & Health

- Travel trend "Mindfulness and a healthier lifestyle"
- What are the needs and expectations of guests?
- "Health is the new status symbol" - how hotels and tour operators cater to the demand for the new attitude towards life
- How are tailor-made wellness, spa and health holidays created?
- Experts reveal the current trends in health tourism (panel discussion)
- Outlook for future trends in the area of "Mindful Travel"

www.fitreisen.de

Speaker:

[Claudia Wagner](#), Managing Director, Fit Reisen

15:45 - 16:00

European Spas Association Award As Best Partner Of The Year

- European Spas Association Innovation Awards stimulates Innovation and Excellence in the Spa Industry that represent "innovation".
- The Award for the Partner of the Year is dedicated to a very special supporter and for somebody how takes care in many different aspects of promoting Innovation and Health Tourism.

www.europeanspas.eu/en/awards

innovationawards@europeanspas.eu

16:00 - 16:30

European Epidemiological Study – Treatment With Natural Remedies

- Medical Spa therapy shows a valuable impact on the prevention and management of chronic diseases and major public health issues
- European Spas Association launched the European epidemiological study, which diseases treated by balneology in EU countries

www.europeanspas.eu

Speaker:

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[Thierry Dubois](#), President, ESPA - European Spas Association

16:30 - 17:00

Partnerships For Health & Medical Tourism: Identifying Opportunities For Growth And Sustainable Development In Europe And China

Speaker:

[Paulo Moreira](#), Editor-in-Chief, International Journal of Healthcare Management

17:00 - 18:00

Medical Networking Reception

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

ITB Deep Dive Sessions 2

Date	Time:	Location
March 5, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

Hosted by:

[Tobias Klöpf](#), Vice President, Travel Industry Club

11:00 - 11:45

Keynote Panel: Experiencing Sustainability: Tourism As An Opportunity For Destinations - The Wise Dodo In Mauritius

- The Wise Dodo Mauritius pilot project: Innovative sustainable product development that inspires tourists and addresses local social and environmental challenges
- Paradigm shift in tourism: positive influence of travel vs. reduction of negative impacts - from the ecological footprint to the handprint
- Sustainability thought positively: experience and enthusiasm instead of renunciation and avoidance.
- With united forces to the goal: unprecedented cooperation of tour operators, hotel industry, destination agencies and politics

Keynote Speakers:

[Sören Hartmann](#), CEO, DER Touristik Group, Member of the Management Board, REWE Group

[Hon. G.P. Lesjongard](#), Minister of Tourism, Mauritius

Moderated by:

[Andreas Koch](#), Managing Director, blueContec

Panel guests:

[Arvind Bundhun](#), Director, Mauritius Tourism Promotion Authority (MTPA)

[Jörn Krausser](#), Director Product Management, Indian Ocean & Asia, DER Touristik Germany

[Deyna Marianen](#), Commercial and Project Manager, Mautourco Ltd

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[Daren Moodely](#), Project Coordinator, Sus-Island Mauritius project, Mauritius Tourism Authority (MTA)

11:55 - 12:45

Zwischenrufe/Interjections: No Time For Excuses!

Please note: This session is in German!

Greeting and Introduction:

[Claudia Mitteneder](#), Managing Director, Institute for Tourism and Development

Moderated by:

[Andreas Stopp](#), Head of Journals and Media / Travel, Deutschlandfunk (German Radio)

Panel guests:

[Álvaro Blanco Volmer](#), Tourism Expert

[Dr. Susanne Götze](#), Environmental and Science Journalist, Editor and Writer

[Prof. Dr. Harald Pechlaner](#), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt, AIEST (International Association of Scientific Experts in Tourism)

[Petra Thomas](#), General Manager, forum anders reisen e.V.

13:00 - 13:45

Google Masterclass: The Undecided: How YouTube Can Help Travel Marketers Win Undecided Customers

- When it comes to booking their holidays people like to take some time to research before committing to travel plans.
- It is an ongoing challenge for marketing teams to capture the attention of these undecided bookers.
- In this masterclass, you will learn how YouTube can help marketers turn prospects into customers through video ads.

Speaker:

[Dr. Michalina Seekamp](#), Video for Action Lead Germany, Google

14:00 - 14:45

Experiencing Authentic Oman: Experts And Industry Perspectives

- In cooperation with Official Partner Country ITB Berlin 2020 Oman -

- Establishing itself as the distinctive Middle Eastern destination, Oman has witnessed remarkable transformation in its tourism industry.
- Two decades ago, Oman has embarked on a roadmap toward building a modern and yet an authentic tourism destination.
- Oman, as a destination, was welcomed warmly by the international industry for many reasons, most importantly its diverse and authentic tourism products and experiences as well as its world-leading record of safety and security.
- This session explores international tourism experts and leaders' opinions and perspectives about Oman's leading tourism products and experiences.
- Hearing from the industry and business representatives what they think about best-selling experiences Oman currently offers and ways to enhance Oman's position as the essence of Arabian experiences within a fairly competitive and challenging region.

Introductory presentation:

[Salem Adi Al Mamari](#), Director General of Tourism Promotion, Ministry of Tourism, Oman

Moderated by:

[Dr. Hamed Almuhrzi](#), Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University

Panel guests:



[Abdulkarim Albalushi](#), Assistant Director of Sales, W Muscat, Oman
[Laurent Recoura](#), SVP Sales, Oman Air
[Ralph Schiller](#), CEO, FTI

15:00 - 15:45

Case Study: Transforming The Global Tourism Industry By Breakthrough Travel Startups

-in Cooperation with Convention & Culture Partner Russia-

- Breakthrough startups and innovations dramatically transform the global travel industry.
- Key to competitiveness: Technological collaboration between major market players and travel tech startups.
- Novel opportunities for the entire industry on a global scale.
- New marketplaces and sharing services.
- Open innovation model in tourism.

Moderated by:

[Tatiana Naumova](#), Journalist

Panel guests:

[Ilya Gusakov](#), Head of Business Development, MAPS.ME

[Natalia Pukhova](#), Partner Relations Manager, Travepayouts by Aviasales

[Eugenia Strizhkina](#), Head of the Infrastructure Project Office, RussPass

[Egor Yakovlev](#), Business Development Director, izi.TRAVEL

16:00 - 16:45

Stop The Flood Of Plastic

Time to act is now: How governments and tourism industry can stop plastic leakage into the sea

-In Cooperation with WWF-

- Every minute a truckload of plastic waste makes its way into the world's oceans and causes a lot of damage to the environment.
- But the flood of plastic also comes with the tourists.
- In the summer months, the increasing volumes of plastic push waste management to its limits in our favorite holiday destinations.
- The tourism industry is under pressure to act. Holidaymakers don't want to lie on littered beaches and swim between plastic bags. Sensitive guests urge their hotels and tour operators to change quickly. What answers do they get?
- But the industry cannot operate independently of its conditions in the country and holiday region.
- A motivated hotel and tour operator quickly reaches its limits when political will and laws are insufficient. If the overall conditions are not favorable, campaigns and initiatives will fail.
- Unlike many other holiday regions, the Government of the Balearic Islands are now taking radical action to combat the plastic waste pollution. The hotel sector will be fundamentally affected. Does Mallorca become the model for other tourism destination worldwide?

Introductory presentation:

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Moderated by:

[Nicola Koschel](#), Freelance Sustainable Tourism Consultant

Panel guests:

[Gloria Fluxà](#), Vice-Chairman & Chief Sustainability Officer, Iberostar

[Hon. Miquel Mir Gual](#), Minister of Environment and Territory, Balearic Islands

[Christian Schröder](#), Quality & Sustainability Manager, Wikinger Reisen

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[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

17:00 - 17:45

Plastic-Free Holidays – But How? The Deep Dive Into Practice In Hotels And On Cruise Ships

-in Cooperation with Futouris-

- The awareness of the problem of marine pollution from plastic waste has reached the tourism industry.
- In Futouris' current industry project, member companies, the Balearic government and local partners are working together to reduce plastic waste in tourism.
- How do processes need to be changed so that less waste is generated and not just shifted from plastic to other materials?
- Are alternative solutions for the currently used disposable plastic products really more sustainable?
- How can employees and guests be actively involved in the programs to motivate them to make their own contribution?

