

CONVENTION PROGRAM



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

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



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GREETING FROM THE CO-HOST



Li Baochun

Dear ITB Berlin Convention Participants,

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

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

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

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

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

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

Li Baochun

Executive Deputy Secretary General
World Tourism Cities Federation (WTCF)

WEDNESDAY, 6 MARCH 2019

SCHEDULE OF EVENTS

TIME	ITB DESTINATION DAY 1	ITB YOUNG PROFESSIONALS DAY	ITB MICES FORUM	ITB DEEP DIVE SESSIONS 1	ITB PALAIS SESSIONS OTHER EVENTS	ITB FUTURE DAY	ITB DESTINATION DAY 1	ITB YOUNG PROFESSIONALS DAY	ITB MICES FORUM	ITB DEEP DIVE SESSIONS 1	ITB PALAIS SESSIONS OTHER EVENTS
10:45 – 11:00	OPENING OF THE CONVENTION	WELCOME	WELCOME	BALTIC SEA CYCLE ROUTE: CONTINUOUS CYCLING WITHOUT LIMITS ON A HIGH QUALITY CYCLING ROUTE	13:00 – 16:00 FORUM TOURISM AND RESEARCH FOR EUROPE Location: Hall 4.1/a, ITB Berlin Stage	10:45 – 11:00	WELCOME	BEGREÜSSUNG*	WELCOME	BALTIC SEA CYCLE ROUTE: CONTINUOUS CYCLING WITHOUT LIMITS ON A HIGH QUALITY CYCLING ROUTE	13:00 – 16:00 FORUM TOURISM AND RESEARCH FOR EUROPE Location: Hall 4.1/a, ITB Berlin Stage
11:00 – 11:45	CEO KEYNOTE INTERVIEW WITH TRIPADVISOR	KEYNOTE PANEL: OVERTOURISM REVISITED: BEST DEMONSTRATED PRACTICES INSTEAD OF “BUSINESS AS USUAL”	KEYNOTE: DIGITALISM & HUMANITY: HOW DIGITAL TRANSFORMATION IS MAKING THE HUMAN ELEMENT MORE AND MORE IMPORTANT	OVERTOURISM: THE GLOBAL TOURIST'S VIEW	14:00 – 17:00 RESPONSIBLE DESTINATIONS FORUM Location: Hall 19, Palais	11:00 – 11:45	KEYNOTE PANEL: OVERTOURISM REVISITED: BEST DEMONSTRATED PRACTICES INSTEAD OF “BUSINESS AS USUAL”	KEYNOTE-INTERVIEW: KARRIEREWEGE IM TOURISMUS: WAS IST DER SCHLÜSSEL ZUM ERFOLG IN EINER WIRTSCHAFT IM UMBRUCH?*	KEYNOTE: DIGITALISM & HUMANITY: HOW DIGITAL TRANSFORMATION IS MAKING THE HUMAN ELEMENT MORE AND MORE IMPORTANT	OVERTOURISM: THE GLOBAL TOURIST'S VIEW	14:00 – 17:00 RESPONSIBLE DESTINATIONS FORUM Location: Hall 19, Palais
12:00 – 12:45	KEYNOTE EXECUTIVE PANEL: MEGA TOPIC: IN-DESTINATION SERVICES	TREND DESTINATIONS IN THE LUXURY MARKET	PARTICIPANT EXPERIENCE DESIGN – HOW DO WE CREATE MEETINGS WHICH MOVE PEOPLE MORE DEEPLY?	SMART TOURISM: SMART CONTROL VIA DIGITAL TECHNOLOGIES	14:00 – 15:00 THE ART OF ENGAGING AND SUSTAINING AUTHENTIC INDIGENOUS EXPERIENCES Location: Hall 19, Palais	12:00 – 12:45	TREND DESTINATIONS IN THE LUXURY MARKET	KEYNOTE: SPRUNGBRETT REISEBÜRO – REISEVERTRIEB ALS GRUNDSTEIN ERFOLGREICHER KARRIEREN UND LUKRATIVER GESCHÄFTSMODELLE*	PARTICIPANT EXPERIENCE DESIGN – HOW DO WE CREATE MEETINGS WHICH MOVE PEOPLE MORE DEEPLY?	SMART TOURISM: SMART CONTROL VIA DIGITAL TECHNOLOGIES	14:00 – 15:00 THE ART OF ENGAGING AND SUSTAINING AUTHENTIC INDIGENOUS EXPERIENCES Location: Hall 19, Palais
13:00 – 13:45	KEYNOTE EXECUTIVE PANEL: CHINA'S POWER AND GLOBAL AMBITIONS	STUDIOSUS DEBATE: VACATIONING IN THE ARAB WORLD: ARE THE GOLDEN YEARS COMING?	MEANINGFUL CONNECTIONS & EVENTS	OVERTOURISM: BECOMING AN INSTANT HIT WITH INSTAGRAM?	16:00 – 17:00 TOP 100 SUSTAINABLE DESTINATIONS AWARDS	13:00 – 13:45	STUDIOSUS DEBATE: VACATIONING IN THE ARAB WORLD: ARE THE GOLDEN YEARS COMING?	WELCHE TOURISMUS-ABSOLVENTEN BRAUCHT DIE TOURISMUSWIRTSCHAFT 2025?*	MEANINGFUL CONNECTIONS & EVENTS	OVERTOURISM: BECOMING AN INSTANT HIT WITH INSTAGRAM?	16:00 – 17:00 TOP 100 SUSTAINABLE DESTINATIONS AWARDS
14:00 – 14:45	WORLD ECONOMIC OUTLOOK 2019 AND BEYOND	PRESENTATION OF WTCF PUBLICATIONS ON CHINA OUTBOUND TOURIST CONSUMPTION AND WORLD TOURISM ECONOMIC TRENDS	LIVE GOES DIGITAL – DIGITAL GOES LIVE	LATIN AMERICA FORUM: BECOMING AN INSTANT HIT WITH INSTAGRAM?		14:00 – 14:45	PRESENTATION OF WTCF PUBLICATIONS ON CHINA OUTBOUND TOURIST CONSUMPTION AND WORLD TOURISM ECONOMIC TRENDS	QUALITÄT DER TOURISMUSAUSBILDUNG: TIPPS FÜR STUDIUMS-INTERESSIERTE*	LIVE GOES DIGITAL – DIGITAL GOES LIVE	LATIN AMERICA FORUM: BECOMING AN INSTANT HIT WITH INSTAGRAM?	
15:00 – 15:45	IPK'S WORLD TRAVEL MONITOR*: LATEST WORLD TRAVEL TRENDS AND FORECAST 2019	HOW TO MARKET YOUR DESTINATION'S PRODUCTS AND SERVICES TO CHINESE OUTBOUND TOURISTS?	A HOLISTIC VIEW OF MOBILITY CONCEPTS & ALTERNATIVES	MEKONG TOURISM FORUM: FILM TOURISM AND VISUAL STORYTELLING		15:00 – 15:45	HOW TO MARKET YOUR DESTINATION'S PRODUCTS AND SERVICES TO CHINESE OUTBOUND TOURISTS?	DIE TRENDS UND GROSSEN THEMEN DER REISEBRANCHE*	A HOLISTIC VIEW OF MOBILITY CONCEPTS & ALTERNATIVES	MEKONG TOURISM FORUM: FILM TOURISM AND VISUAL STORYTELLING	
16:00 – 16:45	BREXIT: GREAT BRITAIN TOURISM AT A CROSSROADS	FUTURE GROUND MOBILITY PANEL	INNOVATIVE SHARING CONCEPTS WILL CHANGE THE BUSINESS TRAVEL MARKET IN THE LONG TERM	TOURISM SCIENCE SLAM*		16:00 – 16:45	FUTURE GROUND MOBILITY PANEL	MOTIVATION UND EMOTION IM REISEGESCHÄFT*	INNOVATIVE SHARING CONCEPTS WILL CHANGE THE BUSINESS TRAVEL MARKET IN THE LONG TERM	TOURISM SCIENCE SLAM*	
17:00 – 17:45	WTCF EXECUTIVE PANEL: SEAMLESS TRAVELLER JOURNEY: CHALLENGES, OPPORTUNITIES AND SOLUTIONS	ITB MINISTERS' ROUNDTABLE: FUTURE GROUND MOBILITY: THE EXPANSION OF TOURISM INFRASTRUCTURE	URBAN MOBILITY IN TRANSITION	SUSTAINABLE FOOD & BEVERAGE MANAGEMENT IN DESTINATIONS		17:00 – 17:45	ITB MINISTERS' ROUNDTABLE: FUTURE GROUND MOBILITY: THE EXPANSION OF TOURISM INFRASTRUCTURE	VERLEIHUNG DES DGT-ITB WISSENSCHAFTSPREISES* 18:00 – 19:30 GET-TOGETHER FÜR DGT-MITGLIEDER*	URBAN MOBILITY IN TRANSITION	SUSTAINABLE FOOD & BEVERAGE MANAGEMENT IN DESTINATIONS	

Use our official hashtags **#itbcon19** and **#itbetw** (for ITB eTravel World) to join the conversation, share your knowledge, photos and videos. Follow **@ITBBerlin** for the latest industry news and quick updates.

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

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

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

*All sessions with a German title will be held in German only.

TIME	ITB MARKETING & DISTRIBUTION DAY CITYCUBE BERLIN AUDITORIUM A4/A5 pages 13, 14	ITB EXPERTS FORUM WELLNESS ITB TOURISM FOR SUSTAINABLE DEVELOPMENT DAY CITYCUBE BERLIN AUDITORIUM A3 pages 14, 15	ITB BUSINESS TRAVEL FORUM ITB MICE FORUM CONVENTION HALL 7.1A AUDITORIUM NEW YORK 1 page 16	ITB DEEP DIVE SESSIONS 2 CITYCUBE BERLIN CUBE CLUB page 17	ITB PALAIS SESSIONS HALL 19 PALAIS page 18	OTHER EVENTS HALL 4.1A ITB BERLIN STAGE page 19	ITB eTRAVEL WORLD DAY 2 eTRAVEL STAGE HALL 7.1B pages 30 - 32	TIME
10:45 - 11:00	WELCOME	WELCOME	WELCOME	KEYNOTE SESSION: NDC AND GDS: OPPORTUNITIES AND CHALLENGES FOR TRAVEL AGENTS AND AIRLINES	EQUALITY AND RESPONSIBILITY FORUM 11:00 - 12:00 LGBT+ SEMINAR & ITB LGBT+ PIONEER AWARD	THE QUEST FOR MORE DIRECT BOOKINGS - WHY ARE YOUR GUESTS LOST IN THE CUSTOMER JOURNEY?	HOW MACHINE LEARNING CAN DRIVE YOUR BUSINESS' SUCCESS TODAY	10:30 - 11:00
11:00 - 11:45	KEYNOTE PANEL: HOSPITALITY CEO PANEL	11:00 - 11:25 SPA & WELLNESS MARKET IN THE MIDDLE EAST: A MARKET FROM WHICH EUROPE CAN LEARN FROM? 11:25 - 11:45 BEST PRACTICE - BIOFEEDBACK APPLICATIONS IN THE SPECIALIZED WELLNESS HOTEL INDUSTRY	MIXED REALITY MEETS BUSINESS TRAVEL - HOW MIXED REALITY IS ALREADY CREATING ADDED VALUE TODAY	INTERJECTIONS: "5 TO 12": THE PLASTICS PARADOX - LIFESTYLE HITS LIFESTYLE	12:00 - 13:00 HOW CHINA'S YOUTH TRAVEL WILL IMPACT THE INTERNATIONAL TRAVEL LANDSCAPE?	INCREASING SALES WITH ARTIFICIAL INTELLIGENCE	BEST PRACTICES FROM THE EUROPEAN CAPITALS OF SMART TOURISM	11:00 - 11:30
12:00 - 12:45	KEYNOTE PANEL: MAN VS. MACHINE? THE FUTURE OF HOSPITALITY AND TOURISM IN TIMES OF ARTIFICIAL INTELLIGENCE	12:00 - 12:20 WELLNESS TRENDS: TERMS AND FIGURES - AN UP TO DATE OVERVIEW 2019! 12:25 - 12:45 HUMAN RESOURCES IN SPA: "WE NEED QUALIFIED HANDS!"	TRAVELER CENTRICITY: WHO'S TRAVELING?	ASIA OUTBOUND: THE UNTAPPED OPPORTUNITY FOR TOURS & ACTIVITIES?		THUMB-STOPPING SOCIAL STORYTELLING	PAYMENT: AN IMPORTANT STEP ON THE WAY TO ENJOYING YOUR VACATION	11:30 - 12:00
13:00 - 13:45	ITB CEO INTERVIEW WITH EXPEDIA	13:00 - 13:25 BEST PRACTICE - MENTAL WELLNESS: A FURTHER STEP TO AN HOLISTIC LIFESTYLE APPROACH 13:25 - 13:45 AFRICA'S SPA & WELLNESS INDUSTRIAL DIMENSIONS AND FUTURE PROSPECTS	SHARING ECONOMY: EXPERIENCES WITH AIRBNB FOR WORK OF TRAVEL MANAGERS FROM 3 COUNTRIES	FOCUS ON CHINA: ALIBABA, MOBILE PAYMENT AND THE FUTURE OF SOURCE MARKET CHINA		UTILIZING YOUTUBE AS A DISTRIBUTION CHANNEL AND MARKETING TOOL	VOICE-CONTROLLED INTERFACES: A LOGICAL FLIGHT DISTRIBUTION CHANNEL OR JUST A WEIRD GADGET?	12:00 - 12:30
14:00 - 14:45	ITB CEO INTERVIEW WITH TUI	GLOBAL WELLNESS ECONOMY RESEARCH REPORT	GBTA CORPORATE TRAVEL INDUSTRY TRENDS	EXPERIENCE MALAYSIA HEALTHCARE, EMBRACE MALAYSIAN HOSPITALITY		FROM HOTEL BRAND TO PERSONAL BRAND	VOICE-CONTROLLED INTERFACES: A LOGICAL FLIGHT DISTRIBUTION CHANNEL OR JUST A WEIRD GADGET?	12:30 - 13:00
15:00 - 15:45	ITB CEO INTERVIEW WITH AIRBNB	15:00 - 15:25 OPENING & KEYNOTE 15:25 - 15:45 OUR PARTNERS IN DIALOGUE - TOURISM IN TUNISIA: TOWARDS NEW STRENGTH?	THE EVENT MANAGER ECOSYSTEM - HOW EVENT MANAGERS WILL WORK IN THE FUTURE	ROBOT PROGRAMMING MADE EASY: LIVE DEMO OF USE CASES IN TOURISM	16:30 - 18:00 TO DO AWARDS 2019	DATA SCIENCE BOOT CAMP FOR HOTELIERS	CASH AS SECURE ALTERNATIVE IN THE ONLINE PAYMENT SECTOR	13:00 - 13:30
16:00 - 16:45	ITB NEW LUXURY PANEL: SENSUALITY, HAPPINESS AND LUXURY	GERMAN OUTBOUND TRAVEL HAS IMPACT! WHAT RESPONSIBILITIES BEARS THE GERMAN GOVERNMENT?	PROTECT ME FROM WHAT I WANT: THE DIGITAL DIET	NO-DEAL BREXIT?! CONSEQUENCES FOR UK OUTBOUND AND INBOUND TOURISM		REWARDING UPSELLING FOR HOTELS	ARTIFICIAL INTELLIGENCE: KNOW-HOW FOR TRAVEL AGENCIES	13:30 - 14:00
17:00 - 17:45	VIEW THROUGH THE KEYHOLE: PERSONALITY PROFILES OF LUXURY CUSTOMERS	SAME, SAME BUT DIFFERENT? - JOINT SOLUTIONS FOR SUSTAINABLE TOURISM DEVELOPMENT IN SOUTH-EAST ASIA 17:45 - 17:55 WRAP-UP	EXPERIENCING AND LETTING EXPERIENCES HAPPEN. FROM TREND TO EXPERIENCE			HOW TO INCREASE THE RETURN ON ADVERTISING SPEND	CREATING NATURAL AMBASSADORS FOR TRAVEL BRANDS AND DESTINATIONS	14:00 - 14:30
						HOW TO INCREASE THE RETURN ON ADVERTISING SPEND	LINKED OPEN DATA IN TOURISM - THE OPEN DATA HUB SOUTH TYROL AS AN EXAMPLE	14:30 - 15:00
						REWARDING UPSELLING FOR HOTELS	OVERTOURISM & THE INFLUENCE OF SOCIAL MEDIA: WHEN TOURISTS ARE MORE CURSE THAN BLESSING	15:00 - 15:30
						HOW TO INCREASE THE RETURN ON ADVERTISING SPEND	INNOVATING GROUP BOOKINGS	15:30 - 16:00
						CREATING NATURAL AMBASSADORS FOR TRAVEL BRANDS AND DESTINATIONS	REWARDING UPSELLING FOR HOTELS	16:00 - 16:30
						HOW TO INCREASE THE RETURN ON ADVERTISING SPEND	INNOVATING GROUP BOOKINGS	16:30 - 17:00
						CREATING NATURAL AMBASSADORS FOR TRAVEL BRANDS AND DESTINATIONS	REWARDING UPSELLING FOR HOTELS	17:00 - 17:30
						HOW TO INCREASE THE RETURN ON ADVERTISING SPEND	INNOVATING GROUP BOOKINGS	17:30 - 18:00

