

DETAILED PROGRAM



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Kurzfristige Änderungen vorbehalten.

eTravel Lab Day 1

| Date | Time: | Location |
|---------------|---------------|------------------------|
| March 6, 2019 | 10:30 - 14:00 | Hall 7.1b, eTravel Lab |

On the first day of eTravel Lab, Payment Solutions for the travel industry will be discussed with Wirecard and Amazon Pay. Andre Morys will fascinate the audience with his thought-provoking impulses concerning "The Power of Conversion" before the first TTA Forum will open its doors in the afternoon.

10:30 - 11:00

Alexa, It's Time For Vacation!

Smart assistants are defining the travel experience of the future. Whether in voice dialogue with home speakers and smartphones or via chat in live chats and messenger apps: A constant dialogue with today's digitally empowered traveler will become tomorrow's key to success for travel providers.

Speakers:

[Thorsten Reitz](#), Manager Digital Sales Platform, TUI Deutschland GmbH

[Nico Wohlgemuth](#), Vice Chairman, BVDW Fokusgruppe Mobile, Managing Partner, DAYONE

11:00 - 11:30

How Online Payment Trends Are Impacting The Travel Industry

Best Case Study on the integration of Chinese payment methods in order to achieve sustainable sales growth.

Speaker:

[Jörg Möller](#), Managing Director, Wirecard

11:30 - 12:00

Rethinking Convenience For The Connected Traveler

Increase your purchase completion rate, grow your business, streamline operations and build trust. How Amazon optimizes the checkout experience.

Speaker:

[Thomas Gmelch](#), Head of Travel & Mobility, Amazon Pay

12:00 - 12:30

The 12 Things You Need To Know About Airfare & Hotel Prices

Learn when and where airfare and hotel prices are the most volatile. A recent study reveals supplier-pricing behaviors that every corporate travel manager should know about.

Speaker:

[Bruce Hanna](#), General Manager EMEA, Yapta

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12:30 - 13:00

The Source Of Disruption Is In The Mind Of The Customer

Most marketers envy the disruptive growth of companies like Amazon or AirBnB, but can't see the source of it. Having analyzed many fast-growing organizations, André has discovered a principle behind their expansion that most people overlook online. Learn why great optimization is always based upon universal principles and how to make optimization a strategic topic in every organization.

Speaker:

[André Morys](#), CEO & Founder, konversionsKRAFT

13:00 - 13:30

Chatbots – Your Hotel's Answer To Impacts Of Global Travel Trends And Language Barriers

Millennials are forcing hotels to change their old ways of thinking. As part of the service flow, chatbots can conquer language barriers and provide exceptional, personalized experiences.

Speaker:

[Alexander Wessels](#), Executive Director, SABA Hospitality

13:30 - 14:00

Social Media, Conversational Platforms And AI: How To Make The Smartest Combination Between Technology And Human?

How can social media contribute to customer relations? Learn more about multichannel strategies and how AI is able to support customer services.

Speaker:

[Romain Cuisinier](#), Head of Social Marketing , Air France

eTravel Stage Day 1

| Date | Time: | Location |
|---------------|---------------|-------------------------|
| March 6, 2019 | 10:30 - 18:00 | Hall 6.1, eTravel Stage |

The first day provides an overview of trends in digital mobility, presented by Lufthansa Innovation Hub and other authorities. The geographical journey starts in Germany and leads all the way to China. New products are shared by Sojern, Mapify, Limendo, Guuru, V-Office, Climber, and more.

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.

Speaker:

[Klaus Kohlmayr](#), Chief Evangelist, IDEaS

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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.

Speakers:

[Julia Jung](#), Agency Management, neusta etourism

[Stefan Niemeyer](#), Agency Management, neusta etourism

11:30 - 12:00

Innovation And Tourism – Not A Matter Of Course! Challenges And Solutions

Tourism is fragmented and small-scale. Innovative ideas are therefore harder to implement. However, 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.

Speakers:

[Thomas 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. And this disruption is driven by data. Understand the power in data to guide an experience and understand what consumers need!

Speaker:

[Martin McDonald](#), VP EMEA, Tealium

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.

Speaker:

[Matthieu Betton](#), General Manager Europe, Sojern

13:00 - 13:30

Top Travel-Tech Solutions From Spain

Spain is one of the top 3 touristic destinations in the world, with an extremely competitive business environment. The Spanish travel-tech firms in this panel combine experience, technical expertise and demand-driven solutions.

Moderated by:

[Lucinio Muñoz](#), Economic and Commercial Counsellor, Spanish Embassy Berlin

Panel guests:

[Eduardo Baró](#), Commercial Technology, Busso (Viajes Urbis)

[Sebastián Briones Moyano](#), CEO, Pipeline Software 2000, S.L.

[Isabel Carranza](#), Travel Compositor

[Patricia Czajkowski](#), Head of Business Development DACH, Avantio

[Pau Ferret](#), Sales Managing Partner, 123compareme

[Juan Ramón García Vila](#), Sales Manager, Roommatik (Ictel Ingenieros, S.L.)

[Jorge Mira Uclés](#), CCO, Doblemente, S.L.

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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.

Speakers:

[Patrick Haede](#), Co-Founder & CEO, Mapify

[Fabian Plato](#), Head of Operations, 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.

Speaker:

[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.

Speaker:

[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?

Speakers:

[Christian Halbig](#), Managing Director, Rheinhessen-Touristik GmbH

[Joachim Schmidt](#), Founder & Owner, Intensive Senses | Manufaktur für digitales Marketing

15:30 - 16:00

Audio Influencing In Tourism

The tourism industry still hasn't discovered that Spotify, TuneIn, Blubrry and Castrex can communicate content. But which content is suitable for audio influencing, and who can produce it?

Speakers:

[Antonia Alberti](#), Project Manager, Domestic Marketing, Rheinland-Pfalz Tourismus GmbH

[Henry Barchet](#), Audio Journalist and Producer, Audiotravels

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16:00 - 16:30

vOffice – 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?

Speaker:

[Jochen Weishaar](#), Sales- and Marketing Manager, vOffice GmbH

16:30 - 17:00

Role Of The Revenue Manager And How Technology Helps Define The Strategy In The Hospitality Industry

No doubt, the hospitality industry is a notoriously difficult industry to survive in as it is continuously judged by people who actually use their facilities, disposable income and services while indulging in pleasurable experiences, making them less tolerable and considerate. Indeed, the hospitality industry is a million dollar industry comprising everything from hotels, restaurants, bars to amusements parks, movie theatres and transportation. There exists no "one size fits all" strategy leading to success, henceforth, the questions still remain, what makes the hospitality industry beats the odd in achieving hotel revenue optimization.

Speaker:

[Mário Mouraz](#), CEO & Co-Founder, Climber

17:00 - 17:30

Service Robots As An Answer To The Current Challenges Facing The Hospitality 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?

Speaker:

[Johannes Fuchs](#), Head of Business Development & Co-Founder, Robotise GmbH

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 upgrading the shopping experience, delivering dedicated service, differentiating sales channels and forging strategic business alliances.

Speakers:

[Joaquin Elizondo](#), CSO, Aseguro Mi Viaje

[Frederico Kramer](#), Owner, Aseguro Mi Viaje

[Juan Pedro Narancio](#), Director, Aseguro Mi Viaje

ITB MICE Forum



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| | | |
|------------------------------|-------------------------------|--|
| Date March 6, 2019 | Time: 10:45 - 14:45 | Location 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

How do we create events that move people more deeply? What role do analog touchpoints play in the age of the digital revolution? How can we meet the challenge of making corporate and brand messages at trade fairs and congresses user-friendly and exciting, instead of simply using trendy tools as a digital end in itself? How can the players in the meeting and event industry act in such a way that “creativity and know-how” gain value in the future? The VDVO will get to the bottom of these questions at the ITB MICE Forum on 6 and 7 March.

Hosted by:

[Mario Schmidt](#), Moderator, www.schmidtfabrik.de

10:45 - 11:00

Greeting

Greetings:

[Bernd Fritzges](#), CEO, Association of Event Planners e.V.

11:00 - 11:45

Keynote: Digitalism & Humanity: How Digital Transformation Is Making The Human Element More And More Important

We are living in breathtaking times in which the impossible seems to be becoming possible. We will change more in the next 30 years than we did in the last 200. When everything that can be digitalized is digitalized, the non-digitizable becomes more and more valuable: personality, relationships and meaning. We should become powerful thinkers about the future, for a valuable and meaningful human existence. We should fight for value-creating innovation. And above all, we should be agents for the people who, in times of multiple options and hyper-individualization, have a great longing for meaning, belonging and genuine relationships. And let us be visionaries who have the courage to use technology and bring benefits to people - not the other way around.

Speaker:

[Nicole Brandes](#), Intl. Management Coach, Author and Partner, Zukunftsinstitut

12:00 - 12:45

Participant Experience Design – How Do We Create Meetings Which Move People More Deeply?

Conferences, congresses and other meeting formats need to be scrutinized more frequently. Conference visits require time, money and effort, and often they fail to meet the participants' needs and expectations. Although they hope for personal encounters, inspiring insights and profound learning experiences, participants wind up in meetings that follow tried and tested formulas; such meetings rarely focus on impact goals or communication concepts, not to mention the participants' needs. In Participant Experience Design - How do we create meetings which move people more deeply? Felix Rundel presents basic attitudes and tools that can provide fresh approaches for planning and managing conferences. The focus is on the principles of meeting design, an orientation towards making events effective and a deeper engagement with the human aspect of each individual participant.

Speaker:

[Felix Rundel](#), Head of Programmes and International Development, Falling Walls Foundation

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13:00 - 13:45

Meaningful Connections & Events

A look behind the scenes at the "PIRATE Summit" - Europe's craziest startup event. What was the original idea, how was it implemented and which tools helped grow the event from 200 to 1,000 people without losing sight of the core idea - the networking of entrepreneurs? What role do digital tools play, and what are other ways to authentically convey the context of an event?

Speaker:

[Till Ohrmann](#), Co-founder & CEO, PIRATE.global, CEO, Startup SAFARI

14:00 - 14:45

Live Goes Digital – Digital Goes Live

The event is dead, long live digital communication! Or: The event is alive, and it has never before been so lively and diverse. Which is true? Maybe both? Real experiences and shared moments still have the greatest significance for people – only real experiences create a lasting effect that every live event wants to produce. The use of digital technologies is the fertile soil which allows these "real" moments to take root: these moments become more effective and intense, and they're multiplied many times over, but technical means alone aren't enough. No tool, gadget or app can replace content and its staging. Only the efficient and targeted combination of both forms of communication will ultimately lead to success: bringing people and brands together.

Speaker:

[Detlef Wintzen](#), CEO, insglück Gesellschaft für Markeninszenierung mbH

ITB Future Day



| Date | Time: | Location |
|---------------|---------------|-----------------------------------|
| March 6, 2019 | 10:45 - 17:45 | CityCube Berlin, Auditorium A4/A5 |

Social and economic megatrends and their impact on strategies and business models in the travel industry

ITB Future Day has been the top day of the ITB Berlin Convention for 15 years. Here the megatrends in economy and society, as well as key topics of the global travel and tourism industry, are discussed. Best Demonstrated Practice examples from market and innovation leaders offer valuable insights and concrete decision-making aids for entrepreneurial strategies and measures. The international speakers are "hand-picked", they are executives from the highest level or specialists with unique know-how. Highlights include the World Economic Outlook from the ifo Institute, the ambitious strategies of Chinese online giants, panel discussions with technology leaders and the keynote panel on the booming segment of in-destination services. Ctrip is a Platin Sponsor of the ITB Berlin Convention.

Hosted by:

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

10:45 - 11:00

Opening Of The Convention

Speakers:

[Li Baochun](#), Executive Deputy Secretary General, World Tourism Cities Federation (WTCF)

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

[H.E. Datuk Mohamaddin bin Ketapi](#), Minister for Tourism, Art and Culture, Malaysia



11:00 - 11:45

CEO Keynote Interview

Stephen Kaufer, Co-Founder, President and Chief Executive Officer of TripAdvisor, discusses the impressive strategic development of TripAdvisor during this keynote interview. Spanning the company's evolution from driving digitalization in travel with community-driven reviews, through to building a leadership position as the de facto hub for travel planning with a portfolio of services, Stephen will share his perspectives on what's next for the company within the changing dynamics of the travel industry.

Interview guest:

[Stephen Kaufer](#), Co-Founder, President & CEO, TripAdvisor

Interviewer:

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

12:00 - 12:45

Keynote Executive Panel: Mega Topic: In-Destination Services

Tours & Activities are a strategic mega topic among in-destination services. All the "big players" in the industry are massively pushing into the "Technology, Tours & Activities" segment - and for good reasons: 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? Can Tours & Activities offers even facilitate solutions to fundamental industry problems like Overtourism?

Moderated by:

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

Panel guests:

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

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

[Lax Poojary](#), Founder, TouringBird (Area 120-Google)

[Laurent de Chorivit](#), COO, Evaneos

13:00 - 13:45

Keynote Executive Panel: China's Power And Global Ambitions

Globalization is the new word in China as travel companies seek their fortunes abroad. With the surge in outbound travel, and a massive shift towards independent travel, it's only natural that they follow their customers. Hear from the leading Chinese companies on how they plan to expand, the opportunities they see and the challenges each face in their quest to translate their China playbook to international markets.