Introductory presentation & Moderation:

[Prof. Dr. Harald Zeiss](#), Chairman of the Executive Board, Futouris

Panel guests:

[Mike Brauner](#), Senior Manager Sustainability, TUI Group

[Jo Hendrickx](#), Founder & CEO, Travel Without Plastic

[Hansjörg Kunze](#), Vice President Communication & Sustainability, AIDA Cruises

[Karina O'Gorman](#), Head of CR EMEA, InterContinental Hotels Group

ITB Empowerment Forum 2

Date	Time:	Location
March 5, 2020	11:00 - 18:00	Hall 19, Palais at Funkturm (fairground)

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

The Empowerment Forum 2 is a platform for Equality & Responsibility: The focus will be on diversity issues, on gender equality, on awarding outstanding LGBT+ pioneers, awarding women in travel as well as community-based tourism initiatives.

A great part of ITB Thursday is focusing on diversity and gender equality; the day begins with a closer look at LGBT+ Tourism: A booming segment with many destinations benefitting from the growth – some of them even suffering from "overtourism". The panel will discuss the reasons and look for sustainable solutions. Afterwards, the ITB LGBT+ Pioneer Award will for the 3rd time hand out a prize to a personality who has been an outstanding contributor to establish LGBT+ tourism as an equal travel segment.

A slot discussing Gender Equality in Tourism will be the next. A range of high-level women speakers will examine the subject out of a female perspective. A special emphasis will be put on identifying which obstacles prevent women from becoming leaders in travel technology.

Going to the next level, in the following session special female leaders in tourism will be recognized with the 5th ITB-IIPT Celebrating Her Awards. The rest of the day is dedicated to the best practices of community-based tourism: The winners of the renown international ToDo! Awards of the German Studienkreis für Tourismus, will be announced. Additionally, a special prize highlighting activists for Human Rights in Tourism will be honored in the same set-up, followed by a reception.

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11:00 - 11:45

LGBT+ Tourism in the age of Overtourism and Climate Protection

- In the past years, we have seen a very positive development of LGBT+ Tourism in many regions worldwide
- LGBT+ Tourism seems to be a growth engine, a highly appreciated niche market with high economic benefit
- By now, some of these destinations suffer from “overtourism”, the climate protection debate also effects the LGBT+ segment
- Will there be negative consequences, what can we done to prevent this, which sustainable solutions exist?
- Experts will give a short overview of the current situation, discuss future challenges and look for sustainable solutions and best practices

Followed by ITB LGBT+ Pioneer Award Ceremony

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Moderated by:

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH

Speaker:

[Kristin Hansen](#), CEO & Founder, Hansen&Partner

[Peter Jordan](#),

11:45 - 12:00

International LGBT+ PIONEER AWARD Ceremony

13:00 - 13:30

3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?

- Which obstacles prevent women from becoming leaders in travel technology?
- What is necessary to make women confident that they are capable of tackling tech jobs in the tourism industry?
- What kind of support is really necessary to overcome the gender gap?
- Which tips can successful female industry leaders give to their peers?
- Which best business practices can be named and how to handle regional differences?

Moderated by:

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

Panel guests:

[Cara Frank](#), Vice President of Marketing

[Roxane Kaempf](#), Innovation, Agile & Design Thinking Coach, Belgium

[Anna Kofoed](#), Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe, Amadeus

[Nicole Scott](#), Founder, Mobile Geeks

Speaker:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

[Chiara Quaia](#), Vice President Business Developments Travel, Master Card

Welcome note & Introduction:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

14:00 - 15:00

5TH ITB IIPT “CELEBRATING HER AWARDS”

- The 5th IIPT India Global “Celebrating Her” Awards acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality.

Awards Ceremonies

Followed by a 30 min networking reception

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Introduction:

[Ajay Prakash](#), President, International Institute for Peace Through Tourism - India

Moderated by:

[Anita Mendiratta](#), Founder & President, Anita Mendiratta & Associates

16:30 - 18:00

TO DO Award 2020 Award Ceremony + Human Rights in Tourism Award

- International contest since 1995. The prize is awarded for tourism related projects which respect the interests of the local population during planning and implementation.
- Additionally, the TO DO Award Human Rights in Tourism is awarded for the fourth time, under the patronage of the German Commission for UNESCO.

Laudatio:

Dr. Mathias John, Member of the Board, Amnesty International Deutschland E.V.

Moderator:

Nadine Kreutzer, Journalist Berlin

Winners TO DO Award 2020:

Esfahk Historic Village

Banteay Chhmar Community Based Tourism

Winner TO DO Award Human Rights in Tourism 2020:

La Muralla Soy Yo

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Hospitality Tech Forum

Date March 5, 2020	Time: 13:30 - 18:00	Location Hall 7.1b, eTravel Lab
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What is driving the hospitality industry and what are challenges and opportunities arising from the digital transformation? Learn more at events on revenue management, marketing, sustainability and the future of the hotel industry. Detailed description of all individual events will be available here shortly.

13:30 - 14:00

Hotels And Total Technology: Survival Of The Smartest?

Warm-Up Hospitality Tech Forum

- Insights to technological scenarios and cognitive environments in the Big Picture
- Examples of smart hotels from the pioneers
- How to integrate smart solutions?
- Evaluation of technologies and how to deal with current hurdles?

Speaker:

[Prof. Dr.-Ing. Vanessa Borkmann](#), Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO

14:00 - 14:10

Introduction: Hospitality Tech Forum

Hosted by Hospitality Industry Club

Introduction & Moderation:

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

14:10 - 15:00

Revenue Management: Keynote, Best Cases And Panel

- Keynote by Profiter: High costs and low sustainability of online distribution. How inventory management AI can help
- Best case presentations followed by a panel discussion:
- The future of pricing in the hotel industry
- What is the future role of a revenue manager?
- What can revenue management solutions achieve today and where do hoteliers need experience and local knowledge?
- How is the online distribution mix developing?

Keynote:

[Osvaldo Mauro](#), CEO, Profiter

Moderated by:

[Wilko Weber](#), Vice President Global Revenue and Digital Strategy, Kempinski

Speaker:

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[Siim Karu](#), Chief Revenue Officer, A&O Hostels
[Jens Munch](#), CEO, Pace
[Sigrid Ruppe-Senn](#), CEO, Interalp Touristik GmbH
[Stan van Roij](#), Vice President - Hospitality, Infor

15:00 - 15:30

Sustainability Trends In Hospitality

- Can the Fridays for Future hype be used for the industry?
- Is there a stronger awareness among the guests?
- How can sustainability be addressed in sales and marketing?

Moderated by:

[Lea Jordan](#), Head of Marketing & Co-Founder, techtalk.travel

Speakers:

[Franziska Altenrath](#), Co-founder, TUTAKA
[Suzann Heinemann](#), Managing Director, GreenSign
[Moritz Hintze](#), Gründer, bookitgreen
[Uta Janbeck](#), Hotel Management, Janbeck's FAIRhaus
[Moritz von Petersdorff-Campen](#), CEO, Suitepad

15:30 - 16:00

The Future Of Hotel Online Distribution

- Are direct bookings increasing or not?
- What happens to OTAs if metasearch engines offer bookings as well?
- How do hotels and hotel groups need to prepare?

Panel guests:

[Felizitas Denz](#), Performance Manager, east Hotel
[Ben Jost](#), CEO, TrustYou
[Iris Steinmetz](#), N.N.

16:00 - 17:00

Re-Building Hotel Brands: Best Case Presentations And Panel

- What do you have to consider when repositioning a traditional hotel brand?
- What are the pitfalls of brand restructuring?
- What needs to be considered when communicating with employees?