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10:45 - 11:00	WELCOME	WELCOME	SOCIAL COMMERCE: TIPS FOR SUCCESSFUL TRAVEL CAMPAIGNS ON FACEBOOK AND INSTAGRAM	11:00 - 12:00 WILDLIFE NOT ENTERTAINERS: TRANSFORMING AN INDUSTRY	HOW HOTELS SHOULD PREPARE FOR THE DIGITAL REVOLUTION IN HOTEL ROOMS	10:30 - 11:00 HOTELCAMP BY HOSPITALITY INDUSTRY CLUB	10:30 - 11:00
11:00 - 11:45	KEYNOTE: HOW TO TRAVEL A USER'S GUIDE	KEYNOTE: CLIMATE CHANGE, GLOBAL WARMING, WEATHER EXTREMES: STATUS QUO AND CONSTRAINTS TO ACTION	SECRETS OF SEARCH ENGINE RANKING	13:00 - 14:00 INTERNATIONAL WOMEN'S DAY SPECIAL: EMPOWERING WOMEN THROUGH TOURISM	DIE EU-DATENSCHUTZ-GRUNDVERORDNUNG UND IHRE UMSETZUNG IN DER TOURISTIK*		11:00 - 11:30
12:00 - 12:45	ITB EXECUTIVE INTERVIEW: TRENDS AND CHALLENGES IN THE GLOBAL CRUISE INDUSTRY	TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?	TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?	PITCH 'N' PANEL PANEL PITCH 'N' PANEL HOSPITALITY	DIGITAL CONTENT MARKETING: COST-EFFECTIVE STRATEGIES TO INCREASE ROI		11:30 - 12:00
13:00 - 13:45	ITB CEO INTERVIEW: FUTURE PERSPECTIVES OF INDIVIDUALIZATION	TOURISM AND THE SHARING ECONOMY: POLICY RECOMMENDATIONS AND POTENTIAL	PARTNERSHIP'S IN SUSTAINABLE TOURISM: CASE STUDIES FROM THE CRUISE INDUSTRY	PITCH 'N' PANEL PANEL PITCH 'N' PANEL MOBILITY	USING BIG DATA TO ANALYSE LOYALTY TO COMPETING DESTINATIONS		12:00 - 12:30
14:00 - 14:45	THE POWER OF VIDEO MARKETING	A TIDAL WAVE OF PLASTIC - OCEAN POLLUTION AND THE UN SUSTAINABLE DEVELOPMENT GOALS	DATENSCHUTZ CUSTOMER DATA: WER WEISS MEHR? WIE KÖNNEN LEISTUNGSTRÄGER & DESTINATIONEN IN ZUKUNFT KUNDENDATEN GENERIEREN UND NUTZEN?*	PITCH 'N' PANEL HOSPITALITY	POWER OF COMMUNITY - MORE IMPORTANT THAN EVER BEFORE		12:30 - 13:00
15:00 - 15:45	MALAYSIA FORUM: MEETING THE CHALLENGES OF SUSTAINABLE ECO-TOURISM DEVELOPMENT: RECOMMENDATIONS FOR MANAGING GOALS		LUXURY TRANSPORTATION PANEL*	PITCH 'N' PANEL BOOKING AND SERVICES B2B	SOCIAL MEDIA AND AUTHENTICITY: HOW DO I PRESENT MYSELF - AND ON WHICH CHANNELS?		13:00 - 13:30
16:00 - 16:45	INSTAGRAM AND INFLUENCERS: THE OVERLOOKED CHALLENGES FOR DESTINATIONS	"DEMONSTRATING THE FUTURE" THE NEW COPERNICUS CLIMATE CHANGE INFORMATION SYSTEM FOR EUROPEAN TOURISM	"DEMONSTRATING THE FUTURE" THE NEW COPERNICUS CLIMATE CHANGE INFORMATION SYSTEM FOR EUROPEAN TOURISM	16:00 - 16:45 PITCH 'N' PANEL BOOKING AND SERVICES B2C	THE DIGITAL DESTINATION		13:30 - 14:00
17:00 - 17:45					SOCIAL MEDIA - HOW WILL YOU GENERATE REACH IN 2019?		14:00 - 14:30
					CONFLUSED BY BREXIT? EMERGENCY STUNTS AND FIRST AID		14:30 - 15:00
							15:00 - 15:30
							15:30 - 16:00
							16:00 - 16:30
							16:30 - 17:00

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**ITB FUTURE DAY
CITYCUBE BERLIN, AUDITORIUM A4/A5**



Hosted by: **Prof. Dr. Roland Conrady**, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

10:45 – 11:00 OPENING OF THE CONVENTION

Greetings:

- **Prof. Dr. Roland Conrady**, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms
- **H.E. Datuk Mohamaddin bin Ketapi**, Minister of Tourism, Arts and Culture, Malaysia
- **Li Baochun**, Executive Deputy Secretary General, World Tourism Cities Federation (WTCF)

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, University of Applied Sciences Worms

12:00 – 12:45 KEYNOTE EXECUTIVE PANEL:

MEGA TOPIC: IN-DESTINATION SERVICES

All the "big players" in the industry are massively pushing into the "Technology, Tours & Activities" segment. Tourists all over the world want special experiences in their destinations. How can this huge potential be tapped, and how can the technological challenges be overcome?

Moderated by: **Philip C. Wolf**, Founder, PhoCusWright, Serial Board Director

Panel guests:

- **Alex Bainbridge**, CEO & CTO, Autoura
- **Laurent de Chorivit**, COO, Evaneos
- **Anna Kofoed**, Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe, Amadeus
- **Lax Poojary**, Founder, TouringBird (Area 120 – Google)

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 it's only natural that they follow their customers. Hear from the leading Chinese companies on their plans to expand, the opportunities and challenges each of them faces.

Introduction & Moderated by: **Charlie Li**, CEO, TravelDaily China

Introductory presentations:

- **Angel Zhao**, President, Alibaba Travel (Fliggy), Alibaba International
 - **Jim Qian**, Chairman, Executive Director & CEO, Fosun Tourism Group
 - **Lynn Qu**, Chief Product Officer, Trip.com – A Ctrip Company
- Panel guests:
- **Jim Qian**, Chairman, Executive Director & CEO, Fosun Tourism Group
 - **Lynn Qu**, Chief Product Officer, Trip.com – A Ctrip Company
 - **Angel Zhao**, President, Alibaba Travel (Fliggy), Alibaba International

14:00 – 14:45 WORLD ECONOMIC OUTLOOK 2019 AND BEYOND

The development of the global economy influences tourism demand. What will the economic development in industrial countries and emerging markets look like? What is the influence of geopolitical conflicts, the financial markets and currency crises? What are the effects on tourism demand?

Keynote Speaker & Interview guest: **Prof. Dr. Dr. h.c. Clemens Fuest**, President, ifo Institute for Economic Research at the University of Munich

Interviewer: **Prof. Dr. Roland Conrady**, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

15:00 – 15:45 IPK'S WORLD TRAVEL MONITOR®: LATEST WORLD TRAVEL TRENDS AND FORECAST 2019

– IN COOPERATION WITH IPK INTERNATIONAL –

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

- **Rolf Freitag**, CEO, IPK International



Stephen Kaufer, TripAdvisor



Anna Kofoed, Amadeus



Jim Qian, Fosun Tourism Group



Lynn Qu, Trip.com – A Ctrip Company



Angel Zhao, Alibaba Travel (Fliggy), Alibaba International

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

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

Moderated by: **Prof. Dr. Martin 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 TRAVELER JOURNEY: CHALLENGES, OPPORTUNITIES AND SOLUTIONS

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

Moderated by: **N.N.**

Panel guests:

- **Adam Goldstein**, Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA
- **Ahmet Olmüştür**, Chief Commercial Officer, Turkish Airlines



**ITB DESTINATION DAY 1 – brought to you by ITB Advisory
CITYCUBE BERLIN, AUDITORIUM A1**

Hosted by: **Birgit Fehst**, Moderator, Coach, Speaker

10:45 – 11:00 WELCOME

- **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. A number of solutions have been found for severely affected urban destinations. How can a destination set the right conditions for sustainable growth? Results of a global empirical exclusive study by Travelzoo and ITB show when tourists accept or desire access, price barriers, smart technologies, etc. What are the lessons learned and best practice examples?

Introductory presentation & Moderated by: **Sunita Rajan**, Senior Vice President Advertising Sales, CNN

Panel guests:

- **Dr. Manuel Butler Halter**, Executive Director, World Tourism Organization (UNWTO)
- **Prof. Dr. Albert Postma**, CELTH/NHL Stenden|ETFI
- **Sharry Sun**, Global Head of Brand, Travelzoo
- **Romana Vlastic**, Director, DUBROVNIK TOURIST BOARD & Convention Bureau

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

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

Introduction & Moderated by: **Marc Aeberhard**, Owner, Luxury Hotel & Spa Management Ltd

Greeting: **Eliza Jean Reid**, First Lady of Iceland,

United Nations Special Ambassador for Tourism and the Sustainable Development Goals

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



Caroline Bremner, Euromonitor International



Christoph Debus, Thomas Cook Group plc.



Prof. Dr. Dr. h.c. Clemens Fuest, ifo Institute for Economic Research at the University of Munich



Prof. Dr. iur. Elmar Giemulla, Berlin Institute of Technology, Attorney at Law, Embry-Riddle Aeronautical University



Eliza Jean Reid, First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

13:00 – 13:45 STUDIOSUS DEBATE:

Studiosus VACATIONING IN THE ARAB WORLD: ARE THE GOLDEN YEARS COMING?

Demand for travel to the Arab world is now higher than it has been for a while. The upswing is gaining momentum and has reached Morocco, Tunisia, Egypt, Jordan, the United Arab Emirates and Oman. What are the reasons for the surge in demand? How well prepared are the countries for the rising number of guests?

Moderated by: **Tanja Samrotzki**, Journalist

Panel guests:

- **H.E. Rania A. Al-Mashat**, Minister of Tourism, Arab Republic of Egypt
- **Paul-Anton Krüger**, Deputy Foreign Editor, Süddeutsche Zeitung
- **Peter Strub**, Chief Operating Manager, 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.

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

15:00 – 15:45 HOW TO MARKET YOUR DESTINATION'S PRODUCTS AND SERVICES TO CHINESE OUTBOUND TOURISTS?



What is the most effective mix of putting your destinations on the map and effectively communicating its core values and attractions to potential Chinese visitors? Which are the latest channels for doing so?

Moderated by: **Richard Matuzevich**, Senior Manager, Liaison Department, World Tourism Cities Federation (WTCF)

Panel guests:

- **Prof. Dr. Wolfgang Arlt**, Director, COTRI China Outbound Tourism Research Institute
- **Jenny Cai**, Director, PR & Media Department, World Tourism Cities Federation (WTCF)
- **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

Autonomous means of transport and the digital revolution, mobility platforms for sharing, electric minibuses, rental bicycles, cable cars, etc. – we are entering a new age of mobility. Can the traffic collapse in cities be avoided, and what are the consequences for tourism? How can destinations make their transport systems fit for the future?

Moderated by: **Birgit Fehst**, Moderator, Coach, Speaker

Panel guests:

- **Wolfram Auer**, Deputy Director International Business Development, Doppelmayr Seilbahnen GmbH
- **Stephan Pfeiffer**, Head of Strategic Partnerships & Public Affairs, ioki (Deutsche Bahn)
- **Christoph Weigler**, General Manager, Uber Germany

17:00 – 17:45 ITB MINISTERS' ROUNDTABLE:

FUTURE GROUND MOBILITY: THE EXPANSION OF TOURISM INFRASTRUCTURE

– IN COOPERATION WITH 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: **Ministers from important tourism countries located on five continents**

17:45 – 19:00 MC GROUP RECEPTION

Our platinum sponsor mc Group invites you all for a get-together in Auditorium A8.



Alice He,
Edinburgh Tourism
Action Group



Roger Qiu,
Ctrip



Christoph Weigler,
Uber Germany



Sophie Zhang,
World Tourism Cities
Federation (WTCF)



Dr. Jin Zhun,
Chinese Academy of Social
Sciences

Official ITB MICE
Partner 2019



ITB MICE FORUM
CONVENTION HALL 7.1A, AUDITORIUM NEW YORK 1

Hosted by: **Mario Schmidt**, Moderator, www.schmidtfabrik.de

10:45 – 11:00 WELCOME

- **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 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 fight for value-creating innovation.