Introduction:

[Charlie Li](#), CEO, TravelDaily China

Keynote presentation:

[Angel Zhao](#), President, Alibaba Global Business Group, Senior Vice President of Alibaba Group, President of Fliggy

[Jim Qian](#), Chairman & CEO, Fosun Tourism Group

[Lynn Qu](#), Chief Product Officer, Trip.com - A Ctrip Company

Moderated by:

[Charlie Li](#), CEO, TravelDaily China

Panel guests:

[Jim Qian](#), Chairman & CEO, Fosun Tourism Group

[Lynn Qu](#), Chief Product Officer, Trip.com - A Ctrip Company

[Angel Zhao](#), President, Alibaba Global Business Group, Senior Vice President of Alibaba Group, President of Fliggy



14:00 - 14:45

World Economic Outlook 2019 And Beyond

The development of the global economy is an important factor which influences tourism demand in the business and leisure travel segment. What will be the future economic development in the most important industrial countries and emerging markets? What is the influence of the many current geopolitical conflicts? What is the influence of the financial markets and currency crises? What are the effects on consumer and tourism demand? The President of the ifo Institute presents and comments on the latest data and offers forecasts for global economic development.

Interviewer:

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

Speaker and Interview Guest:

[Prof. Dr. Dr. h.c. Clemens Fuest](#), President, ifo Institute for Economic Research at the University of Munich

15:00 - 15:45

IPK's World Travel Monitor®: Latest World Travel Trends And Forecast 2019

-In Cooperation With IPK International-

The IPK 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.

Speaker:

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

16:00 - 16:45

Brexit: Great Britain Tourism At A Crossroads

The approaching Brexit is having a massive effect on the travel and tourism industry. Air traffic and other modes of transport are being threatened with disruption, and the freedom to travel is now open to question. Consumer, tax, labor and right of residence laws are yet to be clarified. What measures are being taken by British destinations, and how will the UK source market develop? Find first insights from Euromonitor [here](#).

Moderated by:

[Prof. Dr. Martin Meißner](#), Lawyer & Partner, Reed Smith LLP

Panel guests:

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

[Christoph Debus](#), Chief Airlines Officer, Thomas Cook Group plc.

[Prof. Dr. iur. Elmar Giemulla](#), Professor of Administrative Law, Federal 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, Embry-Riddle Aeronautical University

[Tom Jenkins](#), Board Member, Tourism Alliance, CEO, European Tour Operators Association (ETOA)

17:00 - 17:45

WTTC Executive Panel: Seamless Traveller 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: How can the opportunities offered by a customer-centered seamless traveller journey be exploited? What do concrete solutions look like? Which initiatives have already been put to practice and what are some of the first results? And last but not least: What does the new WTTC Seamless Traveller Journey Program look like?

Moderated by:

[Gloria Guevara Manzo](#), President & CEO, WTTC

Panel guests:

[Peter Baumgartner](#), Senior Strategic Advisor, Etihad Aviation Group

[Puneet Chhatwal](#), Managing Director & CEO, Taj Hotels Resorts and Palaces, Indian Hotels Company Ltd.

[Adam Goldstein](#), Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA

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[Ahmet Olmüstür](#), Chief Commercial Officer, Turkish Airlines

ITB Destination Day 1



world of ideas

| Date | Time: | Location |
|---------------|---------------|--------------------------------|
| March 6, 2019 | 10:45 - 19:00 | CityCube Berlin, Auditorium A1 |

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

The ITB Destination Days are dedicated to urgent challenges and perspectives in international destination management. On Wednesday, the keynote panel will present solutions for effectively handling problems relating to one of the convention's key topics: Overtourism. Another ITB Convention key topic – Luxury – will include the exciting question “which are the trend luxury destinations of today and tomorrow?” The focus will be on Arabia, China and city destinations. The threat of a ground-based traffic collapse in many places is another important topic at the 2019 ITB Convention. The Future Ground Mobility Panel and the subsequent ITB Ministers' Roundtable will examine both the causes of the problems as well as approaches to solving them.

Hosted by:

[Birgit Fehst](#), Moderator, Coach, Speaker

10:45 - 11:00

Greeting

Speaker:

[Birgit Fehst](#), Moderator, Coach, Speaker

11:00 - 11:45

Keynote-Panel: Overtourism Revisited: Best Demonstrated Practices Instead Of “Business As Usual”

-In Cooperation with UNWTO-

Infinite growth cannot work in a finite space: The intensity and growth of conflicts in more and more tourist hotspots shows that things cannot go on as before. In the meantime, a number of solutions have been found for severely affected urban destinations. How can a destination set the right conditions for sustainable growth - on a national, regional and local basis? Results of a global empirical exclusive study by Travelzoo and ITB also show when tourists accept or desire access and price barriers, smart technologies, tourist selection and visitor guidance. What are the lessons learned and best practice examples? And last but not least: Can the findings also be applied to increasingly affected rural attractions?

Introductory presentation:

[Sunita Rajan](#), Senior Vice President Advertising Sales, CNN

Moderated by:

[Anita Mendiratta](#), Founder & President CACHET Consulting; Special Advisor to Secretary General, UNWTO

Panel guests:

[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)

[Prof. Dr. Albert Postma](#), CELTH/NHL Stenden|ETFI

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

[Romana Vlastic](#), Director, DUBROVNIK TOURIST BOARD & Convention Bureau

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12:00 - 12:45

Trend Destinations In The Luxury Market

Which destinations will be en vogue tomorrow is one of the key questions in the luxury market. It is becoming apparent that, on the one hand, cold destinations such as Iceland, Lapland, the Arctic and Antarctica will become the new luxury destinations. On the other hand, 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. Where is the luxury market heading, and how are destinations participating in the growth of this attractive segment?

Greeting and Introduction:

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

Greetings:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

Introductory 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, Intrepid Group

Moderated by:

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

13:00 - 13:45

Studiosus Debate: Vacationing In The Arab World: Are The Golden Years Coming?

From beach tourism to cultural vacations: Demand for travel to the Arab world is now higher than it has been for a long time. Although it is not quite as high as it once was, the upswing is gaining momentum and has reached numerous countries - from Morocco, Tunisia, Egypt and Jordan to the United Arab Emirates and Oman, partner country of ITB 2020. What are the reasons for the surge in demand? How well prepared are the countries for the rising number of guests, and how great is the upswing's potential? Which strategies are individual destinations pursuing, and which tourism projects are planned? How do current events affect demand, and how political are the tourists?

Moderated by:

[Tanja Samrotzki](#), Journalist

Panel guests:

[Paul-Anton Krüger](#), Deputy Foreign Editor, Süddeutsche Zeitung

[Samih Sawiris](#), Entrepreneur/Urban Developer

[Peter Strub](#), Chief Operating Officer, Studiosus Reisen

Studiosus

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-CASS 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 Tourist (City) Consumption 2017-2018 is to identify trends, understand its potential for marketing, product development, distribution and sale and benefit from the chances modern communication and online sales technology provide. Understanding these changes and innovative trends results in better opportunities to capitalize on the great potential of the Chinese outbound tourism market for destinations, incoming agencies, hospitality providers and attractions.

Speakers:

[Sophie Zhang](#), Senior Manager for Programs and Projects, World Tourism Cities Federation (WTCF), Member of UNWTO QUEST Advisory Board

[Dr. Jin Zhun](#), Secretary General of the Tourism Research Centre, Chinese Academy of Social Sciences

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15:00 - 15:45

How To Market Your Destination's Products And Services To Chinese Outbound Tourists?

Marketing activities can be divided into offline and online, the latter becoming more and more popular allowing for a higher ROI. But is offline marketing outdated and how a combination of both channels could look like? 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? Is Wechat (902 million daily users) & Weibo all we need? How about new apps like Douyin (Tik Tok), most downloaded APP in H1 2018, and the so-called wang hongs (online celebrities)?

Moderated by:

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

Panel guests:

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

[Jenny Cai](#), Director, PR& Media Department, World Tourism Cities Federation (WTOF)

[Alice He](#), Chinese Social Media Manager, Edinburgh Tourism Action Group

[Roger Qiu](#), General Manager of EMEA Destination Marketing, Ctrip

[Manuel Viñuelas](#), International Promotion & Mice, Sevilla Tourism



16:00 - 16:45

Future Ground Mobility Panel

Transport systems at a turning point: Autonomous means of transport and the digital revolution, business models and mobility platforms for sharing, electric power systems, minibuses, rental bicycles, cable cars, etc. – we are entering a new age of mobility. Is the traffic collapse in cities avoidable? What are the consequences for business and leisure tourism? What should cities and rural areas with tourist attractions do now to 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 MC 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' 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 Embling](#), World Affairs Reporter, Euronews

Panel guests:



[H.E. Rania A. Al-Mashat](#), Minister of Tourism, Arab Republic of Egypt
[H.E. Hon. Md. Mahbub Ali](#), State Minister for Civil Aviation in Tourism, Bangladesh
[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)
[H.E. Hon. Anil Kumarsingh GAYAN, SC](#), Minister of Tourism, Mauritius
[Mariam Kvrivishvili](#), Head of Administration, Georgian National Tourism Administration
[H.E. Hon. Savvas Perdios](#), Minister of Tourism, Cyprus
[Hon. René Trabelsi](#), Minister of Tourism and Handicrafts, Tunisia



world of ideas

17:45 - 19:00

MC Group Reception

ITB Young Professionals Day

| Date | Time: | Location |
|---------------|---------------|--------------------------------------|
| March 6, 2019 | 10:45 - 19:30 | Hall 11.1, Young Professionals Stage |

Global travel industry trainees receive valuable career planning advice.

Well over 1,000 guests will listen to exciting keynotes, panel discussions and interviews about the business world of the travel industry. At the ITB Young Professionals Day, young professionals and academics in the global travel and tourism industry receive important guidance for their future careers. Top decision-makers from the tourism industry and politics give the young professionals valuable tips regarding career planning and necessary attitudes towards life and work. Things get very concrete when practitioners from travel companies, travel agencies and destinations indicate which tourism graduates they will need in the future. The questions regarding which types of people belong in which corporate environment, and the roles that motivation and emotion play in the travel business, are also exciting. The convention day is rounded off with the award ceremony of the DGT Science Award and the get-together of the German Society for Tourism Research DGT e.V.

ATTENTION: All ITB Young Professionals Day sessions will be held in German, simultaneous translation will not be available.

Hosted by:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

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10:45 - 11:00

Greeting

Speaker:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

11:00 - 11:45

Keynote Interview: Career Paths In Tourism: What's The Key To Success In An Upheaval Economy?

In professional life, professional qualifications and the right mindset are crucial to success. Our economy, and especially the tourism industry, is in an enormous, ever faster pace of change and requires new skills. What does VUCA mean for tourism professionals? Speaking from his many years of experience, Sören Hartmann explains which personality traits and which technical know-how in the global tourism industry are career-promoting and points out practical examples on how the key to success can look.

Interview guest:

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

Interviewer:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

12:00 - 12:45

Keynote: Travel Sales As The Cornerstone For Successful Careers And Lucrative Business Models

The travel agency is the first association one has with the travel industry. Within the industry, however, it has a rather unattractive image. But many great careers began in travel agencies, which acted as a door-opener because the skills learned there are essential. Thomas Bösl, a former travel agent who is now head of a mega-cooperation responsible for billions of dollars in sales, talks about the heart of tourism and what the market and managers can learn from travel sales. He clearly points out that no other place is as customer-centric. Exciting insights, unexpected career perspectives and polarizing ideas await the audience.

Speaker:

[Thomas Bösl](#), Managing Director, Raiffeisen-Tours RT-Reisen GmbH, Speaker of the Business Management Committee, Quality Travel Alliance (QTA) & TIC Travel Industry Manager of the year 2018

13:00 - 13:45

Which Tourism Graduates Will The Tourism Industry Need In 2020?

Qualified young talent is of the utmost importance for the competitiveness of the global tourism industry. How will the demands tourism companies make on tomorrow's managers change? Well-known representatives from tourism practice give students and others interested in studying an indispensable overview and explain why the travel industry is an extremely attractive job market.

Moderated by:

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

Panel guests:

[Diana Borde](#), Director Organisational Development & Talent, Thomas Cook Group Airline

[Prof. Kaye Chon, Ph.D.](#), The Hong Kong Polytechnic University

[Dr. Heike Döll-König](#), Managing Director, Tourismus NRW e.V.

[Werner Sülberg](#), Vice-President Corporate Development/Market Research, DER Touristik GmbH, Lecturer, Frankfurt University of Applied Sciences

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Kurzfristige Änderungen vorbehalten.

14:00 - 14:45

Quality Of Tourism Education: Tips For Students

Tourism companies attach great importance to well-educated graduates. But when are graduates well educated? There are so many different universities that are all offering tourism degrees. Where can you get a good quality education? What should potential students pay particular attention to? Representatives from universities and the business world provide an indispensable overview for your study decision.

