

DETAILED PROGRAM





ITB BERLIN CONVENTION

08 – 11 MARCH 2017

**THE LEADING
TRAVEL INDUSTRY
THINK TANK**

ITB MICE Day

Date	Time:	Location
March 8, 2017	10:30 - 18:00	Convention Hall 7.1a, Auditorium New York 3

Digitalization, demographic change, disruption, Corporate Social Responsibility, etc. – these megatrends and buzzwords govern event planners' everyday routine. One has the feeling one has to be able to know and do everything. Yet everyone surely has good days and bad days - the latent feeling of being overworked can sometimes develop into euphoria, yet not infrequently it simply leaves one feeling fed up. What are all these MICE sector megatrends and buzzwords really about? How are they put into practice? Are they even real? Is everything that glitters truly gold? How effective and efficient are these developments?

The Association of German Event Organizers (VERANSTALTUNGSPLANER.DE) provides clarity at the ITB MICE Day 2017. Be there and learn about best practices and implementation examples from MICE sector professionals.

All ITB MICE Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Artur Maurer](#), Event Moderator, AM Moderation

10:30 - 10:40

Greeting

Speaker:

[Bernd Fritzsche](#), CEO, Vereinigung Deutscher Veranstaltungsorganisatoren e. V., Executive Partner, fiyo International GmbH

10:40 - 11:30

Keynote: Change Begins In The Head - Instigation To Think Outside The Box!

Deviation from the norm is the precursor to progress" says Anja Förster. Her lecture offers courage to those who would intelligently deviate from the mainstream and successfully challenge traditional ways of thinking.

- How to discover opportunities which the competition has overlooked
- How to systematically look at the big picture of day-to-day business
- How to free yourself from the clutches of the familiar
- How you can quickly learn about how the world is changing

Speaker:

[Anja Förster](#), Managing Director, Bestselling Author and Unconventional Business Thinker

11:45 - 12:15

Digitalization, Sustainability And Wisdom – Forces Remodeling The MICE World

From Big Data to Blockchain, our Digital Twins are coming alive, perhaps just in time for the necessary journey through a thirty year window (perhaps with Uber and Airbnb like platforms) into a world we've not yet imagined, a profound Low-Carbon Economy. Will it be an Alice in Wonderland mirage or a wonderfully wise world where travelers find themselves in life's abundant hospitality in co-creative communities that could last the next 500 million years?

Speaker:

[Dr. Charles M. Savage](#), President, Knowledge Era Enterprising International (Munich)



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Program is subject to change.

12:30 - 13:00**Convention Of The Future, Case Study LINC - Leipzig Interventional Course**

In the future, conferences will be characterized by attendees designing their own participation in a more individual, interactive and selective way. Limits to the program's space and duration disappear in favor of increased flexibility – this development will have an impact on the layout of future conventions. This can already be observed at the LINC, an international vascular medicine congress in Leipzig, where the effects of several megatrends are already visible and the vision and spatial concept of a congress is changing.

Speaker:

[Ronald Kötteritzsch](#), Director Marketing & Sales, Leipziger Messe GmbH

13:15 - 14:00**If You Digitalize A Crappy Process, You'll End Up With A Crappy Digital Process**

In the course of the digitalization of the event market, the reporting is often very confused. For example, savings potential in the legal costs of the research, quoting and booking process are often accounted for through the use of an online portal. But does this really refer to the supposedly new digital process? The speaker duo offers insights into the status quo and what "real" digitalization in the context of the MICE market will mean in the future.

Speakers:

[Felix Undeutsch](#), Head of MICE & Groups, Expedia.com

[Bernd Fritzges](#), CEO, Vereinigung Deutscher Veranstaltungsorganisatoren e. V., Executive Partner, fylo International GmbH

14:15 - 15:00**Effectively Showcasing And Communicating Events, Conferences And Incentives**

In 45 entertaining minutes Event Doctor Günter Mainka presents a selection of exciting and effective ways to plan events from his 20 years of experience as a leading event manager. The key topics:

- Limited budget – what to do?
- Dwindling number of participants – what now?
- Stories from a life in event planning: Bizarre – and MICE-worthy
- Emotional events – effect and implementation

Speaker:

[Günter Mainka](#), Managing Director, Twilight Events Deutschland GmbH

15:15 - 16:00**When The Revolving Door Becomes A Challenge – Why Accessibility Concerns All Of Us And What Can Be Optimized At Organized Events**

Raul Krauthausen is the founder of Berlin-based Sozialhelden e.V. (Social Heroes). He is an activist - not in defiance of his wheelchair, but rather with it. He was awarded the Federal Cross of Merit and is an Ashoka Fellow. He is an advocate for eliminating the barriers in our heads and in the environment. Krauthausen and his organization became known through the Wheelmap.org project: their app has rated wheelchair accessibility in over 700,000 public places worldwide.

The press reports about the app sometimes had an unpleasant undercurrent, though: Sympathy for Krauthausen's situation. They imply he's chained to his wheelchair, or that he suffers from brittle bone disease.

In order to counter the linguistic images used by the media, the organization started the "Leidmedien.de" project. The portal deals with the language the media use when reporting about disabilities and offers workshops to media companies.

Publicity about Krauthausen has brought him many invitations from all over Germany to talk about his projects and his life with a disability. Yet some of the stages from which he was supposed to deliver his talks weren't wheelchair-accessible. So he and his team developed another project to ensure accessibility at events to which he and other wheelchair users are invited: www.ramp-up.me

In his lecture, Krauthausen outlines what constitutes a barrier-free event location, what technical solutions are available for barrier-free communication and how to get as much diversity as possible into a team of speakers.

Speaker:

[Raúl Krauthausen](#), Founder, Berliner Sozialhelden e. V.

16:15 - 17:00

Power To The Meeting - The Slovenian Methodology For Creating Memorable Events With Conventa Case Study

Every events planner's wish is not only to satisfy the participants' needs but also to inspire them. The power of events lays in the co-creation and the contact of participants with the organizer's idea. The moment when a spark of creative energy is lit between participants and organizers is limited and therefore requires careful planning.

The process of planning events is simply called "Power to the meetings."

Even with events we need a very strong skeleton for good composition. The methodology that we use in Slovenia is based on many years of experience and is inspired by the Danish methodology Meetovation. In order to develop the positive experience of the participants we follow the logical phases by using a variety of tools integrated in every event led by certain rules that can only be learnt by time and through experience.

Speakers:

[Miha Kovačič](#), CEO, Slovenian Convention Bureau

[Gorazd Čad](#), CEO, Toleranca Marketing

17:15 - 18:00

Between Daily Business And Megatrend-Hype – How Will Events Truly Change In The Future?

It seems that every day we could read technical papers about megatrends. Whoever doesn't climb onto this bandwagon will perish in the events industry. At least that's what it looks like. But does it really make any sense to blindly follow each (mega-)trend? What will events really be like in the future?

Speaker:

[Kerstin Hoffmann-Wagner](#), CEO, HOFFMANN EVENTBERATUNG, Twitter: @Hoffmannevent

ITB Future Day



Date
March 8, 2017

Time:
11:00 - 17:45

Location
Convention Hall 7.1b, Auditorium London

For 14 years, the ITB Future Day has been the most important day of the ITB Berlin Convention. This is where mega trends in economy and society and key topics of the global travel and tourism industry are discussed. Exclusive empirical study results and examples of Best Demonstrated Practices from market and innovation leaders offer valuable insights and concrete decision-making support for entrepreneurial strategies and measures. The international speakers are "hand-picked" - they are top-level managers or specialists with unique know-how. The escalating geopolitical crises and the exponential technological developments in the area of artificial intelligence are this year's key topics. All ITB Future Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

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

11:00 - 11:10

Opening Of The Convention

Speaker:

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

11:10 - 11:20

Greeting From The Convention & Culture Partner Slovenia

Speaker:

[Hon. Zdravko Počivalšek](#), Minister of Economic Development and Technology, Republic of Slovenia



11:20 - 11:30

Greeting From The Co-Host WTCF

Speaker:

[Yan Han](#), Deputy Secretary-General, World Tourism Cities Federation



11:30 - 12:00

Keynote 1 - The New Era Of World Disorder: The Multiplication Of Crises

We are currently experiencing a phase in which the world order appears to be coming apart at the seams. The number of regional hot spots is increasing dramatically, conflicts are escalating, globalization is faltering and terror attacks are unnerving people everywhere. Old certainties no longer appear valid – the stability of the current world order is becoming more and more doubtful. In an “Era of World Disorder”, the tourism industry is undergoing massive changes. What is the current geopolitical situation? Where are the most difficult hot spots? Which developments – both positive and negative – are emerging? How can some type of reliable order be restored?