- **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?

Conference visits require time, money and effort, and often fail to meet the participants' needs and expectations. They hope for personal encounters, inspiring insights and profound learning experiences, but wind up in meetings that follow tried and tested formulas. Learn about fresh approaches for planning and managing conferences.

- **Felix Rundel**, Head of Programmes and International Development, Falling Walls Foundation

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?

- **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 been more lively. Which is true? Real experiences still have the greatest significance for people. The use of digital technologies allows for these real moments to become more intense. No tool, gadget or app can replace content and its staging. Only the targeted combination of both forms of communication will lead to success: bringing people & brands together.

- **Detlef Wintzen**, CEO, insglück Gesellschaft für Markeninszenierung mbH

Official ITB Business
Travel Partner 2019



ITB BUSINESS TRAVEL FORUM
CONVENTION HALL 7.1A, AUDITORIUM NEW YORK 1

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?

- **Prof. Dr.-Ing. André Bruns**, RheinMain University of Applied Sciences

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.

- **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?

- **Alexander Mönch**, General Manager, mytaxi Germany



Nicole Brandes,
Zukunftsinstitut



Prof. Dr.-Ing. André Bruns,
RheinMain University of
Applied Sciences



Jörg Mayer,
CityLoop Travel



Felix Rundel,
Falling Walls Foundation



Detlef Wintzen,
insglück

**ITB YOUNG PROFESSIONALS DAY
HALL 11.1, STAGE**



Also in hall 11.1:
ITB Career Center
6 – 10 March

Sessions will be held in German only.

Hosted by: **Tobias Klöpf**, Lead Young TIC, Travel Industry Club

10:45 – 11:00 BEGRÜSSUNG

- **Tobias Klöpf**, Lead Young TIC, Travel Industry Club

11:00 – 11:45 KEYNOTE-INTERVIEW:

KARRIEREWEGE IM TOURISMUS: WAS IST DER SCHLÜSSEL ZUM ERFOLG IN EINER WIRTSCHAFT IM UMBRUCH?

Sören Hartmann spricht aus seiner langjährigen Erfahrung, welche Persönlichkeitsmerkmale und welches fachliche Know-how in der globalen, komplexen Tourismusbranche karrierefördernd sind und zeigt praxisnahe Beispiele auf, wie der Schlüssel zum Erfolg aussehen kann.

Interviewgast: **Sören Hartmann**, CEO, DER Touristik Group, Vorstandsmitglied, REWE Group

Interviewer: **Tobias Klöpf**, Lead Young TIC, Travel Industry Club

12:00 – 12:45 KEYNOTE:

SPRUNGBRETT REISEBÜRO – REISEVERTRIEB ALS GRUNDSTEIN ERFOLGREICHER KARRIEREN UND LUKRATIVER GESCHÄFTSMODELLE

Reisebüro ist die erste Assoziation zur Reisebranche. Branchenintern aber eher mit unattraktivem Image behaftet. Doch viele große Karrieren begannen im Reisebüro, das als Türöffner fungierte, weil die dort erlernten Skills essenziell sind. Spannende Einblicke, unerwartete Karriereperspektiven und polarisierende Thesen erwarten die Zuhörer.

- **Thomas Bösl**, Geschäftsführer, Raiffeisen-Tours RT-Reisen GmbH, Sprecher des Geschäftsführungsausschusses, Quality Travel Alliance (QTA), TIC Travel Industry Manager des Jahres 2018

13:00 – 13:45 WELCHE TOURISMUS-ABSOLVENTEN BRAUCHT DIE TOURISMUSWIRTSCHAFT 2025?

Qualifizierter Nachwuchs ist für die Wettbewerbsfähigkeit der globalen Tourismusbranche von höchster Bedeutung. Welche veränderten Anforderungen stellen Tourismusunternehmen an die Manager von morgen? Namhafte Vertreter aus der Tourismuspraxis erläutern, warum die Reisebranche ein äußerst attraktiver Arbeitsmarkt ist.

Moderation: **Prof. Dr. Jürgen Schmude**, Lehrstuhl für Wirtschaftsgeographie und Tourismusforschung, Ludwig-Maximilians-Universität München, Präsident, DGT e.V.

Podiumsgäste:

- **Diana Borde**, Director Organisational Development & Talent, Thomas Cook Group Airline
- **Prof. Kaye Chon**, Ph.D., Polytechnische Universität Hongkong
- **Dr. Heike Döll-König**, Geschäftsführerin, Tourismus NRW e.V.
- **Werner Sülberg**, Vice-President Corporate Development/Market Research, DER Touristik GmbH, Professor, Hochschule Frankfurt

14:00 – 14:45 QUALITÄT DER TOURISMUSAUSBILDUNG: TIPPS FÜR STUDIUMSINTERESSIERTE

Tourismusunternehmen legen größten Wert auf gut ausgebildete Absolventen. Das Hochschulangebot an Tourismus-Studiengängen ist fast unüberschaubar. Welche Angebote stehen für Qualität? Worauf sollten Studiumsinteressierte besonders achten? Unternehmens- und Hochschulvertreter bieten einen unverzichtbaren Überblick für Ihre Studiumsentscheidung.

Moderation: **Andreas Kailbach**, Consultant, Dr. Fried und Partner

Podiumsgäste:

- **Prof. Armin Brysch**, Fakultät Tourismus, Hochschule Kempten
- **Prof. Dr. Tilman Schröder**, Fakultät für Tourismus, Hochschule München
- **Prof. Dr. Ralf Vogler**, Studiengangleiter Tourismusmanagement, Hochschule Heilbronn
- **Angela Waerd**, Head of HR, Flyline Telesales GmbH
- **Iris Wagner**, Head of HR, Nicko Cruises Schiffsreisen GmbH

15:00 – 15:45 DIE TRENDS UND GROSSEN THEMEN DER REISEBRANCHE

Customer Centricity, Digitalisierung, Wertschöpfungsverlagerung, Plattformökonomie, NDC, Pauschalreiserichtlinie, Datenschutzgrundverordnung, Blockchain und Künstliche Intelligenz. Wie sollen junge Touristiker hier den Durchblick bekommen? Was ist essenziell und muss fokussiert werden und welche Themen stehen wie in Verbindung?

- **Dr. Markus Heller**, Geschäftsführender Gesellschafter, Dr. Fried & Partner

16:00 – 16:45 MOTIVATION UND EMOTION IM REISEGESCHÄFT

Verkaufen, Menschen motivieren und begeistern ist Türöffner für – fast alles? Am Beispiel der "Reise deines Lebens" erzählt Ingo Lies auf ergreifende Art und Weise, wieso Emotionen der Schlüssel zu jedem Menschen und damit Basis für jegliche Motivation ist.

- **Ingo Lies**, Gründer & Geschäftsführer, Chamäleon & YOLO

17:00 – 17:45 VERLEIHUNG DES DGT-ITB WISSENSCHAFTSPREISES

Die Deutsche Gesellschaft für Tourismuswissenschaft (DGT e.V.) prämiiert herausragende Abschlussarbeiten gemeinsam mit der ITB Berlin: Die beste Dissertation, die beste Nachwuchsarbeit, die beste Arbeit zu Nachhaltigkeit im Tourismus und die beste Arbeit zur Digitalisierung im Tourismus.

Moderation: **Dr. Tanja Hörtnagl-Pozzo**, Hochschullektorin, Management Center Innsbruck (MCI)



18:00 – 19:30 GET-TOGETHER FÜR DGT-MITGLIEDER

Im Anschluss an die Verleihung des diesjährigen DGT-ITB Wissenschaftspreises findet ein Get-together sponsored by DIHK am DGT-Stand statt.



**ITB DEEP DIVE SESSIONS 1
CITYCUBE BERLIN, CUBE CLUB**

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

Hosted by: **Prof. Dr. Anna Klein**, 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.

Moderated by: **Fong Choo Leong**, Bicycle Tourism Officer, German Cyclists' Association ADFC

Panel guests:

- **Ádám Bodor**, Advocacy and EuroVelo Director, European Cycling Federation
- **Marta Chelkowska**, Director, Tourism Department, President, 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 AND CELTH –**

Digital technologies and smartphones can untangle streams of visitors. What do effective technology solutions look like, and which data are required from which sources? Do users accept "smart recommendations"? Researchers and pilot users explain and discuss the potential of digital technologies.

Introductory presentations:

- **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)
- **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, Universidade Nova de Lisboa

**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 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 global study by Travelzoo and ITB sheds light on the darkness.

- **Sharry Sun**, Global Head of Brand, Travelzoo

**14:00 – 14:45 LATIN AMERICA FORUM:
BECOMING AN INSTANT HIT WITH INSTAGRAM?**

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:

- **Gyco 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



Thomas Bösl,
Raiffeisen-Tours RT-Reisen
GmbH, Quality Travel
Alliance (QTA)



Sören Hartmann,
DER Touristik Group,
REWE Group



Ania Konieczko,
YouTuber, Podcaster,
Blogger, Geh Mal Reisen



Jesper Pørksen,
Danish Cycling Tourism



Maria s. Valerga,
LOCAL FOOD
EXPERTS s.c.e

**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. It will also be discussed what made the award-winning MekongMoments.com and the Mekong Mini Movie Festival so successful.

Welcome & 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
- **Jens Thraenhart**, CEO, Mekong Tourism Coordinating Office (MTCO)
- **John Williams**, VP Business Development, BBC Worldwide

16:00 – 16:45 TOURISM SCIENCE SLAM
– IN KOOPERATION MIT DGT UND AIEST –

Science Slam Sessions erfreuen sich stark wachsender Beliebtheit – sie sind gut verständlich, lehrreich, höchst unterhaltsam und sie kommen schnell zum Punkt. Der erste Tourism Science Slam vermittelt anschaulich Forschungsergebnisse zu Reisen mit dem Flugzeug, zum Wohnen in Hotels und zu Strandaufenthalten im Urlaub. Begrüßung:

- **Prof. Dr. Harald Pechlaner**, Lehrstuhl Tourismus, Katholische Universität Eichstätt-Ingolstadt, Präsident, AIEST
- **Prof. Dr. Jürgen Schmude**, Lehrstuhl für Wirtschaftsgeographie und Tourismusforschung, Ludwig-Maximilians-Universität München, Präsident, DGT e.V.

Moderation: **Dr. Julia Offe**, Scienceslam.de

Referenten:

- **Dr. Jörg Fuchte**, Luftfahrtingenieur, DIEHL Aviation
- **Joachim Sebastian Haupt**, Physikdidaktiker
- **Dr. Sebastian Lotzkat**, Biologe, Staatliches Museum für Naturkunde Stuttgart

17:00 – 17:45 SUSTAINABLE FOOD & BEVERAGE MANAGEMENT IN DESTINATIONS

Sustainable F&B management can become the linchpin of sustainable destination development. In a completely redesigned supply chain, authentic, regional, sustainably-produced agricultural products are offered. The example of Crete shows how customers react to such offers 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

**ITB PALAIS SESSIONS
HALL 19, PALAIS**

RESPONSIBLE DESTINATIONS FORUM

14:00 – 15:00 THE ART OF ENGAGING AND SUSTAINING AUTHENTIC INDIGENOUS EXPERIENCES

– ORGANIZED BY ITB IN COOPERATION WITH RESPONTOUR + WINTA –

Welcoming Dance Performance & Opening by 2 representatives of the Ma'u Henua Indigenous Community, Easter Island, (Rapa Nui). 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.

Welcoming note: **Rika Jean-François**, Commissioner, CSR, ITB Berlin

Keynote: **Ben Sherman**, Chairman, World Indigenous Tourism Alliance WINTA

Moderated by: **Aurélien Debusschère**, CEO, Native Immersion, CEO, Europe Agent WINTA

Panel guests:

- **John Barrett**, Kapiti Island, Aotearoa, NZ
- **Edith Magdalena**, Director, RapaNui Tourism Authority
- **Anniina Sandberg**, Founder & CEO, Visit Natives

16:00 – 17:00 SUSTAINABLE DESTINATIONS TOP 100 AWARDS 2019 – INCLUDING THE ITB EARTH AWARD

Destinations are key players in enforcing sustainability in tourism, but their efforts were hardly recognized. This is now changing. ITB provides its prime auditorium to an award scheme exclusively dedicated to destinations.

Greetings: **Rika Jean-François**, ITB Corporate Social Responsibility, Commissioner

Moderated by:

- **Albert Salman**, President, Green Destinations
 - **Valere Tjolle**, Publisher & Editor, TravelMole VISION on Sustainable Tourism
- Followed by reception (by invitation only).

18:00 – 20:00 GLOBAL REPORT ON WOMEN IN TOURISM II: LAUNCH EVENT

The report will compile the latest statistical data and in-depth examples of good practice to illustrate the contribution tourism is making towards the UN Sustainable Development Goal 5 – Achieving Gender Equality and Empowering all Women and Girls. During the launch event, high-level representatives from the 5 partners (UNWTO, giz, World Bank Group, Un Women and amadeus) will present the key findings.

By invitation only.

