CONVENTION PROGRAM

6 – 9 March 2019, itb-convention.com/program

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Selected sessions available via live stream:
itb-convention.com/livestream

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Co-Host ITB Berlin
Convention 2019:
Official Partner Country
ITB Berlin 2019:
Partners & Sponsors:
Dear ITB Berlin Convention Participants,

It is a great honor for the World Tourism Cities Federation to be the Co-host of ITB Berlin Convention for the 4th consecutive year.

Since its foundation in 2012, WTCF as the leading international organization in the field of urban tourism has put utmost importance in academic research in order to better understand trends and recent developments in the sector. Two of its flagship publications will be presented during our session on 6 March, 14:00–15:45 in the City Cube Auditorium A1: the “World Tourism Economy Trends 2019” for which we have partnered with the Chinese Academy of Social Science (CASS) and the “Market Research Report on Chinese Outbound Tourist (City) Consumption 2017 – 2018” which was created in collaboration with IPSOS.

I invite you to participate in the presentation of both publications and join the following panel discussions on “How to market your destination’s products and services to Chinese outbound tourists?”.

The World Tourism Cities Federation (WTCF) keeps growing and already gathers more than 140 city members and 71 institutional members from 69 countries and regions. Additional key players are actively cooperating in its 6 network committees sharing their expertise and knowledge in their respective tourism sectors such as civil aviation, cruise industry, investment, media, tourism-related businesses and the academic branch. These committees are regarded as the gateway to directly access the Chinese Tourism Market and are an appreciated platform for WTCF members to network and strengthening business relations with Chinese partners.

We invite more destinations and tourism industry stakeholders to join WTCF in its efforts to promote sustainable growth in urban tourism under the slogan “Better City Life Through Tourism”.

We wish all of you a successful ITB Berlin and fruitful discussions during the ITB Berlin Convention.

Li Baocun
Executive Deputy Secretary General
World Tourism Cities Federation (WTCF)

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Use our official hashtags #ITBBerlin19 and #ITBtravelwld (for ITB eTravel World) to join the conversation, share your knowledge, photos and videos. Follow @ITBBerlin for the latest industry news and quick updates.

Most sessions will be held in English. If a session is held in German it will be translated into English unless otherwise noted. We kindly ask you to use your own earphones – if available – to listen to a session with German speakers in English. This will help us immensely to reduce waste. Thank you!

You can’t make it to a session? Don’t worry, we got you covered! We’ll be live streaming all sessions marked by this icon. After the convention selected video summaries will be available on YouTube or itb-convention.com/elibrary.

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As of: 21 February 2019: Program subject to change. For the most recent version go to: itb-convention.com/program
ITB DESTINATION DAY 1

6 March 2019

Hosted by: Birgit Fehst, Moderator, Coach, Speaker

10:45 – 11:00 WELCOME

11:00 – 11:11 KEYNOTE PANEL:
OVERTOURISM REVISED: BEST DEMONSTRATED PRACTICES INSTEAD OF “BUSINESS AS USUAL”

– IN COOPERATION WITH UNWTO –

Infinite growth cannot work in a finite world. A number of solutions have been found for severely afflicted urban destinations. How can a destination set the right conditions for sustainable growth? Results of a global empirical exclusive study by Travelzoo and ITB show when tourists accept or desire access, price barriers, smart technologies, etc. What are the lessons learned and best practice examples?

Introduction presentation & moderated by: Sunita Rajan, Senior Vice President Advertising Sales, CNN

Panel guests:
• Dr. Manuel Butler Halter, Executive Director, World Tourism Organization (UNWTO)
• Prof. Dr. Albert Postma, CELTH/nHL Stenden|ETFI
• Tom Jenkins, Global Head of Brand, Travelzoo
• Romana Vlasic, Director, DUBROVNIK TOURIST BOARD & Convention Bureau

12:00 – 12:45 TREND DESTINATIONS IN THE LUXURY MARKET

Cold destinations such as Iceland, Lapland, the Arctic and Antarctica, but also destinations that make it possible to take a journey to one’s own self – Hindu temples, monastery hotels and self-discovery in nature – are increasingly popular with luxury customers. How are destinations participating in the growth of this attractive segment?

Introduction & moderated by: Marc Akerberhard, Owner, luxury Hotel & Spa Management Ltd Greeting: Eliza Jean Reid, First Lady of Iceland

United Nations Special Ambassador for Tourism and the Sustainable Development Goals

Introduction presentations:
• Philipp Schmidt, Co-Owner, Nordisch Reisen GmbH
• Maja Traber-Watters, Member of Executive Board, Swiss Heart Foundation – Young at Heart
• Michael Edwards, Chief Growth Officer, Intripal Group

16:00 – 16:45 BREXIT: GREAT BRITAIN TOURISM AT A CROSSROADS

The approaching Brexit is having a massive effect on the tourism industry. Air traffic and other modes of transport are being threatened with disruption, and the freedom to travel is now open to question. What measures are being taken by British destinations, and how will the UK source market develop?

Moderated by: Prof. Dr. Martin Meßner, Lawyer & Partner, Rechtsschutz GmbH

Panel guests:
• Caroline Brenner, Head of Travel Research, Euromonitor International
• Christoph Debus, Chief Airlines Officer, Thomas Cook Group plc
• Prof. Dr. iur. Elmar Giemulla, Professor of Administrative Law, University of Applied Administrative Sciences (ret.), Honorary Professor of Aviation Law (Berlin Institute of Technology), Attorney at Law (Berlin & New York), Adjunct Professor of Aviation Law and Aviation Security Law, Ernst-Rüdiger Aernouts University
• Tom Jenkins, Board Member, Tourism Aikanos, CEO, European Tour Operators Association (ETOA)

17:00 – 17:45 WTTC EXECUTIVE PANEL:
SEAMLESS TRAVELER JOURNEY: CHALLENGES, OPPORTUNITIES AND SOLUTIONS

Future growth in the travel and tourism industry poses major challenges for the aviation and cruise industry, tourism businesses and policy makers. Without innovative industry initiatives based on new processes and technologies such as biometrics, future industry growth cannot be managed. This high-level WTTC panel discusses the most important strategic topics.

Moderated by: N.M.

Panel guests:
• Adam Goldstein, Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA
• Ahmet Oimusgur, Chief Commercial Officer, Turkish Airlines

The ITB World Travel Monitor is the largest travel survey in the world, with data based on ca. 500,000 interviews. The IPK’s WORLD TRAVEL MONITOR®: LATEST WORLD TRAVEL TRENDS AND FORECAST 2019 – IN COOPERATION WITH IPK INTERNATIONAL

The ITB World Travel Monitor is the largest travel survey in the world, with data based on ca. 500,000 interviews. The convention presents the latest forecast data on worldwide and European travel behavior – an indispensable basis for decision-making for the entire tourism industry.

Rolf Freitag, CEO, IPK International

Details about the conference are available on the website: https://www.itb-berlin.com
13:00 – 13:45 STUDIUS DEBATE:
VACATIONING IN THE ARAB WORLD: ARE THE GOLDEN YEARS COMING?
Demand for travel to the Arab world is now higher than it has been for a while. The upswing is gaining momentum and has reached Morocco, Tunisia, Egypt, Jordan, the United Arab Emirates and Oman. What are the reasons for the surge in demand? How well prepared are the countries for the rising number of guests?
Moderated by: Tanja Samotzki, Journalist
Panel guests:
• H.E. Bania A. Al-Mashat, Minister of Tourism, Arab Republic of Egypt
• Paul-Anton Krüger, Deputy Foreign Editor, Süddeutsche Zeitung
• Peter Strub, Chief Operating Manager, Studiuss

14:00 – 14:45 PRESENTATION OF WTCF PUBLICATIONS ON CHINA OUTBOUND TOURIST CONSUMPTION AND WORLD TOURISM ECONOMIC TRENDS
Since 2016, WTCF has joined hands with TRC-GASS to carry out research work on world tourism economic trends and publish the Report on World Tourism Economic Trends annually, attracting extensive attention from both inside and outside the tourism industry. The objective of the World Tourism Cities Federation’s Market Research Report on Chinese Outbound Tourism (City) Consumption 2017 – 2018 is to identify trends, understand its potential for marketing, product development, distribution and sale and benefit from the changes from modern communication and online sales technology provide.
Speakers:
• Sophie Zhang, Senior General for Programs and Projects, World Tourism Cities Federation (WTCF), Member of UNWTO QUEST Advisory Board
• Dr. Jin Zhu, Secretary General of the Tourism Research Centre, Chinese Academy of Social Sciences

15:00 – 15:45 HOW TO MARKET YOUR DESTINATION’S PRODUCTS AND SERVICES TO CHINESE OUTBOUND TOURISTS?
What is the most effective mix of putting your destinations on the map and effectively communicating its core values and attractions to potential Chinese visitors? Which are the latest channels for doing so?
Moderated by: Richard Matuzevich, Senior Manager, Liaison Department, World Tourism Cities Federation (WTCF)
Panel guests:
• Prof. Dr. Wolfgang Arlt, Director, COST China Outbound Tourism Institute
• Jonny Cai, Director, PR & Media Department, World Tourism Cities Federation (WTCF)
• Alice Ma, Chinese Social Media Manager, Edinburgh Tourism Action Group
• Roger Qiu, General Manager of EMEA Destination Marketing, Ctrip
• Manuel Viñuelas, International Promotion & Mice, Seville Tourism