Speaker:

[John Christian Kornblum](#), Senior Counsellor, Noerr LLP, Former US Ambassador to Germany

12:15 - 12:45

Keynote 2 - Technology Vs. Humanity? Artificial Intelligence Perspectives For The Economy, Society And Mankind

Digitalization continues forging ahead with immense power. Achievements in the development of artificial intelligence will soon be especially influential. Technology giants are investing massively on a global scale in the research and application of artificial intelligence. What is the status quo and where is the artificial intelligence journey heading? How is artificial intelligence changing economic structures, societal processes and personal life?

Speaker:

[Prof. Dr. Hans Uszkoreit](#), Scientific Director & Head of Language Technology Lab, German Research Center for Artificial Intelligence (DFKI)

13:00 - 13:30

ITB Keynote Interview: One-On-One With Influential Industry Leaders

With record numbers of people traveling, especially across international borders, competition to acquire and convert customers has reached unimaginable intensity. Consolidation of brands from Europe to North America and Asia adds further complexities. Consumer behavior and technology change so rapidly now, new strategies can become obsolete in months. Our world, our businesses and our lives are being rearranged in ways we don't fully understand. As part of a series of high-profile interviews granted to travel technology icon Philip C. Wolf, the influential Vice President of Engineering for Travel at Google sheds light on these unprecedented changes and provides invaluable insight for the tourism and hospitality markets of tomorrow.

Interview guest:

[Dr. Oliver Heckmann](#), Vice President, Engineering, Shopping and Travel, Google Inc.

Interviewer:

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

13:45 - 14:45

IPK's World Travel Monitor: Forecasting The Development Of Global And European Tourism – In Cooperation With IPK International

Based on around 500,000 interviews, the ITB World Travel Monitor is considered to be the world's largest travel survey. The Convention presents the latest forecast data about worldwide and European travel – an essential basis for decision-making for the entire tourism industry.

Speaker:

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

15:00 - 16:00

Travel In Times Of Global Political Uncertainty

In an "Era of World Disorder", the tourism industry is undergoing massive changes. Uncertain economic perspectives, increasing nationalism, Brexit, terrorism and regional conflicts are unnerving travelers worldwide – as well as diminishing wanderlust and purchasing power. Major events create fear and are being increasingly avoided. On the other hand, travel destinations perceived as safe are experiencing remarkable growth. Which regions are particularly vulnerable to crises? Are the crises and observed market shifts only of a temporary nature or are travel market structures undergoing sustainable changes? How do companies have to change in order to remain competitive? After decades of what was considered safe growth, the travel industry is now facing existential questions. Are the foundations of the tourism industry endangered and is the global travel industry threatening to slip into an existential crisis?

Introductory presentation:

[Jörg H. Trauboth](#), Crisis Management and Security Expert, Col. ret.

Moderated by:

[Michael Krons](#), Head of Editorial Department, Phoenix / ZDF German Television

Panel guests:

[Prof. Dr. med. Michael Dettling](#), Fear and Violence Expert, Leading Consultant, Department of Psychiatry and Psychotherapy, Charité-University Medicine Berlin



[Peter Höbel](#), Expert in Crisis Communications, Owner & Managing Director, crisadvice – crisis management consultants, often quoted book writer and university lecturer in the field of crisis communications

[Jörg H. Trauboth](#), Crisis Management and Security Expert, Col. ret.

[Sven Weiland](#), CEO, EXOP

16:15 - 16:45

Exclusive Travelzoo/ITB Study: Travel Safety, Fears And Counterreactions Of Global Tourists

Crises, wars and catastrophes spread fear everywhere, including among tourists. How deep are travelers' worries about the world's most important source markets in the tourism industry? What exactly are they afraid of and how do they react when they are in a state of fear? What measures are suitable for improving tourists' sense of security? What information is both desired and helpful in this respect? For example, what should destinations, hotels, airports, airlines and event organizers do to improve safety & security for tourists? The very latest global market study, conducted exclusively for ITB by Travelzoo, provides valuable information for dealing with the fears of global tourists.

Speaker:

[Richard Singer](#), President, Travelzoo Europe

17:00 - 17:45

The Great Tourism Debate

ITB Berlin asked Industry thought-leaders to go head to head on the latest hot topics -- an entertaining way to get an understanding of the issues. Get a ring-side seat for the big fight. Tourism punches will be thrown and the audience will select the winner of each round by electronic voting. Plus free beer will be served.

Moderated by:

[Nick Hall](#), Founder and CEO, DTTT

Panel guests:

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

[Ted Sullivan](#), Vice President of Tourism and Resort Analytics, ADARA

17:45 - 19:00

GET-TOGETHER

Following this year's ITB Future Day sessions, our gold sponsor mc Group invites you for a get-together in the lobby of hall 7.1b.

eTravel Lab Day 1

Date	Time:	Location
March 8, 2017	11:00 - 18:00	Hall 7.1c, eTravel Lab

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).



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10:30 - 11:00**Connecting the Dots: Using Data to Create a Seamless Travel Marketing Strategy**

Today's traveller is more connected than ever before, as they discover, search, and book travel on dozens of sites across multiple devices. The traveller path to purchase becomes even more complex as they move through apps, social media, comparison sites, and supplier direct sites. We as travel marketers continuously face the challenge of how best to engage with our in-market travellers and provide a seamless message across different mediums and through multiple touch points. In this session, Stephen explains how a holistic data set is the key to tying this altogether in order to create a comprehensive marketing strategy.

Speaker:

[Stephen Taylor](#), SVP Enterprise Solutions, Sojern

11:00 - 11:30**Tender Offers Are The Death Of Web Projects!**

Web projects are more than just a part of the technological infrastructure of your distribution channels. They create the digital face of your company. The rapid changes within this important sub-area force us to continuously develop technology in order to be on the "cutting edge". This calls for efficient methods for getting projects started safely. Even at the very first step, obsolete approaches are a huge risk. You know how it is... A project is initially adopted as an idea, motivation levels are high, the budget hasn't even been touched, and success is waiting behind every door.

So it's time to start working on the wish-list, which will later be called the "requirements document" or "RFI". Then it's time to take the best pitch from the required suppliers and everything can start. By this time, most projects are already descending into chaos.

Using a successful example we show why this happens, and how things could be different.

Speaker:

[Marvin Strenger](#), Team Manager, Software Development, freshcells systems engineering GmbH

11:30 - 12:00**A Winning Combination: Travel Data Insights From Industry Innovators**

The panel will feature different technology providers that deliver specialized data, such as reputation, market intelligence and travel intent data to the industry. They will describe the value of that data and offer best practices on leveraging it to build an optimal revenue management strategy. The panel will discuss how the future of analytics fueled by these data sources will lead to automated revenue strategies, personalized pricing and guest experiences as well as measuring ROI on digital marketing efforts resulting in the most profitable business for hotels.

Moderated by:

[Mike Chuma](#), Vice President, Product Strategy & Marketing, IDEaS Revenue Solutions

Panel guests:

[Clay Jackson](#), President, nSight

[Shayne Paddock](#), CIO, Guest Management Solutions, TravelClick

[Maarten Plesman](#), Vice President for EMEA, Revinate

12:00 - 12:30**Digital Management Culture – It's All A Question Of Attitude!**

New management principles are needed for a digitalized society. What will that mean for the tourism industry? Florian Bauhuber visualizes the future with concrete examples.

Speaker:

[Florian Bauhuber](#), CEO, Tourismus Zukunft



12:30 - 13:00

How To Reach The Millennial Dominated \$140 Billion Halal Tourism Market

110 million Muslims will travel in 2017 and 70% will make their travel decision online. Where will the Gulf Arab spend his \$9,920 travel budget in 2017?

Speaker:

[Dr Irfan Ahmad](#), CEO and Founder, Irhal.com

13:00 - 13:30

The Revolution Is Eating Its Children – The End Of The Hotel Review

The formerly highly-valuable revolutionary power of the hotel review has shrunk to a minimum. Originally aimed at shedding new light onto a non-transparent market, the hotel review has now been transformed into a dubious marketing instrument. Consumers' hopes for relevant support in their purchasing decisions have been dashed, added-value has faded, yet hotels are still under a great deal of pressure. What is the future of the hotel review? What is the best way forward for consumers, hotels and OTAs?