Moderated by:

[Andreas Kailbach](#), Consultant, Dr. Fried und Partner

Panel guests:

[Prof. Armin Brysch](#), Faculty of Tourism, Kempten University of Applied Sciences

[Prof. Dr. Tilman Schröder](#), Faculty of Tourism, Munich University of Applied Sciences

[Prof. Dr. Ralf Vogler](#), Head of Tourism Management, Heilbronn University of Applied Sciences

[Angela Waerd](#), Head of Human Resources, Flyline Telesales GmbH

[Iris Wagner](#), Head of Human Resources, Nicko Cruises Schiffsreisen GmbH

15:00 - 15:45

The Trends And Big Topics Of The Travel Industry

Customer Centricity, Digitalization, Package Travel Directive, Artificial Intelligence, Basic Data Protection Regulation, NDC and Blockchain. How can young tourism professionals make sense out of all of this? The travel industry is in the middle of a structural change and we're getting bombarded with all these buzzwords every day. What is essential and needs to be focused on and which topics are related? With his broad knowledge, Markus Heller brings light into all these topics, so that young tourism experts can understand the basics and correctly classify them.

Speaker:

[Dr. Markus Heller](#), Executive Partner, Dr. Fried & Partner

16:00 - 16:45

Motivation And Emotion In The Travel Business

Selling, motivating people and inspiring is the door-opener for – nearly everything? Using the example of adventure trips, Ingo Lies movingly explains why emotions are the key to every human being, and thus the basis for every motivation. Without the right communication, products and services are worthless. But how do you manage to sell products well and convince others of your ideas? We are looking forward to thrilling images, terrific expertise and lots of emotion.

Speaker:

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

17:00 - 17:45

Presentation Of The DGT-ITB Science Award

The German Society of Tourism Research (DGT) and ITB Berlin present awards for excellent thesis papers: The best dissertation, the best paper by a young talent, the best paper about sustainability in the tourism industry, and the best paper about the digitalization of the tourism industry.

Moderated by:

[Dr. Tanja Hörtnagl-Pozzo](#), Lecturer, Management Center Innsbruck (MCI)

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18:00 - 19:30

Get-Together For DGT Members

Following the award ceremony of this year's DGT-ITB Science Award, a get-together for their members will take place at the DGT booth.

Greetings:

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

ITB Deep Dive Sessions 1

| Date | Time: | Location |
|---------------|---------------|----------------------------|
| March 6, 2019 | 11:00 - 17:45 | CityCube Berlin, Cube Club |

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

Hosted by:

[Prof. Dr. Anna Klein](#), Professor of Tourism, IUBH University of Applied Sciences, Vice President, German Society of Tourism Research (DGT)

11:00 - 11:45

Baltic Sea Cycle Route: Continuous Cycling Without Limits On A High Quality Cycling Route

Bicycle tourism will remain an important growth market in the coming years. The example of the Baltic Sea Cycle Route shows how improved coordination of international cooperation can lead to an optimization of offers and more effective marketing of the regions. Up-to-date, comprehensive empirical data for Denmark, Germany and Poland illustrate the status quo and provide the basis for Vision 2030, as well as insights into the continued strategic orientation of the Baltic Sea Cycle Route.

Moderated by:

[Fong Choo Leong](#), Bicycle Tourism Officer, German Cyclists' Association ADFC

Panel guests:

[Ádám Bodor](#), Advocacy and EuroVelo Director, European Cycling Federation (ECF)

[Marta Chelkowska](#), Director, Tourism Department, Marshal Office Pomorskie Voivodeship, President of Pomorskie Tourist Board

[Jesper Pørksen](#), Director, Danish Cycling Tourism

[Carolin Ristau](#), Marketing and Public Relations, Mecklenburger Radtour

12:00 - 12:45

Overtourism: Smart Control Via Digital Technologies

-In Cooperation with UNWTO & CELTH-

Digital technologies and smartphones can untangle streams of visitors. Visitors can be guided away during rush hours or from over-visited hotspots. What do effective technology solutions look like, and which data are required from which sources? What have been the experiences so far with the innovative apps on the market? Do users accept "smart recommendations"? Researchers and pilot users explain and discuss the potential of digital technologies.

Introductory presentation:

[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)

[Dr. Ko Koens](#), Associate Professor, CELTH/Breda University of Applied Sciences

Moderated by:

[Dr. Ko Koens](#), Associate Professor, CELTH/Breda University of Applied Sciences

Panel guests:

[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)

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[Joan Torrella](#), Managing Director, Turisme de Barcelona
[Geerte Udo](#), Associate Director Marketing Strategy, Amsterdam Marketing
[Leid Zejnilovic](#), Assistant Professor, Nova School of Business and Economics

13:00 - 13:45

Overtourism – The Global Tourist’s View

An Exclusive Empirical Survey From Travelzoo And ITB

Overtourism is increasingly dampening the destination experience of international tourists. However, the specific tourist groups who perceive overtourism particularly negatively, the avoidance strategies they apply and the destination measures they might accept are all largely unexplored. The latest exclusive international study by Travelzoo and ITB sheds light on the darkness for the first time and provides destination managers with important decision-making aids in dealing with one of the biggest challenges in international tourism – both today and in the future.

Speaker:

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

14:00 - 14:45

Latin America Forum: Becoming An Instant Hit With Instagram?

Making and “unmaking” of a destination – not only in Latin America

Selfies, tips and photos that spark yearning: how much influence do social media actually have on the popularity of countries and regions? Can blogs, videos and photo series “make” a destination or kick it out of play? What do influencers actually influence in tourism? Are cities and tourist offices pursuing digital strategies, e.g. in response to overtourism? And why is Peru’s Rainbow Mountain becoming a disappointment for some tourists? Media and tourism experts will be discussing the rapid transformation of destination advertising in social media, YouTube and other platforms, taking Latin America as an example. What are the trends, and what chances are there for a “special destination”, beyond the overcrowded ones that feature in all the postings, to attract the attention of tourists?

Moderated by:

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

Panel guests:

[Gycs Gordon](#), Director, Commercial Office of Peru

[Frank Grafenstein](#), Managing Director, neusta Grafenstein GmbH - experts in tourism marketing

[Ania Konieczko](#), YouTuber, Podcaster, Blogger, Geh Mal Reisen

[Jewgeni Patrouchev](#), Senior Tourism & MICE Consultant, PROCOLOMBIA

[Sarah Plack](#), Travel Blogger

[Daniel Schlegel](#), YouTuber, Podcaster, Blogger, Geh Mal Reisen

15:00 - 15:45

Mekong Tourism Forum: Film Tourism And Visual Storytelling

-in cooperation with MTCO and PATA-

Film has inspired millions to visit destinations. Learn from experts about the power of movie productions to user-generated videos and how they can be integrated into destination marketing. The event is covering how films and videos of professional filmmakers as well as user-generated short-films and social media content have impacted tourism in destinations both positively and negatively, and how visual storytelling can drive change and educate about cultures and conservation. It will also be discussed what made the award-winning MekongMoments.com and the Mekong Mini Movie Festival so successful.

Greeting and Introduction:

[Gerrit Krueger](#), Managing Director, Chameleon Strategies

Moderated by:

[Dr. Mario Hardy](#), CEO, Pacific Asia Travel Association (PATA)

Panel guests:

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

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

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[Jens Thraenhart](#), CEO, Mekong Tourism Coordinating Office (MTCO)
[John Williams](#), VP Business Development, BBC Worldwide

16:00 - 16:45

Tourism Science Slam

-In Cooperation With DGT And Aiest-

Science Slam Sessions are enjoying increasing popularity - and for good reasons: They are easy to understand, very instructive, highly entertaining and they get to the point very quickly. The first Tourism Science Slam provides vivid research results on air travel, climate change and bio diversity, and beach holidays.

This session will be held in German, simultaneous translation will not be available.

Greetings:

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

[Prof. Dr. Jürgen Schumde](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

Moderated by:

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

Speakers:

[Dr. Jörg Fuchte](#), Engineer, ZAL Tech Center

[Joachim Sebastian Haupt](#), Didactic Physics Teacher

[Dr. Sebastian Lotzkat](#), Biologist, State Museum of Natural History Stuttgart

17:00 - 17:45

Sustainable Food & Beverage Management In Destinations

Sustainable food & beverage management can become the linchpin of sustainable destination development. In a completely redesigned supply chain, authentic, regional, sustainably-produced agricultural products such as wine or olive oil are offered or presented in hotels and on excursions. The results are more sustainable agriculture, improved customer experiences and product quality and higher local added value. The example of Crete shows how customers react to such offers, how local agriculture has been integrated and how hoteliers participate in the development.

Moderated by:

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

Panel guests:

[Sotiris Di. Bampagiouris](#), Co-Founder & CEO, LOCAL FOOD EXPERTS s.c.e

[Konstantinos G. Bouyouris](#), Co-Founder & Chief Projects Officer, LOCAL FOOD EXPERTS s.c.e

[Maria S. Valerga](#), Sustainability & Food Safety professional in Tourism, LOCAL FOOD EXPERTS s.c.e

Responsible Destinations Forum

| Date | Time: | Location |
|---------------|---------------|---|
| March 6, 2019 | 14:00 - 17:00 | Palais am Funkturm, ITB Convention Awards |

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14:00 - 15:00

The Art Of Engaging And Sustaining Authentic Indigenous Experiences

Organized by ITB in cooperation with **responTour** + **WINTA**

Opening ceremony by Rapa Nui - Easter Island - 2 traditional dancers of the **Ma'u Henua Indigenous Community**

„The Art of Engaging and Sustaining Authentic Indigenous Experiences“

The Indigenous Tourism Seminar will offer a discussion around the definition of Indigenous Tourism and share visions of Indigenous Earth Wisdom : "Weaving a Future that Benefits All of Us".

Indigenous senior consultants from the USA, New Zealand, Easter Island and Sweden will discuss themes of good practices among successful indigenous experiences and explore how indigenous tourism can shape a conscious movement to make tourism a powerful tool to protect the planet and its inhabitants.

Followed by ITB LGBT Award Ceremony

Keynote Speaker:

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

Moderated by:

[Aurélie Debusschère](#), CEO, Native Immersion, Europe Agent WINTA

Opening Speech:

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

Panel guests:

[John Barrett](#), Kapiti Island, Aotearoa

[Magdalena Edith](#), Director, RapaNui Tourism Authority

[Anniina Sandberg](#), Founder / CEO, Visit Natives, Norway



16:00 - 17:00

Sustainable Top 100 Destination Awards

Chosen from the Sustainable Destinations Top 100, the 'Best of the Best' sustainable destination awards will be unveiled and presented in a glitzy event on the Palais Stage. Come and find out the destinations who are the 2019 BEST OF:

- Culture and Communities: for global leadership in protecting culture and tradition, involving local communities, and avoiding overtourism.
- Cities: the city showing global leadership in urban sustainability and avoiding disruptive mass tourism (overtourism).
- Nature: the destination showing global leadership in protecting wildlife, natural habitats and landscapes.
- Ecotourism: the destination showing global leadership in offering responsible ecotourism opportunities.
- Seaside: the coastal or island destination showing global leadership in offering sustainable water-related tourism and leisure opportunities.
- the Planet: the best green destinations of Africa, Asia-Pacific, The Americas, and Europe.
- and the ITB Earth Award: for the destination showing global leadership in combating climate change and environmental degradation.

Contact for further information: ValereTjolle@TravelMole.com

<http://sustainabletop100.org/>

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Speaker:

[Albert Salman](#), Präsident, Green Destinations

[Valere Tjolle](#), Editor, VISION on Sustainable Tourism

[Lonneke de Kort](#), CEO und Co-Founder, bookdifferent.com

TTA Forum

| Date | Time: | Location |
|---------------|---------------|------------------------|
| March 6, 2019 | 14:00 - 18:00 | Hall 7.1b, eTravel Lab |

Technology, Tours & Activities (TTA) debuts at ITB Berlin. The new forum provides insights into the whole value chain of In-Destination Services. See keynotes from international experts, panel discussions and best cases studies. Meet Bookingkit, Regiondo, Klook, Tiqets and many more.

Hosted by:

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

14:00 - 14:10

Prologue TTA Forum

Overview and opening of the TTA Forum: Aided by technology the tours and activities market is set to boom in coming years. Mobile first resonates specifically positively with this sector as instant access and booking opportunities make decisions easy to execute on the spot. The TTA Forum focuses on the fastest and most exciting growing areas of our industry.

Greeting and Introduction:

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

14:10 - 15:00

Panel Discussion "Tours & Activities"

2:10-2:20 pm: Keynote bookingkit

Striking New Paths: What Do Providers Of Tours, Activities And Attractions Need To Survive In The Online Market?

Do safari operators, sailboat rental companies and escape games organizers have comparable challenges – and if so, is there a shared solution?

2:20-2:35 pm: Short presentations

The new ITB segment Technology, Tours & Activities (TTA) brings together all those who promote and sell in-destination services: Providers of tours, technology and apps; tour guides; resellers; intermediaries and destinations. Get expert knowledge straight from the source.

- 2:20-2:25 pm – HPE
- 2:25-2:30 pm – DDR Museum
- 2:30-2:35 pm – FareHarbor
- 2:35-2:40 pm – Urban Adventures

2:40-3:00 pm: Q&As moderated by Charlotte Lamp Davies

Keynote:

[Lukas C. C. Hempel](#), Founder & Managing Director, bookingkit

Moderated by:

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

Panel guests:

[Drew Barrett](#), VP of EU Sales, FareHarbor

[Gordon Freiherr von Godin](#), Managing Director, DDR Museum

[Klaudija Janzeli](#), Global Sales Director, Urban Adventures

[Jonne de Leeuw](#), Principal, HPE Growth Capital

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15:00 - 16:00

Panel Discussion “Distribution Strategies”: How To Choose The Best Distribution Channel

How can leisure services be found – and purchased? And how can visitors be enticed to buy tickets online at non-peak operating times? Online booking experts use the latest examples to show how new technologies can be used successfully in the Tours & Activities segment.