16:00 – 16:45 FUTURE GROUND MOBILITY PANEL
Autonomous means of transport and the digital revolution, mobility platforms for sharing, electric minibuses, rental bicycles, cable cars, etc. – we are entering a new age of mobility. Can the traffic collapse in cities be avoided, and what are the consequences for tourism? How can destinations make their transport systems fit for the future?
Moderated by: Birgit Fehst, Moderator, Coach, Speaker
Panel guests:
• Wolfram Auer, Deputy Director International Business Development, Doppelmayr Seilbahnen GmbH
• Stephan Pfeiffer, Head of Strategic Partnerships & Public Affairs, ioki (Deutsche Bahn)
• Christoph Weigler, General Manager, Uber Germany

17:00 – 17:45 ITB MINISTERS’ ROUNDTABLE:
FUTURE GROUND MOBILITY: THE EXPANSION OF TOURISM INFRASTRUCTURE
– IN COOPERATION WITH MCF GROUP –
The number of tourists is rising globally, but there is still a lot to catch up on, especially in the infrastructure of tourism. This year’s ITB Ministers’ Rountable will focus on traffic, the expansion of the infrastructure in the cities and secret hotspots. What influence does an excellent transport network have on attracting leisure and business tourism?
Moderated by: Damon Embiling, World Affairs Reporter, Euronews
Panel guests: Ministers from important tourism countries located on five continents

17:45 – 19:00 MCF GROUP RECEPTION
Our platinum sponsor MCF Group invites you all for a get-together in Auditorium A8.

18:00 – 18:30 MINISTERS’ ROUNDTABLE:
MINISTERS’ ROUNDTABLE: FUTURE GROUND MOBILITY
The number of tourists is rising globally, but there is still a lot to catch up on, especially in the infrastructure of tourism. This year’s ITB Ministers’ Roundtable will focus on traffic, the expansion of the infrastructure in the cities and secret hotspots. What influence does an excellent transport network have on attracting leisure and business tourism?
Moderated by: Damon Embiling, World Affairs Reporter, Euronews
Panel guests: Ministers from important tourism countries located on five continents
ITB CITY & GERMAN TOURISM FORUM

Hall 1.1, Stage
16:00 – 16:45 Motivation und Emotion im Reisegeschäft

17:00 – 17:45 Verleihung des DGT-ITB Wissenschaftspreises

18:00 – 19:30 Get-Together für DGT-Mitglieder

Sessions will be held in German only.

Hosted by: Tobias Klöpf, Lead Young Tic, Travel Industry Club

11:00 – 11:45 Keynote-Interview: Karrierewege im Tourismus – Was ist der Schlüssel zum Erfolg in einer Wirtschaft im Umbruch?

12:00 – 12:45 Keynote: Sprungbrett Reisebüro – Reisevertrieb als Grundstein erfolgreicher Karrieren und lukrativer Geschäftsmodule

12:00 – 12:45 Keynote: Keynote: e-Banking – Reisevertrieb als Grundstein erfolgreicher Karrieren und lukrativer Geschäftsmodule

14:00 – 14:45 Qualität der Tourismusausbildung: Tipps für Studiumsinteressierte

14:00 – 14:45 Qualitätsstandards für Touristikunternehmen: Wie hoch sollen sie sein? Was ist essenziell und muss fokussiert werden und welche Themen stehen wie in Verbindung?

14:00 – 14:45 Qualität der Tourismusausbildung: Tipps für Studiumsinteressierte

15:00 – 15:45 Trends und großen Themen der Reisebranche

16:00 – 16:45 Motivation und Emotion im Reisegeschäft

17:00 – 17:45 Verleihung des DGT-ITB Wissenschaftspreises

18:00 – 19:30 Get-Together für DGT-Mitglieder

Sessions marked with German flag will be held in German only.

Hosted by: Prof. Dr. Anna Klein, Ludwig Maximilians-Universität München, Präsident, DGT e.V.
16:00 – 16:45 TOURISM SCIENCE SLAM – IN COOPERATION WITH AIT – Science Slam Sessions erforschen sich stark wachsender Beleidheit – sie sind gut verständlich, lehneh, höchst unterhaltend und sie kommen schnell zum Punkt. Der erste Tourism Science Slam veranstaltet anschaulich Forschungsergebnisse zu Reisen mit dem Flugzeug, zum Wohnen in Hotels und zu Strandaußenhalten im Urlaub.

Begruessung:
• Prof. Dr. Harald Pechlaner, Lehrstuhl Tourismus, Katholische Universität Eichstätt-Ingolstadt, Präsident, AEST
• Prof. Dr. Jürgen Schmude, Lehrstuhl für Wirtschaftsgeschichte und Tourismusforschung, Ludwig-Maximilians-Universität München, Präsident, OGT e.V.

Moderation: Dr. Julia Offe, Scienceslam.de

Referenten:
• Dr. Jörg Fuchta, Luftfahrtingenieur, DEHL Aviation
• Joachim Sebastian Haupt, Physikdidaktiker
• Dr. Sebastian Lutzkat, Bioloig, Staatliches Museum für Naturkunde Stuttgart

17:00 – 17:45 SUSTAINABLE FOOD & BEVERAGE MANAGEMENT IN DESTINATIONS
Sustainable F&B management can become the Incopration of sustainable destination development. In a completely redesigned supply chain, authentic, regionally-sustainably-produced agricultural products are offered. The example of Crete shows how customers react to such offers and how hotels participate in the development.

Moderated by Andreas Koch, Managing Director, blueContec GmbH

Panel guests:
• Sofiet Di. Bampagouiris, Co-Founder & CEO, LOCAL FOOD EXPERTS s.c.s
• Konstantinos G. Bouyours, Co-Founder & Chief Projects Officer, LOCAL FOOD EXPERTS s.c.s
• Maria S. Valerga, Sustainability & Food Safety professional in Tourism, LOCAL FOOD EXPERTS s.c.s

18.00 – 20:00 GLOBAL REPORT ON WOMEN IN TOURISM II: LAUNCH EVENT
The report will compile the latest statistical data and in-depth examples of good practice to illustrate the contribution tourism is making towards the UN Sustainable Development Goal 5 – Achieving Gender Equality and Empowering all Women and Girls. During the launch event, high-level representatives from the 5 partners (UNWTO, giz, World Bank Group, UN Women and amadeus) will present the key findings. (By invitation only.)
THURSDAY, 7 MARCH 2019

ITB MARKETING & DISTRIBUTION DAY
CITYCUBE BERLIN, AUDITORIUM A4/A5

Hosted by: Birgit Fehst, Moderator, Coach, Speaker

10:45 – 11:00 WELCOME
• Birgit Fehst, Moderator, Coach, Speaker

11:00 – 11:45 KEYNOTE PANEL: HOSPITALITY CEO PANEL
CEOs discuss the new role of hotels – as “augmented hospitality” – that goes far beyond actual accommodation services. What will hotel products of the future look like, what role will digitalization play? How will the hotel distribution of tomorrow look? How are hotel companies dealing with the massive changes in tourists’ perceptions of luxury?
Moderated by: Marc Aeberhard, Owner, Luxury Hotel & Spa Management Ltd
Panel guests:
• Chris Cahill, CEO, AccorHotels’ Luxury Brands
• Pranesh Chhatwal, Managing Director & CEO, Taj Hotels Resorts and Palaces, Indian Hotels Company Ltd.
• Benjamin Lacoste, CEO, Metropole Hotels
• Thomas Willms, CEO, Deutsche Hospitality

12:00 – 12:45 KEYNOTE PANEL
MAN VS. MACHINE: THE FUTURE OF HOSPITALITY AND TOURISM IN TIMES OF ARTIFICIAL INTELLIGENCE
All sectors of the economy are affected, in the same way, seeing machines replace and/or support human workers. What role will individual, personal service play for different customer segments in the future? And what potential do Big Data and AI have for offering guests tailor-made services at the right time and at the right touchpoints?
Moderated by: Birgit Fehst, Moderator, Coach, Speaker
Panel guests:
• Clinton Anderson, Executive Vice President, Sabre, President, Sabre Hospitality Solutions
• Lutz Behrendt, Industry Leader Travel, Google Germany
• Chris Silcock, Executive Vice President & Chief Commercial Officer, Hilton

13:00 – 13:45 ITB CEO INTERVIEW
Now in his third year as Expedia Group CEO, Mark Okerstrom joins PhoCusWright founder Philip Wolf in a lively one-on-one conversation. Attendees will gain insights into a company operating in 75 countries. Wolf and Okerstrom will explore new growth opportunities, and strategies to differentiate its 23 brands, for this dominant player in a consolidated online travel global marketplace.
Interview guest: Mark Okerstrom, CEO, Expedia
Interviewer: Philip C. Wolf, Founder, PhoCusWright, Serial Board Director

14:00 – 14:45 ITB CEO INTERVIEW
Friedrich Joussen, CEO of TUI Group, discusses developments in the global tourism market in a keynote interview with PhoCusWright founder, Philip C. Wolf. The conversation will span strategies to future-proof travel businesses as well as leveraging technology and innovation for growth.
Interview guest: Friedrich Joussen, CEO, TUI Group
Interviewer: Philip C. Wolf, Founder, PhoCusWright, Serial Board Director