Speaker:

[Dr. Axel Jockwer](#), Consultant and Interim Manager

13:30 - 14:00

Take Me There – Virtual Reality And The Customer Experience

In an increasingly crowded marketplace, travel businesses and destinations need to find new ways to stand out. Virtual Reality technology offers travelers the ability to create their own story when choosing destinations, accommodations and activities. How are the new tools being used in our industry to create immersive engagement with potential visitors? In this session, VR experts and travel businesses give examples of the best ways to leverage these new opportunities.

Moderated by:

[Nick Greenfield](#), Head of Tour Operator Relations, ETOA - European Tour Operators Association

Panel guests:

[Chris Ball](#), Key Account Director, glh Hotels

[Chris Howard](#), Senior Director, Matterport

[Christophe Roosse](#), General Manager, Historium Brugge

14:00 - 14:30

Augmented Reality: More Than Just Hype?

Pokémon Go – temporary hype or symbol that Augmented Reality has become part of our daily lives? How is AR developing? How can digital and analog tourism benefit from one another?

Speaker:

[Kristine Honig](#), Consultant and Network Partner, Tourismus Zukunft

14:30 - 15:00

Payments That Power Experience - How B2B Payments Choices Impact Customer Experience In Today's Competitive Travel Landscape

- Learn how advances in supplier payments technology can power a great experience for you, and empower you to deliver seamless, interconnected and highly personalised experience for your customers.
- How can these advances provide further cross-sell and up-sell opportunities for your business?
- With numerous stakeholders in the buying process influencing customer outcomes – how can travel companies innovate throughout their business to make all the difference in loyalty and ultimately, profitability?

Speaker:

[Edward Chandler](#), Chief Commercial & Partnerships Officer, eNett International

15:00 - 15:30**Tell Me More! Emotional Storytelling And Content Marketing In The Tourism Industry**

In recent years travelers' communication behavior has changed a great deal. Travelers want to be entertained, they want to know exactly what their vacation destination looks like, as well as what to do and what other guests have already experienced there. This development places new demands on tourism marketing – while classical distribution channels and old advertising concepts have become obsolete, content marketing and digital storytelling measure up to these new demands. The focus is on high quality editorial content which is either useful, relevant or entertaining – a clear advertising message is secondary. Against this background, we worked with Visit Finland and travelstory.io to produce the German-language magazine "Dein Finnland".

Speakers:

[Jyrki Oksanen](#), Director, Central Europe, Visit Finland

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

15:30 - 16:00**Dynamic Content In Advertising Materials – How Important Is A Relevant, Individualized Sales Approach For An Improved Online Presence: Airberlin And Best Western Hotels & Resorts Central Europe**

A presentation of options for improving travel providers' online performance using the example of Airberlin and Best Western.

Speaker:

[Christiane Schramm](#), E-Commerce Consultant / Team Lead Travel, Ve Interactive Dach GmbH

16:00 - 16:30**The Hotel Room As A Point Of Sale - How Digitalization Increases Revenues**

How can a digital solution increase incremental revenue by up to 800% while enhancing guest communication and increasing guest satisfaction? Moritz von Petersdorff-Campen offers personalized sales strategies for any hotel type.

Speaker:

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

16:30 - 17:00**Travel Content Personalization On Mobile Devices With Artificial Intelligence**

The mass adoption of mobile technology in recent years enabled the creation of powerful AI systems using location data to deliver personalized content to travellers. In this talk we will explore the evolution of AI in the travel industry, and how it will disrupt tourism in the future.

Speaker:

[Tymon Wiedemair](#), Co-Founder & CEO, Ulmon GmbH

17:00 - 17:30**Big Data And Advanced Analytics In The Travel Industry****Speaker:**

[Siegfried Wolf](#), Senior Consultant, QUNIS GmbH

eTravel Showroom Day 1

Date
March 8, 2017

Time:
11:00 - 18:00

Location
Hall 6.1, eTravel Showroom

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).

PLEASE NOTE THAT THE SESSIONS AT THE ETRAVEL SHOWROOM WON'T BE TRANSLATED

10:30 - 11:00

Connecting Tour Operators With OTAs

Our company adds value to tour operators and OTAs in Latin America. Tour operators can distribute their products where the highest demand is and OTAs can increase their packages offer with an automatic booking.

Speaker:

[Hernán García](#), CEO – Operadores, TravelPAQ

11:00 - 11:30

Dayuse.com, Hospitality Industry Game Changer

By offering the possibility to book a room during the daytime, dayuse.com is optimizing unused inventory, boosting room sale revenue and creating a 100% additional business for hotels. In a sector that has been disrupted by collaborative economy players, this unique approach has created an additional revenue stream to the traditional hospitality model and generated a new habit for travelers in transit, business and leisure. By opening their doors during the day, hotels are transforming the way people think about them and becoming a place for their customers to visit and experience as part of their daily activities.

Speaker:

[Julien Siegfried](#), VP Global Sales, Dayuse.com

11:30 - 12:00

Best Practices (And Things To Avoid) For Using Traveler Photos In Your Marketing

Travel marketers are using user-generated content (UGC) as a source of authentic media to populate their websites, social channels, and digital ads.

And for good reason:

- Ads featuring UGC have a 55% higher recall and generate 3.4x more clicks
- 74% of millennials prefer photos of real travelers over professional photos

We'll share best practices, and highlight how Chute's platform makes collecting, moderating and obtaining rights and publishing them easy.

Speaker:

[Jody Farrar](#), VP of Marketing, Chute

12:00 - 12:30**Reducing Hotel's OTA Dependency By Guest Engagement**

OTAs keep hotels in high dependency by controlling almost all guest-generated content. The only way for hotels to decrease this dependency is to start producing their own content. Taking proactive steps by opening communication channels (pre-, in- and post-stay) and automatically publishing the generated content back online, results in improved visibility and direct bookings. Join Alex from Reputize for an insightful discussion and examples how guest engagement can be facilitated via new automation tools and integrations.

Speaker:[Alex Krustev](#), Business Development Director, Reputize**12:30 - 13:00****Converting Travelers Into Customers With Digital Touchpoints**

Regardless of industry, the Internet of Things is bringing about change and opportunity. And modern travelers are hyper-connected, thus opening up new communication possibilities for destinations, hotels, tour operators and shipping companies. At certain geolocations, push messages with relevant information can be sent to travelers, for example, real-time information about public transport or from a restaurant's homepage. This enables users to order services on the spot, or they can benefit from background information about their current location. New technologies, like Bluetooth iBeacons and geo-sensitive information, allow companies to create digital touchpoints. The lecture uses the example of the STAPPZ app to explain how real-time information can be offered at touchpoints.

Speaker:[Tim Frey](#), CEO, lunera GmbH & Co. KG**13:00 - 13:30****The Next Big Mission Of Hotel Software: 2-Way Guest Engagement Throughout Journey**

In a world of instant and digitally dominated lifestyles, how is it that hotel systems can't help hoteliers engage with guests prior to their arrival – or later, for that matter? With an average stay of 1.5 days and an average lead time between booking and arrival of 10 days and more it's clear: not engaging with guests before their arrival, equals missed opportunities. You may not just fail to set the stage, impress with your service or sell extra's and you might even see unpaid reservations slip away to somewhere else altogether. And what other than the system at the core of your operation - the PMS - should be tasked with this crucially important, 21st century job?

Speaker:[Kraismir Trapchev](#), Co-founder and CEO, Clock Software**13:30 - 14:00****Language Blunders And How To Avoid Them**

Fruit Leather Suitcases* and Other Language Blunders. We've all come across translations online that are completely wrong. They are amusing - when they happen to someone else. We'll take a look at examples of smile-inducing, real-life mistakes around the world and how they could have been avoided through proper localization implementation and workflows. (* "Waste bin for fruit peels")

Speaker:[Niklas Schlappkohl](#), Senior Director, TransPerfect**14:00 - 14:30****How To Inspire, Interact With And Convince Your Guests****Speaker:**[Michael Mitterhofer](#), Founder & CEO, Zeppelin Group sri

14:30 - 15:00**Experiences Drive Visitors: The Role Of DMOs In Booking In-Destination Products And Services**

Learn how DMOs are using technology to showcase in-destination experiences, promote local suppliers and delight visitors with choice and convenience.