3:00-3:20 pm: Best Case Presentation Trekksoft & SANDEMANs NEW Europe

How To Create A Balanced Distribution Strategy

Best practice example from industry leader SANDEMANs NEW Europe who have created a balanced distribution strategy that works.

3:20-3:40 pm: Best Case Presentation Tiqets & Casa Batlló

Reseller Or Marketing Partner? Your Ideal Way Of Working With An Online Platform

Tiqets and Casa Batlló will make a joint presentation on their innovative partnership, and their best-practices for increasing online traffic and conversions.

Subsequent panel discussion.

Moderated by:

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

Panel guests:

[Antony Lias](#), COO, SANDEMANs New Europe

[Olan O Sullivan](#), CEO, TrekkSoft AG

[Ingrid Olmo](#), Public Relations and Media Strategist Manager, Casa Batlló

[Marion Wolff](#), Head of Marketing Communication & Brand, Tiqets

16:00 - 16:30

Engaging With Asian Millennial Travelers By Revolutionizing The Tours And Activities Sector

How can technology help with business growth in the tours and activities market? And how do Asian travelers tick?

Speaker:

[Matt Cuckston](#), European Director, KLOOK

16:30 - 17:00

How Festivals Can Benefit From New Technology

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

Speaker:

[Brendan Roberts](#), Head of Global Business Development, TourRadar

17:00 - 17:30

New Opportunities For Destinations

Destinations are all about the experiences they offer, yet they find it difficult to exploit the potential of this changing market segment. The panel discusses challenges and successful examples.

Moderated by:

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

Panel guests:

[Yann Maurer](#), COO, Regiondo GmbH

[Milena Nikolova](#), Knowledge and AdventureEDU Director, Adventure Travel Trade Association (ATTA)

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17:30 - 18:00

Optimizing Sales By Integrating Last Seat Availability

In the existing landscape 50% of all products are blocked out and 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 access and integrate your product into your sales activities and why 'live' inventory is so important.

Speaker:

[Mark Rizzuto](#), CEO, LIVN

ITB Business Travel Forum

VDR Verband Deutsches
Reisemanagement e.V.

| Date | Time: | Location |
|---------------|---------------|---|
| March 6, 2019 | 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

This year's focus: **Smart mobility concepts of the future**

With predictive analysis and the use of artificial intelligence, business travel processes become more efficient and companies more effective. The Business Travel Forum provides insights into practical applications and concepts of market leaders and start-ups. Learn how innovative approaches are revolutionizing business mobility. In addition to what is technically feasible, the focus will also be on the concrete benefits for travelers. Our keywords are: innovative sharing concepts, urban change, traveler centricity and mixed reality.

15:00 - 15:05

Welcome

Speaker:

[Christoph Carnier](#), Senior Director - Head of Procurement Category Travel, Fleet & Events, Merck, VDR Board Member

15:00 - 15:45

A Holistic View Of Mobility Concepts & Alternatives

Entrepreneurial competitive advantages through a holistic view of mobility. Where are the challenges in this dynamic field?

Speaker:

[Prof. Dr.-Ing André Bruns](#), Professor, RheinMain University of Applied Science

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16:00 - 16:45

Innovative Sharing Concepts Will Change The Business Travel Market In The Long Term

Business Travel will change lastingly through forward-looking sharing concepts and only open-minded companies can create added value for their employees and increase satisfaction.

Speaker:

[Jörg Mayer](#), Founder & CEO, CityLoop Travel GmbH

17:00 - 17:45

Urban Mobility In Transition

A traffic collapse threatens many cities, therefore a rethinking of urban mobility is necessary. One key is the Sharing Economy. What does this change mean for the business traveler?

Speaker:

[Alexander Mönch](#), General Manager, mytaxi Germany

eTravel Lab Day 2

| Date | Time: | Location |
|---------------|---------------|------------------------|
| March 7, 2019 | 10:30 - 14:00 | Hall 7.1b, eTravel Lab |

Video marketing and AI are in te focus at eTravel Lab Day 2. Market insighst and new products are shared by National Geographic, Hotelchamp, Urlaubsguru, SiteMinder, Cendyn and others.

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.

Speaker:

[Kristian Valk](#), Founder & CEO, Hotelchamp

11:00 - 11:30

Increasing Sales With Artificial Intelligence

Concrete action steps for technically inexperienced providers: Artificial intelligence can be used to make automated decisions, optimize workloads and increase sales potential.

Speaker:

[Lukas C. C. Hempel](#), Founder & Managing Director, bookingkit

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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? Industry-leader National Geographic reveals best practices for social storytelling.

Speaker:

[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 improve audience engagement, boost reach and SEO. A closer look at the internal SEO within YouTube and also the SEO benefits of embedded video content.

Speakers:

[Michael Collins](#), Founder & Managing Director, TravelMedia.ie

[Tom Otley](#), Editorial Director, Panacea Media

12:30 - 13:00

How Urlaubsguru 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.

Speaker:

[Marco Lauerwald](#), Head of Online Marketing, UNIQ GmbH

13:00 - 13:30

From Hotel Brand To Personal Brand

Has the growing sophistication of travellers made them all the more elusive? In a world of endless choice, the only brand that matters is the guest's. And, it demands a hotel's undivided attention. Join SiteMinder's panel discussion to explore the rise of the Experience economy and the demands being placed on all players within hospitality.

Panel guests:

[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 and apply actual intelligence to their revenue generation programs. Learn the fundamental skills of working with data sets and walk away with a data science tool kit and a game plan.

Speaker:

[Nicola Graham](#), Director of Marketing, International, Cendyn

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eTravel Stage Day 2

| Date | Time: | Location |
|---------------|---------------|-------------------------|
| March 7, 2019 | 10:30 - 18:00 | Hall 6.1, eTravel Stage |

Corporate Venturing, NDC and Payment Solutions are some of the topics of the second stage day. Tourismus Zukunft raises the question „Overtourism and Social Media – more a curse than a blessing?“ New products and ideas are shared by PayPal, Passolution, Dgroups and others.

Hosted by:

[Claudia Freimuth](#), Consultant & Business Coach, freimuth teamentwicklung & prozessoptimierung

10:30 - 11:00

How machine learning can drive your business' success today

Machine learning is something we hear a lot about - we know it's going to make our lives easier and our businesses more successful but how can you implement it in your businesses today? Learn how machine learning can easily be part of your offering – no data science skills needed!

Speaker:

[Nuno Castro](#), Director Data Science, Expedia Partner 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, digitalisation and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!

Speakers:

[Jukka Punamäki](#), Senior Advisor, City of Helsinki

[Blandine Thenet](#), Promotion Manager, ONLYLYON Tourisme et Congrès

11:30 - 12:00

Payment: An Important Step On The Way To Enjoying Your Vacation

The booking experience has become part of the whole vacation experience. How can the overall travel experience be enhanced by making the payment process itself easier, more convenient and flexible? The presentation highlights consumers' needs and includes examples, both from classic travel agencies and the online travel world.

Speaker:

[Dr. Michael Luhn](#), Managing Director DACH, PayPal

12:00 - 13:00

Panel Discussion: Investing In Startups

Investments by German companies in national and international startups have increased rapidly in recent years. However, the challenges of corporate venturing are numerous. First, it has to be clarified which long-term strategy is suitable for the respective company and how it is to be implemented. In the next step, suitable startups must be found and properly supported on their way to success. Finally, the question arises which long-term course the respective participation should take. Which mistakes can be avoided?

Moderated by:

[Christian Kalusa](#), Lawyer, Beiten Burkhardt

[Dr. Gesine von der Groeben](#), Lawyer, Beiten Burkhardt

Panel guests:

[Haik Mehmke](#), Digital Commercialisation Lead, Linde AG

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Kurzfristige Änderungen vorbehalten.

[Norman Meyer](#), Head of Digital Services, Drees & Sommer
[Florian Pauthner](#), Managing Director, SevenVentures GmbH
[Lars Rößler](#), BSH Hausgeräte GmbH

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. Consumer expectations are changing rapidly and the travel industry should embark if it wants to be close to its customers. Gain insights from the world's first use-case for voice-controlled flight bookings.

Speaker:

[Alexander v. Bernstorff](#), Director Airline Solutions, InteRES GmbH

13:30 - 14:00

Pre-Contractual Information – An Opportunity For Increasing Sales

Since its implementation, the pre-contractual duty to provide information has been firmly integrated into the daily work of travel agencies and tour operators. But this is not just some kind of annoying obligation – the application of the EU Package Travel Directive actually also offers numerous opportunities.

Speaker:

[Dennis Zimon](#), Managing Director, 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.

Speaker:

[Jana Beermann](#), Key Account Manager, Barzahlen

14:30 - 15:00

Artificial Intelligence: Know-How For Travel Agencies

Identifying customer wishes, providing tips about destinations, accounting for commission schemes – this is all quite a heavy workload for travel agents. Artificial Intelligence can support their work and boost sales, too.

Speaker:

[Matthias Lange](#), CEO, TrevoTrend

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.

Speaker:

[Andreas Kaufmann](#), Client Success Manager / SEO - Online Positioning, Die Webboxer

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15:30 - 16:00

NDC: The 3 Letters On Everyone's Mind. Ready For NDC?

Discover the 5 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. Are you ready for NDC?

Speaker:

[Marcel van de Wal](#), 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: How to identify them and establish a strong relationship. How to implement this strategy in marketing efforts. And how search strategies, communication, engagement and planning can secure optimal long-term collaboration conditions between brands/destinations and travel bloggers/influencers.

Speakers:

[Lola Akinmade Åkerström](#), Co-Founder, NordicTB.com

[Janicke Hansen](#), 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.

Speakers:

[Florian Bauhuber](#), Managing Director, Tourismuszukunft

[Antonietta De Santis](#), Digital Project Manager, IDM 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 overtourism? Not only on site but also via digital channels before trips to such destinations begin? (Presentation of actual cases included).

Speakers:

[Kristine Honig](#), Consultant, Tourismuszukunft

[Andrea Schneider](#), Consultant, Tourismuszukunft

17:30 - 18:00

Innovating Group Bookings

How to organize group bookings in a fast and efficient way? Hear the top tips from an expert with 25 years of experience in group bookings in the South European travel market.

Speaker:

[Dimitrios Angelinas](#), CEO, Dgroups

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ITB Business Travel Forum

VDR Verband Deutsches
Reisemanagement e.V.

| | | |
|------------------------------|-------------------------------|--|
| Date March 7, 2019 | Time: 10:45 - 14:45 | Location 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

This year's focus: **Smart mobility concepts of the future**

With predictive analysis and the use of artificial intelligence, business travel processes become more efficient and companies more effective. The Business Travel Forum provides insights into practical applications and concepts of market leaders and start-ups. Learn how innovative approaches are revolutionizing business mobility. In addition to what is technically feasible, the focus will also be on the concrete benefits for travelers. Our keywords are: innovative sharing concepts, urban change, traveler centricity and mixed reality.

10:45 - 11:00

Welcome

Speaker:

[Christoph Carnier](#), Senior Director - Head of Procurement Category Travel, Fleet & Events, Merck, VDR Board Member

11:00 - 11:45

Mixed Reality Meets Business Travel – How Mixed Reality Is Already Creating Added 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? Find out what is already possible today and what will be possible in the near future.

Moderated by:

[Christian Rosenbaum](#), Manager Strategic Relations, i:FAO Group

Panel guests:

[Dennis Ahrens](#), Business Solution Manager Business Innovation & Mixed Reality, Zühlke Engineering GmbH

[Jürgen Loschelder](#), Head of global Travel Management, thyssenkrupp AG

12:00 - 12:45

Traveler Centricity: Who's Traveling?

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

Speaker:

[Katharina Turlo](#), Senior Director Program Management Central Europe, CWT Carlson Wagonlit Travel

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13:00 - 13:45

Sharing Economy: Experience With 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 Bals](#), Owner, Innovative Business Concepts

Panel guests:

[Thorsten Eicke](#), Vice President Category Global Mobility Services, Siemens AG

[Emilie Nas de Tourris](#), Senior Global Travel Manager, Criteo

[Stefan Vorndran](#), Managing Director, Europcar Germany

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.

Speaker:

[Catherine Logan](#), Regional Vice President – EMEA, GBTA

ITB Experts Forum Wellness



| Date | Time: | Location |
|---------------|---------------|--------------------------------|
| March 7, 2019 | 10:45 - 14:45 | CityCube Berlin, Auditorium A3 |

Best practice examples and the latest research data.

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

Welcome

Welcome:

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

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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 is clear that they are positioned and positioned differently than institutions in Europe and especially in Germany.

- What are the differences between the two regions and, above all, differences?
- Can the German speaking market in particular learn something here?
- What does the spa of the future look like?
- Where do or should the developments go?

Speaker:

[Dr. Yasser Moshref](#), 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 can not normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the guest.

Applications include for example: learning relaxation techniques, improving recovery, sleep problems, tinnitus, high blood pressure, digestive problems, anxiety and stress.

In the area of relaxation and regeneration, the measurements made on the guest give information about the state of stress of the body and mind. In the biofeedback training, the guest learns how to voluntarily control these functions and deliberately bring about relaxation and regeneration. Diana Sicher-Fritsch has developed a method that enables her hotel guests to influence these body functions within a short time. Diana gives an insight into how biofeedback can integrate working with specialized wellness hotels.