**OTHER EVENTS
HALL 4.1A, ITB BERLIN STAGE**

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

FORUM TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE

13:00 – 13:10 ERÖFFNUNG



- **Prof. Dr. habil Torsten Fischer**, Prorektor „Internationales“, Fachhochschule des Mittelstands (FHM) GmbH, Bielefeld, Wissenschaftlicher Standortleiter, Fachhochschule des Mittelstands FHM Berlin
- **Landrat a.D. Friedel Heuwinkel**, Leiter, FHM-Institut für den Mittelstand (IfM), Präsident, Verband Deutscher Naturparke

13:10 – 13:20 AKTUELLE HERAUSFORDERUNGEN FÜR HOTELLERIE UND TOURISMUS IN EUROPA



- **Prof. Dr. Stephan Gerhard**, Professur für Hospitality Development, Fachhochschule des Mittelstands FHM Berlin und Treugast Solutions Group

13:20 – 13:35 EU-PROJEKT „JOB TO STAY“ ZUR INTEGRATION VON FLÜCHTLINGEN IN DEN TOURISTISCHEN ARBEITSMARKT – ERSTE ERGEBNISSE



- **Prof. Dr. Ulrike Fergen**, Professur für Freizeitmanagement mit den Schwerpunkten „Gesundheit & Tourismus“, Fachhochschule des Mittelstands (FHM) Schwerin

13:45 – 14:00 CULTURAL HERITAGE – INTERPRETATIONEN DES KULTURELLEN ERBES FÜR EINEN NACHHALTIGEN TOURISMUS



- **Valerie Isabel Elss**, Wissenschaftliche Mitarbeiterin – Forschung und Entwicklung, Fachhochschule des Mittelstands FHM Schwerin
- **Prof. Dr. Johannes Treu**, Professur für Betriebswirtschaft & Economic Management, Fachhochschule des Mittelstands FHM Schwerin

14:00 – 14:15 ARCHAEOLOGICAL TOURISM PRODUCTS AND SERVICES IN EUROPE THROUGH HERITAGE INTERPRETATION

- **Ass. Prof. Dr. Alberto Moreno Melgarejo**, Faculty of Social and Communication Sciences, Department of Marketing and International Business, Universidad Europea Madrid

14:15 – 14:30 CROSSCULTURAL DIMENSIONS IN INTERNATIONAL TOURISM AND HOTEL MANAGEMENT IN IRAN AND GERMANY – CHALLENGES AND SOLUTIONS

- **Prof. Dr. Hamid Doost Mohammadian**, Professorship for International Management, University of Applied Sciences, FHM Bielefeld, Professur für International Management, Fachhochschule des Mittelstands FHM Bielefeld

14:30 – 15:00 DISKUSSION „TOURISMUS, NACHHALTIGKEIT UND FORSCHUNG FÜR EUROPA“



Moderation: **Prof. Dr. Heike Bähre**, Professur für International Management & International Business Administration, Fachhochschule des Mittelstands FHM Berlin

Podiumsgäste:

- **Prof. Dr. Ulrike Fergen**, Professur für Freizeitmanagement mit den Schwerpunkten „Gesundheit & Tourismus“, Fachhochschule des Mittelstands FHM Schwerin
- **Prof. Dr. habil Torsten Fischer**, Prorektor „Internationales“, Fachhochschule des Mittelstands (FHM) GmbH, Bielefeld, Wissenschaftlicher Standortleiter, Fachhochschule des Mittelstands FHM Berlin
- **Landrat a.D. Friedel Heuwinkel**, Leiter, FHM-Institut für den Mittelstand (IfM), Präsident, Verband Deutscher Naturparke
- **Prof. Dr. Johannes Treu**, Professur für Betriebswirtschaft & Economic Management, Fachhochschule des Mittelstands FHM Schwerin

15:00 – 16:00 GET-TOGETHER AND RECEPTION IN THE COURSE OF THE FORUM „TOURISM, SUSTAINABILITY AND RESEARCH FOR EUROPE“

Different location: Hall 4.1, Booth 107a/YIG-Lounge

ITB VIRTUAL REALITY LAB

HALL 10.2, BOOTH 109

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

Hosted by: **Michael Faber**, Consultant & CEO, Tourismus Zukunft

11:00 – 11:30 DESTINATION VR

- **Robert Eysoldt**, Creative Consultant, ZEROOVERHEAD CONSULTING

11:30 – 12:00 THE USE OF AUGMENTED REALITY AND VIRTUAL REALITY FOR IMMERSIVE TOURISM EXPERIENCES

- **Dr. Mandy tom Dieck**, Project Manager
- **Dr. Timothy Jung**, Founder & Director, Creative AR & VR Hub, Manchester Metropolitan University

13:30 – 14:00 EFFECTIVELY IMPLEMENTING VIRTUAL REALITY IN THE TRAVEL INDUSTRY

- **Adrian Kalcic**, Co-Founder, Jump To

14:00 – 14:30 UFA – DER BEGEBARE FILM



- **Frank Govaere**, VFX Supervisor, UFA GmbH

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



Hosted by: **Birgit Fehst**, Moderator, Coach, Speaker

10:45 – 11:00 WELCOME

- **Birgit Fehst**, Moderator, Coach, Speaker

11:00 – 11:45 KEYNOTE PANEL: HOSPITALITY CEO PANEL

CEOs discuss the new role of hotels – as “augmented hospitality” – that goes far beyond actual accommodation services. What will hotel products of the future look like, what role will digitalization play? How will the hotel distribution of tomorrow look? How are hotel companies dealing with the massive changes in tourists’ perceptions of luxury? Moderated by: **Marc Aeberhard**, Owner, Luxury Hotel & Spa Management Ltd

Panel guests:

- **Chris Cahill**, CEO, AccorHotels’ Luxury Brands
- **Puneet Chhatwal**, Managing Director & CEO, Taj Hotels Resorts and Palaces, Indian Hotels Company Ltd.
- **Benjamin Lacoste**, CEO, Metropolo Hotels
- **Thomas Willms**, CEO, Deutsche Hospitality

12:00 – 12:45 KEYNOTE PANEL:

MAN VS. MACHINE?! THE FUTURE OF HOSPITALITY AND TOURISM IN TIMES OF ARTIFICIAL INTELLIGENCE

All sectors of the economy are, to some extent, seeing machines replace and/or support human workers. What role will individual, personal service play for different customer segments in the future? And what potential do Big Data and AI have for offering guests tailor-made services at the right time and at the right touchpoints?

Moderated by: **Birgit Fehst**, Moderator, Coach, Speaker

Panel guests:

- **Clinton Anderson**, Executive Vice President, Sabre, President, Sabre Hospitality Solutions
- **Lutz Behrendt**, Industry Leader Travel, Google Germany
- **Chris Silcock**, Executive Vice President & Chief Commercial Officer, Hilton

13:00 – 13:45 ITB CEO INTERVIEW

Now in his third year as Expedia Group CEO, Mark Okerstrom joins PhoCusWright founder Philip Wolf in a lively one-on-one conversation. Attendees will gain insights into a company operating in 75 countries. Wolf and Okerstrom will explore new growth opportunities, and strategies to differentiate its 23 brands, for this dominant player in a consolidated online travel global marketplace.

Interview guest: **Mark Okerstrom**, CEO, Expedia

Interviewer: **Philip C. Wolf**, Founder, PhoCusWright, Serial Board Director

14:00 – 14:45 ITB CEO INTERVIEW

Friedrich Jousen, CEO of TUI Group, discusses developments in the global tourism market in a keynote interview with PhoCusWright founder, Philip C. Wolf. The conversation will span strategies to future-proof travel businesses as well as leveraging technology and innovation for growth.

Interview guest: **Friedrich 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

16:00 – 16:45 ITB NEW LUXURY PANEL: SENSUALITY, HAPPINESS AND LUXURY

The perception of luxury has shifted from material into immaterial dimensions. The new luxury customer is looking for meaning and wisdom, significance and sensuality. Deep experiences involve all five senses. Luxury has reached the level of sensuality. What will luxury products look like in the future and what design skills will be required?

Moderated by: **Marc Aeberhard**, Owner, Luxury Hotel & Spa Management Ltd

Panel guests:

- **Katrin Herz**, General Manager, Al Bustan Palace, a RitzCarlton Hotel
- **Prof. Dr. Monika Imschloß**, IFH Junior-Professor of Marketing and Retailing, University of Cologne
- **David Kikillus**, Gourmet Chef
- **Dr. Ha Vinh Tho**, former Program Director, Gross National Happiness Centre Bhutan, Founder, Eurasia Learning Institute for Happiness and Wellbeing



Chris Cahill, AccorHotels’ Luxury Brands



Greg W. Greeley, Airbnb



Friedrich Jousen, TUI Group



Mark Okerstrom, Expedia

17:00 – 17:45 VIEW THROUGH THE KEYHOLE: PERSONALITY PROFILES OF LUXURY CUSTOMERS

High-end luxury customers are a very special target group. They’re trendsetters who shape entire markets and attract imitators. What are their travel needs, what ultimate experiences are they looking for and how do you communicate with them? Who has better insight into this hidden segment than global concierge services?

Introduction & Moderated by: **Doug Lansky**, International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author

- Panel guests:
- **Steve Kalthoff**, Managing Director, Quintessentially Deutschland GmbH
 - **Olivier Larigaldie**, CEO, John Paul Group



**ITB EXPERTS FORUM WELLNESS
CITYCUBE BERLIN, AUDITORIUM A3**

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

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

10:45 – 11:00 WELCOME

- **Michael Altewischer**, Managing Partner, Wellness-Hotels & Resorts

11:00 – 11:25 SPA & WELLNESS MARKET IN THE MIDDLE EAST: A MARKET FROM WHICH EUROPE CAN LEARN FROM?

The spa and wellness market in the Middle East continues to develop. With regard to the individual spa and wellness facilities, it turns out that they are positioned stronger than institutions in Europe and especially in Germany.

- **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. Diana Sicher-Fritsch gives an insight into how biofeedback can be integrated working with specialized wellness hotels.

- **Diana Sicher-Fritsch**, Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg

12:00 – 12:20 WELLNESS TRENDS: TERMS AND FIGURES – AN UP TO DATE OVERVIEW 2019!

What do German guests expect from a wellness holiday and how do hoteliers respond to these needs? Figures answering these questions are the key for developing and operating wellness hotels and spas. Beauty24 and Wellness-Hotels & Resorts (WH-R) have interviewed guests and hoteliers since 2004.

- **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 No. 1. Are spas threatened with closing down – similar to other service industries – because they can no longer find therapists? What are the reasons for the glaring staff shortage? Is it just a phenomenon in the German speaking area, what is the situation in other European countries? And what are the solutions?

- **Wilfried Dreckmann**, Owner, Spa Project

13:00 – 13:25 BEST PRACTICE – MENTAL WELLNESS: A FURTHER STEP TO AN HOLISTIC LIFESTYLE APPROACH

Mental health is a level of psychological well-being or an absence of mental illness. From the perspectives of positive psychology, mental health may include an individual’s ability to enjoy life, and to create a balance between life activities and efforts to achieve psychological resilience. As a certified mental coach and life coach, Diana Sicher-Fritsch has developed a health model for this purpose.

- **Diana Sicher-Fritsch**, Life Coach & Mental Coach, MentalSpa Resort Fritsch am Berg

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 and hidden parts. Africa as a continent is known to the world as one of the next global business frontiers and also a deep hidden treasure of traditions, culture and opportunity. Elaine Okeke-Martin will spotlight Africa’s wellness space with data highlights and concepts to generate our thought triggers and bring clarity and insight about the continent.

- **Elaine Okeke-Martin**, Founder & CEO, Spa & Wellness Association of Africa

14:00 – 14:45 GLOBAL WELLNESS ECONOMY RESEARCH REPORT

Wellness is a \$4.2 trillion economy, growing nearly twice as fast as the overall global economy. And wellness is garnering attention from every sector of the economy. Learn the latest data and the most researched trends for 2019 – and for the first time, how the concepts of wellness, wellbeing, and happiness are changing the world.

- **Susie Ellis**, Chairman & CEO, Global Wellness Institute



Clinton Anderson, Sabre, Sabre Hospitality Solutions



Susie Ellis, Global Wellness Institute



Elaine Okeke-Martin, Spa & Wellness Association of Africa



Dr. Yasser Moshref, Premedion GmbH



Diana Sicher-Fritsch, MentalSpa Resort Fritsch am Berg

**ITB TOURISM FOR SUSTAINABLE DEVELOPMENT DAY
CITYCUBE BERLIN, AUDITORIUM A3**



– COOPERATION FOR A SUSTAINABLE DEVELOPMENT THROUGH TOURISM –

Hosted by: **Monika Jones**, International Conference Moderator, DW Business Anchor

15:00 – 15:05 OPENING

- **Monika Jones**, International Conference Moderator, DW Business Anchor

15:05 – 15:25 KEYNOTE

- **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. 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 BEARS THE GERMAN GOVERNMENT?

How can tourism strengthen sustainable development in other parts of the world and promote social stabilization? 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:

- **Thomas Bareiß**, M.P., Parliamentary State Secretary, German Federal Ministry for 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

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.

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 Thraenhardt**, 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, Lao PDR

17:45 – 17:55 WRAP-UP: CONCLUSION AND CLOSING OF THE ITB TOURISM FOR SUSTAINABLE DEVELOPMENT DAY 2019

- **Monika Jones**, International Conference Moderator, DW Business Anchor



Thomas Bareiß, M.P., German Federal Ministry for Economic Affairs and Energy (BMWi), Federal Government Commissioner for Tourism



Norbert Barthle, M.P., German Federal Ministry for Economic Cooperation and Development (BMZ)



Norbert Fiebig, German Travel Association (DRV)



Dr. Soudaphone Khamthavong, Department for Information, Culture and Tourism, Luang Prabang Province, Lao PDR



Rita Schwarzelühr-Sutter, M.P., German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

Official ITB Business Travel Partner 2019



**ITB BUSINESS TRAVEL FORUM
CONVENTION HALL 7.1A, AUDITORIUM NEW YORK 1**

10:45 – 11:00 WELCOME

- **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?

Moderated by: **Christian Rosenbaum**, Head of Strategic Vendor & Partner Relations, i:FAO Group & VDR-Committee Technology
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.

- **Katharina Turlo**, Senior Director Program Management Central Europe, CWT Carlson Wagonlit Travel

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: **Panelists from France, Germany and Sweden**

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

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

- **Catherine Logan**, Regional Vice President – EMEA, GBTA

Official ITB MICE Partner 2019



**ITB MICE FORUM
CONVENTION HALL 7.1a, AUDITORIUM NEW YORK 1**

Hosted by: **Mario Schmidt**, 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 AI and Big Data make booking behavior predictable, how can “creativity & know-how” increase in value without losing precious event quality?

- **Doreen Biskup**, Deputy Chairperson, Association of Event Planners e.V.

16:00 – 16:45 PROTECT ME FROM WHAT I WANT: THE DIGITAL DIET

What are the conflicting trends in digitalization? Why is it important to think long and hard about how to communicate issues, rather than thoughtlessly following every digital trend? Mr. Mamczur will illustrate the relevance of physical and authentic real networking within the exhibition industry by demonstrating industry-specific applications.

- **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. Wunsch shows what and how people experience their experiences and how much experience an event participant truly needs.

- **Prof. Dr. Ulrich Wunsch**, Founding Rector, SRH Hochschule der populären Künste (hdpk)



Dennis Ahrens, Zühlke Engineering



Doreen Biskup, Association of Event Planners



Jürgen Loschelder, thyssenkrupp



Guido Mamczur, D'art Design Gruppe



Katharina Turlo, CWT Carlson Wagonlit Travel

**ITB DEEP DIVE SESSIONS 2
CITYCUBE BERLIN, CUBE CLUB**

Hosted by: **Tobias Klöpf**, Lead Young TIC, Travel Industry Club

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
- **Mark Hehir**, CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu, Maldives
- **Wybcke Meier**, CEO, TUI Cruises
- **Martina von Münchhausen**, Expert on 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?

- **Oliver Nützel**, CEO, Regiondo GmbH

14:00 – 14:45 FOCUS ON CHINA: ALIBABA, MOBILE PAYMENT AND THE FUTURE OF SOURCE MARKET CHINA

In more and more markets and technologies – including AI and online bookings, the use of mobile devices and mobile payment – China is leading the way into the future. Without booking platform giants like Alibaba's Fliggy or Alipay, it is nearly impossible to attract Chinese tourists. How can the Chinese source market be successfully developed? How is the purchasing and travel behavior of Chinese customers changing?