Moderated by:

[Sebastien Leitner](#), techtalk.travel

Speakers:

[Heiko Buchta](#), Hotel Manager, Platzl Hotel
[Moritz Klussmann](#), CEO, Customer Alliance
[Alexander Schuster](#), Head of Digital, 25hours Hotel Company
[Michael Toedt](#), Co-founder, dailypoint™

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[Betina Welter](#), Corporate Director Marketing & Communications, VIENNA HOUSE HOTELMANAGEMENT GMBH

17:00 - 18:00

Hospitality 2025

- How do processes in the hotel industry change due to the use of new technologies?
- Will there still be a need for personnel in the future?
- How will the expectations of different target groups change?
- Which hotel product is the promising model for holidays, which for business trips?

Moderated by:

[David Turnbull](#), Hospitality Entrepreneur & Advisor, Board Member, techtalk.travel

Speakers:

[Ian Di Tullio](#), SVP of Guest Services, ACCOR

[Stefan Matthiessen](#), Chief Brand Officer, Konzept Hotels

[Simone Puerto](#), CEO, Travel Singularity

[Christian Schwarz Lausten](#), EMEA Lead, Airbnb for Work

ITB MICE Forum

Date	Time:	Location
March 5, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for MICE experts.

More information on the ITB MICE segment can also be found here: www.itb-convention.com/mice

15:00 - 15:45

New Work – What's The Point?

- The times when we were able to do the "job by the book" and were successful by management and process optimization alone are long gone - the times when the brilliant manager had to decide everything because he knew what was best are long gone as well.
- Why this is so and how companies have to work today in order to remain successful in the long term & sustainably, Friederike Euwens will explain to you in her lecture "New Work - what's the point?"

Speaker:

[Friederike Euwens](#), New Work Facilitator

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16:00 - 16:45

Agile Event Management – More Us. More Impact. More WOW.

- Why is an agile approach to event management necessary?
- Agile values
- Agile principles
- Agile hacks
- Agile teams

Speaker:

[Colja Dams](#), CEO, VOK DAMS

17:00 - 17:45

When Crises Weld Together – Crisis Management Program Of visitBerlin Convention Partner

- In crisis situations, how can different trades work together in the best possible way?
- How does a city implement a professional crisis management program in the event of terrorist attacks, natural disasters and other cases of force majeure?
- How can the necessary resources be secured across companies?

Speaker:

[Bernd Wiedemann](#), Member of the Board, visitBerlin Convention Partner

ITB Tourism for Sustainable Development Day

Date
March 5, 2020

Time:
15:00 - 17:55

Location
CityCube Berlin, Hall A1

The tourism industry has grown immensely over the last decades and is providing significant socio-economic benefits for emerging and developing economies. Tourism is now an important sector in most developing and emerging countries that contributes to economic growth, foreign exchange earnings and much needed job creation. Despite these successes, the industry does have negative impacts that require our active attention. It is important to ensure that the positive effects of tourism for sustainable development are maximized, and that the negative impacts are kept at a minimum for often fragile destinations. Only then, we can guarantee that tourism can be used as a power of good, increase livelihoods for local communities and foster sustainable development for our partner countries.

The *ITB Tourism for Sustainable Development Day*, will inquire further along these lines to learn more about the contradictions and complexities of tourism. For the 4th time it will be hosted by Germany's Federal Ministry for Economic Cooperation and Development (BMZ) at ITB CityCube. After the keynote held by the parliamentary secretary of state, Norbert Barthle, a panel will consider how cooperation across various stakeholder groups is a vital prerequisite for sustainable tourism development. Renown experts and practitioners will share their insights on how successful management of tourism partnership initiatives and multi-stakeholder approaches are instrumental in creating tangible impacts for sustainable development through tourism. The second panel will discuss how sustainable tourism can be leveraged for women economic empowerment. Women and girls in our partner countries often lack access to education, suffer from gender discrimination and disadvantages on the labour markets and the workplace. Tourism is a technology and innovation driven sector that offers unique opportunities for women's entrepreneurship. In our discussion distinguished female champions will share

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their perspectives on how tourism as a developmental instrument and women empowerment can contribute together to sustainable progress.

Hosted by:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

15:00 - 15:05

Opening

Speaker:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

15:05 - 15:25

Keynote

Speaker:

[Norbert Barthle](#), Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

15:25 - 15:45

Talks With Our Partners

Moderated by:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

Panel guests:

[Hon. Mmamoloko Nkhensani Kubayi-Ngubane](#), Minister of Tourism, South Africa

16:00 - 16:45

Panel 1: Many Actors, One Goal – Strong Partnerships In Tourism

- Tourism and development face daunting global challenges that more than ever requires stakeholders from public, private civil society and academic domains to work on solutions together.
- From human rights to biodiversity over changes in technology and digitalization – strong partnerships can lead to success.
- Managing such a diversity of thinking and acting requires diplomatic skill and administrative craft.
- Representatives from European and German multi-stakeholder initiatives and tourism partnerships will discuss how bringing many often-disparate actors together, can achieve common goals through strong partnerships in tourism.

Introductory presentation:

[Susanne Salz](#), Head of Project, Platform for Multi-Stakeholder Partnerships for Implementing the 2030 Agenda, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Moderated by:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

Panel guests:

[Joerg Boeckeler](#), Member of the Executive Committee, International Tourism Partnership (ITP)

[Antje Monshausen](#), Head of Tourism Watch, Bread for the World, Chairwoman, Roundtable Human Rights in Tourism e.V.

[Kirstin Rossqoderer](#), Programme Leader, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Sector dialogue on tourism for sustainable development

[Susanne Salz](#), Head of Project, Platform for Multi-Stakeholder Partnerships for Implementing the 2030 Agenda, Deutsche Gesellschaft für

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Internationale Zusammenarbeit (GIZ)
[Masaru Takayama](#), Chair & Founder, Asian Ecotourism Network (AEN)

17:00 - 17:45

Panel 2: Entrepreneurship In Tourism – A Chance Towards Female Empowerment

- The empowerment of women is one of the most effective methods to foster positive change in emerging and developing economies.
- Female entrepreneurs tend to be discouraged by social and cultural constructs, lacking access to start-up financing, knowledge about business management and political conditions.
- Unfortunately, the tourism industry is no exemption.
- Yet, although women account for the biggest share of workers in the tourism industry, there is a clear lack of women in leadership positions in this sector.
- With the female panelists we discuss how tourism can be an industry of change for women entrepreneurs in our partner countries.
- Experience has shown, the more dynamic a sector is, the more opportunities for an inclusive participation arise, especially in times of rapid transformation in technology and digitalization.
- Moreover, we debate questions about gender equality in business, participation and access opportunities to tourism markets and leadership from the perspective of female champions and experts in tourism.

Introductory presentation:

[Johanna Klotz](#), German Federal Ministry for Economic Cooperation and Development (BMZ)

Moderated by:

[Dr. Merjam Wakili](#), Freelance Moderator, Trainer and Consultant

Panel guests:

[Neha Arora](#), Founder, Planet Abled

[Karla Luzette Beteta Brenes](#), Agency for Economy & Development

[Angela Kalisch](#), Chair, Equality in Tourism International

[Julia Karst](#), Head of Project, Economic Empowerment of Women Entrepreneurs and Start-ups by Women, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

17:45 - 17:55

Wrap Up

Speaker:

[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

ITB Virtual Reality Lab Day 3

Date	Time:	Location
March 6, 2020	10:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of

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Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of “Virtual Reality” and “Augmented Reality” applications for tourism and marketing. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

11:00 - 11:45

Unleashing the Full Potential of Digital Reality Experiences for Tourism Marketing

- How to empower tourism marketing with augmented reality experiences
- How to boost Social Media communications with augmented reality
- Latest augmented and mixed reality use cases in tourism marketing

Speaker:

[Daniel Sack](#), CEO, 361/DRX

13:00 - 13:45

VR And AR For The Digitalization Of The Tourism Industry – An Opportunity For More Sustainability

Session in German only!

Speaker:

[Elle Langer](#), pimento formate, Virtual Reality Berlin-Brandenburg e.V.

Data Talks

Date	Time:	Location
March 6, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

10:30 - 10:35

"Data Talks" Welcoming Remarks

Welcome and Moderation:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult



10:35 - 11:00

Data-Driven Business Models – Limited?