Speaker:

[Johnathan Fauver](#), Co-Founder & CEO, TrekkSoft

15:00 - 15:30**The Entire Travel Medicine In One App****Speaker:**

[Dr. Peter Müller](#), Medienbüro Medizin (MbMed)

15:30 - 16:00**Launching Of The First Virtual Reality Global Platform For Travel**

Almundo.com, the fastest growing Travel Company in Latin America, has teamed up with Virtify to create Vravel, the first and only global Virtual Reality travel and tourism platform. During our global launching, we will introduce this revolutionary technology applied to the travel industry, which seeks to transform the way people discover destinations and live remote experiences. Through the immersive experience of Virtual Reality, Vravel triggers the desire to travel by bringing destinations, hotels & travel services closer to travelers. According to the experts, the enormous expectations aroused by virtual reality can only be compared to those generated by the Internet in 1994.

Speaker:

[Juan Pablo Lafosse](#), CEO, Almundo.com, Vravel

16:00 - 16:30**Paperless Travel: Using Apps To Enhance Travel**

On average, people check their smartphones 85 times a day. Every area of life is accessible through personal devices and travel should be no different. This session will show how tour operators are using an app to create interactive itineraries to enhance clients' travel. For Tour Operators, an app will help to sell more holidays.

Speakers:

[Tommy Bowen](#), Head of Business Development, Vamoos

[Angus Marsden](#), Head of Product, Vamoos

16:30 - 17:00**Travel & Play, gamification of travel**

Today, the travel industry is one of the most competitive markets in the world. Travel providers face stiff price competition in attracting customer with little loyalty to any travel brand. This makes it harder than ever to attract and retain customers. RedCrox represents an innovative way of gamification of the Travel. With a unique 100% CashBack incentive, RedCrox has the solution to differentiate you from your competitors. This solution will increase your direct bookings, sales and margins, while lowering cart abandon rates because your guests will want to travel & play their receipts.

How does it work? As a RedCrox partner, your customers can use their receipts and play them immediately to earn 100% CashBack. When they guess the correct answer of a sports event, they earn 100% CashBack on any purchase made with you. Founded in 2014, RedCrox.com is a global marketing tool with over 300 partners across the world, from hotels to airlines and tour operators.

Speakers:

[Stephen Flanagan](#), Founder & CEO, Redcrox.com

[Tom Kent](#), CMO, Redcrox.com

17:00 - 17:30

Vernetzung von Content-Inseln durch WE2P Publishing

Speaker:

[Stephan Venus](#), CEO, Venus.Werbeagentur GmbH

eTravel Stage Day 1

Date
March 8, 2017

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11:00 - 18:00

Location
Hall 6.1, eTravel Stage

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10:30 - 11:30

Travel Technology: News From Tour Operators, Destinations And Hotels

- **10.30 - 10.50 am:** TRAVEL TECHNOLOGY - TOUR OPERATORS: As a result of digitalization, tour operators' environment is undergoing significant changes. The audience will learn about the latest market requirements and the resulting operational fields. **Speaker:** Michael Faber, Consultant & Managing Director of Tourism, Tourismuszukunft
- **10.50 - 11.10 am:** TRAVEL TECHNOLOGY IN DESTINATION MANAGEMENT: When it comes to external communication, the DMO lost its singular status long ago. For internal communication there are also more and more players taking over the DMO's traditional functions. The focus of the lecture is the description of the holistic development of the DMO, which can be supported through software. **Speaker:** Bastian Hiller, Destination Consultant, Tourismuszukunft
- **11.10 - 11.30 am:** TRAVEL TECHNOLOGY IN THE HOTEL INDUSTRY: The lecture includes a brief introduction of the growing demands, innovations and trends for the hotel industry in the travel technology area. Selected hardware and software solutions which can precisely illustrate these trends will be presented. The role of the homepage will be highlighted and special attention will be given to the area of apps, messengers & co for the hotel industry. **Speaker:** Roland Trebo, Consultant, Tourismuszukunft

Speakers:

[Michael Faber](#), Consultant & Managing Director Tourism, Tourismuszukunft

[Bastian Hiller](#), Destination Consultant, Tourismuszukunft

[Roland Trebo](#), Consultant, Tourismuszukunft

11:30 - 12:00

Talk 2 Me - Digital Language Assistants In The Tourism Industry

How learning robots, Amazon Echo and Google Home are changing our travel experience. Digital language assistants are finding their way into the traveler's daily life. Robots support us as concierges in our own living rooms, they greet us in hotels and when we're departing at the airport. This practice-oriented lecture reveals enormous opportunities for the tourism industry and the changes we should be preparing for in tourism marketing.

Speaker:

[Stefan Niemeyer](#), Senior Conversion Architect, neusta etourism GmbH

12:00 - 12:30**mCLOUD - The Data Biotope For Mobility 4.0**

Founders, startups and mobility providers have a new central point of contact for fast, uncomplicated, free access to mobility, geo and weather data. The mCLOUD open data portal is operated by the Federal Ministry of Transport and Digital Infrastructure (BMVI). Data is available on BMVI-related subjects: rail & road transport, waterways & bodies of water, weather & climate and infrastructure. mCLOUD is a growing system – it is open to data from science and industry and is being continuously expanded by the BMVI.

Speaker:

[Stefan Kaufhold](#), Area DG 25, Open Data, Modernity Fund, Federal Ministry for Transport and Digital Infrastructure (BMVI)

12:30 - 13:00**Personalized Advertising Technology In The Travel Industry**

How can a travel company grow its online customer base without using its own marketing budget? Find out how CVC – a South American OTA which has more Brazilian franchises than McDonalds – did just that. This Life Case study, winner of the PortadaLat Award (LATAM) 2016 “Top Travel Marketing Campaign”, explains how CVC used Sociomantic Labs’ personalized display platform to reach new and existing customers with individually tailored display ads.

Speakers:

[Alipio Camanzano](#), Online Channel Director, CVC

[Lothar Krause](#), VP Global Advisory Services, Sociomantic Labs

13:00 - 14:00**PANEL: How To Reach And Address Millennials?**

Detached from year dates and terms like Generation Serious in Norway, Generation John Paul II in Poland or Generation Y in UK and Australia, Millennials are high-profiled. But what do Millennials want? What are they interested in? How do they communicate and interact with brands? What is important to consider when planning your marketing for this specific target group? Instead of digging through statistics, this panel will ask the target group directly and they will then answer questions about themselves. Furthermore they will let us know how they interact with their own peers through their own engaged social media channels.

Moderated by:

[Catharina Fischer](#), Strategic Consultant Digital Marketing, Tourismus Zukunft

Panel guests:

[Mike Corey](#), Travel videographer

[Nina Hüpen-Bestendonk](#), Travel Blogger, Designer, Illustrator, Photographer, Smaracuja.de

[Carina Stöwe](#), Travel videographer, TRAVEL RUN PLAY

14:00 - 14:45**Panel Powered By BVDW: Mobile Travel Apps – From Inspiration To Destination**

Mobile Apps influence how vacationers plan, organize and remember their travels. The app-economy market is worth billions, and it’s shaking up the entire digital economy. What is the best strategy to drive the monetization of apps? What do we know about the usage behavior of app-users in the tourism industry? And how does Germany’s app-market compare internationally? The panel discussion clarifies why online business apps have become indispensable.

Moderated by:

[Mark Wächter](#), Business Consultant, MWC.mobi, German Association of Digital Economy (BVDW)

Panel guests:

[Martje Abeldt](#), Territory Director Central Europe & Russia/CIS, App Annie

[Massimo Casaroli](#), Consultant, DB Systel GmbH

[Thorsten Reitz](#), Head of Product Development & Operations, TUI Germany GmbH

[Martin Widenka](#), Head of Social Media Continental Europe, Thomas Cook Touristik GmbH



ITB BERLIN CONVENTION

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**THE LEADING
TRAVEL INDUSTRY
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15:00 - 16:00

Chatbotspecial: Chatbots, AI And Machine Learning In Customer Interaction

Moderated by:

[Timothy J O'Neil-Dunne](#), Co-Founder Expedia, Thooz, T2impact, Airblackbox; Managing Partner, VaultPAD Ventures: GLOBAL

Panel guests:

[Matthias Keller](#), Chief Scientist, Kayak

[David Low](#), Developer Advocate, Skyscanner

[Mike Slone](#), Chief Experience Officer, Traveleer SAS

16:00 - 16:30

Social Dining - Trend For The Tourism Industry

Immersive food experiences with locals have become a world phenomenon. Discover the secret recipe of this growing trend for the tourism industry.

Speaker:

[Jean-Michel Petit](#), Co-Founder & CEO, VizEat

16:30 - 17:00

Snapchat & Instagram Stories: The Power War Of Live Updates

Snapchat & its biggest competitor, Instagram Stories, have stolen the attention of consumers everywhere. How do they work? Which one suits your brand better? Find out here!