15:00 – 15:45 ITB CEO INTERVIEW
Greg W. Gready, President of Airbnb Homes, talks about Airbnb’s impressive plans to become a Travel Brand Super.
Interview guest: Greg W. Gready, President of Homes, Airbnb
Interviewer: Damon Embling, World Affairs Reporter, Euronews

16:00 – 16:45 ITB NEW LUXURY PANEL: SENSUALITY, HAPPINESS AND LUXURY
The perception of luxury has shifted from material into immaterial dimensions. The new luxury customer is looking for meaning and wisdom, significance and sensuality. Deep experiences involve all five senses. Luxury has reached the level of sensuality. What will luxury products look like in the future and what design skills will be required?
Moderated by: Marc Aeberhard, Owner, Luxury Hotel & Spa Management Ltd
Panel guests:
• Katrin Herz, General Manager, Al Bustan Palace, a RitzCarlton Hotel
• Prof. Dr. Monika Imschloß, IFH Junior-Professor of Marketing and retailing, university of Cologne
• David Kilkits, Gourmet Chef
• Dr. Ha Vinh Tha, former Program Director, Gross National Happiness Centre Bhutan, Founder, Eurasia Learning Institute for Happiness and Wellbeing

17:00 – 17:45 VIEW THROUGH THE KEYHOLE: PERSONALITY PROFILES OF LUXURY CUSTOMERS
High-end luxury customers are a very special target group. They’re trendsetters who shape entire markets and attract imitators. What are their travel needs, what ultimate experiences are they looking for and how do you communicate with them? Who has better insight into this hidden segment than global concierge services?
Introduction & Moderated by: Doug Lansky, International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author
Panel guests:
• Steve Kalthoff, Managing Director, Quintessentially Deutschland GmbH
• Olivier Larigalide, CEO, John Paul Group

All speakers are available for interviews for 15 minutes after their sessions outside of the auditorium.

Hosted by: Michael Altwieswicher, Managing Partner, Wellness-Hotels & Resorts

10:45 – 11:00 WELCOME
• Michael Altwieswicher, Managing Partner, Wellness-Hotels & Resorts

11:00 – 11:25 SPA & WELLNESS MARKET IN THE MIDDLE EAST: A MARKET FROM WHICH EUROPE CAN LEARN FROM?
The spa and wellness market in the Middle East continues to develop. With regard to the individual spa and wellness facilities, it turns out that they are positioned stronger than in institutions in Europe and especially in Germany.
• Dr. Yasser Mostofreh, Managing Director, Premedion GmbH

11:25 – 11:45 BEST PRACTICE – BIOFEEDBACK: APPLICATIONS IN THE SPECIALIZED WELLNESS HOTEL INDUSTRY
The term biofeedback or biofeedback training – is a medical device with the biological body functions that cannot normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the guest. Diana Sicher-Fritsch gives an insight into how biofeedback can be integrated working with specialized wellness hotels.
• Diana Sicher-Fritsch, Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg

12:00 – 12:20 WELLNESS TRENDS: TERMS AND FIGURES – AN UP TO DATE OVERVIEW 2019!
What do German guests expect from a wellness holiday and how do hoteliers respond to these needs? Figures answering these questions are the key for developing and operating wellness hotels and spas. Beauty24 and Wellness-Hotels & Resorts (WM-I) have interviewed guest and customers since 2004.
• Michael Altwieswicher, Managing Partner, Wellness-Hotels & Resorts

12:25 – 12:45 HUMAN RESOURCES IN SPA: “WE NEED QUALIFIED HANDS!”
We all know: spa staff is our resource No. 1. Are spa threatened with closing down – similar to other service industries – because they can no longer find therapists? What are the reasons for the glaring staff shortage? Is it just a phenomenon in the German speaking area, is the situation in other European countries? And what are the solutions?
• Wilfried Dreckmann, Owner, Spa Project

13:00 – 13:25 BEST PRACTICE – MENTAL WELLNESS: A FURTHER STEP TO AN HOLISTIC LIFESTYLE APPROACH
Mental health is a level of psychological well-being or an absence of mental illness. From the perspectives of positive psychology, mental health may include an individual’s ability to enjoy life, and to create a balance between life activities and efforts to achieve psychological resilience. As a certified mental coach and life coach, Diana Sicher-Fritsch has developed a health model for this purpose.
• Diana Sicher-Fritsch, Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg

The African spa and wellness space has very well known and hidden parts. Africa as a continent is known to the world as one of the next global business frontiers and also a deep hidden treasure of traditions, culture and opportunity. Elaine Okie-e-Martin will spotlight Africa’s wellness space with data highlights and concepts to give the4 out thought triggers and bring clarity and insight about the continent.
• Elaine Okie-e-Martin, Founder & CEO, Spa & Wellness Association of Africa

14:00 – 14:45 GLOBAL WELLNESS ECONOMY RESEARCH REPORT
Wellness is a €4.2 trillion economy, growing nearly twice as fast as the overall global economy. And wellness is gaining attention from every sector of the economy. Learn the latest data and the most researched trends for 2019 – and for the first time, how the concepts of wellness, wellbeing, and happiness are changing the world.
• Susie Ellis, Chairman & CEO, Global Wellness Institute
ITB BUSINESS TRAVEL FORUM
CONVENTION HALL 7.1A, AUDITORIUM NEW YORK 1

10:45 – 11:00 WELCOME

• Christoph Carneri, Senior Director – Head of Procurement Category Travel, Flett & Events, Merck, VDR Board Member

11:00 – 11:45 MIXED REALITY MEETS BUSINESS TRAVEL – HOW MIXED REALITY IS ALREADY CREATING ADDDED VALUE TODAY

For several years now, the VDR has been working on holography, augmented/mixed reality and exploring the medium and long term impact on business mobility. Will we travel less but more consciously in the near future?

Moderated by: Christian Rosenbaum, Head of Strategic Vendor & Partner Relations, IFAO Group & VDR-Committee Technology Panel guests:
• Dennis Ahrens, Business Solution Manager Business Innovation & Mixed Reality, Zühlke Engineering GmbH
• JürgenLoschelder, Head of global Travel Management, thyssenkrupp AG

12:00 – 12:45 TRAVELER CREDIBILITY: WHO’S TRAVELING?

The different behavior of travelers and how to use it for a strategic travel management.

• Katharina Turko, Senior Director Program Management Central Europe, CVT Carlson Wagonlit Travel

13:00 – 13:45 SHARING EXPERIENCE: WHAT WILL BE AIRBNB FOR WORK OF TRAVEL MANAGERS FROM THREE COUNTRIES

The participants in this discussion have all included Airbnb for Work in their travel programs and share their experiences. Who uses alternative accommodations for what kind of trip? How can Airbnb for Work be integrated into existing programs? What were the hurdles to implementation? Look forward to an enlightening discussion with room for your questions.

Moderated by: Ludger Balz, Owner, Innovative Business Concepts Panel guests: Panelists from France, Germany and Sweden

14:00 – 14:45 GBTA CORPORATE TRAVEL INDUSTRY TRENDS

Based on GBTA research this session will provide an outlook for the business travel industry and overview of the latest trends and insights.

• Catherine Logan, Regional Vice President – EMEA, GBTA
13:00 – 13:10 GLOBAL REPORT ON WOMEN IN TOURISM, SECOND EDITION – COMPILED BY UNWTO, GIZ, UN WOMEN, WORLD BANK & AMADEUS –

Greetings: Rika Jean-François, CSR Commissioner, ITB Berlin
Opening Speech: Derek Hanekom, Hon. Minister of Tourism, South Africa
Special guests:
• Raoul Graf Lambsdorff, deutscher Botschafter in Malayasia
• LGBT+ asylum seekers from Malaysia in Germany
Moderated by: Thomas Bömkes, Managing Director, Consultant ITB Berlin, Diversity Tourism
Panel guests:
• Pipa Borhan Ginting, Director, Nahdlatul Ulama
• Dr. Stephan Gebhrich, Director, UNWTO Network “Pride at Accenture” in Germany, Austria, Switzerland & Russia
• Łukasz Halidni, Vice President – Communications, ICLC
• Helmut Mietzner, Bundesvorsitzender, LSDV, Germany
• Theresa Qulachon, Researcher, Lüsing – Human Rights & Responsible Business

13:10 – 14:00 2ND EDITION: GENDER EQUALITY IN TOURISM

Access Barriers and Working Conditions of Women in Tourism. Women’s rights are an essential part of the UN Sustainable Development Goals. The seminar will discuss the various barriers women have to face when working in tourism, in all the world and how to overcome these barriers.

Moderated by: Rika Jean-François, CSR Commissioner, ITB Berlin
Welcome note: Eliza Reid, First Lady of Iceland

13:00 – 14:15 INTERSESSIONS: “5 TO 12”: THE PLASTICS PARADOX – LIFESTYLE HITS LIFESTYLE – POWERED BY THE INSTITUTE FOR TOURISM AND DEVELOPMENT (STUDIERESENKURFÜR TOURISMUS UND ENTWICKLUNG E.V.) –

We are both culprits and victims of marine pollution. Three quarters of today’s waste in the oceans is plastic. Plastic waste creates enormous damage to nature, the economy and the tourism industry as well. Which solutions and prevention strategies are successful and how can behavioral changes be initiated?