- Introductory dialogue on business models and how they work
- How to create added value with data

Interview guest:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Interviewer:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

11:00 - 11:20

Multi-Platform-Network In Travel – Digital Enablers And Travel Of The Future

- The “Multi-Platform-Network approach” illustrates the aim to take Amadeus’ core assets along the journey, introduce new platforms and connecting them systematically to create the digital operating system of travel.
- The goal is to create a digital seamless travel experience for the traveler by enabling the travel industry through a connected ecosystem of technology platforms and a partnership eco-system leading to a self-enforcing network effect mechanism.

Speaker:

[Monika Wiederhold](#), Managing Director, Amadeus Germany GmbH

11:20 - 11:40

The Move From Digitization To Datafication

- Peakwork shows the relevant trends in data warehousing, data analysis and evaluation
- How can retrospective data analysis be used to predict future trends and develop new data-driven products and services?

Keynote:

[Joao Gonzaga](#), Chief Product und Technology Officer, Peakwork

11:45 - 12:30

Highly Recommended – Best Practice On Personalization

- Best case presentation "A picture is worth a thousand datapoints – gain customer insights by visualizing data"

Moderated by:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

Speakers:

[Oliver Nökel](#), Founder / CEO, NumBirds GmbH

12:30 - 12:50

The Platformation Of Travel

- What has been the impact of platforms on the customer experience?
- What opportunities will it deliver to the travel industry?
- Where are we on the way to platformation and what can we expect for the future?

Speaker:

[Tom Fecke](#), Director Strategic Sales EMEA, Sabre

12:50 - 13:05

Ready For The Future? The Most Promising Trends In Travel Tech

- Which trends will affect the travel industry?
- How will AI improve your travel experience?
- What does that mean for the airline world?

Speaker:

[Olivier Krüger](#), CEO, Lufthansa Systems

13:05 - 13:30

Contemplating Wrap Up "Data Talks": The Future Of Travel Technology

Moderated by:

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

Panel guests:

[Olivier Krüger](#), CEO, Lufthansa Systems

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

eTravel Stage Day 3

Date	Time:	Location
March 6, 2020	10:30 - 17:00	Hall 6.1, eTravel Stage

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c. Detailed descriptions of all individual events will soon be available here.

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c

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10:30 - 11:00

Mobile Check-In And Self-Check-In. Meet Your Customer And Kill Your Intermediary

- The Check-in process. Past, present and future.
- The Guest experience. How a good first impression really counts.
- The Mobile Check-in. How to meet the most different needs, everywhere, following a smooth and compliant practice.

Speaker:

[David Senar Julia](#), Senior Consultant, PassportScan

11:00 - 11:30

Managing Geodata In The Cloud

- Manage trip details / routes in the cloud
- Have your own navigation app to protect your precious data
- Provide your customers with customised trip information on their smartphones
- Decrease your costs to prepare and manage trip guidebooks
- Why protecting your data will protect your business

Speaker:

[Jochen Schneider](#), CEO, Schneider Geo GmbH

11:30 - 12:00

Product Launch: Unveiling Fair Trade Travel

- Decentralized tools for end travellers and travel businesses
- Fixing travel distribution with aggregated direct bookings

Speaker:

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

12:00 - 12:30

EasyGDS - An Online Travel Agency Booking Platform

- Developed to address the needs of Travel Agents.
- Providing travel agent with everything they need to go online within a short period of time.
- Covering the full range of travel products including flights, hotels, car rentals, tours & activities and airport transfers.
- Travel Agents will make a total profit from each transaction.
- SaaS model with no hidden costs

Speaker:

[Sean Leong](#), Business Development Manager, GoQuo

12:30 - 13:00

Smart Tourism - Digital Visitor's Tax And Registration Form

- Increase of incentives for visitor's tax honesty (Convenient payment via app, linking with benefits, consideration of discounts, annual spa tickets, groups)
- Simplified processing for hosts (simple processing of the registration form - directly by the guest)
- Local tax management for the municipality (Daily guest recording, automatic provision of visitor's tax data, simplified controls)
- Additional low-cost, low-scatter loss sales channel for the regional economy

Speaker:

[Björn Leif Faltis](#), Projectmanagement, Guide 2 GmbH

[Thomas Holst](#), Geschäftsentwicklung / CBDO, Guide2 GmbH

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: Mamis Travel Guide, Tutaka GmbH and Zelt zu Hause

Moderated by:

[Michael Buller](#), Chairman, VIR - Association of Internet Travel Marketing

Speaker:

[Alexandra Herget](#), Co-Founder, TUTAKA GmbH

[Nina Heyder](#), Founder, ZeltzuHause

[Laetitia Hörnler](#), CEO, mamis travelguide

14:00 - 15:00

Listen Up! Podcast As Part Of The Ecommerce Strategy

- Introduction keynote from Spotify
- What are the advantages of podcasts?
- Earned, paid, owned. How do I find out if podcasts are worthwhile in my marketing mix?
- Experience: How do you ensure sufficient information and entertainment value

Moderated by:

[Daniel Sprügel](#), Founder, Maniac Studios

Panel guests:

[Teresa Baumgarten](#), Marketing Manager ITB Berlin, ITB Berlin

[Jens Behler](#), Head of Department Digital Communication, Deutscher Olympischer Sportbund

[Adrian Klie](#), Podcaster, Welttournee - der Reisepodcast

[Christoph Streicher](#), Podcaster, Welttournee - der Reisepodcast

Speakers & Panel guests:

[Katia Yakovleva](#), Head of DE Strategic Accounts, Spotify

15:00 - 15:30

Using Brand Serps To Optimise Your Digital Ecosystem

- What is a brand SERP (Search Engine Result Pages)? (Hint: it is what appears when someone Googles your brand name?)
- Why your brand SERP is essential to your bottom line
- What is your Digital Ecosystem? (Hint: it is vast and vital)
- How your digital ecosystem affects your core business
- How to use Brand SERPs to optimise your Digital Ecosystem
- How this will boost your digital strategy and improve your bottom line

Speaker:

[Jason Barnard](#), Founder, Kalicube

15:30 - 16:00

AI Meets Paradise: How Jamaica Boosts Tourism Using State Of The Art Technologies

- Power of Big Data: unlocking potential of a Destination through a holistic analysis of Data Insights.
- AI and Digital Advertising: reaching a right person, with a right message, in a right moment of time.
- Interplay of Big Data and Digital Advertising: converting incremental visitors to a Destination and maximizing revenues.

Speaker:

[Ivan Kusalic](#), Chief Technology Officer, travel audience, an Amadeus Company

[Donovan White](#), Director of Tourism, Jamaica Tourist Board

16:00 - 17:00

VR Lab Goes ETravel World

- The ITB Virtual Reality Lab in Hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the tourism and marketing sector.
- As the grand finale of eTravel World, suppliers on the eTravel Stage will report on their products in a user-oriented way
- Q&A and exchange of experience with interested trade visitors

Speaker:

[Jan Dolezal](#), CEO, SmartGuide

[Josh Ellison](#), Co-founder, Jump To

[Michael Lehnert](#), Director Sales and Marketing, SENSAPÉ

[Laura Olin](#), COO & Partner, ZOAN

[Marco Rossi](#), Business Development Manager, Aeronike

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ITB CSR Day

Date March 6, 2020	Time: 10:45 - 14:45	Location CityCube Berlin, Hall A1
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Potential and best practice examples of sustainable tourism.

Hosted by:

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

10:45 - 11:00

Greeting

Speakers:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

11:00 - 11:45

Keynote: Climate Change, Global Warming, Weather Extremes: Status Quo And Constraints To Action

- A hot summer and concerning climate reports: To continue on will lead into the abyss.
- How can we still prevent the climate emergency?
- Which measures to contain global warming and climate change are effective?
- Which policy measures are unavoidable and to be expected?
- To what extent is the global tourism industry affected?
- Hans Joachim Schellnhuber, the world's leading climate researcher, explains the status quo and the need for action.