Speaker:

[Petra Vorackova](#), Freelance YouTuber & Photographer, Snapchat Expert, Influencer

17:00 - 18:00

Panel: Technology & Vacation Rentals: A Changing Landscape

The private accommodations landscape in Europe is long-established and large with many well-known brands. The lines are blurring across segments now and incredible change is happening.

Join travel research leader, Phocuswright, and disruptive industry players to explore the changes sweeping across this rising travel category and to understand its trajectory. Phocuswright will highlight the changing landscape of the vacation rental industry in Europe and beyond, disrupted by technology and digital transformation.

Moderated by:

[Pete Comeau](#), Senior Vice President, Research Sales, Phocuswright Inc.

Panel guests:

[James Burrows](#), COO, Rentals United

[Marcello Mastioni](#), Vice President and Managing Director of Europe, Middle East and Africa (EMEA) Operations, HomeAway

[Bernd Muckenschnabel](#), Managing Director, Novasol

ITB Young Professionals Day

Date	Time:	Location
March 8, 2017	11:00 - 19:00	Hall 11.1, Young Professionals Stage

At the ITB Young Professionals Day, career entrants and junior staff in the global travel and tourism industry will be given food for thought for their future



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careers. The convention topics include tourism companies' requirements of university graduates in the areas of leisure and business travel as well as practical support for self-employment in the tourism industry and for studying and working abroad. Our industry's up-and-coming talent profit from priceless advice from experienced CEOs about cultivating the right attitude and manners for professional success. The presentation of the ITB Science Award from DGT and a DGT get-together end this day of the convention.

All sessions will be held in German, simultaneous translation will not be available.

Hosted by:

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

11:00 - 11:05

Opening Of The Convention

Speaker:

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

11:05 - 12:00

Keynote-Panel Of The DGT: Which Tourism Graduates Will The Tourism Industry Need In 2025?

Qualified recruits are of the utmost importance for the competitiveness of the global tourism industry. What demands are tourism companies making on the managers of tomorrow? Which training programs are currently offered by German-language universities, and for whom are such studies recommended? Has the Bologna Process proven successful? Academic and practical experts offer students and others interested in studying an indispensable overview.

Moderated by:

[Prof. Dr. Anita Zehrer](#), Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

Panel guests:

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

[Werner Sülberg](#), Vice-President Corporate Development/Market Research, DER Touristik GmbH

[Prof. Dr. Antje Wolf](#), Tourism and Event Management, Research Dean, EBC University of Applied Sciences Hamburg

12:15 - 12:45

Keynote: The Future of Business Travel: Staffing Requirements In A Multi-Billion-Market?

- in cooperation with VDR -

Business travel is a multi-billion segment which is often underestimated by young professionals. The further professionalization of the business travel and mobility management segment requires well-trained experts and managers. Which professional qualifications and social skills should young professionals have? Which occupational areas will open up for future graduates? And last but not least: How should training and continuing education programs be developed so that the "employability" of the graduates increases?

Speaker:

[Hans-Ingo Biehl](#), CEO & Presidium Member, German Business Travel Association (VDR)

13:00 - 13:30

Self-Employment In The Travel Industry: Lifetime Dreams, Pitfalls, Tips

Why always a large corporation or tourist office? Self-employment and start-ups are often more exciting and fulfilling alternatives. But big opportunities also mean big risks. Why do most business concepts fail, and how can one successfully fulfill one's lifelong dream?

Speaker:

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

13:45 - 14:15**Studying and Working Abroad: Tips For Students**

Having a stay in a foreign country is often an essential component of a successful university degree. But what is of particular importance to tourism industry employers? How does one choose the right university and country? Where can one get the most important tips for studying abroad? And last but not least: Where can one get financial support?

13:30-13:50 Presentation:

[Tobias Klöpf](#), Lead Young TIC, University of Applied Sciences Worms, Travel Industry Club

Interview guest:

[Dorothee Staudt](#), Education Officer International Exchange, Erasmus Student Network ESN Deutschland e.V.

14:30 - 15:00**ITB CEO Speech: Career Paths In Tourism: The Right Attitude For Professional Success**

Professional qualifications are not the only decisive factor in one's career – the right attitude and state of mind also play significant roles. Based on his long-standing tracking of young professionals, a well-known CEO explains which personality traits and behaviors are beneficial for a career in the global tourism industry.

Speaker:

[Tobias Ragge](#), CEO, HRS Group

15:15 - 16:15**Digitalization Of The Tourism Industry: Showcase, Career Advancement, New Job Descriptions**

Digitalization is bringing a great deal of change to the tourism industry. Comprehensive technical knowledge is now expected, especially from young graduates. Graduates with technological expertise have extensive career prospects. Which new basic skills are essential, and where can one acquire them during one's studies? Based on concrete examples like drones, VR-glasses, artificial intelligence & co., there will be clear demonstrations of what technology can do for the tourism industry. Subsequently, an overview of new job descriptions and curricula in touristic courses of study will be presented.

Speakers:

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

[Michael Faber](#), Consultant & Managing Director Tourism, Tourismus Zukunft

16:30 - 17:00**Business Dos And Don'ts: Manners, Customs, And Pitfalls In Professional Life**

Social skills and manners are also critical for professional success in the tourism industry. What are the unwritten rules of etiquette, and how should one deal with superiors and colleagues from different cultures, age-groups and social classes? Which customs should young professionals be aware of – from greetings to business communication to business dinners?

Speaker:

[Jochen Mai](#), Economics Correspondent & Career Book Author

17:15 - 18:00**Presentation Of The DGT Science Award**

The German Society of Tourism Research (DGT) presents awards for excellent thesis papers at ITB: The best dissertation/best paper about eTourism, the best paper by a young talent, the best paper about sustainability.

Moderated by:

[Prof. Dr. Anita Zehrer](#), Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck



ITB BERLIN CONVENTION

08 – 11 MARCH 2017

**THE LEADING
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18:00 - 19:00

Get-Together – DGT Members

Following the award ceremony of this year's DGT Science Award, a get-together will take place at the DGT stand.

Welcome:

[Prof. Dr. Anita Zehrer](#), Vice-President & Board of Directors, German Society of Tourism Research (DGT), MCI Innsbruck

ITB Destination Day 1

Date	Time:	Location
March 8, 2017	11:40 - 18:00	Convention Hall 7.1a, Auditorium New York 1

The ITB Destination Days are three days dedicated to the challenges and perspectives of international destination management. Here the focus is on forms of travel and destinations with great growth potential, innovative approaches to destination marketing and specific aspects of selected tourism destinations. Policy-makers and destination managers receive numerous suggestions from other Best Practice regions for the continued development of their destinations and their marketing activities.

Hosted by:

[Prof. Dr. Rupert Holzapfel](#), Programme Director, International Degree Programme in Tourism Management, Bremen University of Applied Sciences

11:40 - 11:45

Opening Of The Convention

Speaker:

[Prof. Dr. Rupert Holzapfel](#), Programme Director, International Degree Programme in Tourism Management, Bremen University of Applied Sciences

11:45 - 11:55

Greeting From ITB Partner Country Botswana

Speaker:

[Hon. Tshekedi Khama](#), Minister of Environment, Natural Resources, Conservation and Tourism, Botswana

11:55 - 13:00

"ZwischenRufe/Interjections": Tourism In The Anthropocene Age – Global Impact On Destinations - Powered By The Institute For Tourism & Development

Today more than ever, the Anthropocene Age and its impact on tourism are facing a dilemma. On the one hand, economic activity in industrialized and emerging countries harms the environment and affects the climate, thus making tourism in appealing destinations more susceptible to problems (natural disasters, hot spells, water shortages, hunger and migration). Yet on the other hand, global tourism is also to blame: The worldwide mobility of over 1 billion business and leisure travelers has a negative impact on the environment and climate. All in all, CO2 emissions, marine pollution and an eco-social imbalance in both classic destinations and developing countries are increasingly endangering the existence of vacation destinations.