Speaker:

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

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 (WH-R) have interviewed guests and hoteliers since 2004.

Speaker:

[Michael Altewischer](#), 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 N° 1. The most beautiful facilities are of no use if there aren't therapists taking care about guests. There is not one single Wellness hotelier who is not looking for staff. Are they 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 in the spa? Is it just a phenomenon in German speaking area? What is the situation in other European countries? And what are the solutions? Wilfried Dreckmann, who has been working as a consultant in the European spa business for over 10 years, knows the market and describes the challenges and possible solutions. From "simple but not short-term" to "short-term, but only supposedly simple".

Speaker:

[Wilfried Dreckmann](#), Owner, Spa Project

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Kurzfristige Änderungen vorbehalten.



13:00 - 13:25

Best Practice - Mental Wellness: A Further Step To An Holistic Lifestyle Approach

According to the World Health Organization (WHO), mental health includes "subjective well-being, perceived self-efficacy, autonomy, competence, inter-generational dependence, and self-actualization of one's intellectual and emotional potential, among others. Mental health is a level of psychological well-being or an absence of mental illness - the "psychological state of someone who is functioning at a satisfactory level of emotional and behavioural adjustment". 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. Together with her guests during the stay at the MentalSpa Resort Fritsch am Berg am Bodensee she successfully implements everyday lifestyle changes.

Speaker:

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

13:25 - 13:45

Spotlight On Africa: Africa's Spa & Wellness Industry: Uniqueness, Transformational Dimensions And Future Prospects

The African spa and wellness space has very well known parts and very well hidden parts. Africa as a continent is now known to the world as one of the next global business frontiers and also a deep hidden treasure of traditions, culture and opportunity.

- Africa's wellness evolution
- Sustainable Developments in Africa's Wellness industry– and the connection between the philosophical well-being and healthcare systems
- What are best practices in the field of Wellness?
- What will happen in future?

Elaine Okeke-Martin will spotlight Africa's wellness space with data highlights, patterns, practices, and concepts to generate our thought triggers and bring clarity and insight about the continent for opportunities and possibilities!

Speaker:

[Elaine Okeke-Martin](#), Founder & President, Spa & Wellness Association of Africa

14:00 - 14:40

Wellness Economics & International Wellness Trends 2019

Wellness is a \$4.2 trillion economy, growing nearly twice as fast as the overall global economy. And wellness is garnering attention from every sector of the economy: private and public, medical and non-medical and increasingly governments are examining their roles in this dynamic market. 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.

Speaker:

[Susie Ellis](#), Chairman & CEO, Global Wellness Institute

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ITB Marketing & Distribution Day



| Date | Time: | Location |
|---------------|---------------|-----------------------------------|
| March 7, 2019 | 10:45 - 17:45 | CityCube Berlin, Auditorium A4/A5 |

Expertise for the development of marketing and distribution strategies.

The ITB Marketing and Distribution Day provides valuable know-how for innovative marketing and distribution strategies. The Hospitality CEO Panel with the CEOs of global hotel groups will kick off the event. A series of top-class CEO interviews provides insights into the strategies of global market leaders such as TUI and Expedia. The ITB spotlight on "New Luxury" will be highlighted in several sessions at the end of the day, in which convention participants will receive valuable information on how luxury markets will develop in the future. Jin Jiang International is Gold Sponsor of the ITB Marketing & Distribution Day.

Hosted by:

[Birgit Fehst](#), Moderator, Coach, Speaker

10:45 - 11:00

Greeting

Speaker:

[Birgit Fehst](#), Moderator, Coach, Speaker

11:00 - 11:45

Keynote Panel: Hospitality CEO Panel

The ITB Hospitality CEO Panel focuses on strategies and trends in the global hotel business. CEOs of leading hotel groups 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, and what role will digitalization play? Which markets will expand in the future, and how will the hotel distribution of tomorrow look? And last but not least: 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

[Puneet Chhatwal](#), Managing Director & CEO, Taj Hotels Resorts and Palaces, Indian Hotels Company Ltd.

[Benjamin Lacoste](#), CEO, Metropolo Hotels

[Thomas Willms](#), CEO, Steigenberger Hotels AG

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12:00 - 12:45

Keynote Panel: Man Vs. Machine?! The Future Of Hospitality And Tourism In Times Of Artificial Intelligence

We are currently witnessing the beginning of the second industrial revolution, in which all sectors of the economy are, to some extent, seeing machines replace and/or support human workers. The hotel industry, and especially the luxury hotel sector, need to decide how much human touch and technology support should be offered to their guests. What role will individual, personal service play for different customer segments in the future? And what potential do Big Data and Artificial Intelligence have for offering guests tailor-made services at the right time and at the right touchpoints? What new roles will employees have?

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 Deutschland

[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 (NASDAQ: EXPE), 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 with brands including Expedia, Hotels.com, Expedia Partner Solutions, Orbitz, Travelocity, Hotwire, CheapTickets, ebookers, CarRentals.com, Expedia CruiseShipCenters, Wotif, Egencia, HomeAway and a majority stake in Trivago. 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 Jousen, CEO of TUI Group (LSE:TUI), discusses developments in the global tourism market in a keynote interview with PhoCusWright founder, Philip C. Wolf. Mr. Jousen, formerly CEO of Vodafone Germany, brings a unique perspective to this global tourism group consisting of tour operators, online portals, six airlines with 150 aircraft, 380 hotels and 16 cruise liners. The conversation will span strategies to future-proof travel businesses as well as leveraging technology and innovation for growth.

Interview guest:

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

Interviewer:

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

15:00 - 15:45

ITB CEO Interview

Greg W. Greeley, President of Airbnb Homes, talks about Airbnb's impressive plans to become a Travel Super Brand.

Interview guest:

[Greg W. Greeley](#), President of Homes, Airbnb

Interviewer:

[Damon Embling](#), World Affairs Reporter, Euronews

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16:00 - 16:45

ITB New Luxury Panel: Sensuality, Happiness And Luxury

The tourism industry has experienced a paradigm shift: the perception of luxury has shifted from material into immaterial dimensions. What's relevant today is space and time, remoteness and individuality, "being" instead of "having". Tomorrow will be more about "inner experiences" – e.g. spirituality, happiness and the journey to one's own self – rather than "external events". The new luxury customer is looking for meaning and wisdom, significance and sensuality. Deep experiences involve all five senses and result in happiness. Luxury has reached the level of sensuality and happiness. What does this mean with regard to designing offers in the hotel and tourism industry? 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 Ritz-Carlton Hotel

[Prof. Dr. Monika Imschloß](#), IFH Junior-Professor of Marketing and Retailing, University of Cologne

[David Kikillus](#), Gourmet Chef

[Dr. Ha Vinh Tho](#), 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. Their needs and behaviors are often unexplored or even concealed. Luxury customers are trendsetters who shape entire markets and attract imitators. This makes it all the more important to learn more about their psyche and behavior. 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? We are really looking forward to hearing their secrets and "wow!" stories.

Introductory presentation & Moderation:

[Doug Lansky](#), International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author

Panel guests:

[Steve Kalthoff](#), Managing Director, Quintessentially Deutschland GmbH

[Frédéric Martinez](#), EMEA CEO, John Paul Group

[Amedeo Musto D'Amore](#), Concierge, Fairmont Hotel Vier Jahreszeiten Hamburg

Equality & Responsibility Forum

| Date | Time | Location |
|---------------|---------------|---|
| March 7, 2019 | 11:00 - 17:30 | Palais am Funkturm, ITB Convention Awards |

11:00 - 12:00

LGBT+ Seminar & ITB LGBT+ PIONEER AWARD

Human Rights as a tourism success driver: How does LGBT+ Tourism help developing the overall success of a tourism destination?

To respect human rights is a global obligation which is not always fully met. Tourism can be a door opener and a force for good. Which steps are necessary and useful?

Followed by ITB Award Ceremony: LGBT+ TRAVEL & TOURISM PIONEER

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

Greetings:

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

Moderated by:

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[Thomas Bömkes](#), Consultant ITB Berlin, Managing Director, Diversity Tourism GmbH

Opening Speech:

[Derek Hanekom](#), Hon. Minister of Tourism, South Africa

Panel guests:

[Dr. Stephan Gellrich](#), Lead, LGBT+ network "PRIDE at Accenture" in Germany, Austria, Switzerland and Russia

[LoAnn Halden](#), Vice President Communications, IGLTA

[Michael Kajubi](#), Managing Director, McBern Tours and Travel, Uganda, East Africa

[Helmut Metzner](#), Federal Board, LSVD (Lesbian- and Gay Association Germany)

[Theresa Quiachen](#), Researcher, Löning - Human Rights & Responsible Business

Special guests:

[Nikolaus Graf Lambsdorff](#), German Ambassador in Malaysia

[2 LGBT+ asylum seekers from Malaysia in Germany](#),

13:00 - 14:00

2nd edition: Gender Equality 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 working in tourism, all over the world and how to overcome these barriers.

followed by IIPT "Celebrating Her Awards"

Moderated by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

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

Opening Speech:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

Panel guests:

[Myriam Barros](#), President, Association of the chambermaids "Las Kellys", Lanzarote

[Zina Bencheikh](#), Regional General Manager Europe, Middle East and North Africa, PEAK Destination Management Company

[Meg Cale](#), Influencer, DopesontheRoad.com

[Michelle Kristy](#), Associate Programme Officer, SheTrades Initiative, International Trade Centre (United Nations/World Trade Organization), Geneva, Switzerland

Speaker:

[Marina Diotallevi](#), Head - Ethics, Culture and Social Responsibility

[Lucy Ferguson](#), Lead Expert, Global Report on Women in Tourism, Second Edition

[Isabell Prior](#), Marketing Coordinator, Malta Tourism Authority, Frankfurt

14:00 - 15:00

The IIPT Celebrating Her Awards

Followed by 30 min Reception and Networking

Greetings:

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

Introduction:

[Ajay Prakash](#), International Institute for Peace through Tourism

Moderated by:

[Anita Mendiratta](#), Founder & President CACHET Consulting; Special Advisor to Secretary General, UNWTO

Special guests:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

[Taleb Rifai](#), former Secretary General UNWTO (tbc)

[Marie-Christine Stephenson](#), Minister of Tourism and Creative Industries (MTIC), Haiti



16:30 - 18:00

TO DO Award 2019

Since 1995, the TO DO Award honours tourism related projects and measures which respect the interests of the local population during planning and implementation.

For the third time, the Studienkreis für Tourismus und Entwicklung awards the TO DO Award Human Rights in Tourism in cooperation with the Roundtable Human Rights in Tourism and Studiosus Reisen München. The German Commission for UNESCO has taken over the patronage for the award ceremony.

Keynote TO DO Award:

Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Festrede TO DO Award Human Rights in Tourism:

Dr. Lutz Möller, Stellvertretender Generalsekretär und Leiter Fachbereich Nachhaltige Entwicklung, Wissenschaft bei der Deutschen UNESCO-Kommission

Moderation: Nadine Kreuzer

Winners TO DO Award 2019:

- "Open Eyes" in India, represented by Anna Alaman
- "Awamaki" in Peru, represented by Melissa Tola Chepote

Award winner TO DO Award Human Rights in Tourism 2019:

- "Las Kellys" from Spain, represented by Myriam Barros

Followed by a reception with buffet.

Keynote Speaker:

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

[Lutz Dr. Möller](#), Deputy Secretary General and Head of Sustainable Development, Science, German UNESCO Commission



ITB Deep Dive Sessions 2

| Date | Time: | Location |
|---------------|---------------|----------------------------|
| March 7, 2019 | 11:00 - 17:45 | CityCube Berlin, Cube Club |

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

Hosted by:

[Tobias Klöpf](#), Lead Young TIC, Travel Industry Club

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11:00 - 11:45

Keynote Session: NDC And GDS: Opportunities And Challenges For Travel Agents And Airlines

IATA NDC and Direct Connect are massively changing how airline flights are sold. There are completely new opportunities for travel agents and airlines, but many complicated questions are also arising. This session provides insight into the NDC activities of Amadeus, Sabre and Travelport and gives convention visitors a basic understanding of a future key sales policy topic.

Moderated by:

[Prof. Dr. Stephan Bingemer](#), Professor of Business Administration and Tourism, International School of Management Frankfurt (ISM)

Panel guests:

[Stefan Betz](#), Head of Strategy & Commercials, Amadeus NDC-X Program

[Will Owen Hughes](#), Global Head of Airline/Agency Transition, Travelport

[Madhavan Kasthuri](#), Managing Director, EMEA Online Business, Sabre

12:00 - 12:45

Interjections: “5 To 12”: The Plastics Paradox - Lifestyle Hits Lifestyle

-powered by the Institute for Tourism and Development (Studienkreis für 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 Group

[Mark Hehir](#), CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu, Maldives

[Wybcke Meier](#), CEO, TUI Cruises

[Martina von Münchhausen](#), Senior Programme Manager Sustainable Tourism, WWF Centre for Marine Conservation

13:00 - 13:45

Asia Outbound: The Untapped Opportunity For Tours & Activities?

- Asian Outbound is skyrocketing, how relevant is this for the T&A market?
- How can suppliers prepare for this opportunity?
- What are best practice examples?