Moderated by: Klaus Betz, Projectmanagement Dialogues, Institute for Tourism and Development
Panel guests:
• Victoria Barlow, Group Environmental Manager, Thomas Cook
• Mark Hehir, CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu, Maldives
• Wycliffe Meier, CEO, TUI Cruises
• Martina von Münchhausen, Expert on Tourism, WWF Centre for Marine Conservation

14:15 – 16:30 PANEL DISCUSSIONS ON GENDER INEQUALITIES AND WORKING CONDITIONS OF WOMEN IN DIFFERENT SECTORS OF TOURISM

Panel guests:
• Myriam Barros, President, Association of chambermaids “Las Kellys”, Lanzarote
• Zina Benchekil, Regional General Manager Europe, Middle East and North Africa, PEAK Destination Management Company
• Mag Cane, “Woman of the Year” of the Girl Getaways International Initiative, Influencer, DopeOnTheRoad.com
• Michelle Kryste. Associate Programme Officer Women and Trade Programme, Sustainable and Inclusive Value Chains Section, UNCTAD

14:00 – 15:00 4TH “CELEBRATING HER AWARDS” OF THE INTERNATIONAL INSTITUTE FOR PEACE THROUGH TOURISM INDIA (IPT INDIA) & ITB BERLIN

The 4th IPT India Global Awards, “Celebrating Her”, acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality.

Special guests:
• Eliza Reid, First Lady of Iceland
• Talib Rifai, former Secretary General UNWTO
• Marie-Christine Stephenson, Minister of Tourism Haiti, Creative Industries (MTIC)

Followed by 30 min reception and networking.

16:30 – 18:00 TO DO AWARDS 2019

The Institute for Tourism and Development (Studierendenbüro für Tourismus und Entwicklung e.V.) will present the winners of the TO DO Award 2019 – International Context for Socially Responsible Tourism, putting emphasis on community-based practices. For the 3rd time, the Institute, in cooperation with the Antigone Institute for Human Rights, Tourism and Studies of Raisen Munich, also hands out the TO DO Human Rights in Tourism Award. Under the patronage of the German Commission for UNESCO. Followed by a reception with buffet.

Keynote TO DO Award: Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Kayrat TO DO Award Human Rights in Tourism: Dr. Lutz Möller, Stellvertretender Generaldirektor und Leiter Fachbereich Nachhaltige Entwicklung, Wissenschaft der Deutschen UNESCO-Kommission

Moderated by: Nadine Kreutzer

Winners TO DO Award 2019:
• Awamakhi, Peru (represented by Melissa Tola Chepote)
• Open Eyes Project, India (represented by Anna Alam)
Award winner TO DO Award Human Rights in Tourism 2019: Las Kellys, Spain (represented by Myriam Barros)
OTHER EVENTS
HALL 4.1A, ITB BERLIN STAGE

12:00 – 13:00 HOW CHINA’S YOUTH TRAVEL WILL IMPACT THE INTERNATIONAL TRAVEL LANDSCAPE?
Keynote: Sophie Lu, Co-Founder & CMO, LuShu Technology
Modermated by: Joseph Wang, Chief Commercial Officer, TravelDaily China
Panel guests:
• David Chapman, Director General, World Youth, Student and Education Travel Confederation
• Roland Elser, Chief Commercial Officer, Marriott Hotels
• Glenn Fu, Co-founder & CEO, 51Traveler
• Changle Yang, CEO, TUIA

ITB VIRTUAL REALITY LAB
HALL 10.2, BOOTHE 109
Sessions marked with German flag will be held in German only.
10:30 – 11:00 VR TRENDS IM TOURISMUS
• Michael Faber, Consultant & CEO, Tourismus Zukunft
10:00 – 11:30 DIGITALISIERUNG AUF MESSEN UND EVENTS
STAND DER DINGE UNTER BESONDERER BERÜCKSICHTIGUNG VON AR UND VR
Moderation: Michael Faber, Consultant & CEO, Tourismus Zukunft
• David Ruetz, Head of ITB, Messe Berlin GmbH
• Prof. Dr. Cornelia Zanger, Inhaberin des Lehrstuhls für Marketing und Handelsbetriebslehre, TU Chemnitz
11:30 – 12:00 AUGMENTED REALITY GAMES MEET TOURISM
• Anne Beuttenmüller, Head of Marketing EMEA, Niantic Inc.
14:00 – 14:30 VIRTUAL TIMETRAVEL: A NEW WAY TO EXPERIENCE HISTORY
• Johannes Berdín, CEO, Urban Timetravel S.a
• Guy Breden, Project Manager, VR-Timetravel Luxembourg
14:30 – 15:00 IMMERSION: EIN BESONDERES ERLEBNIS?
• Prof. Dr. Ulrich Wünsch, Consultant, Former Founding President/ Rector of Berlin Hdpk, Congruens GmbH

ITB CEOS CONVERSATION
13:00 – 13:15 FUTURE PERSPECTIVES OF INDIVIDUALIZATION
Travellers today are already expecting individualized travel recommendations and offers. But how exactly does individualization happen? How are Big Data and Artificial Intelligence used? Does destination marketing still play a role in times of online distribution, mobile devices and algorithms? The CEO of a leading European OTA reveals the rules and future prospects of customization.
Interview guest: Dana Dunne, CEO, eDreams ODG

14:00 – 14:30 THE POWER OF VIDEO MARKETING
It’s no lie that video marketing has become the fastest growing way to reach people. It’s predicted that by 2020, video is going to account for 80% of all internet traffic. So video is ALREADY a big thing and if you haven’t embraced it by now then you are seriously lagging behind. How can destinations best leverage this megatrend? Make sure to arrive early as this session will likely be standing room only.
Introduction:
• Genevieve Hathaway, Commercial Photographer, Director, Videographer
Moderated by:
• Clemens Bartlome, Marketing Executive, Graubünden Tourism
• Paul Henderson, Content Strategist & Social Video Marketer
• Allen Martinez, Growth Strategist & Founder, Noble Digital

15:00 – 15:45 MALAYSIA FORUM:
MEETING THE CHALLENGES OF SUSTAINABLE ECO-TOURISM DEVELOPMENT. RECOMMENDATIONS FOR MANAGING GOALS
With its tropical forests, rich biodiversity and many heritage sites, Malaysia boasts a large number of renowned “protected areas”. With the worldwide boom in the demand for sustainable tourism, Malaysia is one of many countries whose natural resources are being threatened. Which measures should be implemented to conserve nature? How can eco-tourism offers, NGOs and local communities be managed collectively?
Panel guests:
• Eric B. Sinnaya, Chairman, Malaysian Nature Society

16:00 – 16:45 INSTAGRAM AND INFLUENCERS: THE OVERLOOKED CHALLENGES FOR DESTINATIONS
Influencers have more reach and credibility than classic destination marketers. Alongside influencers, customers are taking over destination marketing. Instagrammability is an important reason for travel in the growing target group of experienced travel consumers. How do DMOs have to change? How can social media hype be slowed down when destinations get overrun by overtourism? Exclusive study results from infas quo on the importance of influencers for travel decisions.
Introductory presentation & Moderated by:
• Stephan Duttenthaler, Head of Sales & Innovation, infas quo
• Daniela Briceño Schiesser, Senior Project Director, infas quo
Panel guests:
• Álvaro Blanco Volmer, Subdirector General Adjunto, Instituto de Turismo de España, TURESPIAÑA
• Colin Fernando, Senior Brand Consultant, BrandTrust
• Vicky Smith, Founder, Earth Changers

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• Vicky Smith, Founder, Earth Changers
Climate Change, Global Warming, Weather Extremes: Status Quo and Constraints to Action

The last hot summer in the northern hemisphere and the rising report of the Intergovernmental Panel on Climate Change (IPCC) are unequivocal: “Business as usual” will lead into the abyss. Is it still possible to prevent the crash? Which measures for mitigating global warming and climate change are particularly effective? Which policy measures are to be expected, and which are truly unavoidable?

Keynote Speaker & Interview guest: Prof. Dr. Dr. hc. Hans Joachim Schellnhuber, Director (ret.), Potsdam Institute for Climate Impact Research (PIK)
Moderated by: Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

12:00 – 12:45 TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?
The new report of the Intergovernmental Panel on Climate Change is abundantly clear: we cannot go on as before. The structure of tourism offers will have to undergo fundamental change. Air transport and cruises, hotels and destinations – what structural changes are we facing? How are lawmakers and investors changing the current framework conditions for tourism? How open are customers to change?

Keynote: Hon. Maria Amalia Revele Raventós, Minister of Tourism, Costa Rica
Moderated by: Matthias Beyer, Managing Director, macontour GmbH
Panel guests:
• Bernhard Diethelm, Head of Environmental Issues, Lufthansa Group
• Moritz Hintz, CEO & Founder, bookitgreen
• Dr. Michael Kopatz, Project Manager for Energy, Transport and Climate Policy, Wuppertal Institute for Climate, Environment and Energy
• Hon. Maria Amalia Revele Raventós, Minister of Tourism, Costa Rica

13:00 – 13:45 TOURISM AND THE SHARING ECONOMY: POLICY RECOMMENDATIONS AND POTENTIAL?
Demand for authentic and personal experiences through travel is increasing annually. The Sharing Economy can provide ways to link travelers to ordinary people for a local experience. But this also brings a range of challenges to destinations trying to manage visitor safety, control crowds, and ensure quality products. What can destinations do to avoid some of the pitfalls and instead leverage the sharing economy for more competitive, sustainable and inclusive destinations?