Greetings:

[Prof. Dr. Dietmar Herz](#), Chairman, Institute for Tourism and Development

Moderated by:

[Klaus Betz](#), Freelance Journalist & Project Manager Dialoge, Institute for Tourism and Development

Panel guests:

[Dr. Susanne Götze](#), Deputy Editor-in-chief, klimaretter.info



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[Andrew Jones](#), Chairman, Pacific Asia Travel Association PATA, Guardian of Sanctuary Resorts, Hongkong
[Michael Müller](#), former Secretary of State at the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety, Chairman, NaturFreunde Deutschland
[Prof. Dr. Harald Zeiss](#), Professor for Tourism Management, Harz University of Applied Sciences, former Head of Sustainability, TUI Germany

13:15 - 14:15**Green Panel Of Slovenia: Slovenia Makes You Green**

A country that in 10 years made a giant green transformation and developed a unique model of sustainable tourism

Within the scope of the panel, Slovenia, the Convention & Culture partner, will present the ten-year journey towards sustainability. A decade ago key stakeholders in tourism were unwilling to take a concrete step towards ecological and sustainable measures, nowadays Slovenia is recognized as the first green destination. Slovenian experts will explain actions, that are of key importance for country's sustainability breakthrough.

Greetings:

[Hon. Zdravko Počivalšek](#), Minister of Economic Development and Technology, Republic of Slovenia

Introductory presentation:

[Maja Pak](#), Director, Slovenian Tourist Board

Moderated by:

[Igor Evgen Bergant](#), Journalist, Commentator, TV News Host

Panel guests:

[Jana Apih](#), Director, GoodPlace sustainable tourism Institute, Slovenia Green Consortium

[Dr. Jan Bizjak](#), Agronomist and Horticulturist, Garten Village Bled

[Prof. Dr. Lučka Kajfež Bogataj](#), Climatologist, University of Ljubljana, Former Vice-Chair of the Intergovernmental Panel on Climate Change (IPCC)

[Matevž Lenarčič](#), Pilot, Biologist, Alpinist and Photographer

[Petra Stušek](#), M.Sc., Director, Ljubljana Tourism

**14:30 - 16:00****World Tourism Economy Trends 2017 & Chinese Outbound Tourism**

The World Tourism Cities Federation WTCF analyzes global tourism trends, together with the China Academy of Social Sciences (CASS) presents highlights of the new World Tourism Economy Trends Report 2017 and advises cities around the world how to take part in the growth of tourism. Particularly valuable are tips and best practice examples of how cities can benefit from the growth of China outbound tourism and how they can benefit from the trends in China outbound tourism.

Introductory presentation:

[Dr. Song Rui](#), Director, Tourism Research Centre, Chinese Academy of Social Sciences

[He Shengkang](#), Counselor, WTCF

Moderated by:

[Richard Matuzevich](#), Senior Manager, Secretariat of WTCF

Panel guests:

[Miodrag Popovic](#), Acting Director, Tourist Organization of Belgrade

[Wu Qingsong](#), Deputy Director, General Tourism Administration of Guangzhou Municipality

[Gonzalo Robredo](#), Director, Buenos Aires Tourism

[Dr. Song Rui](#), Director, Tourism Research Centre, Chinese Academy of Social Sciences

[He Shengkang](#), Counselor, WTCF

Speaker:

[Wu Qingsong](#), Deputy Director, General Tourism Administration of Guangzhou Municipality

**16:15 - 17:30****Focus On China – Brought To You By TravelDaily China****Large-Scale Chinese Investment In Europe: Transforming The Hotel Landscape And Redirecting The Flow Of Chinese Tourists?**

China is massively investing in promising companies worldwide. The Chinese are also making purchases on a huge scale in the hospitality industry. Currently hotel investments appear to be lucrative, and China is buying hotels in prospective destinations to gear up for additional growth in outgoing. What other investment plans do the Chinese have for Europe? How is China-outgoing changing, which destinations are becoming stronger, and which are becoming weaker? Representatives from the leading Chinese hotel chains reveal where the journey is heading.

Introductory presentation:

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

Keynote presentation:

[Rungang Zhang](#), Vice President, China Tourism Association

[Dr. Joanne Jia](#), Head of Asia, Christie & Co

Moderated by:

[Dr. Joanne Jia](#), Head of Asia, Christie & Co

Panel guests:

[Roland Elter](#), Chief Commercial Officer, Maritim Hotels

[Peng Huang](#), Director & Executive Deputy General Manager, HK CTS Hotels

[Pierre-Frédéric Roulot](#), CEO, Jin Jiang Europe, CEO, Louvre Hotels Group

[Hansen Zhao](#), President of Dossen International, Dossen Hotel Group

**17:40 - 18:00****Service Robots In Destinations: Live Demonstration Of Pepper In Action**

Humanoid robots are increasingly being used in the tourism industry. Very promising results have been reported in regards to these robots providing services to international tourists in destinations. Where can robots be used particularly well and what are some of the things robots will still not be able to do in the future? The service robot Pepper demonstrates his skills live on stage.

Speakers:

[Robot Pepper](#), The Robot, SoftBank Robotics Europe

[Nicolas Boudot](#), EMEA Sales Director, SoftBank Robotics Europe

Business Travel Workshops

Date	Time:	Location
March 8, 2017	11:45 - 15:15	Convention Hall 4.1, Room Regensburg

11:45 - 12:45

Legal Worries Of Business Travel

What Travel Managers Should Know About Social Security, Taxes And Residence Laws

The workshop discusses the consequences of not notifying authorities of certain foreign visits and clarifies the difference between business travel and expat status. Also the interdependence of social security, taxes and residence regulations are explained.

Speaker:

[Anne-Katrin Schulz](#), Director Communications and Marketing, BDAE GRUPPE, editor-in-chief, www.expats-news.com

13:00 - 14:00

Interactive Lecture - Powered By VDR

A Concept For The Future: Corporate Carsharing

The holistic treatment of staff mobility is a must for many companies aiming at sustainable future environments and creating jobs. One example is corporate carsharing in the context of company fleets. Inter-connected cars can always and everywhere be booked mobile for business or private use, can be unlocked by smartphone or identity card and can be returned on a flexible time basis. The workshop explains in what cases this model makes sense, cuts costs, enhances staff satisfaction and creates integrated mobility concepts.

Speakers:

[Malte Hock](#), Manager Business Development, Europcar Deutschland

[Marc Fleischhauer](#), Vice President Marktentwicklung, Mobility Deutsche Post AG, Geschäftsführer, Deutsche Post Mobility GmbH

[Dr. Max Kury](#), CEO, Ubeeqo GmbH Deutschland

14:15 - 15:15

Stop! No Entry: Risks And Consequences Of Visa Applications

The current security environment influences immigration regulations with possibly severe consequences. Having the wrong visum or failing to show a visum at all may result in monetary penalties, denied entries, pending imprisonment or confiscated company funds. The workshop shows which details in obtaining visa are important, where adequate know-how is to be found, and how to act cost- and time-efficient.

Speakers:

[Alexander Langhans](#), Managing Director and Co-Owner, Visumpoint GmbH

[Olaf Heinen](#), General Manager, Business Visum GmbH

ITB Convention Awards

Date	Time:	Location
March 8, 2017	14:00 - 18:00	Palais am Funkturm (fairground)

14:00 - 15:45**IIPT India's CELEBRATING HER awards with the participation of UNWTO & ITB Berlin**

Women have a key role to play in tourism, not only as facilitators but as decision makers. The 2nd IIPT India Global Awards, "Celebrating Her" acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality; individuals with a clarity of vision and mission who understand and believe that tourism, perhaps the biggest industry in the world, could become the first global peace industry and who have relentlessly worked towards fostering the tourism business as a vehicle for sustainability and peace.

Greetings:

- **Rika Jean-Francois**, CSR Commissioner, ITB Berlin

Moderated by: **Anita Mendiratta**, International Strategic Advisor and Author, Tourism and Development, Lead Consultant of CNN's International T.A.S.K. Group

Introduction:

- **Ajay Prakash**, President, IIPT India, Chief Executive Nomad Travels India

Chief Guest:

- **Dr. Taleb Rifai**, Secretary General, UNWTO

Special Guest:

- H.E. **Dr. Walter Mzembe**, Minister for Tourism & Hospitality, Zimbabwe
- H.E. **Mr. Gurjit Singh**, Ambassador of India to Germany
- Hon. **Alain St. Ange**, former Minister for Tourism, Seychelles

Press Contact: Ajay Prakash

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16:00 - 18:00**Presentation of the World Legacy Awards by National Geographic Travelers & ITB Berlin**

The moment has arrived! A team of international Judges who traveled the world in search of sustainable tourism leadership have made their decisions. Join National Geographic and ITB Berlin for the exciting World Legacy Awards Ceremony, including the official announcement of the Winners LIVE on stage in five award categories: "Earth Changers", "Sense of Place", "Conserving the Natural World", "Engaging Communities", and "Destination Leadership".