Interviewer:

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

Speaker and Interview Guest:

[Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber](#), Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)

12:00 - 12:45

The Hot Seat: Tourism Between Fridays for Future And Flight Shaming

- In the Hot Seat: Fridays for Future and tourism providers
- New: Fact check with climate experts
- Goals and objectives of the Fridays for Future movement.
- What should happen in tourism?
- Can we still travel as we are used to?
- What do tourism providers like hotels, airlines and cruise lines do and is that enough?
- The positions of Fridays for Future and tourism providers: Are they irreconcilable or can compromises be found?

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Climate Experts:

[Dr. Dietrich Brockhagen](#), Executive Director, atmosfair

[Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber](#), Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)

[Hermann-Josef Tenhagen](#), Editor-in-chief, Finanztip

Debaters:

[Lucienne Damm](#), Senior Environmental Manager, TUI Cruises

[Julia Massey](#), Vice President Global Sustainability, Kempinski

[Matthias von Randow](#), Executive Director, German Aviation Association (BDL)

[Clara Mayer](#), Fridays for Future

[Quang Anh Paasch](#), Spokesman of the Berlin section, Fridays for Future

Moderated by:

[Eike Otto](#), Consultant for Tourism and Regional Development, sustainable-tourism.com, Traumdestinationen.de

13:00 - 13:45

Studiosus Talk: Sustainable Tourism And Climate Change: It Makes Sense To Travel! But Does It Really?

- Sustainability in the triangle of ecology, economy and social responsibility
- Can we still continue to travel in the wake of climate change?
- What would be the consequences of not traveling?
- Is carbon offsetting the solution?
- Which SDGs (Sustainable Development Goals) can tourism contribute to?
- What responsibilities do tour operators have?
- Is greed really good when it comes to traveling?

Moderated by:

[Martin U. Müller](#), Journalist, Der Spiegel

Panel guests:

[Helena Marschall](#), Climate Activist, Fridays for Future

[Antje Monshausen](#), Head of Tourism Watch, Bread for the World, Chairwoman, Roundtable Human Rights in Tourism e.V.

[Peter Mario Kubsch](#), Managing Director, Studiosus

[Lars Nielsen](#), Member of the Board, Vamos Eltern Kind Reisen

14:00 - 14:45

Business Case Sustainability: Fact Or Fiction?

- Is the business case of sustainability all about efficiency, and thus cost-savings?
- Where is the added value of sustainability in travel, tourism and hospitality and are consumers going for it?
- What are the best ways to move forward?
- To invest in initially more-expensive buildings and sustainable operations that eventually lead to dramatically-low costs and a higher yield?
- To reap the low-hanging fruits, creating substantial savings to fund advanced technologies down the road?
- Or to spread sustainability efforts across the value network, creating a new business model that is attractive to travelers?

Moderated by:

[Eric Ricaurte](#), Founder, Greenview

Panel guests:

[Randy Durband](#), CEO, GSTC

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[Karina O'Gorman](#), Head of CR EMEAA, InterContinental Hotels Group
[Brian Young](#), Managing Director EMEA, G Adventures

ITB International MICE Forum

Date	Time:	Location
March 6, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

Hosted by:

[Caleb Parker](#), Founder & Director, Bold

10:45 - 11:00

Greeting

Speakers:

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO
[Caleb Parker](#), Founder & Director, Bold

11:00 - 11:45

New Work: Successful Event Planning With Remote Event Stakeholders

- How the trend of "new work" is impacting the event industry
- What online collaborative tools are available to support event planners and their stakeholders to coordinate their events remotely?
- How can event planners and their stakeholders build trust online with their suppliers when coordinating events remotely?
- How secure is the data shared on online collaborative tools?
- How important is a familiarization trip pre-event for seamless event planning, and whether familiarization trips can be replaced with accessing information online?
- How can event planners retain and share their knowledge from a familiarization trip or a past event with their team members, is there a way of storing such valuable knowledge?
- How can suppliers support event planners with remote event planning (e.g. - website, blog articles, case studies, video testimonials etc.)?

Moderated by:

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

Panel guests:

[Doreen Biskup](#), Vice President, VDVO Association of Event Organisers
[Caleb Parker](#), Founder & Director, Bold

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12:00 - 12:45

Influencer Events: From Creating Instagrammable Moments To Delivering ROI

- What is the difference between press vs influencer trip or event?
- What are the objectives of an influencer event?
- How can brands capture the attention of the busy, in demand influencers, is this possible only with monetary rewards?
- How can brands measure the ROI of an influencer event?
- How can brands create instagrammable moments at an event or trip for the influencers to share on social media?
- How necessary is briefing pre event or trip and what such briefing will include?
- Speakers will share tips for a successful influencer collaboration

Moderated by:

[Caleb Parker](#), Founder & Director, Bold

Panel guests:

[Florian Hill](#), CEO & Ideator, HillWIRED

[Lisa Reinshagen](#), MICE PR Director, Lieb Management

[Han Talbot](#), Project Manager, Traverse

13:00 - 13:45

Extending Event Lifecycle Beyond The Physical Event

- What are the key reasons for extending event life cycle of an event?
- What is an event lifecycle and how to create content for each stage of the customer journey?
- How to find the right balance between sharing educational content and doing event promotion?
- Who within the organization can coordinate the extension of event line cycle: Event manager, marketing teams, community manager?
- How to analyze and apply the data collected pre and post event into the physical event and use it as feedback?
- What is online community management and how it applies to extending event life cycle?
- What are the best practices and possible strategies for extending an event life cycle?

Moderated by:

[Caleb Parker](#), Founder & Director, Bold

Panel guests:

[Irina Graf](#), Founder, The MICE Blog and Event Planners Talk, International Relations Officers, VDVO

[Sabrina Meyers](#), Director, Orchid Lily Events

[Dr. James Morgan](#), Principal Lecturer in Event Design and Technology, University of Westminster, Founder, Event Tech Lab

14:00 - 14:45

Creating "Micro Moments" To Boost Attendee Engagement At Events

- Micro is defined as 'extremely small'. How can event planners relate this growing trend to the events industry?
- What 'micro' has to do with changing attendee needs and expectations from an event?
- At what stages of the event can micro moments boost attendee engagement, are these pre, during or after the event, and how?
- Can organizers integrate micro moments throughout the entire customer journey or only at the physical event to boost attendee engagement?
- How can event professionals create a series of micro-experiences at their events to maintain high attendee engagement at all

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times?

- Examples of micro moments will be shared

Speaker:

[Kevin Jackson](#), Director of Ideas and Innovation, The Experience is the Marketing

ITB Destination Day

Date	Time:	Location
March 6, 2020	10:45 - 17:45	CityCube Berlin, Hall A4/A5

Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

Hosted by:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner GmbH

10:45 - 11:00

Greeting

Speaker:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner GmbH

11:00 - 11:45

Travel Experiences Of The Future: Tailored, Data-Based, Relevant

- Standardized mass products: increasingly banal and interchangeable.
- Expectations of the modern customer: tailored travel offers, enriching experiences, personal experiences.
- Success factors: innovative technologies, intelligent use of customer data, deep customer insights.
- Best practices for unique travel experiences and relevant travel offers.
- In the future: Will the destination still play a role or will experiences dominate the travel decision?

Moderated by:

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

Panel guests:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

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

[Björn Vöhl](#), Senior Director Market Management DACH & Nordics, Expedia Group



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12:00 - 12:45

Coronavirus Outbreak: Effects On Global Tourism And Successful Recovery And Resilience Measures

- Coronavirus and its effects on global tourism
- The latest figures and statistics
- Measures and efforts taken by the international community to contain the spread of the disease and their effects.
- Tourism development scenarios for the near future
- Successful measures to enhance resilience and speed-up recovery

Introductory presentations:

[Dr. Eran Ketter](#), Researcher, Consultant & Crisis Management Advisor

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

Moderated by:

[Richard Matuzevich](#), Senior Manager, Liaison Department, World Tourism Cities Federation WTCF

Panel guests:

[Prof. Dr. Wolfgang Georg Arlt](#), CEO, COTRI - China Outbound Tourism Research Institute

[Dr. Eran Ketter](#), Researcher, Consultant & Crisis Management Advisor

[Dr. Fang Meng](#), Associate Professor, School of Hotel, Restaurant & Tourism Management, University of South Carolina

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

13:00 - 13:45

Destination: YouTube - A Guide To Travel Branding In The Age Of The User

- In the wake of the Thomas Cook collapse, Brexit and the threat of a pan epidemic, travel brands will need more than performance-based advertising to quell the anxiety of travelers.
- How can brands successfully tell their brand story and gain the trust of the user?
- Destination YouTube is a provocative and informative story of three successful content strategies— what works, what doesn't and what are the keys to success.