Interview guest: Ariane Janér, Latin American Ecotourism Network (LACE), Co-founder, Instituto EcoBrasil
Moderated by: Ariane Janér, Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil
Panel guests:
• Bernhard Dietrich, Head of Environmental Issues, Lufthansa Group
• Moritz Hintz, CEO & Founder, bookitgreen
• Prof. Dr. Willy Le Grand, Professor, Hospitality, Tourism & Event Management, International University Bad Honnef (IUH)
• Fili Wiese, CEO, bookitgreen

14:00 – 14:45 DATENSCHATZ CUSTOMER DATA: WER WEISS MEHR? WIE KÖNNEN LEISTUNGSSTRÄGER & DESTINATIONEN IN ZUKUNFT KUNDENDATEN GENERIEREN UND NUTZEN?
In cooperation with DIHK / German StartUp Association

– In cooperation with DIHK / Deutscher Startup Verband

Moderation: Bastian Kneissl, Managing Director, Blacklane

Podium guests:
• Jan Hoffmann, Head of Corporate Development & Cooperation Management, Tourismus-Marketing Brandenburg (TMB)
• Tobias Kallinich, Managing Director, Smartplatz GmbH
• Oliver Nützel, CEO, Regiondo GmbH

15:00 – 15:45 LUXURY TRANSPORTATION PANEL

Podium guests:
• Stephan Grandy, Senior Manager Global Sales Products and Programs & Lufthansa Private Jet, Lufthansa German Airlines
• Marcus Kraul, Director New Business, PR & Marketing D.A.CH, Ocean Independence GmbH
• Dr. Jens Wohlfert, CEO, Blacklane

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11:00 – 12:00 WILDLIFE NOT ENTERTAINERS; TRANSFORMING AN INDUSTRY – HOSTED BY WORLDS ANIMAL PROTECTION – This event will showcase the issue of captive wildlife used for entertainment, and the essential role the travel industry can play in supporting change and solutions that will benefit wildlife, travelers and those whose livelihoods depend on tourism.

Panel guests:
- Isabel Beckermann, Regional Manager EMMA, Booking.com
- Naomi Dr. Rose, Marine Mammal Scientist, Animal Welfare Institute
- Jan Dr. Schmidt Burbach, Global WHAW Advisor, World Animal Protection
- Nick Stewart, Global Head of Campaign, World Animal Protection

13:00 – 14:00 INTERNATIONAL WOMEN’S DAY SPECIAL: • Dr. Samuel Almond, Global wildlife advisor, World Animal Protection
- Prof. Dr. Kai Illing, Tourism Development, HealthCare TDC
- Leïla Kreilj-Jurić, Executive Director, MHTC

Panel guests:
- Andreas Weigel, CEO, digitmedia
- Carlos Abella, Medical Advisor, Diversity Tourism GmbH
- Medical Advisor, Diversity Tourism GmbH
- Prof. Dr. Kai Illing, Tourism Development, HealthCare TDC

15:00 – 16:00 MEDICAL TOURISM DESTINATIONS AND MEDICAL TOURISM PACKAGES AND SERVICES Moderated by: Leïla Kreilj-Jurić, Executive Director, MHTC

Panel guests:
- Leïla Kreilj-Jurić, Executive Director, MHTC
- Katarina Jelčić, Representative OBOR Culture & Tourism
- Rika Jean-François, Commissioner, ITB Corporate Social Responsibility

10:30 – 10:50

EXEV Med Corporation – LARGEST CHAIN OF HOSPITALS IN GERMANY – Anni Kapanadze, Commercial Director

10:30 – 11:00 STUDY USE OF NATURAL RESOURCES TO CREATE SUSTAINABLE HEALTH TOURISM DESTINATIONS

Panel guests:
- Prof. Dr. Christian Steckembörg, M.D., Faculty Dean, European Campus Rottal-Inn, TH Deggendorf
- Claudia Wegner, Managing Director, FIT Reisen

11:30 – 11:30 DENTIST EXPAT IN BULGARIA – HOLIDAY IN ROMANIA – Andrena Cela, Executive Director

11:30 – 12:00 VIAGGIARE E SORRIDERE (TRAVEL & SMILE), ALBANIA: TRAVEL PACKAGES AND SERVICES Moderated by: Sherene Azli, Chief Executive Officer, Malaysian Healthcare Travel Council (MHTC)

Panel guests:
- Emeri Ali Kodan, Founder, First International Health & Travel Solutions
- Prof. Dr. Kai Illing, Tourism Development, HealthCare TDC

12:00 – 12:30 CAN YOU FIT YOUR TRAVELER OR IS IT ENOUGH TO BE ACTIVE IN SOCIAL MEDIA AND ONLINE? Moderated by: Dr. Francisco Suarez Sanchez, Medical Advisor, Diversity Tourism GmbH

Panel guests:
- Prof. Dr. Kai Illing, Tourism Development, HealthCare TDC
- Mert Demirsoz, Expert Assistant, Zagreb Tourist Board

13:00 – 13:30 STUDY CLOSING THE GAP BETWEEN MEDICAL EVIDENCE AND MARKETABLE PRODUCTS. A MODEL FOR THE FUTURE IN THE TRAVEL AND MEDICINE INDUSTRY – Prof. Dr. Marcus Hemert, TH Deggendorf

13:30 – 14:00 NEW DEVELOPMENTS OF MEDICAL TOURISM IN POLAND Dr. Anna Bladh Wolf, Chairwoman, Institute for Medical Tourism Research and Development

14:00 – 14:30 HOW CAN WE MAKE MEDICAL AND HEALTH TOURISM ACTIVITIES EXPLORE WITHIN EUROPE? Moderated by: Dr. Francisco Suarez Sanchez, Medical Advisor, Diversity Tourism GmbH

Panel guests:
- Prof. Dr. Beck, Health Service Provider
- Sidborth Dominic, Managing Director, CGI Earth Health and Wellness
- Petra Knolle, Chair Medical Officer, Kalen Kwik

14:30 – 15:00 CLUSTER Dalmatia – Health, Croatia; Dalmatia – New Health Tourism Destination

Panel guests:
- Blažena Milanić, Katarina Jelčić, Ljubica Matić, Nevena Schvorn, Raluha Travas

15:00 – 16:00 HEALTH TOURISM IN SPAIN. MUCH MORE THAN JUST SUN AND BEACHES
- Carlos Abella, General Manager, Spancures
10:30 – 11:00 THE ROLE OF HUMANS IN THE FUTURE OF REVENUE – A STORY OF MAGIC, INTELLIGENCE AND DOGS
As the world explodes in data, humans and current systems alone can’t handle the complexity of big-data analytics.
• Klaus Kohlmayr, Chief Evangelist, Idio

11:00 – 11:30 TRAVEL BY SOUND – HOW DOES YOUR DESTINATION SOUND?
Digital voice assistants, self-driving cars and smart homes are taking over the holiday world. Five trends in tourism, how speech is becoming the new search function and hearing is the new feeling.
• Julia Jung, Agency Management, reausta etourism
• Stefan Niemeyer, Agency Management, reausta etourism

11:30 – 12:00 INNOVATION AND TOURISM – NOT A MATTER OF COURSE! CHALLENGES AND SOLUTIONS
Tourism is fragile and small-scale. Innovative ideas are hard to implement. There are exciting ideas that are relevant to tourism. This requires an interface between innovation and industry. The Salzburg Accelerators for Tourism is an example of this.
• Tomas Bodmer, Founder, Next Floor GmbH, TACC
• Marcus Salzmann, Founder, Next Floor GmbH, TACC

12:00 – 12:30 DATA ORCHESTRATION AS THE FOUNDATION OF A 360 DEGREE VIEW OF YOUR CUSTOMER
Business models are fundamentally changing based on the experiences consumers are having with brands. Understand the power in data to guide an experience and understand what consumers need!
• Martin McDonnell, VP EMEA, Talkum

12:30 – 13:00 FINDINGS FROM THE “STATE OF THE TRAVEL INDUSTRY” REPORT
What characterizes advertising expenditures, and which distribution channels make the most sense? These and many other related questions were answered by hundreds of marketing experts around the world for the State of the Travel Industry Report.
• Martin McDonald, General Manager Europe, Sojern

13:00 – 13:30 TOP TRAVELTECH SOLUTIONS FROM SPAIN
Spain is one of the top 3 touristic destinations in the world, with an extremely competitive business environment. The Spanish traveltech firms in this panel combine experience, technical expertise and demand-driven solutions. Moderated by Lucino Muñoz, Economic and Commercial Counsellor, Spanish Embassy Berlin
Panel guests:
• Eduardo Baro, Buso
• Isabel Carranza, Travel Composer
• Patricia Czajkowski, Avantio
• Pau Ferret, 123 Compara Me
• Sebastián Briones Moyano, Pipeline Software 2000, S.L.
• Jorge Mira Ucelés, Doblemente, S.L.
• Juan Ramón García Villa, Roommatik

13:30 – 14:00 MAPIFY: TURNING INSTAGRAM INTO BOOKABLE TRAVEL
Mapify is establishing a completely new business model in the travel industry by building a global travel community and using Instagram photos as a source of inspiration.
• Patrick Häde, CEO, Mapify