Speaker:

[Oliver Nützel](#), CEO, Regiondo GmbH

14:00 - 14:45

Focus On China: Alibaba, Mobile Payment And The Future Of Source Market China

With the ongoing emergence of China's middle class, Chinese travel has been on the rise as well. For those heading abroad, convenience remains a top factor when picking a holiday destination. With more and more Chinese consumers embracing the "mobile only" approach, tourism providers need to adopt online payment methods like Alipay. In his keynote presentation, Terry von Bibra, General Manager Europe of Alibaba Group, will provide insights on how the travel behavior of Chinese consumers is changing and what the tourism industry needs to be doing in order to attract the growing popularity of international travel among Chinese consumers.

Interviewer:

[Prof. Dr. Wolfgang Arit](#), Director, COTRI China Outbound Tourism Research Institute

Speaker and Interview Guest:

[Terry von Bibra](#), General Manager Europe, Alibaba

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15:00 - 15:45

Experience Malaysia Healthcare, Embrace Malaysian Hospitality

Malaysia has developed into one of the world's outstanding healthcare destinations. For years, the healthcare industry has been growing at double-digit rates, and the products and services on offer are of the highest quality, with very competitive prices. The session shows how public-private partnerships are designed to open up new opportunities and market potentials and to position Malaysia as the world's leading healthcare destination.

Speaker:

[Sherene Azli](#), CEO, Malaysia Healthcare Travel Council (MHTC)

16:00 - 16:45

How To Use Robots In The Hotel And Tourism Industry

Service robots are certainly one of the "next big things" in global tourism. Hotels, cruise ships and airports are already experimenting with robots. Robots are already experimenting in hotels, on cruise ships and at airports. Thus the tourism industry is faced with the challenge of developing new expertise in robotics and planning, programming, commissioning, maintenance and training. In addition to fundamental questions, like "How does the robot in the hotel actually get to another floor?", this Deep Dive Session also explores the question of how service robots can interact more socially and emotionally in the future.

Interviewer:

[Steffen Hohl](#), Senior Consultant & Managing Director, Yeahmazing

Speaker and Interview Guest:

[Johannes Fuchs](#), Head of Business Development & Co-Founder, Robotise GmbH

17:00 - 17:45

No-deal Brexit?! Consequences For UK Outbound And Inbound Tourism

What will happen to the UK? A no-deal Brexit has become more likely. Euromonitor studies show that tourism spending by the British is stagnating and that important tourism destinations are being hit hard. Which tourism destinations are particularly affected by a no-deal Brexit? What are the implications for UK inbound tourism and tourism services? Find first insights from Euromonitor [here](#).

Speaker:

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

ITB Hospitality Tech Forum

| Date | Time: | Location |
|---------------|---------------|------------------------|
| March 7, 2019 | 14:00 - 18:00 | Hall 7.1b, eTravel Lab |

The 2nd ITB Hospitality Tech Forum offers international panels discussing guest communication, upselling and revenue management. With experts from Customer Alliance, Meliá, Serenata, Cloudbeds and many more.

Hosted by:

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

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14:00 - 14:10

Introduction: Hospitality Tech Forum

Welcoming and opening of the Hospitality Tech Forum.

Introduction & Moderation:

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

14:10 - 15:00

Best Cases & 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, Managing Director, opensmjle

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, Managing Director, opensmjle

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.

Speakers:

[Jose Luis Aranda Riera](#), Global Digital Media Advertising Director, Meliá Hotels International

[Matthias Koch](#), Global Industry Lead Travel, Productsup

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Kurzfristige Änderungen vorbehalten.



16:00 - 17:00

Best Cases & 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:

[Pontus Berner](#), Co-Founder & Managing Partner, berner+becker

[Wilhelm K. Weber](#), Partner, SHS Swiss Hospitality Solutions AG

Panel guests:

[Alexander Edström](#), CEO, Atomize

[Klaus Kohlmayr](#), Chief Evangelist, IDeaS

[Jens Munch](#), CEO, Pace

[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)? When to send what content to whom? How does the General Data Protection Regulation (GDPR) influence a hotels' business? Don't miss out when CRM experts share their key secret sauce on how to convert better.

Moderated by:

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

Panel guests:

[Patrick Oldenburg](#), Director of Sales Central Europe, Revinate

[Frank K. Pohl](#), Director CRM Consulting, Serenata CRM

[Dr. Michael Toedt](#), CEO, dailypoint

[Maximilian Waldmann](#), CEO & Founder, conichi

17:30 - 18:00

Beyond Unconventional: Keeping Up With The Tent And Tech Next Door

The appeal of less conventional properties is shifting the way people think about travel and challenging the status quo. In this session, we examine the fundamental changes driving their demand.

Speaker:

[Adam Harris](#), Chief Executive Officer, Cloudbeds

ITB MICE Forum



Date
March 7, 2019

Time:
15:00 - 17:45

Location
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

How do we create events that move people more deeply? What role do analog touchpoints play in the age of the digital revolution? How can we meet the challenge of making corporate and brand messages at trade fairs and congresses user-friendly and exciting, instead of simply using trendy tools as a digital end in itself? How can the players in the meeting and event industry act in such a way that "creativity and know-how" gain value in the future? The VDVO will get to the bottom of these questions at the ITB MICE Forum on 6 and 7 March.

Hosted by:

[Mario Schmidt](http://www.schmidtfabrik.de), Moderator, www.schmidtfabrik.de

15:00 - 15:45

The Event Manager Ecosystem - How Event Managers Will Work In The Future

The value of our event management efforts is not appreciated enough. Neither in terms of price nor recognition. In times in which booking processes have become standardized and digitalized, and artificial intelligence and Big Data make booking behavior predictable, the question – what is the value of creativity and know-how? – is becoming more important than ever for the players in the meeting and event industry. The question that arises is, how should the players in the meeting and event industry act in the future so that the resources of "creativity and know-how" increase in value without losing precious event quality?

Speaker:

[Doreen Biskup](#), Deputy Chairperson, Association of Event Planners e.V.

16:00 - 16:45

Protect Me From What I Want: The Digital Diet

Mr. Mamczur will point out conflicting trends in digitalization. During his presentation, he will show why it is important to think long and hard about how to communicate issues, rather than thoughtlessly following every digital trend. He will illustrate the relevance of physical and authentic real networking within the exhibition industry by demonstrating industry-specific applications.

Speaker:

[Guido Mamczur](#), Brand Strategist, Visiting Professor and Author, Managing Director, D'art Design Gruppe GmbH

17:00 - 17:45

Experiencing And Letting Experiences Happen. From Trend To Experience

Whoever doesn't experience anything is dead – or maybe not? This lecture offers insight into what lies behind the dazzling term "experience" and how it can be put to good use for events. Prof. Dr. Wünsch shows what and how people experience their experiences and how much experience an event participant truly needs.

Speaker:

[Prof. Dr. Ulrich Wünsch](#), Founding Rector, SRH Hochschule der populären Künste (hdpk)

ITB Tourism for Sustainable Development Day



Date
March 7, 2019

Time:
15:00 - 17:55

Location
CityCube Berlin, Auditorium A3

Cooperation for a Sustainable Development through Tourism:

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For decades, tourism has been experiencing steady growth, from which developing and emerging countries have benefited to an above average extent. This growth brings many opportunities for those countries – as well as risks. It is therefore all the more important to actively support the development of tourism and create adequate conditions that tourism can contribute to a sustainable development in the destinations.

Yet, what does this look like in practice? How do development and tourism policies work together with the private sector in a meaningful way? How can the German government contribute to strengthen the positive effects generated through German outbound tourism as well as to minimise negative impacts? Moreover, which concrete measures are implemented locally to develop a “sustainable destination”?

For the third time, the German Federal Ministry for Economic Cooperation and Development (BMZ) is hosting the ITB Tourism for Sustainable Development Day as part of the ITB Convention. These questions above will be discussed together with representatives of the private sector and politics from both Germany and the destination countries.

Hosted by:

[Monika Jones](#), International Conference Moderator, DW Business Anchor

15:00 - 15:05

Opening

Speaker:

[Monika Jones](#), International Conference Moderator, DW Business Anchor

15:05 - 15:25

Keynote

Keynote Speaker:

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

15:25 - 15:45

Our Partners In Dialogue – Tourism In Tunisia: Towards New Strength?

The year 2018 seems to be the point of recovery for tourism in Tunisia. For the first time, the tourist arrivals scored similar numbers to ten years ago. Further growth is expected in 2019. Meanwhile, the tourism industry again accounts for eight per cent of the Tunisian national gross domestic product (GDP).

German development cooperation and the German private sector have been very active in the country in recent years, also in collaboration – and will continue to do so in the future. German and Tunisian stakeholders want to work even closer together in the upcoming years aiming for a more diverse, resilient and sustainable tourism sector in the country.

What is necessary to make Tunisian tourism a stable pillar of the national economy? What expectations do the Tunisian government and the tourism industry have of each other and of German development cooperation?

Moderated by:

[Sarah Schwepcke](#), Country Manager Tunisia, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Panel guests:

[Hon. René Trabelsi](#), Minister of Tourism and Handicrafts, Tunisia

[Norbert Fiebig](#), President, German Travel Association (DRV)

16:00 - 16:45

German Outbound Travel Has Impact! What Responsibilities Is The German Government Bearing?

The Germans travel – and more than ever to developing and emerging countries. This entails a particular responsibility as tourist flows from Germany contribute to changes in the destination. In most cases, these effects can be positive and negative. Outbound tourism creates jobs and generates income aiming at the reduction of poverty. Moreover, under appropriate framework conditions, it can contribute to the protection of nature. In addition to local value creation, outbound tourism is also of great importance for the German economy. Thus, controlled sustainable tourism development brings about great opportunities. However, the steadily increasing number of trips worldwide also results in problems and risks, such as rising CO₂ emissions through air and cruise travel, exploitation at the workplace or sexual exploitation of children.

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How can tourism strengthen sustainable development in other parts of the world and promote social stabilisation? What contribution can the German Government make to sustainable tourism that strengthens the positive effects of the sector and reduces its risks to a minimum? For the first time at ITB Berlin, high-ranking representatives of the German Federal Ministry for Economic Cooperation and Development (BMZ), the German Federal Ministry of Economic Affairs and Energy (BMWi) and the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) get together in one panel to discuss with representatives from the destinations. Which concrete measures are already being implemented? Which stakeholders are the ministries working with in Germany and in the partner countries?

Moderated by:

[Marliese Kalthoff](#), Managing Director & Publisher, FVW – Magazine for Tourism and Business Travel

Panel guests:

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

[Thomas Bareiß](#), M.P., Parliamentary State Secretary, German Federal Ministry of Economic Affairs and Energy (BMWi), Federal Government Commissioner for Tourism

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

[Rita Schwarzelühr-Sutter](#), M.P., Parliamentary State Secretary, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

17:00 - 17:45

Same, Same But Different? – Joint Solutions For Sustainable Tourism Development In South-East Asia

Bangkok is a significant city trip destination, the beaches of Bali are stunning, the temples of Angkor Wat are unique and the jewel Luang Prabang is the insider tip par excellence. Some destinations are world famous and receive millions of tourists every year; smaller towns are just about to find their role as “global tourist destinations”. What they all have in common is that they are part of a diverse region full of cultural and natural treasures. It is therefore no wonder that tourism plays an important role for the economic development and integration of large and small countries in the ASEAN region (Association of South-East Asian Nations). Tourism contributes to growth and the creation of jobs, but it also generates piles of waste and social conflicts, which need to be tackled.

In cooperation with global and regional stakeholders, such as UNESCO and the Mekong Tourism Coordination, German development cooperation supports tourism destinations in preserving cultural assets, conserving natural resources, dealing with climate change as well as the social challenges of tourism. It is of utmost importance to exploit the positive effects by using the right instruments and to counter the negative effects proactively.

Moderated by:

[Monika Jones](#), International Conference Moderator, DW Business Anchor

Panel guests:

[Dr. Soudaphone Khamthavong](#), Deputy Director, Department for Information, Culture and Tourism, Luang Prabang Province, Lao PDR

[Jens Thraenhart](#), CEO, Mekong Tourism Coordinating Office (MTCO)

[Peter DeBrine](#), Senior Project Officer, UNESCO World Heritage Centre, UNESCO Paris

[Dr. Andreas Hofmann](#), Programme component Manager, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Laos PDR

17:45 - 17:55

Wrap Up

Speaker:

[Monika Jones](#), International Conference Moderator, DW Business Anchor

eTravel Lab Day 3

| Date | Time: | Location |
|---------------|---------------|------------------------|
| March 8, 2019 | 10:30 - 16:30 | Hall 7.1b, eTravel Lab |

Topics of the day are Social Media, Storytelling & Community, presented by GLP Films, Tripadvisor and others.

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The detailed program will be available soon.

Hosted by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

10:30 - 11:00

How Hotels Should Prepare For The Digital Revolution In Hotel Rooms

The technological equipment in hotel rooms is increasingly becoming a selection criterion for guests. Best practices provide suggestions for future solutions.

Speaker:

[Moritz von Petersdorff-Campen](#), Founder & Managing Director, SuitePad

11:00 - 11:30

Stay On Top In A Fast-Moving Hotel Distribution Market

Mergers & Acquisitions activities in the hotel industry have become daily business, big hotel online platforms are expanding and the cost of customer acquisition for hotels is rising. Find out how Hospitality Distribution technology helps hotels provide the best choices & rewards.