Greetings:

- **Rika Jean-Francois**, CSR Commissioner, ITB Berlin

Moderated by: **Costas Christ**, Chairman, National Geographic World Legacy Awards, who will be joined on stage by Award Judges, Finalists and Winners

Welcome Remarks / Begrüßung

- **George Stone**, Editor in Chief, National Geographic Traveler

Presentation of finalists and prize-winners in the 5 prize categories:

- **"Earth Changers"** – pioneers in the implementation of environmentally-friendly business practices
- **"Sense of Place"** – excellence in the promotion of cultural authenticity
- **"Conserving the Natural World"** – exemplary conservation of nature
- **"Engaging Communities"** – economic and social achievements which strengthen local communities
- **"Destination Leadership"** – protecting natural and cultural heritage as well as providing information and training to travelers regarding best practices from sustainable tourism

Presseanfragen: Heather Wyatt

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ITB Marketing and Destination Workshops Day 1

Date
March 8, 2017

Time:
15:30 - 18:15

Location
Convention Hall 4.1, Room Regensburg

The ITB workshops satisfy ITB visitors' demand for an intensive, professional exchange with experts in small groups. This is where valuable contacts are established and individual questions and problems are taken up.

15:30 - 16:45

Mekong Tourism Forum: Human Capital Development

In dynamically growing tourism destinations, the expansion of the tourism-based economy is a top priority. It is especially difficult for hotels, airlines and destinations to recruit enough qualified and committed employees. What are some of the HR challenges and what are the best practice examples from China, Myanmar, Laos, Thailand, Cambodia and Vietnam?

Introduction & Moderation:

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

Panel guests:

[Hasso Anwer](#), Team Leader, GIZ

[Maev O'Brian](#), Consultant, Lao National Institute of Tourism and Hospitality (LANITH)

[Peter Richards](#), Consultant, International Trade Center (ITC) of the United Nations

[Peter Semone](#), Managing Director, Destination Human Capital

[Kevin Wallace](#), Managing Director Asia, Dream Hotel Group

17:00 - 17:30

Secrets Of Search Engine Rankings

This no-hype session will focus primarily on tips that will help you move the needle. No complex theory but highly actionable recommendations that allow you to work smarter and not harder. This session will have tips for all levels of experience. Join former Google Search Quality team member Fili Wiese to learn all about how to avoid SEO on-page pitfalls, optimize your website and make search bots crawl your website efficiently. Having programmed websites and Google internal tools, Fili Wiese is passionate about improving the user experience and the go-to guy when it comes to on-page SEO.

Speaker:

[Fili Wiese](#), SEO Consultant, SearchBrothers.com, former Google Search Quality Team Member

17:30 - 18:15

Make Your Website Load Really Really Fast!

Do you want to optimize your website for speed further but don't know how? Join former senior Google Search Quality team member Fili Wiese to learn all that matters about optimizing your website for page speed, both a Google ranking factor and a crucial signal for user satisfaction. Walk away with unique insights and hands-on tips on prioritization, which tools to use efficiently and which mistakes to avoid while making your website blazing fast. Having programmed websites and Google internal tools, Fili Wiese is passionate about improving the user experience and the go-to guy when it comes to on-page SEO.

Speaker:

[Fili Wiese](#), SEO Consultant, SearchBrothers.com, former Google Search Quality Team Member



eTravel Lab Day 2

Date
March 9, 2017

Time:
10:00 - 18:00

Location
Hall 7.1c, eTravel Lab

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).

10:30 - 11:00

Conversational Interfaces: Where Are We Heading?

While many travel industry companies are still struggling with the implementation and realization of their mobile services, the early adopters are already developing chatbots and applications for language-based digital assistants. This is being made possible by the combination of technological advances in areas like speech recognition and text comprehension with the provision of corresponding cloud-based services by heavyweights like Microsoft, Facebook, Google, Amazon and IBM. At the same time, messengers and assistants are emerging: completely new ecosystems which have a massive number of users and not only simplify but also monitor access to customers. The lecture takes a look at the development, opportunities and challenges of this new channel and explains why it is important to act now to not miss the boat.

Speaker:

[Felix Heimbrecht](#), Director Innovation Kontinentaleuropa, SapientRazorfish

11:00 - 11:30

Social Media As A Sales Channel: Chatbots, Messengers, Customer Loyalty And The Law

When communicating with companies, more and more customers expect speed, directness and authenticity. In order to meet these expectations and fashion a sales approach which is as personalized as possible, many companies rely on social media and interactive dialogue systems for customer service and the booking process. This lecture illuminates the opportunities of both digital technologies and applied bot-systems at Facebook and WhatsApp, as well as smart language assistants like Amazon's Echo, as sales and marketing channels for tourism. Using the latest practical examples, like the "Travel Assistant Thomson" from IBM Watson or "myAustrian Messenger" from Austrian Airlines, the handling of these tools, and their related legal framework, will be revealed.

Speakers:

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

[Katja Rengers](#), Lawyer, Spirit Legal LLP

11:30 - 12:00

Influencer Marketing In Asia

A case study into cross platform influencer marketing in Asia as part of the tours and activities conversion funnel targeting the millennial traveler

Speaker:

[Clement Wong](#), CEO, BeMyGuest



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12:00 - 12:30**„Online - Offline - Noline“ - Cross-Channel-Sales Using The Example Of TUI Germany**

Best practice examples of cross-channel for achieving an optimal sales and service experience in the tourism industry.

Speaker:

[Fabian Heuer](#), Head of Multichannel Management, TUI Deutschland GmbH

12:30 - 13:00**Online Marketing Insights 2017: Best Practices From 500 German Travel Websites**

This exclusive study reveals best practices in search engine optimization and content marketing from 500 German travel websites.

Speaker:

[Christian B. Schmidt](#), Managing Partner, Digitaleffects GmbH

13:00 - 13:30**A Simple Address For Everyone Everywhere**

Better addressing enhances travelers' experiences, delivers business efficiencies, drives growth and helps the social and economic development of all travel, hospitality and tourism organizations. what3words offers a precise, simple and universal addressing solution. It has divided the world into a grid of 3m x 3m squares and assigned each one a unique 3 word address - in 13 languages and more in development. There are now 57 trillion simple, very precise addresses covering the whole world. Everyone now has a free address everywhere.

Speaker:

[Richard Lewis](#), Partnerships Director Travel and Tourism, what3words.com

13:30 - 14:00**Sales Strategies With Google – Empty Promises Or New Opportunities?**

No tourist destination can avoid Google search engine optimization (SEO) or website optimization (Customer Journey). The problem: The top positions in Google's results list are offers from large comparison websites. This lecture deals with the prospects of finding lucrative niches and the optimal positioning of pre-existing, unused resources.

Speaker:

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

14:00 - 14:30**Forewarned Is Forearmed**

The presentation focuses on a range of provocative scenarios built along critical uncertainties at the interplay of current eTravel trends, helping the audience understand how to work productively with unpredictability and complexity. If we could anticipate various alternatives for the future of eTravel, what are the implications of strategic relevance for our companies? And how do we go about preparing our organizations for those alternative digital futures? The answer: the best way to predict the future is to create it - by engaging diverse stakeholders in participatory collective intelligence processes to reexamine and reframe the present in order to change the future.

Speaker:

[Roumiana Gotseva](#), Managing Director & Founder, Center for Strategic Foresight

14:30 - 15:00**From A Silo Mentality To Integrated Processes**

Software solutions in the travel industry create new potentials through more efficient processes, from purchasing products all the way to sales. Tour operators are transforming from a silo organization into modern, agile, decentralized organizations. Noticeably shorter reaction times to market changes, decentralized contracting, optimized use of offers during holiday periods, capacity management which is updated daily and real-time reporting all increase added-value and allow for demand-oriented marketing via diverse channels. Solutions to best practice cases from teamSolution Travel will reveal how travel industry businesses are shaping the digital transformation to be able to face the market's biggest challenges even more effectively.

Speaker:

[Holger Ambroselli](#), Business Development, the a-team

15:00 - 15:30**Virtual Reality In The Tourism Industry – Tour Operators' And Travel Agencies' Experiences**

Currently over 9,000 travel agencies use 360° Virtual Reality from diginetmedia. The lecture includes feedback, potential application areas and VR opportunities.

Speaker:

[Andreas Weigel](#), Managing Director, diginetmedia

15:30 - 16:00**eLearning – Practical Roadmap For Successful DMO**

Turning an idea into success – areas of application, conceptual design and specific measures for modern knowledge transfer.