14:00 – 14:30 HI – HOW HOTEL INTELLIGENCE INCREASES PROFITS
Today, faster and better decisions make the difference between business success and failure. The right data strategy and business intelligence solution is thereby an important pillar.
• Hannes Lösch, Managing Director, Limendo

14:30 – 15:00 HOW TO OFFER BETTER 24/7 CUSTOMER SERVICE WITH GUURU
Would you like to offer 24/7 live chat, minimize the shopping cart jump rate or pass on product recommendations from loyal customers? How to mobilize customers to share their knowledge and experience.
• Christoph Häusler, Sales Director DACH, guuru

15:00 – 15:30 RHEINHESSEN: EXPERIENCING A DESTINATION WITH ALL YOUR SENSES
Content marketing in tourism especially thrives on the emotionality that fascinates guests and holidaymakers both before and during their stay. But how does this really work?
• Christian Halfig, CEO, Rheinhessen-Touristik GmbH
• Joachim Schmidt, Founder and Owner, Intensive Sensas

15:30 – 16:00 AUDIO INFLUENCING IN TOURISM
The tourism industry still hasn’t discovered that Spotify, TuneIn, Blubrry and Castreex can communicate content. But which content is suitable for audio influencing, and who can produce it?
• Antonia Alberth, Project Manager, Domestic Marketing, Rheinland-Pfalz Tourismus GmbH
• Henry Barchet, Audio Journalist and Producer, Auditravels

16:00 – 16:30 VOICE – EFFICIENT HOLIDAY HOME MANAGEMENT
The management and presentation of holiday apartments and homes is a challenge for any rental agency. How can you better manage your offers, channel management and billing?
• Jochem Weisshaar, Sales and Marketing Manager, vOffice GmbH

16:30 – 17:00 ROLE OF THE REVENUE MANAGER – HOW TECHNOLOGY HELPS DEFINE THE STRATEGY IN THE HOTEL INDUSTRY
The hospitality industry comprises everything from hotels, restaurants, bars to amusement parks. There exists no “one size fits all” strategy. But what makes the hospitality industry beat the odd in achieving hotel revenue optimization?
• Mário Mouraz, CEO and Co-Founder, Botomate

17:00 – 17:30 SERVICE ROBOTS AS AN ANSWER TO THE CURRENT CHALLENGES FACING THE HOTEL INDUSTRY – PRO & CONS
We live in a world of service automation. The expectations of guests and staff are changing. Who will survive the rise of robotics and artificial intelligence in the travel & hotel industry?
• Johannes Fuchs, Head of Business Development & Co-Founder, Robotime

17:30 – 18:00 NEW WAYS OF SELLING TRAVEL INSURANCE
The travel insurance market has changed little over the years. Some of the major keys to improve sales are offering the shopping experience, delivering dedicated service, differentiating sales channels and forging strategic business alliances.
• Joaquim Elizondo, CEO, Aseguro Mi Viaje
• Frederico Kramer, Owner, Aseguro Mi Viaje
• Juan Pedro Navarrete, Director, Aseguro Mi Viaje

18:30 – 20:00 ROUND TABLE: CONCLUSION
• Alexander Wessels, Managing Director, Wirecard
• Alexander Morys, Vice Chairman, BVDW Fokusgruppe Mobile, Managing Partner, DAYONE
• Frederico Kramer, Owner, Aseguro Mi Viaje
• Joaquin Elizondo, CEO, Aseguro Mi Viaje

19:00 – 22:00 NETWORKING BANQUET
 Afterwards the gala dinner and networking at the miłości of the city.
16:30 – 17:00 KEYNOTE – HOW FESTIVALS & NICHE TRAVEL STYLES CAN BENEFIT FROM NEW TECHNOLOGY

Travelers look for experiences that are distinguishable, such as unique events. Tourradar shares data insights on inspiration, bookings & post-booking cases for events and other special activities.

• Brendan Roberts, Global Head of Business Development, Tourradar

17:30 – 18:00 OPTIMIZING SALES BY INTEGRATING LAST SEAT AVAILABILITY

50% of all products can’t be sold within three days of departure due to lack of connectivity to last seat inventory. Understand what to look for when trying to integrate tour product into your sales activities and why ‘live’ inventory is important.

• Mark Rizzuto, CEO, LivN
10:30 – 11:00 HOW MACHINE LEARNING CAN DRIVE YOUR BUSINESS’ SUCCESS TODAY
Machine learning is a hot topic. We know it will make our lives easier and our businesses more successful but how can you use it in your businesses today? Learn how machine learning can easily be part of your offering – no data science skills needed!

- Nuno Castro, Director Data Science, Expedia Group Solutions

11:00 – 11:30 BEST PRACTICES FROM THE EUROPEAN CAPITALS OF SMART TOURISM
With this new initiative the European Union aims at fostering smarter tourism in the fields of accessibility, sustainability, digitalization and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!

- Jukka Pumakåi, Senior Advisor, City of Helsinki
- Blandine Thenet, Promotion Manager, ONLYYOUON Tourisme et Congrès

11:30 – 12:00 PAYMENT: AN IMPORTANT STEP ON THE WAY TO ENJOYING YOUR VACATION
How can the overall travel experience be enhanced by making the payment process itself easier and more convenient? The presentation highlights consumers’ needs and includes examples, both from classic travel agencies and the online travel world.

- Dr. Michael Luhnen, Managing Director DACH, PayPal

12:00 – 13:00 PANEL DISCUSSION: INVESTING IN STARTUPS
Investments by German companies in startups have increased. The challenges of corporate venturing are numerous. It has to be clear which strategy is suitable and how it is to be implemented. Startups must be found and supported on their way to success.

Moderated by:
- Christian Kalusa, Lawyer, Barten Burkhardt
- Dr. Gesine von der Groeben, Lawyer, Barten Burkhardt
Panel guests:
- Dr. Daniel Holzmann, Corporate Legal Counsel, BSH Haushaltsgeräte GmbH
- Hail Mehmkne, Digital Commercialization Lead, Linde AG
- Norman Meyer, Head of Digital Services, Drees & Sommer

13:00 – 13:30 VOICE-CONTROLLED INTERFACES: A LOGICAL FLIGHT DISTRIBUTION CHANNEL OR JUST A WEIRD GADGET?
Man-machine interfaces using natural language recognition are gaining traction in our private lives. Gain insights from the world’s first use-case for voice-controlled flight bookings.

- Alexander von Bernstorff, Director Airline Solutions, Intarxis GmbH

13:30 – 14:00 PRE-CONTRACTUAL INFORMATION – AN OPPORTUNITY FOR INCREASING SALES
The pre-contractual duty to provide information has been integrated into the daily work of travel agencies and tour operators. It is not just some annoying obligation – the application of the EU Package Travel Directive offers numerous opportunities.

- Dennis Zimon, CEO, Passolution

14:00 – 14:30 CASH AS SECURE ALTERNATIVE IN THE ONLINE PAYMENT SECTOR
Cash can be integrated into the digital payment world. By using the existing retail infrastructure, new target groups in the travel sector can be reached.

- Jana Beermann, Key Account Manager, Barzahlen

14:30 – 15:00 ARTIFICIAL INTELLIGENCE: KNOW-HOW FOR TRAVEL AGENCIES
Identifying customer wishes, providing tips about destinations: Artificial Intelligence can support their work and boost sales, too.

- Matthias Lange, CTO, Treflifen

15:00 – 15:30 SUCCESSFUL ONLINE POSITIONING FOR TOURISM SERVICE PROVIDERS
The key to web success is addressing the right target group. But what are your target audience’s needs? Strategies for positioning your company via your own website and Google search.

- Andreas Kaufmann, Client Success Manager / SEO – Online Positioning, Webboxer

15:30 – 16:00 NDC: THE 3 LETTERS ON EVERYONE’S MIND, READY FOR NDC?
Discover the 3 key insights from operating a live NDC booking solution and find out how NDC is impacting your business. Travelport is successfully delivering on its NDC strategy and working with you and partners to make NDC a reality.

- Marcel van de Wul, Commercial Director Central Europe, Air Commerce, Travelport

16:00 – 16:30 CREATING NATURAL AMBASSADORS FOR TRAVEL BRANDS AND DESTINATIONS
The session will highlight strategies and techniques to help create long-term, natural ambassadors for travel brands and destinations on a limited budget.

- Lola Akiadse-Akébrinm, Co-Founder, NordicTB.com

16:30 – 17:00 LINKED OPEN DATA IN TOURISM – THE OPEN DATA HUB SOUTH TYROL AS AN EXAMPLE
The processing of data for artificial intelligence is a key factor for tourism players. The lecture visualizes how this can be implemented using South Tyrol as an example.

- Florian Baulhuber, CEO, Tourismuszukunft
- Antonietta De Sante, Digital Project Manager, DM Südtirol

17:00 – 17:30 OVERTOURISM & THE INFLUENCE OF SOCIAL MEDIA: WHEN TOURISTS ARE MORE CURSE THAN BLESSING
Overtourism: How does it arise and what effects does it have? How much influence do social media have? How can regions and companies deal with it? Not only on site but also via digital channels. (Presentation of actual cases included).