Speaker & Interview guest: **Terry von Bibra**, General Manager Europe, Alibaba

Interviewer: **Prof. Dr. Wolfgang Art**, Director, COTRI China Outbound Tourism Research Institute

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.

- **Sherene Azli**, CEO, Malaysia Healthcare Travel Council (MHTC)

16:00 – 16:45 ROBOT PROGRAMMING MADE EASY: LIVE DEMO OF USE CASES IN TOURISM

Service robots are certainly one of the "next big things" in global tourism. Hotels, cruise ships and airports are already experimenting with robots. But the complicated programming work is often a deterrent. However, innovative research institutes have built platforms that enable tourism professionals to program robots. An impressive live demo shows how easy it is to program robots for new tasks in tourism.

Speaker & Interview guest: **Beate Jost**, Project Manager, Fraunhofer Institute for Intelligent Analysis and Information Systems

Interviewer: **Steffen Hohl**, Senior Consultant & Managing Director, Yeahmazing

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?

- **Caroline Bremner**, Head of Travel Research, Euromonitor International



Terry von Bibra,
Alibaba



Sherene Azli,
Malaysia Healthcare Travel
Council (MHTC)



Victoria Barlow,
Thomas Cook



Wybcke Meier,
TUI Cruises



Oliver Nützel,
Regiondo GmbH

**ITB PALAIS SESSIONS
HALL 19, PALAIS**
EQUALITY AND RESPONSIBILITY FORUM
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 LGBT Award Ceremony.*

Greetings: **Rika Jean-François**, CSR Commissioner, ITB Berlin

Opening Speech: **Derek Hanekom**, Hon. Minister of Tourism, South Africa

Special guests:

- **Nikolaus Graf Lambsdorff**, deutscher Botschafter in Malaysia
- **LGBT+ asylum seekers from Malaysia in Germany**

Moderated by: **Thomas Bömkjes**, Managing Director, Consultant ITB Berlin, Diversity Tourism

Panel guests:

- **Lipian Bongani Mtandabari**, Director, Ntsako Travel Africa
- **Dr. Stephan Gellrich**, Accenture, Lead of LGBT+ Network "Pride at Accenture" in Germany, Austria, Switzerland & Russia
- **LoAnn Halden**, Vice President – Communications, IGLTA
- **Helmut Metzner**, Bundesvorstand, LSVD, Germany
- **Theresa Quiachon**, Researcher, Löning – Human Rights & Responsible Business

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

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

Moderated by: **Rika Jean-François**, CSR Commissioner, ITB Berlin

Welcome note: **Eliza Reid**, First Lady of Iceland

13:00 – 13:10 GLOBAL REPORT ON WOMEN IN TOURISM, SECOND EDITION

– *COMPILED BY UNWTO, GIZ, UN WOMEN, WORLD BANK & AMADEUS* –

- **Marina Diotallevi**, Head – Ethics, Culture and Social responsibility
- **Lucy Ferguson**, Lead Expert – Global Report on Women in Tourism, Second Edition

13:10 – 13:15 WOMEN IN LEADERSHIP POSITIONS

Introduction: **Prof. Dr. Claudia C. Brözel**, Tourism Industry and Marketing, Master Program Sustainable Tourism Management Master Thesis: **Isabell Prior**, mentee of Prof. Dr. Brözel, master student, University of Sustainable Development, Faculty of Sustainable Business Administration, Germany

13:15 – 14:00 PANEL DISCUSSIONS ON GENDER INEQUALITIES AND WORKING CONDITIONS OF WOMEN IN DIFFERENT SECTORS OF TOURISM

Panel guests:

- **Myriam Barros**, President, Association of chambermaids "Las Kellys", Lanzarote
- **Zina Bencheikh**, Regional General Manager Europe, Middle East and North Africa, PEAK Destination Management Company
- **Meg Cane**, "Woman of the Year" of the Girl Gone International initiative, influencer, DopesontheRoad.com
- **Michelle Kristy**, Associate Programme Officer Women and Trade Programme, Sustainable and Inclusive Value Chains Section

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

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

Moderated by: **Anita Mendiratta**, International Strategic Advisor in the area of Tourism and Economic Development, Lead Consultant, CNN s T.A.S.K. Group

Greetings: **Rika Jean-François**, CSR Commissioner, ITB Berlin

Introduction: **Ajay Prakash**, President, International Institute for Peace through Tourism

Special guests:

- **Eliza Reid**, First Lady of Iceland
- **Taleb Rifai**, former Secretary General UNWTO
- **Marie-Christine Stephenson**, Minister of Tourism Haiti, Creative Industries (MTIC)

Followed by 30 min reception and networking.

16:30 – 18:00 TO DO AWARDS 2019

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

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

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

Moderated by: **Nadine Kreutzer**

Winners TO DO Award 2019:

- **Awamaki**, Peru (represented by **Melissa Tola Chepote**)
- **Open Eyes Project**, India (represented by **Anna Alaman**)

Award winner TO DO Award Human Rights in Tourism 2019: **Las Kellys**, Spain (represented by **Myriam Barros**)

**OTHER EVENTS
HALL 4.1A, ITB BERLIN STAGE**

12:00 – 13:00 HOW CHINA'S YOUTH TRAVEL WILL IMPACT THE INTERNATIONAL TRAVEL LANDSCAPE?

Keynote: **Sophie Lu**, Co-Founder & CMO, Lushu Technology
 Moderated by: **Joseph Wang**, Chief Commercial Officer, TravelDaily China
 Panel guests:
 • **David Chapman**, Director General, World Youth, Student and Education Travel Confederation
 • **Roland Elter**, Chief Commercial Officer, Maritim Hotels
 • **Glen Fu**, Co-founder & CEO, 54traveler
 • **Changle Yang**, CEO, TUJIA

**ITB VIRTUAL REALITY LAB
HALL 10.2, BOOTH 109**

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

10:30 – 11:00 VR TRENDS IM TOURISMUS

 • **Michael Faber**, Consultant & CEO, Tourismzukunft

**11:00 – 11:30 DIGITALISIERUNG AUF MESSEN UND EVENTS –
STAND DER DINGE UNTER BESONDERER BERÜCKSICHTIGUNG VON AR UND VR**

 Moderation: **Michael Faber**, Consultant & CEO, Tourismzukunft
 • **David Ruetz**, Head of ITB, Messe Berlin GmbH
 • **Prof. Dr. Cornelia Zanger**, Inhaberin des Lehrstuhls für Marketing und Handelsbetriebslehre, TU Chemnitz

11:30 – 12:00 AUGMENTED REALITY GAMES MEET TOURISM

• **Anne Beuttenmüller**, Head of Marketing EMEA, Niantic Inc.

14:00 – 14:30 VIRTUAL TIMETRAVEL: A NEW WAY TO EXPERIENCE HISTORY

• **Johannes Berdin**, CEO, Urban Timetravel S.A
 • **Guy Breden**, Project Manager, VR-Timetravel Luxembourg

14:30 – 15:00 IMMERSION: EIN BESONDERES ERLEBNIS!?

 • **Prof. Dr. Ulrich Wünsch**, Consultant, Former Founding President/ Rector of Berlin hdpk, Congruens GmbH



Use our official hashtags **#itbcon19** and **#itbetw** (for ITB eTravel World) to join the conversation, share your knowledge, photos and videos. Follow **@ITBBerlin** for the latest industry news and quick updates.



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



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

**ITB DESTINATION DAY 2 – brought to you by ITB Advisory
CITYCUBE BERLIN, AUDITORIUM A4/A5**

Hosted by: **Dr. David Ermen**, International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

10:45 – 11:00 WELCOME

• **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 and is basing his talk on personal experiences, combining profound reflection with fun and lightness.
 • **Ilija Trojanow**, Writer & Bestselling-Author

**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 future? What are the growth markets? 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?
 Keynote Speaker & 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. It's predicted that by 2020, video is going to account for 80% of all internet traffic. So video is ALREADY a big thing and if you haven't embraced it by now then you are seriously lagging behind. How can destinations best leverage this mega trend? Make sure to arrive early as this session will likely be standing room only.
 Introductory presentation: **Paul Henderson**, Content Strategist & Social Video Marketer
 Moderated by: **Genevieve Hathaway**, Commercial Photographer, Director, Videographer
 Panel guests:
 • **Clemens Bartlome**, Marketing Executive, Graubünden Tourism
 • **Paul Henderson**, Content Strategist & Social Video Marketer
 • **Allen Martinez**, Growth Strategist & Founder, Noble Digital

**15:00 – 15:45 MALAYSIA FORUM:
MEETING THE CHALLENGES OF SUSTAINABLE ECO-TOURISM DEVELOPMENT. RECOMMENDATIONS FOR MANAGING GOALS**

With its tropical forests, rich biodiversity and many heritage sites, Malaysia boasts a large number of renowned "protected areas". With the worldwide boom in the demand for sustainable tourism Malaysia is one of many countries whose natural resources are being threatened. Which measures should be implemented to conserve nature? How can eco-tourism offers, NGOs and local communities be managed collectively?
 • **Eric R. Sinnaya**, Chairman, Malaysian Nature Society

16:00 – 16:45 INSTAGRAM AND INFLUENCERS: THE OVERLOOKED CHALLENGES FOR DESTINATIONS

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



Dana Dunne, eDreams ODIGEO



Adam Goldstein, Royal Caribbean Cruises LTD, CLIA



Genevieve Hathaway, Commercial Photographer, Director, Videographer



Allen Martinez, Noble Digital



Ilija Trojanow, Writer & Bestselling-Author

**ITB CSR DAY
CITYCUBE BERLIN, AUDITORIUM A3**



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 WELCOME

- **Ariane Janér**, Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil
- **Rika Jean-François**, 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?

Keynote Speaker & Interview guest: **Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber**, Director (ret.), Potsdam Institute for Climate Impact Research (PIK)

Moderated by: **Prof. Dr. Roland Conrady**, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

12:00 – 12:45 TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?

The new report of the Intergovernmental Panel on Climate Change is abundantly clear: we cannot go on as before. The structure of tourism offers will have to undergo fundamental change. Air transport and cruises, hotels and destinations – what structural changes are we facing? How are lawmakers and investors changing the current framework conditions for tourism? How open are customers to change?

Keynote: **Hon. Maria Amalia 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. 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?

Speaker & Interview guest: **Dr. Louise Twining-Ward**, Senior Private Sector Specialist, The Worldbank

Interviewer: **Ariane Janér**, Member of Transition Team, Global Ecotourism Network (GEN), Latin American Ecotourism Network (LACEN), Co-founder, Instituto EcoBrasil

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 UN 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 each year. How can we prevent plastic waste from turning into maritime pollution? What are tourism companies' initial best practice examples? What are tourists willing to contribute?

Moderated by: **Prof. Dr. Willy Legrand**, Professor, Hospitality, Tourism & Event Management, International University Bad Honnef IUBH

Panel guests:

- **Dr. Frauke Fischer**, Founder, auf!, Author, Consultant and 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



Dr. Frauke Fischer, auf!, Author, Consultant and Expert for Sustainability



Dr. Monika Griefahn, Costa Group, Founding Member Greenpeace, Minister (ret.)



Joanne Hendrickx, Travel Without Plastic



Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber, Potsdam Institute for Climate Impact Research (PIK)



Dr. Louise Twining-Ward, The Worldbank

**ITB DEEP DIVE SESSIONS 3
CITYCUBE BERLIN, CUBE CLUB**

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

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.

- **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.

- **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

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

14:00 – 14:45 DATENSCHATZ CUSTOMER DATA: WER WEISS MEHR? WIE KÖNNEN LEISTUNGSTRÄGER & DESTINATIONEN IN ZUKUNFT KUNDENDATEN GENERIEREN UND NUTZEN?



– IN KOOPERATION MIT DIHK / DEUTSCHER STARTUP VERBAND –

In der digitalen Marktwirtschaft liegt die Herrschaft über Kundendaten mehr und mehr bei den großen Plattformen. Die Daten über den Kunden liegen nicht mehr bei denen, die den Kunden als Gast empfangen, sondern bei denen, die Leistungen und Informationen vermitteln. Wie lässt sich hier gegensteuern? Ist direkte Buchbarkeit ein Schlüsselement? Und was möchte eigentlich der Gast?

Einführung: **Bastian Kneissl**, Managing Director, MountLytics

Moderation: **Dr. Ulrike Regele**, Director Commerce and Tourism, Association of German Chambers of Industry and Commerce (DIHK)

Podiumsgäste:

- **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



Zu Luxusreisen gehört auch eine luxuriöse Beförderungsleistung. Was bedeutet Luxus für Reisen auf der Straße, auf dem Wasser und in der Luft und welches sind die wichtigsten Luxustrends? Repräsentanten von Top-End Luxury-Verkehrsträgern diskutieren Markttrends, Potenziale und Herausforderungen.

Moderation: **Prof. Dr. Roland Conrady**, Wissenschaftlicher Leiter des ITB Berlin Kongresses, Hochschule Worms

Podiumsgäste:

- **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



Malte Galus, konstruktiv GmbH



Stephan Grandy, Lufthansa German Airlines



Jan Starcke, Facebook



Fili Wiese, SearchBrothers.com, Former Google Search Quality Team Member



Dr. Jens Wohltorf, 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 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: **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**, Co-Founder, SUNx

ITB PALAIS SESSIONS HALL 19, PALAIS

11:00 – 12:00 WILDLIFE NOT ENTERTAINERS; TRANSFORMING AN INDUSTRY

– HOSTED BY WORLD ANIMAL PROTECTION –

This event will showcase the issue of captive wildlife used for entertainment, and the essential role the travel industry can play in supporting change and solutions that will benefit wildlife, travelers and those whose livelihoods depend on tourism. 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

13:00 – 14:00 INTERNATIONAL WOMEN’S DAY SPECIAL:

SHETRADES: EMPOWERING WOMEN THROUGH TOURISM

– ORGANIZED BY SHE TRADES INTERNATIONAL, GENDER RESPONSIBLE TOURISM NETWORK & ITB BERLIN –

Tourism is one of the most promising sectors in terms of development. Tourist jobs held by men tend to be higher-earning and more stable than those held by women. This panel focuses on how women in the tourism sector be best supported and connected to international market.

Greetings: **Rika Jean-François**, Commissioner, ITB Corporate Social Responsibility

Moderated by: **Michelle Kristy**, Associate Programme Officer, SheTrades Initiative, International Trade Centre (ITC)

Keynote: **Dr. Joke Buringa**, Specialist for human rights & gender equality in the Arab region

Panel guests:

- **Mary Ragui**, Board Member, Kenya Association of Tour Operators (KATO) (tbc.)
- **Iaia Pedemonte**, Founder, Gender Responsible Tourism
- **Marie-Calude Frauenrath**, Senior Trade Promotion Officer, Office of Asia, ITC (tbc.)
- **Stella Appenteng**, Owner, Apstar Tours Limited, Ghana (tbc.)