Speaker:

[Mike Yapp](#), Chief Creative Evangelist, Google

14:00 - 14:45

Destination Stereotypes: Video Marketing As Effective Tool For Image Creation

- in Cooperation with Convention & Culture Partner Russia -

- Destinations are fettered by stereotypical perception of tourists.
- Many cities and countries work towards dispelling such stereotypes and achieve new images.
- Enormous increase in worldwide online video consumer traffic and video production of forward-looking market players.
- Success factor: video content as a key communication tool to target travel audience.
- How to build effective communication campaigns.
- Lessons learned from the best practice cases of Moscow, Russia and more.

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Moderated by:

[Tatiana Naumova](#), Journalist

Panel guests:

[Mila Ilushina](#), Head of Strategic Projects Department, Moscow Project Office for Tourism and Hospitality Development

[Elena Lysenkova](#), Advisor of the Head, Federal Agency for Tourism Russia

[Irina Sergeeva](#), Head of the Department of International Tourism, Federal Agency for Tourism Russia

[Vladimir Varnavskii](#), CEO & Founder, VResorts

15:00 - 15:45

Innovating Cultural Heritage Tourism Products

Strengthening the contribution toward sustainable tourism development - in cooperation with Official Partner Country ITB Berlin 2020 Oman

- Strong and mutually beneficial inter-relations between culture/heritage and tourism.
- Innovations in cultural heritage tourism.
- Overcoming challenges like the sustainable management of cultural heritage tourism products.
- Preparing cultural heritage tourism products for a mixed audience.
- Creating enjoyable and educating cultural tourism experiences.

Introductory presentation:

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

Moderated by:

[Dr. Hamed Almuhrzi](#), Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University

Panel guests:

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

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

16:00 - 16:45

Instagram, Influencers & Co: The Underestimated Challenge For Destinations

- Through Instagram and Facebook dynamic experiences that engage with travelers can be created.
- Photos and videos are used to tell the visual story of a destination.
- Social advertising platforms add context to images through Instagram Stories, video, or geo-tagging locations.
- Travelers are provided with a more unique, inspirational experience as they dream.
- Learn how to drive engagement and how to turn this inspiration into bookings.
- What role do Influencers play?

Introductory presentation & Moderation:

[Stephen Dutton](#), Senior Research Analyst, Euromonitor

Panel guests:

[Kassie Churchill](#), Director of International Marketing, Visit California

[Natalie Lefevre](#), Social Media & Digital Marketing Consultant, Travel Influencer

[Lauren Teague](#), Digital Native, Strategist, Speaker

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17:00 - 17:45

Creative Tourism - The New Multi-Tool Of The Tourism Industry

- How can creative tourism help solve externalities of the tourism industry, as well as create a value chain for the territories?
- Practical cases from destinations around the world will highlight the role of creative tourism in enhancing unseasonality, intangible heritage recovery, community empowerment, social cohesion, resilience and economic growth, among other areas.
- A session to feel inspired!

Speaker:

[Caroline Couret](#), Director & Founder, CreativeTourismNetwork@

ITB Empowerment Forum 3

Date	Time:	Location
March 6, 2020	11:00 - 14:00	Hall 19, Palais at Funkturm (fairground)

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

The Empowerment Forum 3 is a platform for Animal Welfare and Engagement: Crucial subjects related to ethical animal treatment in tourism as well as the support of women initiatives & women entrepreneurship in tourism will be debated.

ITB Friday confronts the audience with the necessity to take animal rights in tourism more seriously. This year's session addresses especially touristic experiences which include dolphins and other sea mammals: Which practices are irresponsible, which alternative products do exist or can be developed, how can we do better?

The second highlight of Day3 is the Female Social Entrepreneurship Workshop bringing together women from all over the world who are -or want to become- social entrepreneurs in tourism to exchange their experiences and how to do better. To empower these women further we will invite female mentors helping with words and deeds.

The last event of Day3 will be the ceremony of the renown ITB Book Awards, celebrating authors and publishers of tourism-relevant books and print products for the German market, including guidebooks for ITB's 2020 Guest Country Oman.

11:00 - 12:00

Whales and dolphins in tourism: transitioning to a responsible future

How travel industry leadership and support is vital to phase out captivity of cetaceans for entertainment purposes and increase responsibility of wild whale and dolphin watching operations.

The captive dolphin entertainment industry and whale and dolphin watching are both multi-billion-dollar industries. But what does a responsible future for whales and dolphins in tourism look like? This event will present the issues of exploiting captive whales and dolphins for entertainment purposes and the essential role the travel industry can play in supporting change. Ocean sanctuaries for whales and dolphins currently in captivity are one part of the solution, but only an end to captive breeding, imports and wild-capture with an increased availability of responsible alternatives will ensure this is the last generation of whales and dolphins in captivity.

Highlights will include key findings from World Animal Protection's recent Behind the Smile report; World Cetacean Alliance presenting the opportunities for responsible whale and dolphin watching including turning whole destinations into Whale Heritage Sites and beacons of best practice; and Whale and Dolphin Conservation introducing the world's first open water sanctuary for beluga whales and their goal to provide alternative, more natural homes for captive whales and dolphins. A leading travel brand will also present their perspective on corporate leadership

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and travel industry support for a dolphin-friendly future. Presentations will be followed by a moderated panel discussion on how a vision for a responsible future can be achieved.

Greeting and Introduction:

[Nick Stewart](#), Global Head of Campaign, World Animal Protection

Keynote Speaker:

[Rob Lott](#), End Captivity Policy Manager, Whale and Dolphin Conservation

[Rachel McCaffery](#), Senior Advisor, Responsible Travel, G Adventures

[Dr. Jan Schmidt-Burbach](#), Global Head of Research and Animal Welfare, World Animal Protection

[Dylan Walker](#), CEO, World Cetacean Alliance

Moderated by:

[Jeremy Smith](#), writer, speaker and sustainable tourism consultant

13:00 - 14:30

INTERNATIONAL WOMEN'S DAY SPECIAL: SheTrades Workshop: EMPOWERING WOMEN THROUGH TOURISM, WORLDWIDE

- This Female Social Entrepreneurship Workshop brings together women from all over the world who are -or want to become- social entrepreneurs in tourism
- The goal is to exchange experiences and learn, how to do better
- In the 1st part we will share best practices of successful women
- In the 2nd part we will discuss in small units (for support we have invited female mentors helping with words and deeds)
- In the 3rd part we will share results

Mentors:

[Tamari Bichashvili](#), Representative, International Trade Centre (ITC), SheTrades Commonwealth Programme

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

[Kirsi Hyvaerinen](#), Managing Director, PRÁTTO Consulting Partner, ITB Advisory

[Dr. Mihee Kang](#), Director Asia-Pacific, GSTC

[Chiara Quaia](#), Vice President Business Developments Travel, Master Card

[Dr. Amina Tall](#), Director Branch Office, German Arab Association (D.A.G.)

Moderated by:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Panel guests:

[Dana Artz](#), Sustainability Manager, Evaneos

[Dr. Nicole Häusler](#), ITC

[Gifty Mensah](#), CEO, Teyy-Net Travel and Tours & Recruitment Limited

[Rose Topisian Belo](#), CEO, Luxury Safaris

ITB Medical Conference Day 3

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Date
March 6, 2020

Time:
11:00 - 15:00

Location
Hall 21b

Today, we will take a deeper look into the development of Medical Spas and Medical Wellness as a booming market. What is the additional value of these products and services in comparison to traditional wellness offers? How does health insurances, spa resorts & hotels cooperate in these lucrative niche market? Join travel industry and medical tourism professionals who share their experiences, discuss the problems they've encountered and mistakes they've made, and listen to their marketing and consumer-focused strategies and recommendations.