- Kristine Honig, Consultant and Network Partner, Tourismuszukunft
- Andrea Schneider, Consultant and Network Partner, Tourismuszukunft

17:30 – 18:00 INNOVATING GROUP BOOKINGS
How to organize group bookings in a fast and efficient way? Take a look at the top tips from an expert with 25 years of experience in group bookings in the South European travel market.

- Dimitrios Angelinas, CEO, Dynogroup

10:30 – 11:00 THE QUEST FOR MORE DIRECT BOOKINGS – WHY ARE YOUR GUESTS LOST IN THE CUSTOMER JOURNEY?
How do customers experience hotel websites and why do many leave without making a booking? Learn to fix your online presence using techniques mastered by OTAs, to keep people on site and complete a sale.

- Kristian Vahl, CEO, Hotelschamp

11:00 – 11:30 INCREASING SALES WITH ARTIFICIAL INTELLIGENCE
Concrete action steps for technically inexperienced providers: Artificial intelligence can be used to automate decisions, optimize workloads and increase sales potential.

- Lukas C. Hempel, Founder & Managing Director, bookingkit

11:30 – 12:00 THUMB-STOPPING SOCIAL STORYTELLING
The daily consumption of huge amounts of data is creating a glut of information. Which stories can still manage to whet the appetite? Industryleader National Geographic reveals best practices for social storytelling.

- Andrew Nelson, Director Editorial Projects, National Geographic Travel

12:00 – 12:30 UTILIZING YOUTUBE AS A DISTRIBUTION AND MARKETING TOOL
Case studies from 2018–19 highlighting how to use YouTube to inspire audience engagement, boost reach and SEO. A closer look at the internal SEO within YouTube and also the SEO benefits of embedded video content.

- Michael Collins, Founder & Managing Director, TravelMedia.ie
- Tom O’Leary, Editorial Director, Panacea Media

12:30 – 13:00 HOW URLAUBSBÜRO MADE IT INTO THE TOP 5 OF THE TRAVEL INDUSTRY
Interesting insights into the company’s SEO and content marketing strategy. Loaded with tips and advice for beginners and advanced participants.

- Marco Lauermann, Head of Online Marketing, UNQ GmbH
13:00 – 13:30  FROM HOTEL BRAND TO PERSONAL BRAND
In a world of endless choice, the only brand that matters is the guest's. It demands a hotel's undivided attention. Join the panel discussion to explore the rise of the experience economy and the demands being placed on hoteliers.
• Clemens Fisch, Regional Manager DACH, SiteMinder
• Michael Menzel, Chief Revenue Officer, TrustYou

13:30 – 14:00  DATA SCIENCE BOOT CAMP FOR HOTELIERS
This session walks hoteliers through the key data segments and techniques they can use to make smarter business decisions. Learn the fundamental skills of working with data sets and walk away with a data science tool kit and a game plan.
• Nicola Graham, Director of Marketing, International, Cendyn

14:00 – 14:10  INTRODUCTION: HOSPITALITY TECH FORUM
• Daniel Zelling, Founder, Hospitality Industry Club, Managing Director, opensmjle

14:10 – 15:00  PANEL “GUEST COMMUNICATION”
A look at communication technologies that support hotel staff in transmitting basic information to guests. How hotel managers can help their teams concentrate on being hosts and create employee value at the same time.
Moderated by: Daniel Zelling, Founder, Hospitality Industry Club
Panel guests:
• Benjamin Devisme, VP Sales, Quicktext
• Marius Donhauser, Founder & CEO, hotelkit
• Benjamin Jost, CEO & Co-Founder, TrustYou
• Moritz Klussmann, CEO & Co-Founder, Customer Alliance
• Moritz von Petersdorff-Campen, Founder & Managing Director, SuitePad

15:00 – 15:30  REWARDING UPSELLING FOR HOTELS
Which upselling tools are revolutionizing the hotel tech industry? What works best, when and where? Get some ideas and best practice cases from our experts on how to generate some extra business with clever upselling strategies.
Moderated by: Daniel Zelling, Founder, Hospitality Industry Club
Panel guests:
• Edwin Hanssen, Director Sales, upgreats
• Karl Schmidtner, Co-Founder, upsellGuru
• Erik Tengen, Co-Founder, Oaky

15:30 – 16:00  HOW TO INCREASE THE RETURN ON ADVERTISING SPEND
Learn how Melia Hotels streamlined their market strategy, scaled business and increased Return on Advertising Spend (ROAS) by 6.7% via Facebook Dynamic Ads for Travel.
• Matthias Koch, Global Industry Lead Travel, Productsup
• Jose Luis Aranda Riera, Global Digital Marketing Director, Meliá Hotels International

16:00 – 17:00  PANEL “REVENUE MANAGEMENT 2019”
Industry experts discuss the future processes of revenue management: Do hotels still need revenue managers or will technology take over completely?
Moderated by
• Wilhelm K. Weber, Founder, SBS Swiss Hospitality Solutions
• Pontus Bermer, Co-Founder & Managing Partner, bernre-becker
Panel guests:
• Alexander Edström, CEO, Atomize
• Klaus Kohlmaier, Chief Evangelist, Idea5
• Jens Munch, CEO, Faru
• Michael Schaeffner, Director DACH, Duetto

17:00 – 17:30  PANEL “CUSTOMER RELATIONSHIP MANAGEMENT” MASTERCLASS
Do you know what data you need for customer relationship management (CRM)? How does the General Data Protection Regulation (GDPR) influence a hotels’ business? CRM experts share their key secret sauce on how to convert better.
Moderated by: Daniel Zelling, Founder, Hospitality Industry Club
Panel guests:
• Patrick Oldenburg, Director of Sales Central Europe, Revinate
• Frank Pohl, Senior CRM Consultant, Senesata CRM
• Dr. Michael Toedt, CEO & Founder, dailypoint
• Maximilian Waldmann, CEO, conichi

17:30 – 18:00  BEYOND UNCONVENTIONAL: KEEPING UP WITH THE TENT AND TECH NEXT DOOR
The status quo is challenged: the appeal of less conventional accommodation is shifting the way people think about travel. In this session we examine the fundamental changes driving the demand.
• Adam Harris, Chief Executive Officer, Cloudbee
10:30 – 11:30 CHINA TRAVEL INNOVATION AND INVESTMENT SESSION
Moderated by Joseph Wang, Chief Commercial Officer, TravelDaily China

10:30 – 10:50 KEYNOTE:
THE DEVELOPMENT TREND OF CHINESE E-TOURISM AND THE POSSIBILITIES OF RESOURCES ABROAD
China’s tourism has changed dramatically over the last years and has entered a new phase of development. This presentation tries to clarify the current state and trends and shows the market players new ways of investing in foreign resources.
• Eric Zhuang, Vice President, DestiView

10:50 – 11:30 PANEL:
HOW STARTUPS AND TRAVEL INNOVATIONS ARE REDEFINING THE CHINESE MARKET
China is the largest source market for the global travel and tourism industry. How can international travel brands make the most of the latest technologies and digital ecosystems in order to grow their businesses and better serve Chinese travelers?
Moderated by Joseph Wang, Chief Commercial Officer, TravelDaily China
Panel guests:
• Margaret Feng, Head of Oasis Lab, Ctrip
• Hillary Wang, Director of Global Sourcing, Haoqiao International
• Wei Xia, VP, Product & Strategy, DarbySoft
• Jay Xua, Partner, Yuntao Investment Partners Evergreen Fund

12:00 – 13:00 ITB STARTUP PITCH, POWERED BY PHOCUSWRIGHT
Five companies have 6 minutes each to demonstrate their innovation. A jury elects “the most innovative” and this company wins a ticket to attend Phocuswright Europe along with a copy of the premier European Online Travel Overview report.
Moderated by: Florence Kari, Director of Sales, EMIA and European Market Specialists, Phocuswright
Panel guests:
• Gregory Botanas, Vice President & Chief Growth Officer, Shum Indoor Positioning
• Anthony Collia, CCO and Co-Founder, Stasher
• Patrick Hade, CEO and Co-Founder, Mapify
• Mikhail Krymov, CEO, Sweepbox, Inc.
• Guillaume Laporte, Co-Founder and CEO, Distygo
• Joline de Leeuw, Principal, HPE Growth Capital
• Morgan Leland, Partner, Cambion Partners
• Philip C. Wolf, Founder, Phocuswright

13:00 – 13:30 PITCH ’N’ PANEL TTA – TECHNOLOGY, TOURS & ACTIVITIES
Ideally, technologies in the in-destination service area help providers to better market their products. But they can also make consumers’ booking and travel experience more convenient. Judge for yourself which technologies are most promising!
Moderated by: Lukas C. Hampel, Founder & Managing Director, bookingIT
Startups:
• Matthieu Ballester, CEO & Co-Founder, Nannybag
• Susana Fonte, Sales Manager, Live Electric Tours
• Adrian Kallic, Co-Founder, Jump To (Virtual Reality)
• Dr. Mateusz Mizievszki, Founder & CEO, LocalBini

13:30 – 14:00 PITCH ’N’ PANEL MOBILITY
Whether for air or ground transportation – the question of how to get to the destination and how to get around is one of the most important questions. This Pitch ’n’ Panel breaks new ground in the areas of booking, managing and paying for tickets. Whether for air or ground transportation – the question of how to get to the destination and how to get around is one of the most important questions. Whether for air or ground transportation – the question of how to get to the destination and how to get around is one of the most important questions.
Moderated by: Anke Hsu, Customer Experience Officer, IntresR GmbH
Startups:
• Fabian Hoehne, Co-Founder, FLYEA
• Peter Marriott, Co-Founder, CardGiant
• Eugen Triebelhorn, Country Manager Germany, Travelpark
• Carlo Zachau, VP Growth, Yulu