16:00 – 18:00 ITB BOOK AWARDS

10:30 – 15:00 BARRIER-FREE TOURISM DAY

The German National Tourist Board (GNTB) is inviting trade visitors and media representatives for a dialogue regarding tourism for everyone presented by industry professionals and experts.

For more info go here: www.germany.travel/tourismforall.

Location:
CityCube
Berlin,
Auditorium A7

ITB VIRTUAL REALITY LAB

HALL 10.2, BOOTH 109

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

11:00 – 11:30 NEW REALITIES IN TOURISM – FROM SALES TO VR IN-FLIGHT ENTERTAINMENT

- **Thomas Hoger**, Co-Inhaber, 3spin

11:30 – 12:00 EXPLORING VIRTUAL LOCATION TECHNIQUES FOR VR/AR

- **Sebastian Plesch**, Research Associate at the HTW Berlin, Research Institute DE:HIVE

14:00 – 14:30 DESTINATIONSMARKETING IN VR FÜR DAS REISELAND DEUTSCHLAND MIT BEETHOVEN VR



- **Thomas Bedenk**, Director Immersive Media, EXOZET

14:30 – 15:00 CASESTUDY – VIRTUAL REALITY IN DER KREUZFAHRTBRANCHE



- **Andreas Weigel**, CEO, digitnetmedia

WEDNESDAY, 6 MARCH 2019

ITB MEDICAL TOURISM CONFERENCE CONVENTION HALL 21B, MEDICAL TOURISM PAVILION

Hosted by: **Dr. Francisco Suarez Sanchez**, Medical Advisor, Diversity Tourism GmbH

11:00 – 12:00 EBI FORUM: EUROPEAN BUYER’S INITIATIVE
Membership and Certifications, Educational Session dedicated to Medical Tourism Buyers only!
• **Zdeslav Radovčić**, CEO & Founder, HTI Conference

12:00 – 12:30 KEYNOTE: HOW TO GET MORE PATIENTS – SUCCESSFUL BARIATRIC AND METABOLIC METHODS
• **Berj K. Apkarian**, MHA Vice-President, Physician and International Health Relations, Community Medical Centers, San Joaquin Valley

12:30 – 12:45 OFFICIAL OPENING OF THE ITB MEDICAL TOURISM CONFERENCE
• **Thomas Bömkles**, Managing Director, Diversity Tourism GmbH, Consultant ITB Berlin
• **Rika Jean-François**, CSR Commissioner, ITB Berlin

12:45 – 13:00 ANNOUNCING 2019’S TOP 10 WORLD’S BEST HOSPITALS FOR MEDICAL TOURISTS
• **Julie Munro**, President, Medical Travel Quality Alliance

13:00 – 14:00 MEDIA LUNCH – PRESENTED BY TURKEYANA CLINIC, ISTANBUL AND DORMIO-MED, KRAKOW –
Welcome & Introduction:
• **Thomas Bömkles**, Managing Director, Diversity Tourism GmbH, Consultant ITB Berlin

14:00 – 15:00 HOW AGENCIES CAN BEST MARKET AND SELL MEDICAL AND HEALTH TOURISM PACKAGES AND SERVICES
Moderated by: **Julie Munro**, President, Medical Travel Quality Alliance

Panel guests:

- **Mert Demirsoz**, International Business Dev. Assistant Manager
- **Sheriff Hassan**, MD, CEO & Founder, Tripsetc Travel Company
- **Claudia Wagner**, Managing Director, FIT Reisen

15:00 – 15:30 THE SUCCESS OF TURKEY IN HAIR TRANSPLANTATION AND TURKEYANA EXPERIENCE #TRUSTTHEEXPERTS
• **Muhammed Halid Hayani**, Operations Manager, Turkeyana Clinic
• **Mine Istanbulu**, Business Development Manager, Turkeyana Clinic

15:30 – 16:00 DORMIO-MED HAIR MEDI SPA: I-HAIRMED, POLAND; MEDINTEGRATION FOR EFFECTIVE HAIR RESTORATION
• **Dorota Kowalczyk**, MD, Physician & Clinic Owner

16:00 – 16:30 DÜNYAGÖZ AND MEDICAL TOURISM STRATEGY
• **Mert Demirsoz**, International Business Dev. Assistant Manager
Followed by: *MEDICAL NETWORKING RECEPTION*

THURSDAY, 7 MARCH 2019

10:30 – 11:00 MALAYSIAN HEALTHCARE TRAVEL COUNCIL (MHTC): EXPERIENCE MALAYSIA HEALTHCARE, EMBRACE MALAYSIAN HOSPITALITY
• **Sherene Azli**, Chief Executive Officer, Malaysian Healthcare Travel Council (MHTC)

11:00 – 12:00 CHALLENGES OF SOCIAL AND CULTURAL DIVERSITY FOR MEDICAL TOURISM DESTINATIONS AND MEDICAL TRAVELERS
Moderated by: **László Puczkó**, Director of Industry Intelligence, Resources for Leisure Assets

Panel guests:

- **Sherene Azli**, Chief Executive Officer, Malaysian Healthcare Travel Council (MHTC)
- **Sidharth Dominic**, Managing Director, CGH Earth Health & Wellness
- **Sigrid de Mazieres**, Director Gulf Countries, German National Tourist Office (GNTB)

12:00 – 12:30 CGH EARTH: IMPORTANCE OF AYURVEDIC PANCHAKARMA TREATMENTS IN CHRONIC DISORDERS
• **Dr. Karan Jouhar**, Chief Medical Officer, Kalari Kovilakom

12:30 – 13:00 EUROPEAN SPA ASSOCIATION DISCUSSION: HOW TO AVOID SEASONALITY VIA HEALTH TOURISM, PREVENTION & CORPORATE HEALTH SERVICES
• **Maik Fischer**, Bad Pyrmont, Germany
• **Siyka Katsarova**, BUBSPA, Bulgaria
• **Martin Plachy**, Royal Spas, Czech Republic

13:00 – 14:00 MEDICAL HOTELS AND THEIR FUTURE PERSPECTIVE IN MEDICAL TOURISM
Moderated by: **Leila Krešić-Jurić**, Executive Director, EHTI Summit/HTI Conference

Panel guests:

- **Prof. Dr. Beck**, Health Service Provider
- **Sidharth Dominic**, Managing Director, CGH Earth Health and Wellness
- **Prof. Dr. Kai Illing**, Tourism Development, HealthCare TDC

14:00 – 14:30 THE LANDSCAPE OF HEALTH TOURISM: WHAT IS THE ROLE OF MEDICAL TOURISM?
• **László Puczkó**, Director of Industry Intelligence, Resources for Leisure Assets

14:30 – 15:00 EUROPEAN SPA ASSOCIATION DISCUSSION: COOPERATION BETWEEN CHINA AND EUROPE IN HEALTH TOURISM
• **Viktor Vereb**, Representative OBOR Culture & Tourism Dev. Committee, Brussels, HISEAS International Tourism Group

15:00 – 16:00 HTI ROUNDTABLE: BUILDING UP GLOBAL MEDICAL TOURISM CITIES
Moderated by: **Leila Krešić-Jurić**, Executive Director, EHTI Summit/HTI Conference

Panel guests:

- **Miguel Angel Perez**, Brand Manager, Turismo Valencia
- **Tihana Vlaic**, Expert Assistant, Zagreb Tourist Board
- **Simone Zagrodnik**, Head of Marketing, Wiesbaden Tourism

16:00 – 16:30 HTI CONFERENCE: THINK BIG OR THINK SMART
• **Irena Rapoport**, HTI Regional Manager, CIS & Israel
Followed by: *MEDICAL NETWORKING RECEPTION*

10:00 – 10:30 EVEX MEDICAL CORPORATION – LARGEST CHAIN OF HOSPITALS IN GEORGIA
• **Anri Kapanadze**, Commercial Director

10:30 – 11:00 STUDY: USE OF NATURAL RESOURCES TO CREATE SUSTAINABLE HEALTH TOURISM DESTINATIONS
• **Prof. Dr. Christian Steckenbauer**, MSc., Faculty Dean, European Campus Rottal-Inn, TH Deggendorf

11:00 – 11:30 DENTEXPERT BUKAREST: HOLIDAY IN ROMANIA – QUALITY DENTAL & AESTHETIC CARE
• **Maria Alionte Ruxandra**, General Dentist

11:30 – 12:00 VIAGGIARE E SORRIDERE (TRAVEL & SMILE), ALBANIA: WHY TRAVEL & SMILE IN ALBANIA
• **Anduena Cela**, Executive Director
• **Dritan Gremi**, CEO & Founder

12:00 – 13:00 DO CLINICS NEED TOUR OPERATOR OR IS IT ENOUGH TO BE ACTIVE IN SOCIAL MEDIA AND ONLINE?
Moderated by: **Dr. Francisco Suarez Sanchez**, Medical Advisor, Diversity Tourism GmbH

Panel guests:

- **Mert Demirsoz**, International Business Development Assistant Manager
- **Emre Ali Kodan**, Founder Baki International Health & Travel Solutions
- **Leila Krešić-Jurić**, Executive Director, EHTI Summit/HTI Conference

13:00 – 13:30 STUDY: CLOSING THE GAP BETWEEN MEDICAL EVIDENCE AND MARKETABLE PRODUCTS. A MODEL FOR THE FUTURE IN THE TRAINING OF EMPLOYEES IN HEALTH TOURISM?
• **Prof. Dr. Marcus Herntrei**, TH Deggendorf

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

14:00 – 15:00 HOW CAN WE MAKE MEDICAL AND HEALTH TOURISM ACTIVITIES EXPLODE WITHIN EUROPE?
Moderated by: **Dr. Francisco Suarez Sanchez**, Medical Advisor, Diversity Tourism GmbH

Panel guests:

- **Dr. Anna Bialk-Wolf**, Institut of Research and Development of Medical Tourism
- **Ivana Kolar**, Advisor, Terme Olimia, Slovenia
- **Ernest Svazić**, Mayor of Krapinske Toplice, Croatia

15:00 – 15:30 CLUSTER DALMATIA – HEALTH, CROATIA: DALMATIA – NEW HEALTH TOURISM DESTINATION
• **Biljana Mančić**, Katarina Jelčić, Vesna Schvorc, Nela Travas

15:30 – 16:00 HEALTH TOURISM IN SPAIN. MUCH MORE THAN JUST SUN AND BEACHES
• **Carlos Abella**, General Manager, Spaincares

THURSDAY, 7 MARCH 2019

FRIDAY, 8 MARCH 2019

ITB MEDICAL TOURISM CONFERENCE HALL 21B, MEDICAL TOURISM PAVILION

ITB PALAIS SESSIONS HALL 19, PALAIS

eTRAVEL STAGE, HALL 6.1

- 10:30 – 11:00 THE ROLE OF HUMANS IN THE FUTURE OF REVENUE – A STORY OF MAGIC, INTELLIGENCE AND DOGS**
As the world explodes in data, humans and current systems alone can't handle the complexity of big-data analytics.
• **Klaus Kohlmayr**, Chief Evangelist, IDEaS
- 11:00 – 11:30 TRAVEL BY SOUND – HOW DOES YOUR DESTINATION SOUND?**
Digital voice assistants, self-driving cars and smart homes are taking over the holiday world. Five trends in tourism, how speech is becoming the new search function and hearing is the new feeling.
• **Julia Jung**, Agency Management, 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 fragile and small-scale. Innovative ideas are hard to implement. There are exciting ideas that are relevant to tourism. This requires an interface between innovation and industry. The Salzburg Accelerators for Tourism is an example of this.
• **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. Understand the power in data to guide an experience and understand what consumers need!
• **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.
• **Matthieu Betton**, General Manager Europe, Sojern
- 13:00 – 13:30 TOP TRAVELTECH SOLUTIONS FROM SPAIN**
Spain is one of the top 3 touristic destinations in the world, with an extremely competitive business environment. The Spanish traveltech firms in this panel combine experience, technical expertise and demand-driven solutions.
Moderated by: **Lucinio Muñoz**, Economic and Commercial Counsellor, Spanish Embassy Berlin
Panel guests:
• **Eduardo Baro**, Busso
• **Isabel Carranza**, Travel Compositor
• **Patricia Czajkowski**, Avantio
• **Pau Ferret**, 123 Compare Me
• **Sebastián Briones Moyano**, Pipeline Software 2000, S.L.
• **Jorge Mira Uclés**, Doblemente, S.L.
• **Juan Ramón García Vila**, Roommatik
- 13:30 – 14:00 MAPIFY: TURNING INSTAGRAM INTO BOOKABLE TRAVEL**
Mapify is establishing a completely new business model in the travel industry by building a global travel community and using Instagram photos as a source of inspiration.
• **Patrick Häde**, CEO, Mapify
- 14:00 – 14:30 HI – HOW HOTEL INTELLIGENCE INCREASES PROFITS**
Today, faster and better decisions make the difference between business success and failure. The right data strategy and business intelligence solution is thereby an important pillar.
• **Hannes Lösch**, Managing Director, Limendo
- 14:30 – 15:00 HOW TO OFFER BETTER 24/7 CUSTOMER SERVICE WITH GUURU**
Would you like to offer 24/7 live chat, minimize the shopping cart jump rate or pass on product recommendations from loyal customers? How to mobilize customers to share their knowledge and experience.
• **Christoph Häusler**, Sales Director DACH, guuru
- 15:00 – 15:30 RHEINHESSEN: EXPERIENCING A DESTINATION WITH ALL YOUR SENSES**
Content marketing in tourism especially thrives on the emotionality that fascinates guests and holidaymakers both before and during their stay. But how does this really work?
• **Christian Halbig**, CEO, Rheinhessen-Touristik GmbH
• **Joachim Schmidt**, Founder and Owner, Intensive Senses



Antonia Alberti,
Rheinland-Pfalz
Tourismus



Henry Barchet,
Audiotravels



Matthieu Betton,
Sojern



Romain Cuisinier,
Air France



Klaus Kohlmayr,
IDEaS

- 15:30 – 16:00 AUDIO INFLUENCING IN TOURISM**
The tourism industry still hasn't discovered that Spotify, Tuneln, Blubrry and Castrex can communicate content. But which content is suitable for audio influencing, and who can produce it?
• **Antonia Alberti**, Project Manager, Domestic Marketing, Rheinland-Pfalz Tourismus GmbH
• **Henry Barchet**, Audio Journalist and Producer, Audiotravels
- 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?
• **Jochen Weishaar**, Sales and Marketing Manager, vOffice GmbH
- 16:30 – 17:00 ROLE OF THE REVENUE MANAGER – HOW TECHNOLOGY HELPS DEFINE THE STRATEGY IN THE HOSPITALITY INDUSTRY**
The hospitality industry comprises everything from hotels, restaurants, bars to amusement parks. There exists no "one size fits all" strategy. But what makes the hospitality industry beat the odd in achieving hotel revenue optimization?
• **Mário Mouraz**, CEO and Co-Founder, 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?
• **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.
• **Joaquin Elizondo**, CSO, Aseguro Mi Viaje
• **Frederico Kramer**, Owner, Aseguro Mi Viaje
• **Juan Pedro Narancio**, Director, Aseguro Mi Viaje



eTRAVEL LAB, HALL 7.1B

Moderated by: **Gerd Otto-Rieke**, Publicist

- 10:30 – 11:00 ALEXA, IT'S TIME FOR VACATION!**
Home speakers and smartphones will help to improve the travel experience. Smart assistants, live chats and messenger apps are becoming key success factors for travel providers. What applications are possible?
• **Thorsten Reitz**, Manager Digital Sales Platform, TUI Deutschland GmbH
• **Nico Wohlgenuth**, 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.
• **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.
• **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.
• **Bruce Hanna**, General Manager EMEA, Yapta
- 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. Learn why great optimization is always based upon universal principles and how to make optimization a strategic topic in every organization.
• **André Morys**, CEO, 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.
• **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.
• **Romain Cuisinier**, Head of Social Marketing, Air France

TTA FORUM
eTRAVEL LAB, HALL 7.1B



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. The TTA Forum focuses on the fastest and most exciting growing areas of our industry.