Speaker:

[Wolfram Schmidt](#), VP Hospitality Distribution, Amadeus

11:30 - 12:00

Digital Content Marketing: Cost-Effective Strategies To Increase ROI

Content is king, but only with a cost-effective strategy. Learn from leading industry case studies about best practices for maximizing digital campaigns, reaching your target audience, and increasing your ROI.

Speaker:

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

12:00 - 12:30

Using Big Data To Analyse Loyalty To Competing Destinations

Presentation of a study of 22 Mediterranean destinations. Analyzing records of searches, brand strength and competitive specifics are revealed.

Speakers:

[Sandro Cuzzolin](#), Global Sales Director, Travel Audience

[Dr. Aris Ikkos](#), Research Director, INSETE

12:30 - 13:00

Power Of Community – More Important Than Ever Before

User-Generated Content is the core at TripAdvisor. Sally Davey, Global Director Industry Relations, will show how to leverage this highly value content for tourism development to better overcome challenges e.g. for hurricane-impacted destinations or to correct misconceptions at emerging markets. UGC also plays an important role to identify travel trends and traveller behaviours, which is key value to many stakeholders in industry. Lastly, Sally will also outline the expanded concept of community in the recently launched "new TripAdvisor" - The world's largest travel community can now enjoy and discover useful content, advice and recommendations from friends, family and more than a thousand trusted experts.

Speaker:

[Sally Davey](#), Global Director Industry Relations, Tripadvisor

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13:00 - 13:30

Social Media And Authenticity: How Do I Present Myself – And On Which Channels?

How honest can or should I be on corporate accounts? And how personal? Do I always need all the channels? How do I decide?

Speaker:

[Kristine Honig](#), Consultant, Tourismzukunft

13:30 - 14:00

The Digital Destination

A qualitative dataset is the key to successful destination management. What needs to be done in order to benefit from the digital transformation?

Speaker:

[Hartmut Wimmer](#), CEO, Outdooractive

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.

Speaker:

[Tanja Weinekötter](#), Owner, Marketing & Event Support

14:30 - 15:30

Confused By Brexit? Emergency Stunts And First Aid

Practical aspects of Brexit for travel tech companys in daily business and overall. Panel with British and Non- British tourism experts.

Moderated by:

[Prof. Dr. Claudia C. Brözel](#), Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

Panel guests:

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

[Peter Hense](#), Lawyer & Partner, Spirit Legal LLP

[Tom Jenkins](#), Board Member, Tourism Alliance, CEO, European Tour Operators Association (ETOA)

[Kevin O Sullivan](#), Founder & CEO, open destination

[Anthony Pickles](#), Head of Tourism Affairs, Visit Britain / Visit England

eTravel Startup Day

| Date | Time: | Location |
|---------------|---------------|-------------------------|
| March 8, 2019 | 10:30 - 17:00 | Hall 6.1, eTravel Stage |

eTravel Startup Day not only provides a stage for startups from all over the world but also looks into the future of the travel industry from many different perspectives. The latest version of the Startup China Panel provides intensive insight into “Asia’s Silicon Valley”. In cluster events in the areas of aviation & mobility, hospitality and travel & reservation software, more than two dozen startups present themselves to the critical experts.

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10:30 - 11:30

China Travel Innovation And Investment Session

Keynote:

The Development Trend Of Chinese E-Tourism And The Possibilities Of Resources Abroad

China's e-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.

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?

Keynote:

[Eric Zhuang](#), Vice President, DidaTravel

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, DerbySoft

[Jay You](#), Partner, Yuantai Investment Partners Evergreen Fund

12:00 - 13:00

ITB Startup Pitch, Powered By Phocuswright

Five companies – carefully selected by Phocuswright's experienced team of innovation analysts – have just six minutes each to demonstrate their travel innovation in front of the live audience. The Dragons – a panel of executives with keen insight and expertise – provide feedback to each innovator and determine the winning company. Just one demonstrator will be crowned "the most innovative" and win a ticket to attend Phocuswright Europe (15 – 16 May in Amsterdam) along with the premier European Online Travel Overview research report.

Judges:

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

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

[Jonne de Leeuw](#), Principal, HPE Growth Capital

Moderated by:

[Florence Kaci](#), Director of Sales, EMEA and European Market Specialist, Phocuswright

Panel guests:

[Gregory Botanes](#), Vice President & Chief Growth Officer, Situm Indoor Positioning

[Peter Chambers](#), COO, Sleepbox, Inc.

[Anthony Collias](#), CCO & Co-Founder, Stasher

[Patrick Haede](#), Co-Founder & CEO, Mapify

[Guillaume Laporte](#), Co-Founder & CEO, Destygo

13:00 - 13:30

Pitch 'n' Panel TTA – Technology, Tours & Activities

Ideally, technologies in the in-destination services 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. C. Hempel](#), Founder & Managing Director, bookingkit

Panel guests:

[Matthieu Ballester](#), CEO & Co-Founder, Nannybag

[Susana Fonte](#), Sales Manager, Live Electric Tours

[Adrian Kalcic](#), Co-Founder, Jump To (Virtual Reality)

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[Mateusz Mierzwinski](#), CEO & Founder, LocalBini

13:30 - 14:00

Pitch 'n' Panel Mobility

New paths: Whether for air or ground transportation – the question of how to get to the destination and how to get around once you're there is one of the most important questions for every traveler. The Pitch 'n' Panel Mobility breaks new ground in the areas of booking, managing and paying for tickets.

Moderated by:

[Anke Hsu](#), Customer Experience Officer, InteRES GmbH

Panel guests:

[Fabian Höhne](#), Co-Founder, FLYLA GmbH

[Peter Marriott](#), Co-Founder, CardGenY

[Eugen Triebelhorn](#), Country Manager Germany, Travelperk

[Carlo Zachau](#), VP Partner Growth, Yilu

14:00 - 15:00

Pitch 'n' Panel Hospitality

From apps for guest management, solutions powered by AI to comparison portals, the number of startups entering the hotel industry market is constantly growing. The Pitch 'n' Panel for the hospitality sector is where hoteliers and hospitality tech providers can get a glimpse into the newbies, their services and how the market is evolving. Obviously our jury of founders will grill the startups a little to find out what is behind their concepts...

Judges:

[André Baljeu](#), Founder, techtalk.travel

[Maximilian Waldmann](#), CEO & Founder, conichi

[Wilhelm K. Weber](#), Partner, SHS Swiss Hospitality Solutions AG

Moderated by:

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

Panel guests:

[Fabio Angeli Bufalini](#), CCO & Co-Founder, B2Book

[Metin Arghan](#), Broad member, Protein

[Benjamin Devisme](#), VP Sales, Quicktext

[Pau Ferret](#), Sales Managing Partner, 123compareme

[Alexandre Guinefolleau](#), CEO, Amenitiz

[Brendan May](#), Managing Director, Hotel ResBot

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, Tervado GmbH / Mister Trip

Panel guests:

[Dimitrios Angelinas](#), CEO, Dgroups

[Alexander Handa](#), Founder & CEO, Groupdesk

[Anna Ndiaye](#), Key Account Manager Germany, EuroPass

[Niklas Zeller](#), CEO & Co-Founder, Viselio

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16:00 - 16:30

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

Panel guests:

[Dominik Calzone](#), CEO, Strategy & Vision, Amavido

[Christian Diener](#), Co-Founder, Unplanned Moments GmbH

[Andy Washington](#), SVP of Travel, Culture Trip

[Michael Wurst](#), CEO & Founder, Tervado GmbH / Mister Trip

ITB CSR Day



Date
March 8, 2019

Time:
10:45 - 14:45

Location
CityCube Berlin, Auditorium A3

Potential and best practice examples of sustainable tourism.

For ITB, sustainability isn't just some hollow expression; it is a strategic element and mission. The ITB CSR Day takes up forward-looking sustainability topics and provides suggestions for dealing with the greatest challenge of our time: climate change is at the center of the ITB CSR Day 2019. In the keynote speech, world-renowned climate change researcher Prof. Dr. Schellnhuber explains the status quo and the necessity for action regarding climate change. One of the fundamental questions of our industry will be addressed in a panel discussion: In view of the 1.5 degree target, will we be able to travel the same way in the future as we do now, or is there a threat that travel industry growth will end? Maritime pollution from plastic waste is also highly topical. What countermeasures can we take? In addition, the World Bank will present new opportunities for sustainable tourism development through the Sharing Economy. Starting at 3pm, ITB CSR Day will continue in the Cube Club with selected deep-dive sessions. CLIA is Gold Sponsor of the ITB CSR Day.

Hosted by:

[Ariane Janér](#), Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

10:45 - 11:00

Greeting

Speakers:

[Ariane Janér](#), Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

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



11:00 - 11:45

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

The last hot summer in the northern hemisphere and the rousing 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? The world's leading climate researcher, Prof. Dr. Hans Joachim Schellnhuber, explains the status quo and reveals the necessity for action.

Interviewer:

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

Keynote Speaker & Interview guest:

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

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? Are customers willing to spend more money, or are they even inclined to forgo travel? The results of an exclusive global study by Travelzoo and ITB show how willing the international tourist is to change and how much it is putting our industry under pressure.

Introductory presentation:

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

Moderated by:

[Matthias Beyer](#), Managing Director, mascontour GmbH

Panel guests:

[Bernhard Dietrich](#), Head of Environmental Issues, Lufthansa Group

[Moritz Hintze](#), CEO & Founder, bookitgreen

[Dr. Michael Kopatz](#), Project Manager for Energy, Transport and Climate Policy, Wuppertal Institute for Climate, Environment and Energy

[Hon. Maria Amalia Revelo 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. In doing so, it has the potential to widen sphere of beneficiaries from travel. But this also brings a range of challenges to destinations trying to manage visitor safety, control crowding, 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? The World Bank's new report on the subject provides new insights and a way forward for destination managers.

Interviewer:

[Ariane Janér](#), Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

Speaker and Interview Guest:

[Dr. Louise Twining-Ward](#), Senior Private Sector Specialist, The Worldbank

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14:00 - 14:45

A Tidal Wave Of Plastic - Ocean Pollution And The UN Sustainable Development Goals

Target 14.1 of the Sustainable Development Goals of the United Nations is the reduction of ocean pollution. So far, little attention has been paid to the dramatic increase in plastic ocean pollution. The tourism industry accounts for a considerable share of the 8 million tons of plastic waste which land in the oceans & seas each year. How can we prevent plastic waste from turning into maritime pollution? What are tourism companies' initial Best Practice examples? What regulatory measures are to be expected from politicians, and what are tourists willing to contribute?

Moderated by:

[Prof. Dr. Willy Legrand](#), Professor, Hospitality, Tourism and Event Management, International University Bad Honnef IUBH

Panel guests:

[Dr. Frauke Fischer](#), Founder, auf!, Author, Consultant & Expert for Sustainability

[Dr. Monika Griefahn](#), Senior Advisor Sustainability, Costa Group, Founding Member Greenpeace, Minister (ret.)

[Joanne Hendrickx](#), Former Global Sustainable Destinations Manager, Thomas Cook Group, Founder, Travel Without Plastic

ITB Destination Day 2

| Date | Time: | Location |
|---------------|---------------|-----------------------------------|
| March 8, 2019 | 10:45 - 16:45 | CityCube Berlin, Auditorium A4/A5 |

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

The ITB Destination Days are dedicated to urgent challenges and perspectives in international destination management. Trend topics of destination marketing are the focus of the session on video marketing, Instagram and influencers. The panel of partner country Malaysia takes a closer look at the subjects of sustainability and ecotourism.

Hosted by:

[Dr. David Ermen](#), International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

10:45 - 11:00

Greeting

Speaker:

[Dr. David Ermen](#), International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

11:00 - 11:45

Keynote: How To Travel. A User's Guide

On foot or by plane, all-inclusive or solo - what do we look for when we travel to other countries? How many new things do we want to discover, what do we want to leave behind, how much are we willing to change? Ilija Trojanow has lived on four continents. Based on personal experiences, he writes about the spirit of and gains made through vagabonding, combining profound reflection with fun and lightness. Various stages focus on preparations and suitable field packs, travelling alone or in the company of others, the right provisions, lean periods on the road, gibberish and signposts, rooms with views and souvenirs. Trojanow skillfully extends his talk to include mass tourism and the art of travel, which ought to be discovered anew.

Keynote Speaker:

[Ilija Trojanow](#), Writer & Bestselling-Author

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12:00 - 12:45

ITB Executive Interview: Trends And Challenges In The Global Cruise Industry

The global cruise industry has been booming for years. How will it grow in the coming years? What are the growth markets of the future? What are the common misconceptions about the cruise industry? How is the industry dealing with the current challenges, like overtourism and environmental protection? Is there "undertourism" in the cruise industry?

Interview guest:

[Adam Goldstein](#), Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA

Interviewer:

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

13:00 - 13:45

ITB CEO Interview: Future Perspectives Of Individualization

Travelers 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 ODIGEO

Interviewer:

[Damon Embling](#), World Affairs Reporter, Euronews

14:00 - 14:45

The Power Of Video Marketing

It's no lie that video marketing has become the fastest growing way to reach people. In fact, in the past two years, video marketing has exploded to hold approximately 60% of all marketing efforts by major brands. 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 as a marketer. Let's find out how destinations can best leverage the mega trend video marketing, what types of video content they should be developing and how to get it in front of those interested in visiting their destination? Make sure to arrive early as this session will likely be standing room only.