14:00 – 15:00 PITCH ’N’ PANEL HOSPITALITY
New technologies for guest management, solutions powered by AI to comparison portals, the number of startups entering the hotel industry market is growing. This Pitch ’n’ Panel is where hotelers and hospitality tech providers can get a glimpse into the new.
Moderated by: Daniel Zelling, Founder, Hospitality Industry Club, Managing Director, openkey
Startups:
• Metin Arghan, Board member, Protam
• Fabio Angeli Bufalini, CCO & Co-Founder, B2Book
• Benjamin Devisme, VP Sales, Quicktext
• Pau Forret, Sales Managing Partner, 123 Compare Me
• Alexandre Guinefolleau, CEO, Ameritz
• Brendan May, Managing Director, Hotel Res Bot
• André Baijus, Founder, techtalk.travel
• Massimo Carla, CEO, toyo.tips
• Maximilian Waldmann, CEO, corinchi
• Wilhelm K. Weber, Partner, SHS Swiss Hospitality Solutions AG

15:00 – 16:00 PITCH ’N’ PANEL BOOKING AND SERVICES B2B
New players in the travel B2B sector present innovative services, such as payment solutions and group bookings, and provide answers to the moderator’s critical questions.
Moderated by: Michael Wurst, CEO & Founder, Trevado GmbH / Misteer Trip
Startups:
• Dimitrios Angelinas, CTO, Dgroops
• Alexander Handa, Founder & CEO, Groupdesk
• Anna Ndiaye, Key Account Manager Germany, EuroPass
• Raphael Ramirez, CEO, Moneyeye
• Niklas Zeller, CEO & Co-Founder, Visaio

16:00 – 16:45 PITCH ’N’ PANEL BOOKING AND SERVICES B2C
Are there booking platforms that not only put a new look on the old & familiar, but are also innovative AND inspiring? Judge for yourself which startups could best impress consumers!
Moderated by: Daniela Putz, Industry Manager Travel, Google Germany
Startups:
• Dominik Calzone, CEO, Strategy & Vision, Amavido
• Christian Diener, Co-Founder, Unplanned Moments GmbH
• Andy Washington, CEO, DidiTravel, Culture Trip
• Michael Wurst, CEO & Founder, Trevado GmbH / Misteer Trip

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Hosted by:
Prof. Dr. Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde
ITB eTravel World Day 3
Friday, 8 March

14:00 – 14:30 Social Media – How Will You Generate Reach in 2019?
Get tips on how to reach out to the new challenges in social media and sell travel.
- Tanja Weinekötter, Owner, Marketing & Event Support

14:30 – 15:30 Confused by Brexit? Emergency Stunts and First Aid
Practical aspects of Brexit for tourism organizations and travel tech companies after March 29. Panel with British and EU experts.
Moderated by: Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde.
Panel guests:
- Alex Bainbridge, CEO & CTO, Autoura
- Peter Hense, Lawyer, Spirit Legal LLP
- Tom Jenkins, CEO, ETOTA
- Anthony Pickles, Head of Tourism Affairs, Visit Britain / Visit England
- Kevin O’Sullivan, Founder & CEO, open destination

Sessions will be held in German only.

11:00 – 12:00 Die EU-Datenschutzgrundverordnung und ihre Umsetzung in der Tourismus
Sind Ihre Kunden- und Firmendaten nach außen und nach innen geschützt? Seit Mai 2018 gilt es, die neuen – strengen – Vorgaben der Europäischen Datenschutzgrundverordnung umzusetzen. Wir zeigen Ihnen, was sich nach knapp einem Jahr EU-DSGVO getan hat.
- Kai Hannemann, Geschäftsführer, ASTICA CONSULT GmbH

12:00 – 13:00 Online-Marketing Kompakt – Praxiskonferenzen von A bis Z
Verbreiten Sie Ihr Fachwissen über Online-Marketing und nutzen Sie Tipps zu Bereichen wie SEO, Social Media, Content- und Neuromarketing.
- Christian Wenzel, Geschäftsführer, CW Media Alliance GmbH

13:00 – 14:00 Social-Media-Marketing für Touristik
Welche Social-Media-Kanäle sind im touristischen Bereich sinnvoll, um einen besseren Media-Impact zu erzeugen? Facebook, Instagram, Pinterest oder ein Blog? In diesem Seminar erfahren Sie es!
- Christian Wenzel, Geschäftsführer, CW Media Alliance GmbH

10:30 – 13:30 Hotelpamp by Hospitality Industry Club
A morning full of workshops for hoteliers and techies in a bar camp (unconference) style. The participants will jointly choose the topics, work on solutions and convey practical knowledge.
Moderated by: Daniel Zelling, Founder, Hospitality Industry Club

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MALAYSIA

MALAYSIA FORUM:
Meeting the Challenges Of Sustainable Eco-Tourism Development. Recommendations For Managing Goals
BE THERE: 8 March, 15:00 – 15:45, CityCube Berlin, Auditorium A4/A5
**NEW AT ITB BERLIN – TECHNOLOGY, TOURS & ACTIVITIES**

**WEDNESDAY, 6 MARCH 2019**

**11:00 – 12:45**
ITB Future Day, CityCube Berlin, Auditorium A4/A5

**11:00 – 11:45**
**CEO Keynote Interview:** Stephen Kaufer, Co-Founder, President & CEO, Tripadvisor

**12:00 – 12:45**
**Keynote Executive Panel: Mega Topic In-Destination Services** with Philip C. Wolf, Founder, PhoCusWright, Serial Board Director; Alex Bainbridge, CEO & CTO, Autoura; Laurent de Chorivit, COO, Evaneos; Anna Kofoed, Senior Vice President, Amadeus; Lax Poojary, Founder, TouringBird (Area 120 – Google)

**14:00 – 18:00**
eTravel Lab, Hall 7.1b
**TTA Forum**, moderated by Charlotte Lamp Davies, Principal Consultant, A Bright Approach

**14:00 – 15:00**
**Opening Panel Tours & Activities** with Bookingkit, Fareharbor, DDR Museum, HPE Growth Capital and Urban Adventures

**15:00 – 16:00**
**Panel Modern Distribution Strategies** with Marion Wolff, Head of Marketing Communication & Brand, Tiqets, Ingrid Olmo, PR Manager, Casa Battlò, Olan O’Sullivan, CEO, Treksoft AG and Antony Lias, COO, SANDEMANs New Europe

**16:00 – 16:30**
**Keynote: Engaging with Asian Millenial Travelers**, Matt Cuckston, VP Europe, Klook

**16:30 – 17:00**
**Keynote: Events & Festivals**, Brendan Roberts, Head of Global Business Development, Tourradar

**17:00 – 17:30**
**Best Cases and Panel: Destination Strategies** with Yann Maurer, COO, Regiondo and Milena Nikolova, Knowledge and AdventureEDU Director, Adventure Travel Trade Association (ATTA)

**17:30 – 18:00**
**Closing Keynote: Truth & Deception in Tours & Activities**, Mark Rizzuto, Founder, LIVN

**18:00**
**Welcome Party** at the TTA Marketplace Networking Area, Hall 4.1 sponsored by Children of Doom

**TTA MARKETPLACE**
Hall 4.1:
TTA Exhibitors, Networking Area

**TTA EVENTS**
Hall 4.1 Center Stage:
TTA Sessions
Hall 6.1 eTravel Stage:
Pitch’n’ Panel TTA
Hall 7.1b, eTravel Lab:
TTA Forum and Sessions
CityCube Berlin Hall A 4/5:
ITB Future Day, Keynote In-Destination Services and Deep Dive Sessions

**THURSDAY, 7 MARCH 2019**

**11:00 – 11:30**
eTravel Lab, Hall 7.1b
**Increasing Sales With Artificial Intelligence**, Lukas Hempel, CEO & Founder, Bookingkit

**13:00 – 13:45**
ITB Deep Dive Sessions 2, CityCube Berlin, Cube Club:
**Asia Outbound: The Untapped Opportunity for Tours & Activities?**
Oliver Nützel, CEO, Regiondo

**17:30**
**Networking Party** at the TTA Marketplace Networking Area, Hall 4.1

**FRIDAY, 8 MARCH 2019**

**13:00 – 13:30**
eTravel Stage, Hall 6.1
**Startup TTA Pitch ‘n’ Panel**, moderated by Lukas Hempel, CEO & Founder, Bookingkit. With Localbini, Nannybag, JumpTo, Electric Rent and others

**15:30 – 16:30**
Center Stage, Hall 4.1
**The State and Future of Booking for Tours, Activities and Attractions**, Douglas Quinby, Founder, Arival

**16:30 – 17:30**
Center Stage, Hall 4.1
**Activating Smart Sustainability for Destinations**, Chris Doyle, Executive Director Europe & Central Asia, Adventure Travel Trade Association and Milena Nikolova, Knowledge and AdventureEDU Director, Adventure Travel Trade Association (ATTA)

Explore the entire TTA segment at: itb-berlin.com/tta