- **Charlotte Lamp Davies**, Principal Consultant, A Bright Approach

14:10 – 15:00 PANEL DISCUSSION "TOURS & ACTIVITIES"

The segment Technology, Tours & Activities (TTA) brings together all those who sell in-destination services. Get expert knowledge straight from the source.

14:10 – 14:20 KEYNOTE:

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?

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

14:20 – 15:00 PANEL DISCUSSION "TOURS & ACTIVITIES"

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
- **Lukas C. Hempel**, Founder & Managing Director, bookingkit
- **Klaudjia Janzeli**, Global Sales Director, Urban Adventures
- **Jonne de Leeuw**, Principal, HPE Growth Capital

15:00 – 16:00 PANEL DISCUSSION "DISTRIBUTION STRATEGIES": HOW TO CHOOSE THE BEST DISTRIBUTION CHANNEL

How can leisure services be found and purchased? 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.

15:00 – 15:20 HOW TO CREATE A BALANCED DISTRIBUTION STRATEGY

Best practice example from industry leader SANDEMANs New Europe.

- **Olan O'Sullivan**, CEO, Trekksoft AG
- **Antony Lias**, COO, SANDEMANs New Europe

15:20 – 15:40 RESELLER OR MARKETING PARTNER? YOUR IDEAL WAY OF WORKING WITH AN ONLINE PLATFORM

Success story of an innovative partnership: Casa Batlló and Tiqets.

- **Ingrid Olmo**, Public Relations and Media Strategist Manager, Casa Batlló
- **Marion Wolff**, Head of Marketing Communication & Brand, Tiqets

15:40 – 16:00 PANEL DISCUSSION "DISTRIBUTION STRATEGIES"

Moderated by: **Charlotte Lamp Davies**, Principal Consultant, A Bright Approach
Panel guests:

- **Antony Lias**, COO, SANDEMANs New Europe
- **Ingrid Olmo**, Public Relations and Media Strategist Manager, Casa Batlló
- **Olan O'Sullivan**, CEO, Trekksoft AG
- **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?

- **Matt Cuckston**, European Director, KLOOK

16:30 – 17:00 KEYNOTE – HOW FESTIVALS & NICHE TRAVEL STYLES CAN BENEFIT FROM NEW TECHNOLOGY

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

- **Brendan Roberts**, Global Head of Business Development, Tourradar



Matt Cuckston,
KLOOK



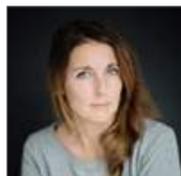
Charlotte L. Davies,
A Bright Approach



Lukas C. Hempel,
bookingkit



Milena Nikolova,
ATTA



Marion Wolff,
Tiqets

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.

Panel guests:

- **Yann Maurer**, COO, Regiondo GmbH
- **Milena Nikolova**, Knowledge and AdventureEDU Director, Adventure Travel Trade Association (ATTA)

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

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

- **Mark Rizzuto**, CEO, LIVN

TECHNOLOGY, TOURS & ACTIVITIES – TTA EVENTS AT A GLANCE



WEDNESDAY, 6 MARCH 2019

ITB FUTURE DAY,
CITYCUBE BERLIN, A4/5

11:00 – 11:45

CEO KEYNOTE INTERVIEW

Stephen Kaufer

12:00 – 12:45

KEYNOTE EXECUTIVE PANEL:

MEGA TOPIC:

IN-DESTINATION SERVICES

ITB eTRAVEL WORLD DAY 1
eTRAVEL LAB, HALL 7.1B

14:00 – 18:00

TTA FORUM

Moderated by:
Charlotte Lamp Davies

NETWORKING AREA,
HALL 4.1

18:00

WELCOME PARTY

THURSDAY, 7 MARCH 2019

ITB eTRAVEL WORLD DAY 2
eTRAVEL LAB, HALL 7.1B

11:00 – 11:30

INCREASING SALES WITH

ARTIFICIAL INTELLIGENCE

Lukas C. Hempel

ITB DEEP DIVE SESSIONS 2
CITYCUBE BERLIN,
CUBE CLUB

13:00 – 13:45

ASIA OUTBOUND: THE

UNTAPPED OPPORTUNITY

FOR TOURS & ACTIVITIES?

Oliver Nützel

NETWORKING AREA,
HALL 4.1

17:30

NETWORKING PARTY

FRIDAY, 8 MARCH 2019

ITB eTRAVEL WORLD DAY 3
eTRAVEL STAGE, HALL 6.1

13:00 – 13:30

STARTUP TTA

PITCH 'N' PANEL –

TECHNOLOGY,

TOURS &

ACTIVITIES

Douglas Quinby

CENTER STAGE, HALL 4.1

15:30 – 16:30

THE STATE AND FUTURE

OF BOOKING FOR TOURS,

ACTIVITIES AND ATTRACTIONS

Douglas Quinby

16:30 – 17:30

SMART SUSTAINABILITY

FOR DESTINATIONS

Chris Doyle,
Milena Nikolova



eTRAVEL STAGE, HALL 6.1

Moderated 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 a hot topic. We know it will make our lives easier and our businesses more successful but how can you use it in your businesses today? Learn how machine learning can easily be part of your offering – no data science skills needed!

- **Nuno Castro**, Director Data Science, Expedia 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, digitalization and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!

- **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

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

- **Dr. Michael Luhnen**, Managing Director DACH, PayPal

12:00 – 13:00 PANEL DISCUSSION: INVESTING IN STARTUPS

Investments by German companies in startups have increased. The challenges of corporate venturing are numerous. It has to be clear which strategy is suitable and how it is to be implemented. Startups must be found and supported on their way to success.

Moderated by:

- **Christian Kalusa**, Lawyer, Beiten Burkhardt
- **Dr. Gesine von der Groeben**, Lawyer, Beiten Burkhardt

Panel guests:

- **Dr. Daniel Holzmann**, Corporate Legal Counsel, BSH Hausgeräte GmbH
- **Haik Mehmke**, Digital Commercialisation Lead, Linde AG
- **Norman Meyer**, Head of Digital Services, Drees & Sommer

13:00 – 13:30 VOICE-CONTROLLED INTERFACES: A LOGICAL FLIGHT DISTRIBUTION CHANNEL OR JUST A WEIRD GADGET?

Man-machine interfaces using natural language recognition are gaining traction in our private lives. Gain insights from the world's first use-case for voice-controlled flight bookings.

- **Alexander von Bernstorff**, Director Airline Solutions, InteRES GmbH

13:30 – 14:00 PRE-CONTRACTUAL INFORMATION – AN OPPORTUNITY FOR INCREASING SALES

The pre-contractual duty to provide information has been integrated into the daily work of travel agencies and tour operators. It is not just some annoying obligation – the application of the EU Package Travel Directive offers numerous opportunities.

- **Dennis Zimon**, CEO, Passolution

14:00 – 14:30 CASH AS SECURE ALTERNATIVE IN THE ONLINE PAYMENT SECTOR

Cash can be integrated into the digital payment world. By using the existing retail infrastructure, new target groups in the travel sector can be reached.

- **Jana Beermann**, Key Account Manager, Barzahlen

14:30 – 15:00 ARTIFICIAL INTELLIGENCE: KNOW-HOW FOR TRAVEL AGENCIES

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

- **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.

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

15:30 – 16:00 NDC: THE 3 LETTERS ON EVERYONE'S MIND. READY FOR NDC?

Discover the 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.

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



Jana Beermann,
Barzahlen



Gesine von der Groeben,
Beiten Burkhardt



Matthias Lange,
Trevotrend



Dr. Michael Luhnen,
PayPal



Jukka Punamäki,
City of Helsinki



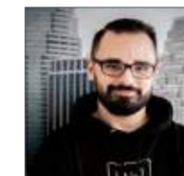
Lola Akinmade Åkerström,
NordicTB.com



Janicke Hansen,
NordicTB.com



Kristine Honig,
Tourismszukunft



Marco Lauerwald,
UNIQ



Marcel van de Wal,
Travelport

16:00 – 16:30 CREATING NATURAL AMBASSADORS FOR TRAVEL BRANDS AND DESTINATIONS

The session will highlight strategies and techniques to help create long-term, natural ambassadors for travel brands and destinations on a limited budget.

- **Lola 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.

- **Florian Bauhuber**, CEO, 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 it? Not only on site but also via digital channels. (Presentation of actual cases included).

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

17:30 – 18:00 INNOVATING GROUP BOOKINGS

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

- **Dimitrios Angelinas**, CEO, Dgroups



eTRAVEL LAB, HALL 7.1B

10:30 – 11:00 THE QUEST FOR MORE DIRECT BOOKINGS – WHY ARE YOUR GUESTS LOST IN THE CUSTOMER JOURNEY?

How do customers experience hotel websites and why do many leave without making a booking? Learn to fix your online presence using techniques mastered by OTAs, to keep people on site and complete a sale.

- **Kristian Valk**, 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.

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

11:30 – 12:00 THUMB-STOPPING SOCIAL STORYTELLING

The daily consumption of huge amounts of data is creating a glut of information. Which stories can still manage to whet the appetite? Industry leader National Geographic reveals best practices for social storytelling.

- **Andrew Nelson**, Director Editorial Projects, National Geographic Travel

12:00 – 12:30 UTILIZING YOUTUBE AS A DISTRIBUTION AND MARKETING TOOL

Case studies from 2018–19 highlighting how to use YouTube to 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.

- **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.

- **Marco Lauerwald**, Head of Online Marketing, UNIQ GmbH

13:00 – 13:30 FROM HOTEL BRAND TO PERSONAL BRAND

In a world of endless choice, the only brand that matters is the guest's. It demands a hotel's undivided attention. Join the panel discussion to explore the rise of the experience economy and the demands being placed on hoteliers.

- **Clemens Fisch**, Regional Manager DACH, SiteMinder
- **Michael Menzel**, Chief Revenue Officer, TrustYou

13:30 – 14:00 DATA SCIENCE BOOT CAMP FOR HOTELIERS

This session walks hoteliers through the key data segments and techniques they can use to make smarter business decisions. Learn the fundamental skills of working with data sets and walk away with a data science tool kit and a game plan.

- **Nicola Graham**, Director of Marketing, International, Cendyn

17:00 – 17:30 PANEL "CUSTOMER RELATIONSHIP MANAGEMENT" MASTERCLASS

Do you know what data you need for customer relationship management (CRM)? How does the General Data Protection Regulation (GDPR) influence a hotels' business? CRM experts share their key secret sauce on how to convert better.

Moderated by: **Daniel Zelling**, Founder, Hospitality Industry Club

Panel guests:

- **Patrick Oldenburg**, Director of Sales Central Europe, Revinate
- **Frank Pohl**, Senior CRM Consultant, Serenata CRM
- **Dr. Michael Toedt**, CEO & Founder, dailypoint
- **Maximilian Waldmann**, CEO, conichi

17:30 – 18:00 BEYOND UNCONVENTIONAL: KEEPING UP WITH THE TENT AND TECH NEXT DOOR

The status quo is challenged: the appeal of less conventional accommodation is shifting the way people think about travel. In this session we examine the fundamental changes driving the demand.

- **Adam Harris**, Chief Executive Officer, Cloudbeds

ITB HOSPITALITY TECH FORUM
eTRAVEL LAB, HALL 7.1B



Hosted by: **Daniel Zelling**, Founder, Hospitality Industry Club, Managing Director, opensmjle

14:00 – 14:10 INTRODUCTION: HOSPITALITY TECH FORUM

Welcoming and opening of the Hospitality Tech Forum.

- **Daniel Zelling**, Founder, Hospitality Industry Club, Managing Director, opensmjle

14:10 – 15:00 PANEL "GUEST COMMUNICATION"

A look at communication technologies that support hotel staff in transmitting basic information to guests. How hotel managers can help their teams concentrate on being hosts and create employee value at the same time.

Moderated by: **Daniel Zelling**, Founder, Hospitality Industry Club

Panel guests:

- **Benjamin Devisme**, VP Sales, Quicktext
- **Marius Donhauser**, Founder & CEO, hotelkit
- **Benjamin Jost**, CEO & Co-Founder, TrustYou
- **Moritz Klussmann**, CEO & Co-Founder, Customer Alliance
- **Moritz von Petersdorff-Campen**, Founder & Managing Director, SuitePad

15:00 – 15:30 REWARDING UPSELLING FOR HOTELS

Which upselling tools are revolutionizing the hotel tech industry? What works best, when and where? Get some ideas and best practice cases from our experts on how to generate some extra business with clever upselling strategies.

Moderated by: **Daniel Zelling**, Founder, Hospitality Industry Club

Panel guests:

- **Edwin Hanssen**, Director Sales, Upgreats
- **Karl Schmidtner**, Co-Founder, UpsellGuru
- **Erik Tengen**, Co-Founder, Oaky

15:30 – 16:00 HOW TO INCREASE THE RETURN ON ADVERTISING SPEND

Learn how Melia Hotels streamlined their market strategy, scaled business and increased Return on Advertising Spend (ROAS) by 6.7% via Facebook Dynamic Ads for Travel.

Moderated by: **Matthias Koch**, Global Industry Lead Travel, Productsup

- **Jose Luis Aranda Riera**, Global Digital Marketing Director, Meliá Hotels International

16:00 – 17:00 PANEL "REVENUE MANAGEMENT 2019"

Industry experts discuss the future processes of revenue management: Do hotels still need revenue managers or will technology take over completely?