The growing Medical Wellness market will be focussed on Friday. Our experts will analyse the differences between the traditional health wellness offers and special Medical Wellness treatments, today. What are the key points for tourism suppliers and the hospitality industry, if they want to join this trend? How does they have to adjust their products and services to serve the demand of this lucrative niche market? Best practices and concrete recommendations for establishing and marketing those Medical Wellness offers will give a first hand overview.

10:00 - 10:30

Health Travel And Benefits In The Turkish Market

- Current situation in Turkey about Medical Tourism.
- Why Turkey is the rising star of the Global Medical Tourism?
- What's the role of the digitalisation in healthcare and in medical tourism.
As an example: Doctors365 Telemedicine, global project
- What is the importance of the high communication level between doctors around the world?
- What to expect from International events and fairs?

www.emrealikodan.com

Speaker:

[Emre Ali Kodan](#), Owner, Baki International Health & Travel Solutions

10:30 - 11:00

Infertility – Ivf Treatments

Speaker:

[Siyka Katsarova](#), Founder, Managing Partner, MEDSPA BG

11:00 - 11:30

Overweight And Obesity – Prevention Program, Best Practice From Slovakia's Medical Spas

- Overweight and obesity issues have become one of the EU Healthcare policy priorities to solve future problems
- In addition to traditional medical spa programs focused on management of chronic diseases and early spa rehabilitation, the Slovak Medical Spa Association started a stationary health prevention program with financial support of General Health Insurance company

Speaker:

[Janka Zalesakova](#), Vice President, President, European Spas Association, Slovak Spas Association



11:30 - 12:00

Which Treatments Are Available In Russian-Speaking Countries? Interesting And Budgetary Medical Offers In Russia, Ukraine, Belarus And Georgia.

Speaker:

[Natalia Strokovska](#), Owner, DoctorGEO&SPA Agency & Journal

12:00 - 12:30

Corporate Health Management – 3 Pillar Concept: Health Resort Pymont – Health As A Factor For Success To An Integrated Wellness & Health Resort

- Staatsbad Pymont: workplace health management is effective and sustainable way, both for its own employees as well as a service provider to businesses, companies and tourism
- Health also plays an important role on the path of becoming an integrated wellness and health resort. The focus lies above all on innovation-change-digitalisation.

www.staatsbad-pymont.de

Speaker:

[Maria Bialas](#), Head of Department for Health, Innovation and Product Management, Health Resort Bad Pymont

12:30 - 13:00

New Prevention Concepts In Cooperation With Health Insurances: “Stay Fit In The Craftsmen Business”

- The health resorts Bad Pymont and Bad Zwischenahn in cooperation with the health insurance IKK classic, the regional Chambers of Craftsmen of Lower Saxony, Germany, started a new prevention program "Stay fit in the craftsmenbusiness" for employees in the craft businesses
- How employees will stay healthy and fit for a long term with this specialized health program.
- The IKK Classic and most health insurance companies pay EUR 180 for participation in this prevention course

www.staatsbad-pymont.de

Speaker:

[Christian Meijerink](#), customer care and service quality, Health Resort Bad Pymont

13:00 - 13:30

How To Create A Sustainable Health Resort – Best Case From Bulgaria

- The Bulgarian resort Albena (owner and operator of 43 hotels) is fully committed to environmental protection and is characterized by his "green mission"
- You will hear the latest sustainable innovations and the combination with Health tourism offers

Speaker:

[Dimitar Stanev](#), Deputy Director Business Development, Pilot leader, INVADE Horizon 2020 Project

13:30 - 14:00

Maya Estetik Hospital In Turkey

- Established in 2004 in Istanbul, Maya Group has four companies in medical aesthetics field.
- Maya Estetik has become one of the leading and most respected health services providers in Medical Aesthetic and hair transplantation field
- Medical and aesthetic treatments at the highest standards to our patients from all over the world
- Maya Estetik as the main pioneer of health tourism and International Health Tourism Authorization Certificate holder in Turkey

Speaker:

[Dr. Abdullah Hasiripi](#), Clinic Director, Maya Estetik Hospital

14:00 - 15:00

Making Medical Tourism Work For Your Travel Agency

- Discussion on practical solutions to add Medical Tourism to your business
- Listen to real-life experiences and get concrete takeaways Panelists

Moderated by:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

Panel guests:

[Caroline Bodanis](#), Medical Travel Quality Alliance

[Gero Graf](#), Chief Commercial Officer, Co-Founder, Qunomedical

[Ernest Svažić](#), Mayor, Krapinske Toplice Municipality

[Benny Thomas](#), Editor & Publisher, Medical Tourism Magazine

15:00 - 15:30

How To Add The Executive Health Checkup As A Medical Wellness Mtqua Logo Choice For Your Customers

- Executive health checkup packages are popular and can be profitable opportunity for agencies
- Find health checkup packages for customers from €500 to €15,000
- Choose the packages that best fit customers of all ages, from quick and simple clinic packages to complex and thorough hospital packages
- Case studies of business travelers and tourists who got different kinds of health checkups during their trips abroad

www.mtqua.com

Speaker:

[Julie Munro](#), President of Medical Travel Quality Alliance MTQUA, Author of the IATA course on Medical Travel Assistance

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15:30 - 16:00

NN - POWERED BY MALAYSIA HEALTHCARE TRAVEL COUNCIL (MHTC)

Speaker:

[Sherene Azli](#), chief executive officer, Malaysia healthcare travel council (MHTC)

16:00 - 16:30

MEDICAL WELLNESS AND MEDICAL TOURISM AS A PART OF THE TRAVELTRADE INDUSTRY AND ITS IMPLICATION

- Medical tourism has become a strong and successful industry worldwide over the past 20 years, with both: losers and winners in the future.
- It's important not only to use the term as a marketing tool, you need a very high quality standard. The guest /health tourist always has the opportunity to choose a different destination, so he should be considered as a regular guest.
- To share the stay in a clinic can be compared with a hotel stay, or the clinic should, in order to survive internationally, can also be run and equipped as a hotel.
- It's important to have a close cooperation between the clinics, the service facilities and the facilitators, as well as the USP (unique selling point) of the facility.
- The business model for international patient tourism is very important in advance, not every country pays a referral fee.

Speaker:

[Lutz Lungwitz](#), President, German Medical Wellness Association

ITB Deep Dive Sessions 3

Date	Time:	Location
March 6, 2020	11:00 - 16:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

Hosted by:

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

11:00 - 11:45

Keynote: Thumbstopping: The Case To Make More Content That Moves, Sings, And Smiles

Key Insights:

- Unpack the Four C's of Communication and how they manifest into three desirable results that benefits brands and audiences together.
- Create content that adds value to your audiences – rather than adding to the noise of social media feeds.
- Video and voice are today's dominate mediums for messaging, yet they are underutilized by most brands and agencies.

Takeaways:

- How to use different types of content to capture attention and drive engagement with your audience.



- Understand the differences between social media posts and stories, or snaps and TikToks, and when to use them.
- Know which mobile apps and tools you can start using immediately to create videos, voice, and personalized content.

Speaker:

[Lauren Teague](#), Digital Native, Strategist, Speaker

12:00 - 12:45

Voice Commerce: Selling Travel And Hotel Rooms Via Amazon Alexa And Google Assistant

- Language as the human-computer interface of the future.
- What is the potential in the travel industry?
- How voice commerce works in hotel room bookings.
- What are the advantages? And how do we create customer acceptance?
- Lessons learned from Prizeotel.
- Tips for a target-oriented dialogue design.