Introductory presentation:

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

Moderated by:

[Genevieve Hathaway](#), Commercial Photographer, Director, Videographer

Panel guests:

[Clemens Bartlome](#), Marketing Executive, Graubünden Tourism

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

[Sofia Panayiotaki](#), CEO & Founder, NEEDaFIXER

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". For more than 15 years there has been a worldwide boom in the demand for sustainable tourism. Malaysia is one of many countries whose natural resources are being threatened. The Malaysia Forum addresses these issues: which institutions should be responsible for nature conservation and its monitoring, which measures should be implemented and how eco-tourism offers, NGOs and local communities should be collectively managed.

Speaker:

[Eric R. Sinnaya](#), Chairman, Malaysian Nature Society

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16:00 - 16:45

Instagram And Influencers: The Overlooked Challenges For Destinations

Too many destinations are still using logos and advertising slogans, while the digital world has long been crying out for other content. 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. Those who ignore this development will be dropped and punished mercilessly. How do DMOs have to change in order to meet these challenges? How can occasions be created for modern tourists to report on "just in time" via their digital channels and platforms? And particularly explosive: How can social media hype be slowed down when destinations get overrun by overtourism? And last but not least, what does the customer say? We look forward to the presentation of exclusive study results from infas quo on the importance of influencers for travel decisions.

Introductory presentation:

[Daniela Briceño Schiesser](#), Senior Project Director, infas quo

[Stephan Duttenhöfer](#), Head of Sales & Innovation, infas quo

Moderated by:

[Daniela Briceño Schiesser](#), Senior Project Director, infas quo

[Stephan Duttenhöfer](#), Head of Sales & Innovation, infas quo

Panel guests:

[Álvaro Blanco Volmer](#), Subdirector General Adjunto, Instituto de Turismo de España, TURESPAÑA

[Colin Fernando](#), Senior Brand Consultant, BrandTrust

[Vicky Smith](#), Founder, Earth Changers

Animal Welfare

| Date | Time: | Location |
|---------------|---------------|---|
| March 8, 2019 | 11:00 - 12:00 | Palais am Funkturm, ITB Convention Awards |

11:00 - 12:00

Wildlife and tourism; transforming an industry

How travel industry leadership and support is vital in phasing out captive wildlife being exploited for tourism entertainment.

Hosted by World Animal Protection

- Featuring a short documentary about the transition of the first elephant riding camp to become an observation only elephant-friendly venue
- Launching the latest report about marine mammals in captivity with author and well-known marine mammal scientist and expert, Dr. Naomi Rose.

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, travellers and those whose livelihoods depend on tourism. Highlights will include the premiere of a documentary following the journey of the first elephant camp in Thailand to transform its business to being observation only elephant friendly, with narration from key stakeholders in the travel industry. Key findings will also be presented from the latest report on marine mammals in captivity, highlighting their plight in tourist entertainment, followed by a discussion on how we can work together to bring positive change to this industry.

Panel guests:

[Isabel Beckermann](#), Regional Manager EMEA, Booking.com Experiences

[Naomi Dr. Rose](#), Marine Mammal Scientist, Animal Welfare Institute

[Jan Dr. Schmidt Burbach](#), Global Wildlife Advisor, World Animal Protection

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

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ITB Deep Dive Sessions 3

| Date | Time: | Location |
|---------------|---------------|----------------------------|
| March 8, 2019 | 11:00 - 16:45 | CityCube Berlin, Cube Club |

The ITB Deep Dive Sessions satisfy the need of ITB trade visitors for an intensive professional exchange with experts in small groups. This is where valuable contacts are made and your individual questions and problems are addressed. The Deep Dive Sessions will focus on the key topics of the ITB Convention 2019.

Hosted by:

[Prof. Dr. Jürgen Schmude](#), Department of Economic Geography and Tourism Research, Ludwig Maximilian University of Munich, President, DGT e.V.

11:00 - 11:45

Social Commerce: Tips For Successful Travel Campaigns On Facebook And Instagram

Social media, such as Facebook & Instagram, is an impressive tool for marketers to drive advertising campaigns. Using best practice cases, it will be shown how these tools can be used purposefully to increase traffic and conversion. In addition, various strategies and starting points for the optimization of social advertising campaigns will be presented. Participants will receive valuable tips and tricks on Facebook Pixel, creating conversion funnels and insights for more cost-effectiveness on Facebook & Instagram Ads.

This session will be held in German, simultaneous translation will not be available.

Speakers:

[Malte Galus](#), Director Digital Advertising, konstruktiv GmbH

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

12:00 - 12:45

Secrets Of Search Engine Ranking

Search Engine Optimization (SEO) is indispensable. Concrete tips for all competence levels from former Google programmer Fili Wiese: Avoiding on-page pitfalls, optimizing websites, increasing the efficiency of search bots, improving the user experience. At the end of the session: Q&A for your specific questions.

Speaker:

[Fili Wiese](#), SEO-Expert, SearchBrothers.com, Former Google Search Quality Team Member

13:00 - 13:45

Partnerships In Sustainable Tourism: Case Studies From The Cruise Industry

Sustainability is an increasingly vital topic in travel and tourism. Nowhere is this truer than in the cruise industry, where advancing environmental protections and ensuring destinations thrive economically and culturally is front and centre. Hear leaders from the cruise industry and popular destinations, Barcelona and Santorini, discuss their real-world efforts to promote and support sustainable tourism. These civic and industry leaders will describe the concrete steps they've taken and the valuable partnerships they've established in their quest to ensure tourism continues to provide tangible, sustainable benefits to communities.

Moderated by:

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

Panel guests:

[Maria Deligianni](#), Regional Representative Eastern Mediterranean, CLIA Europe

[Megan King](#), Senior Vice President, Global Strategic Communications, CLIA

[Tassos Konidaris](#), Municipal Port Fund of Thira (Santorini)

[Alfredo Serrano Chacon](#), National Director, CLIA Spain

[Joan Torrella](#), Managing Director, Turisme de Barcelona

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14:00 - 14:45

Customer Data Collection – Who Knows More? How Can Service Providers & Destinations Generate And Use Customer Data In The Future?

- In Cooperation With DIHK / German Startups Association -

In the digital market economy, platform giants are more and more ruling over user data. Service providers and destinations are losing more and more of a valuable asset: Knowledge about their customers. Customer data are no longer to be found by the people who receive the customer as a guest – instead the data are going to those who communicate services and information. What can be done to counteract this development? Are political solutions required, can we find solutions on our own or can that only be achieved working together with the platforms? Are there any lessons learned from commerce and urban or regional development that can be of help? Is direct bookability a key element? And what does the guest really want?

This session will be held in German, simultaneous translation will not be available.

Introduction speech:

[Bastian Kneissl](#), Managing Director, MountLytics

Moderated by:

[Dr. Ulrike Regele](#), Director Commerce and Tourism, Association of German Chambers of Industry and Commerce (DIHK)

Panel 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

Luxurious transport services are an important part of luxury travel. What does luxury mean in terms of road, sea and air travel, and what are the most important luxury trends? Representatives of top-end luxury carriers discuss market trends, potential and challenges.

This session will be held in German, simultaneous translation will not be available.

Moderated by:

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

Panel guests:

[Stephan Grandy](#), Senior Manager Global Sales Products and Programs & Lufthansa Private Jet, Lufthansa German Airlines

[Marcus Krall](#), Director New Business, PR & Marketing D.A.CH, Ocean Independence GmbH

[Dr. Jens Wohltorf](#), CEO, Blacklane

16:00 - 16:45

“Demonstrating the Future”- The New Copernicus Climate Change Information System For European Tourism

Climate change and weather phenomena are having a massive impact on European tourism. Travel providers, however, lack reliable data for effective adaptive measures. The EU's new Copernicus Climate Change Information System provides valuable decision data for the European tourism sector. How exactly does the system work, and how can it support decisions made by destinations, tour operators, travel agents, transport companies and investors?

Introduction:

[Dr. Samuel Almond](#), Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service

Introductory presentation:

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[Adeline Cauchy](#), C3S European Tourism Contract Manager, TEC

Moderated by:

[Herbert Hamele](#), President, ECOTRANS

Panel guests:

[Dr. Samuel Almond](#), Officer, ECMWF, Sectoral Information System Officer, Copernicus Climate Change Service

[Victoria Barlow](#), Group Environmental Manager, Thomas Cook Group

[Ghislain Dubois](#), C3S European Tourism Lead, TEC

[Nezih Isci](#), ATC Consultants

[Prof. Geoffrey Lipman](#), Creative Disruption Architect, The SUNx Program

International Women's Day Special

| Date | Time: | Location |
|---------------|---------------|---|
| March 8, 2019 | 13:00 - 14:00 | Palais am Funkturm, ITB Convention Awards |

13:00 - 14:00

Shetrades: Empowering Women Through Tourism

organized by ITC SHETRADES, ITB BERLIN, GENDER RESPONSIBLE TOURISM (GRT)

Objectives

Tourism is one of the most promising sectors in terms of development. For instance, based on UNWTO studies, tourists in Africa are projected to jump from 50 million to 134 million by 2030. Tourist jobs held by men tend to be higher-earning and more stable than those held by women. This panel brings together stakeholders working with women entrepreneurs in the sector. The panel would focus on how women in the tourism sector be best supported and connected to international market, which would enhance business opportunities for them, and would contribute to their socio-economic empowerment.

Expected Outcomes

1. Understand challenges faced by women-owned SMEs in the tourism sector in leveraging partnerships to build their capacities and connect with international buyers;
2. Understand what is competitiveness and the role of exports for women-owned businesses (WoBs) in tourism; and
3. Identify the knowledge and skills gaps WoBs face for effective exports.

Keynote Speaker:

[Drs. Joke Buringa](#), Specialist for human rights & gender equality in the Arab region, Speaker of Deutsch-Arabische Gesellschaft (DAG) - German-Arab Association

[Iaia Pedemonte](#), Founder, Gender Responsible Tourism

Moderated by:

[Michelle Kristy](#), Associate Programme Officer, SheTrades Initiative, International Trade Centre (United Nations/World Trade Organization), Geneva, Switzerland

Panel guests:

[Ann Cheptumo](#), Managing Director, Acheche Luxurious Travel, Kenya

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

[Funmi Le Moign](#), Head, Wakanow, United Kingdom

[Alisa Osei Asamoah](#), Vice President, Tour Operators Union of Ghana (TOUGHA), Ghana

[Mary Ragui](#), Board Member, Kenya Association of Tour Operators (KATO)

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ITB HotelCamp

| Date | Time: | Location |
|---------------|---------------|------------------------|
| March 9, 2019 | 10:30 - 13:30 | Hall 7.1b, eTravel Lab |

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.

Please apply [here](#).

eTravel Stage Day 4

| Date | Time: | Location |
|---------------|---------------|-------------------------|
| March 9, 2019 | 11:00 - 14:00 | Hall 6.1, eTravel Stage |

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution.

11:00 - 12:00

EU General Data Protection Regulation – Lecture On The Concrete Implementation For Tourism Professionals

Only in German, without Translation.

Speaker:

[Kai Hannemann](#), Managing Director, Astica Consult GmbH

12:00 - 13:00

Online Marketing In Consolidated Form – Practical Knowledge From A To Z

Only in German, without translation.

Speaker:

[Christian Wenzel](#), CW Media Alliance GmbH

13:00 - 14:00

Social Media Marketing For Tourism Professionals

Only in German, without translation.

Speaker:

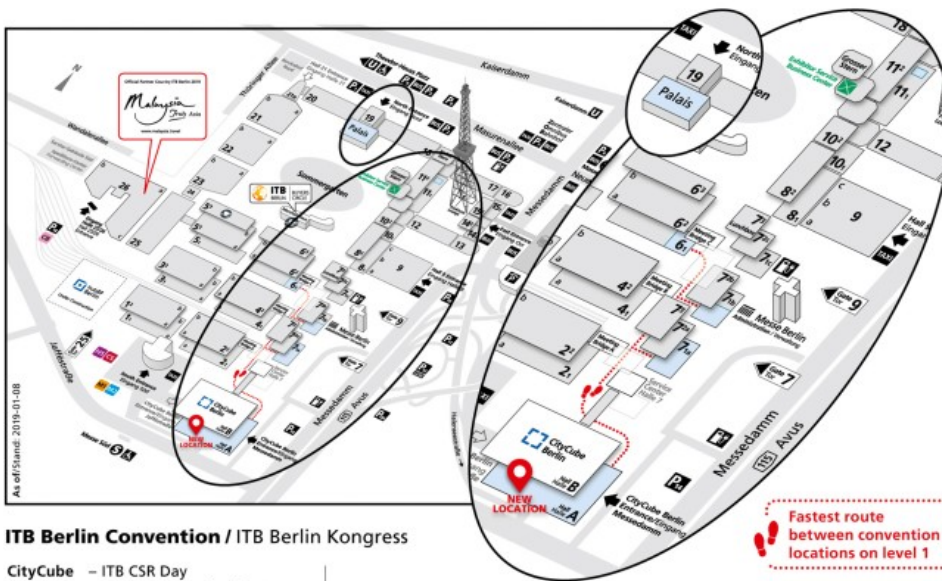
[Christian Wenzel](#), CW Media Alliance GmbH

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ITB Berlin Convention / ITB Berlin Kongress



- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

Contact

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