Moderated by:

- **Wilhelm K. Weber**, Founder, SHS Swiss Hospitality Solutions
- **Pontus Berner**, Co-Founder & Managing Partner, berner+becker

Panel guests:

- **Alexander Edström**, CEO, Atomize
- **Klaus Kohlmayr**, Chief Evangelist, IDaaS
- **Jens Munch**, CEO, Pace
- **Michael Schaeffner**, Director DACH, Duetto

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Alexander Edström, Atomize



Nicola Graham, Cendyn



Matthias Koch, Productsup



Dr. Michael Toedt, dailypoint



Daniel Zelling, Hospitality Industry Club

eTRAVEL STARTUP DAY
eTRAVEL STAGE, HALL 6.1

10:30 – 11:30 CHINA TRAVEL INNOVATION AND INVESTMENT SESSION

Moderated by: **Joseph Wang**, Chief Commercial Officer, TravelDaily China

10:30 – 10:50 KEYNOTE:

THE DEVELOPMENT TREND OF CHINESE E-TOURISM AND THE POSSIBILITIES OF RESOURCES ABROAD

China's 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.

- **Eric Zhuang**, Vice President, DidaTravel

10:50 – 11:30 PANEL:

HOW STARTUPS AND TRAVEL INNOVATIONS ARE REDEFINING THE CHINESE MARKET

China is the largest source market for the global travel and tourism industry. How can international travel brands make the most of the latest technologies and digital ecosystems in order to grow their businesses and better serve Chinese travelers?

Moderated by: **Joseph Wang**, Chief Commercial Officer, TravelDaily China

Panel guests:

- **Margaret Feng**, Head of Oasis Lab, Ctrip
- **Hillary Wang**, Director of Global Sourcing, Haoqiao International
- **Wei Xia**, VP, Product & Strategy, DerbySoft
- **Jay You**, Partner, Yuantai Investment Partners Evergreen Fund

12:00 – 13:00 ITB STARTUP PITCH, POWERED BY PHOCUSWRIGHT

Five companies have 6 minutes each to demonstrate their innovation. A jury elects "the most innovative" and this company wins a ticket to attend Phocuswright Europe along with a copy of the premier European Online Travel Overview research report.

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
- **Anthony Collias**, CCO and Co-Founder, Stasher
- **Patrick Häde**, CEO and Co-Founder, Mapify
- **Mikhail Krymov**, CEO, Sleepbox, Inc.
- **Guillaume Laporte**, Co-Founder and CEO, Destygo

Judges:

- **Jonne de Leeuw**, Principal, HPE Growth Capital
- **Morgann Lesné**, Partner, Cambon Partners
- **Philip C. Wolf**, Founder, PhoCusWright

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. Hempel**, Founder & Managing Director, bookingkit

Startups:

- **Matthieu Ballester**, CEO & Co-Founder, Nannybag
- **Susana Fonte**, Sales Manager, Live Electric Tours
- **Adrian Kalcic**, Co-Founder, Jump To (Virtual Reality)
- **Mateusz Mierzewski**, Founder & CEO, LocalBini

13:30 – 14:00 PITCH 'N' PANEL MOBILITY

Whether for air or ground transportation – the question of how to get to the destination and how to get around is one of the most important questions. This Pitch 'n' Panel breaks new ground in the areas of booking, managing and paying for tickets.

Moderated by: **Anke Hsu**, Customer Experience Officer, InterRES GmbH

Startups:

- **Fabian Hoehne**, Co-Founder, FLYLA
- **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 growing. This Pitch 'n' Panel is where hoteliers and hospitality tech providers can get a glimpse into the new.

Moderated by: **Daniel Zelling**, Founder, Hospitality Industry Club, Managing Director, opensmle

Startups:

- **Metin Arghan**, Board member, Protein
- **Fabio Angeli Bufalini**, CCO & Co-Founder, B2Book
- **Benjamin Devisme**, VP Sales, Quicktext
- **Pau Ferret**, Sales Managing Partner, 123 Compare Me
- **Alexandre Guinefolleau**, CEO, Amenitiz
- **Brendan May**, Managing Director, Hotel Res Bot

Judges:

- **André Baljeu**, Founder, techtalk.travel
- **Massimo Caria**, CEO, tooly.tips
- **Maximilian Waldmann**, CEO, conichi
- **Wilhelm K. Weber**, Partner, SHS Swiss Hospitality Solutions AG

15:00 – 16:00 PITCH 'N' PANEL BOOKING AND SERVICES B2B

New players in the travel B2B sector present innovative services, such as payment solutions and group bookings, and provide answers to the moderator's critical questions.

Moderated by: **Michael Wurst**, CEO & Founder, Trevado GmbH / Mister Trip

Startups:

- **Dimitrios Angelinas**, CEO, Dgroups
- **Alexander Handa**, Founder & CEO, Groupdesk
- **Anna Ndiaye**, Key Account Manager Germany, EuroPass
- **Raphaël Ramirez**, CEO, Moneyeti
- **Niklas Zeller**, CEO & Co-Founder, Viselio

16:00 – 16:45 PITCH 'N' PANEL BOOKING AND SERVICES B2C

Are there booking platforms that not only put a new look on the old & familiar, but are also innovative AND inspiring? Judge for yourself which startups could best impress consumers!

Moderated by: **Daniela Putz**, Industry Manager Travel, Google Germany

Startups:

- **Dominik Calzone**, CEO, Strategie & Vision, Amavido
- **Christian Diener**, Co-Founder, Unplanned Moments GmbH
- **Andy Washington**, SVP of Travel, Culture Trip
- **Michael Wurst**, CEO & Founder, Trevado GmbH / Mister Trip



eTRAVEL LAB, HALL 7.1B

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.

- **Moritz von Petersdorff-Campen**, Founder & Managing Director, SuitePad

11:00 – 11:30 STAY ON TOP IN A FAST-MOVING HOTEL DISTRIBUTION MARKET

Mergers and acquisitions activities in the hotel industry become daily business, big platforms are expanding and costs for customer acquisition are rising. How can hospitality distribution technology provide best choice and reward for hotels?

- **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.

- **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.

- **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 important to identify travel trends and traveler behaviours. Learn how it can help to overcome challenges or to correct misconceptions at emerging markets. The industry leader will also share its new community concept.

- **Sally Davey**, Global Director Industry Relations, TripAdvisor

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?

- **Kristine Honig**, Consultant, Tourismuszukunft

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?

- **Hartmut Wimmer**, CEO, Outdooractive



Sally Davey,
TripAdvisor



Anke Hsu,
InterRES



Moritz von
Petersdorff-Campen,
SuitePad



Hillary Wang,
Haoqiao International



Eric Zhuang,
DidaTravel

14:00 – 14:30 SOCIAL MEDIA – HOW WILL YOU GENERATE REACH IN 2019?

Get tips on how to reach out to the new challenges in social media and sell travel.
• **Tanja Weinekötter**, Owner, Marketing & Event Support

14:30 – 15:30 CONFUSED BY BREXIT? EMERGENCY STUNTS AND FIRST AID

Practical aspects of BREXIT for tourism organizations and travel tech companies after March 29.
Panel with British and EU experts.
Moderated by: **Claudia C. Brözel**, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

Panel guests:

- **Alex Bainbridge**, CEO & CTO, Autoura
- **Peter Hense**, Lawyer, Spirit Legal LLP
- **Tom Jenkins**, CEO, ETOA
- **Anthony Pickles**, Head of Tourism Affairs, Visit Britain / Visit England
- **Kevin O'Sullivan**, Founder & CEO, open destination

eTRAVEL STAGE, HALL 6.1



Sessions will be held in German only.

11:00 – 12:00 DIE EU-DATENSCHUTZGRUNDVERORDNUNG UND IHRE UMSETZUNG IN DER TOURISTIK

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

12:00 – 13:00 ONLINE-MARKETING KOMPAKT – PRAXISWISSEN VON A BIS Z

Verbessern Sie Ihr Fachwissen über Online-Marketing und nutzen Sie Tipps zu Bereichen wie SEO, Social Media, Content- und Neuromarketing.
• **Christian Wenzel**, Geschäftsführer, CW Media Alliance GmbH

13:00 – 14:00 SOCIAL-MEDIA-MARKETING FÜR TOURISTIKER

Welche Social-Media-Kanäle sind im touristischen Bereich sinnvoll, um einen besseren Media-Impact zu erzeugen? Facebook, Instagram, Pinterest oder ein Blog? In diesem Seminar erfahren Sie es!
• **Christian Wenzel**, Geschäftsführer, CW Media Alliance GmbH

eTRAVEL LAB, HALL 7.1B



10:30 – 13:30 HOTELCAMP BY HOSPITALITY INDUSTRY CLUB

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



Claudia Brözel,
University of Sustainable
Development Eberswalde



Tom Jenkins,
ETOA



Tanja Weinekötter,
Marketing & Event
Support

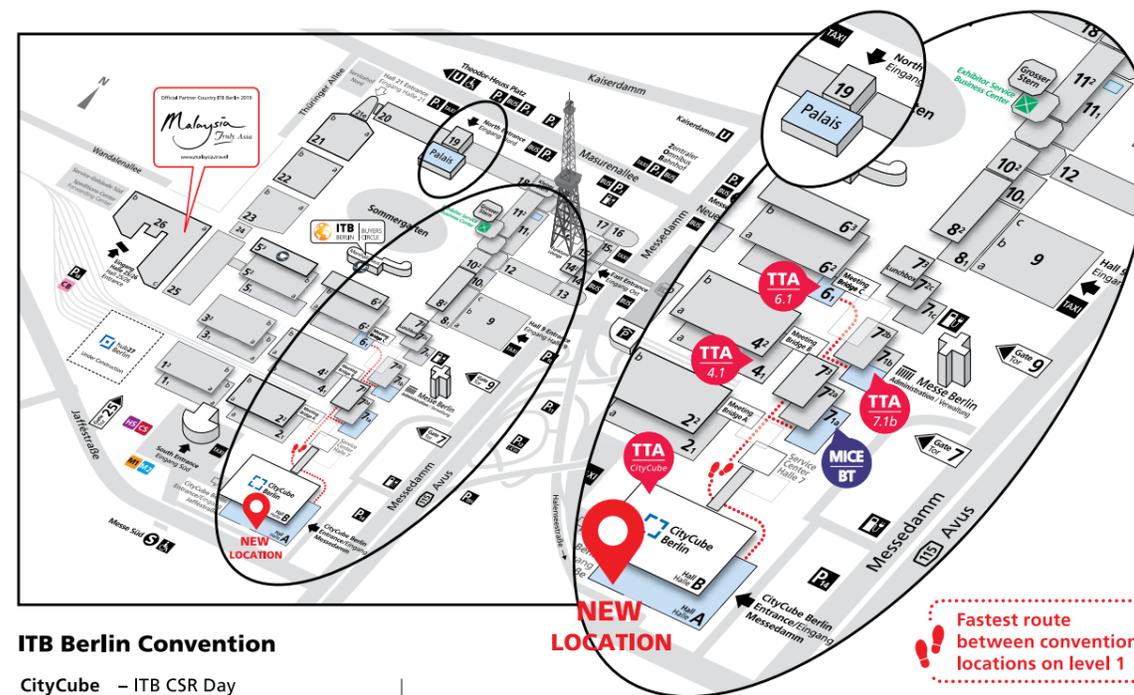


Kai Hannemann,
ASTICA Consult



Christian Wenzel,
CW Media Alliance

VENUE MAP



ITB Berlin Convention



- CityCube – ITB CSR Day
- Hall A – 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
- MICE BT – 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



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to our booth
117 in hall
26a!



MALAYSIA FORUM:

Meeting the Challenges Of Sustainable Eco-Tourism Development.
Recommendations For Managing Goals

BE THERE: 8 March, 15:00 – 15:45, CityCube Berlin, Auditorium A4/A5

Official Partner Country ITB Berlin 2019



www.malaysia.travel

NEW AT ITB BERLIN – TECHNOLOGY, TOURS & ACTIVITIES EVENTS AT A GLANCE



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WEDNESDAY, 6 MARCH 2019

11:00 – 12:45

ITB Future Day, CityCube Berlin, Auditorium A4/A5

11:00 – 11:45

CEO Keynote Interview: Stephen Kaufer,
Co-Founder, President & CEO, Tripadvisor

12:00 – 12:45

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

14:00 – 18:00

eTravel Lab, Hall 7.1b

TTA Forum, moderated by Charlotte Lamp Davies,
Principal Consultant, A Bright Approach

14:00 – 15:00

Opening Panel Tours & Activities with Bookingkit,
Fareharbor, DDR Museum, HPE Growth Capital and
Urban Adventures

15:00 – 16:00

Panel Modern Distribution Strategies with Marion
Wolff, Head of Marketing Communication & Brand, Tiqets,
Ingrid Olmo, PR Manager, Casa Battló, Olan O'Sullivan,
CEO, Trekkssoft AG and Antony Lias, COO, SANDEMANs
New Europe

16:00 – 16:30

Keynote: Engaging with Asian Millennial Travelers,
Matt Cuckston, VP Europe, Klook

16:30 – 17:00

Keynote: Events & Festivals, Brendan Roberts, Head
of Global Business Development, Tourradar

17:00 – 17:30

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

17:30 – 18:00

**Closing Keynote: Truth & Deception in Tours &
Activities**, Mark Rizzuto, Founder, LIVN

18:00

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

TTA MARKETPLACE

Hall 4.1:

TTA Exhibitors, Networking Area

TTA EVENTS

Hall 4.1 Center Stage:

TTA Sessions

Hall 6.1 eTravel Stage:

Pitch'n' Panel TTA

Hall 7.1b, eTravel Lab:

TTA Forum and Sessions

CityCube Berlin Hall A 4/5:

ITB Future Day, Keynote In-Destination
Services and Deep Dive Sessions



THURSDAY, 7 MARCH 2019

11:00 – 11:30

eTravel Lab, Hall 7.1b

Increasing Sales With Artificial Intelligence,

Lukas Hempel, CEO & Founder, Bookingkit

13:00 – 13:45

ITB Deep Dive Sessions 2, CityCube Berlin, Cube Club:

**Asia Outbound: The Untapped Opportunity for Tours &
Activities?**

Oliver Nützel, CEO, Regiondo

17:30

Networking Party at the TTA Marketplace Networking Area,
Hall 4.1

FRIDAY, 8 MARCH 2019

13:00 – 13:30

eTravel Stage, Hall 6.1

Startup TTA Pitch 'n' Panel, moderated by
Lukas Hempel, CEO & Founder, Bookingkit. With Localbini,
Nannybag, JumpTo, Electric Rent and others

15:30 – 16:30

Center Stage, Hall 4.1

**The State and Future of Booking for Tours, Activities and
Attractions**, Douglas Quinby, Founder, Arival

16:30 – 17:30

Center Stage, Hall 4.1

Activating Smart Sustainability for Destinations,
Chris Doyle, Executive Director Europe & Central Asia,
Adventure Travel Trade Association and Milena Nikolova,
Knowledge and AdventureEDU Director, Adventure
Travel Trade Association (ATTA)

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