Moderated by:

[Steffen Hohl](#), Managing Director, Yeahmazing

Panel guests:

[Dr. Aljoscha Burchardt](#), Deputy Site Director, German Research Center for Artificial Intelligence

[Tim Kahle](#), CEO & Co-Founder, 169 Labs

[Constantin Rehberg](#), Chief Digital Officer, Prizeotel

13:00 - 13:45

Google Algorithms Vs. Google Penalties Explained

- Former senior Search Quality Googler and SEO expert Kaspar Szymanski explains why there are no algorithmic penalties, why travel sites fail in search and how to avoid Google SERP disasters.
- Learn about the difference between Google algorithms and Google penalties.
- How do they interlock and impact travel websites?
- And how to deal with perceived and real threats stemming from both?
- Open audience Q&A at the end: all Google Search and SEO questions are answered live!

Speaker:

[Kaspar Szymanski](#), SEO Expert, former Google Search Quality Team Member, SearchBrothers.com

14:00 - 14:45

ITB Market Research: Fridays for Future = Future of Travel? Travel Behavior Of Millennials And Product Development In Tourism

Please note: This session is in German!

Introductory presentation:

[Matthias Beyer](#), Founder and Managing Director, mascontour GmbH

[Ulrike Braun](#), Head of Corporate Responsibility, DER Touristik Group GmbH

Moderated by:

[Matthias Beyer](#), Founder and Managing Director, mascontour GmbH

Panel guests:

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[Gabriela Ahrens](#), Senior Director, Sales, Lufthansa Group
[Lucienne Damm](#), Senior Environmental Manager, TUI Cruises

15:00 - 15:45

Healthy Hotels - Climate Neutral Through Cradle To Cradle

Please note: This session is in German!

Introduction & Moderation:

[Nora Sophie Griefahn](#), Co-Founder & Executive Director & Member of the Board, Cradle to Cradle NGO

[Tim Janßen](#), Co-Founder & Executive Director & Member of the Board, Cradle to Cradle NGO

Panel guests:

[Jörg Finkbeiner](#), Managing Director, Partner und Partner Architekten

[Dr. Erwin Thoma](#), Founder, Thoma Holz GmbH

16:00 - 16:45

ITB Market Research: Future of Travel 2040?

- As the climate emergency unfolds and the 2030 deadline for the Sustainable Development Goals passes, Euromonitor International asks what will the future of travel be in 2040?
- Join us to fast forward to the future to consider the potential impact of drivers like geopolitics, demographics, technology, sustainability and consumer values on destinations and travel brands.
- Assessing the impact of megatrends also helps to take a long term view of potential disruptors to the status quo.
- What will consumers of 2040 look for in travel experiences? How will the path to purchase change and where should suppliers focus their efforts? How will lodging, transport, distribution and payments change in terms of customer experience and service delivery?
- Euromonitor International will pose these bold questions to help steer a path through the unknown by focusing on what is more certain.

Speaker:

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

eTravel Lab Day 3

Date	Time:	Location
March 6, 2020	13:30 - 17:00	Hall 7.1b, eTravel Lab

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?



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Detailed event descriptions will be available here shortly.

Moderated by:

[Gerd Otto-Rieke](#), ITB eTravel-Team

14:30 - 15:00

Digital Content Marketing: Strategies For Successful Distribution Campaigns

Speaker:

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

15:00 - 15:30

Influencer - Hero Or Villain?

- Dream job: Influencer! But what makes a professional influencer?
- And how do representatives of destinations, hotel marketing managers and others in the industry recognize suitable inquiries?
- An exchange of experiences about an indispensable cooperation with influencers and representatives of the tourism industry

Moderated by:

[Melvin Boecher](#), Founder, Traveldudes

Panel guests:

[Kash Bhattacharya](#), budgettraveller.org

[Jana Kalea](#), Blogger, comfort-zone.net

15:30 - 16:00

Open Data And Its Impact On Blogging

Speakers:

[Catharina Fischer](#), Network partner / Consultant, Tourismus Zukunft

[Christoph Hampe](#), Digital Marketing Manager, Thüringen Tourismus

16:00 - 16:30

WhatsApp Marketing 2020: Marketing With The Largest Social Network

- WhatsApp Business
- Data protection
- Marketing opportunities
- Sweepstakes
- Practical examples

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismus Zukunft, Reisebüro Faber

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16:30 - 17:00

The Age Of Artificial Intelligence: Opportunities And Challenges For Tourism

- Application fields of artificial intelligence
- Best practice examples in tourism
- Recommended action for tourism stakeholders
- Outlook for the future

Speaker:

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

eTravel Stage Day 4

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 6.1, eTravel Stage

Sessions held in German without translation

11:00 - 12:00

Digital Marketing Automation

- Basics Digital customer acquisition - What is important when you want to inspire people online? How can a way online from the prospect to the customer look like?
- Inventory - Which processes exist in the companies of the participants that can be automated and scaled with simple means
- Setting up an email tool - How do you set up an email tool to automate and scale processes in your organization?
- Inbound Marketing - How can you automatically introduce new prospects to your company and get them to contact your company?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

12:00 - 13:00

Digital Customer Acquisition

- Stocktaking - What could have been better done online in the past?
- Fine-tuning of the message & target group - Who can you reach best and easiest online?
- Reaching out - How can you make relevant users take notice of you and become your fans in no time?
- Revenue-generating measures - Which "next steps" are the most sensible for you to incorporate revenue in the short, medium and long term?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

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13:00 - 14:00

Social Media Marketing

- Which social media channels are useful in the tourism sector to gain more awareness and homepage?
- The channels Facebook, Instagram, Pinterest and Blog are specifically addressed.
- What are the optimal social media contents?
- Which social media channels make individual sense for my offer?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

ITB Hotelcamp

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 7.1b, eTravel Lab

The **ITB Hotelcamp** powered by the *Hospitality Industry Club* is an open workshop in a Barcamp-Style. For the second year, hoteliers discuss current technical challenges with experts and providers of hotel software.

The most important thing is that you are in a good mood and enjoy communicating. In the best case you have a current topic, which occupies you and your colleagues. Questions, ideas, suggestions: all topics are allowed, as long as they help you leave this event with more knowledge. So write it down and bring it with you. Otherwise – go with the flow – with us, it's a relaxed flow, so wear the clothes you feel comfortable in.

[Link to the registration](#)

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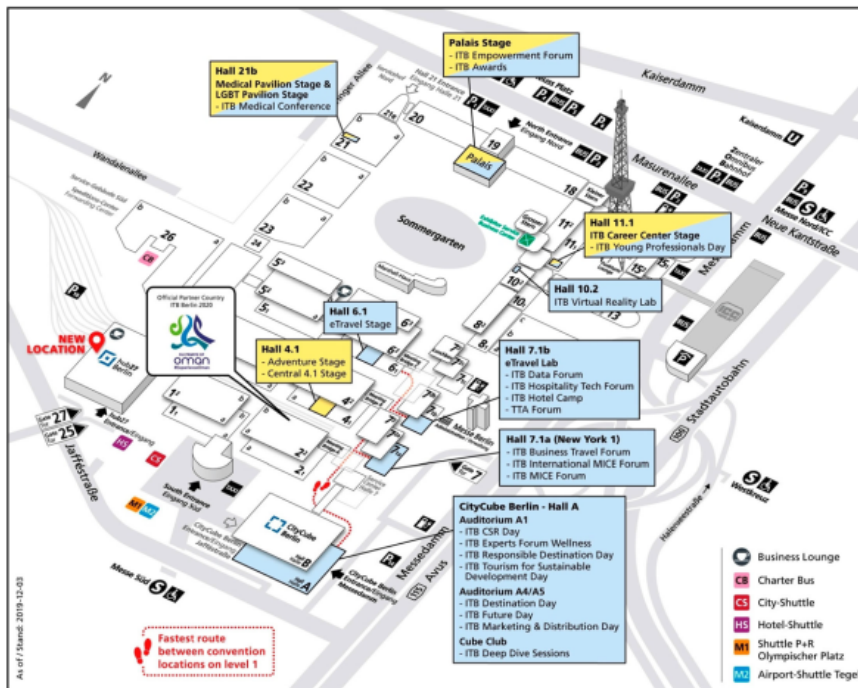
ITB Berlin 2020: 4 – 8 March
ITB Berlin Convention 2020: 4 – 7 March



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