Speakers:

[Bastian Hiller](#), Destination Consultant, Tourismus Zukunft

[Ina Pfingst](#), Tourcomm

16:00 - 16:30**Reisevertrieb von morgen: der Kunde ist online****Speaker:**

[Ait Voncke](#), Vice President, B2B Account Management EMEA, Expedia, Inc.

16:30 - 17:00**The Future Of Travel Booking**

Travel booking is becoming more and more mobile and nowadays, every 4th travel booking is done via a mobile device. Whilst Tablets are losing their importance, booking via smart phone "on the go" is becoming more and more relevant. This session will discuss local and international travel trends based on a survey with over 1000 participants.

Speaker:

[Georg Sobczak](#), Commercial Director Germany, Criteo

17:00 - 17:30

TUI.com - Added Value From User-Centric Development

A presentation of effective methods which enable the incorporation of user feedback into web development (e.g. A/B-testing and multivariate testing, user labs, eye tracking).

Speakers:

[Juliane Lindner](#), Manager User Experience Research, TUI Germany GmbH

[Thorsten Reitz](#), Head of Product Development & Operations, TUI Germany GmbH

eTravel Showroom Day 2

Date	Time:	Location
March 9, 2017	10:00 - 18:00	Hall 6.1, eTravel Showroom

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).

PLEASE NOTE THAT THE SESSIONS AT THE ETRAVEL SHOWROOM WON'T BE TRANSLATED

10:30 - 11:00

MyLike - Your Trusted Digital Multi-Channel Travel And Service Tool

Master the challenge of supporting your customers' digital journey and stay top of mind with myLike as 'mobile concierge' and 'digital travel guide'.

Speaker:

[Uwe Hering](#), myLike founder & CEO, myLike UG

11:00 - 11:30

Google Street View | Trusted: See How It Improves Google Page Rank, Time On Site And Travellers Readiness To Spend

German market leader for GSVT production nexpics (fka Berlinproof) presents: 360 degree tours extend acceptance for presenting commercial/interior space as hotels, restaurants, shops, cruise ships, museums.

How do GSVT tours get implemented? How do they add to your Google rank? Learn about user behaviour on 360 degree tours and how you can profit from GSVT and innovative technologies around this new visual format.

nexpics presents an extended view on 360-degree visuals with early adopters from different parts of the travel industry in an English speaking panel right after this presentation at ITB-Kongress 12.15 - 13.15 Uhr, exhibition hall 4.1, conference hall "Regensburg".

Speaker:

[Michael Keuntje](#), CEO, Sternzeit Media GmbH, CEO, nexpics GmbH



11:30 - 12:00

Kunden begeistern, Zusatzerlöse generieren und echten Mehrwert bieten – was Gäste online wirklich wollen

Speaker:

[Timo Hinrichsen](#), CMO, Virtual Service Solutions AG

12:00 - 12:30

Delivering Outstanding Guest Experiences – The Key to Success

Join this discussion to hear the latest trends and developments in guest experience management. During the session, RJ Friedlander will provide a wide selection of practical examples from leading organizations who are effectively using the latest technology to interact with guests before, during and after their stay, giving rise to remarkable results. The audience will come away with a clear understanding of how to leverage Guest Intelligence to guarantee brand standards and create a guest-centric culture to ensure guest expectations are exceeded at all times.

Speaker:

[RJ Friedlander](#), CEO & Founder, ReviewPro

12:30 - 13:00

Personalization & Persuasion The Key To Increase Your Direct Bookings

Hotelchamp found the key solution to boost direct bookings and build guest relations. By combining personalization and persuasion methods, we are making guest experiences unique and individual for every hotel website visitor. Learn how to engage and interact with your potential guests and optimize your direct channels to gain back control over your revenue, profitability, customer engagement and data! Customers today expect brands to get personal. Hotelchamp strengthens the position of hotels by enabling to effectively engage and interact with potential hotel guests on a personal level before they walk into the hotel. On average, people check out 22 websites before making a choice, in this extensive journey, hoteliers need to stand out from competitors and OTAs. That is why, Hotelchamp found the key solution to make hotelier's direct channels powerful again!

Speaker:

[Kristian Valk](#), CEO, Hotelchamp

13:00 - 13:30

Owning The Digital Conversation Throughout The Travel Journey. How Hoteliers Are Winning At Customer Acquisition And Retention By Understanding Their Customers Along With Looking At The Bigger Picture

Hoteliers are constantly searching for ways to harness guest data and ensure their voice and brand stand out throughout the travel journey and within the competitive landscape. Industry thought leaders from Cendyn Hospitality Cloud unfold the complexity of CRM and share the tactics and results of CRM management for enterprise hospitality organizations as well as independent boutique hoteliers. Find out if your solution is CRM3 compatible.

Speakers:

[Michael Bennett](#), Senior Vice President, Global Marketing + Business Development, Cendyn

[Duane Hepditch](#), SVP Product Marketing, Cendyn

13:30 - 14:00

Revenue Management In The Holiday Hotel Industry

Dynamic markets require dynamic pricing – in the holiday hotel industry, too! Find out how holiday hotels and resorts can react to the latest changes – and increase their revenues!

Speaker:

[Matthias Trenkwaller](#), Geschäftsführer/ CEO, Rateboard

14:00 - 14:30**Metasearch with facilitated bookings**

The flight search story of Igola importance of brand identity and user experience. Today's shaking economy, furthermore demonstrate the centralized position of a metasearch and new business models driving from creative distribution solutions.

Speaker:

[George Zhang](#), CEO, Igola.com

14:30 - 15:00**AirHelp - How To Scalably Turn Customers With Flight Disruption Into Happy Passengers**

AirHelp is the internationally leading claim management company for helping passengers with flight disruptions. Founded in 2013, AirHelp assesses and processes claims eligible for compensation in accordance with European Commission ruling EC 261 and other international regulations. AirHelp has helped over 1.5 million passengers from practically all countries in the world, cooperating with over 120 travel brands and online travel agencies so far and is expanding its B2B partnerships.

The operational backbone of AirHelp is the proprietary back office engine 'Cockpit', which makes efficient claim handling scalable. Using algorithm-based automation alongside a team of international claim specialists, AirHelp offers its scalable infrastructure to handle high amounts of claim requests every day. Commercial interfaces allow OTAs, Tour Operators, TMCs and Airlines to identify and validate flight disruptions and offer post-sale services to their customers. In their presentation on ITB, AirHelp will showcase an exclusive insight into their modular Justice-as-a-Service solution.

Speakers:

[Rene Wetzel](#), Global Business Development Manager, AirHelp

[Henrik Zillmer](#), CEO, AirHelp

15:00 - 15:30**Customer Support For Travel: Instant Channels - Instant Opportunities**

It can be a challenge to keep up with rapidly evolving customer expectations, especially in the multichannel customer support world. With the fast development of the ultimate multi-channel devices customers expect great and more importantly prompt service in any channel of communication. Why instant channels play an important role in travel industry support. We would like to share our practice on customer expectations and how customer support can respond and build lasting, profitable relationships with customers.

Speaker:

[Vicky Dubrovsky](#), CEO, Aviacontact

15:30 - 16:00**Traffics Labs „ The Impact Of Artificial Intelligence On The Travel Industry”**

Artificial Intelligence will transform the travel industry fundamentally. In this session, we discuss the exciting new business opportunities that AI will create and how you can prepare for them.

Speakers:

[Marc Herrgott](#), Chief Operating Officer, traffics Software Systems for the Tourismus Industry

[Dirk Hofmann](#), Managing Partner and Co-Founder, DAIN Studios



16:00 - 16:30

The Successful Digitalization Of Croatian Tourism

The lecture presents the benefits of VR360 virtual reality technology in tourist advertising and answers the following questions: How can destinations be displayed on Internet platforms, including social networks, mobile apps for iOS and Android, and responsive websites? How to deal with profit- and non-profit-oriented providers and how to position yourself in potential markets and to customers? How to increase visibility on the Internet and how to increase the number of guests?

Speaker:

[Krunoslav Weinpert](#), CEO, Pointers

17:00 - 17:30

The Guest, The Unknown Entity?

Learning about guest behavior and needs – before and during their journeys – via direct communication, personalized information and individual service.

Speaker:

[Konstantin Andreas Feustel](#), Founder & CEO, GEIOS AG

eTravel Stage Day 2

Date	Time:	Location
March 9, 2017	10:00 - 18:00	Hall 6.1, eTravel Stage

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

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10:30 - 11:00

Travel Start-Ups: You Don't Have A Chance - But Try To Take The Opportunity

Travel marketing is extremely competitive and has predominately low margins – not a good omen for young, digital market participants. On the other hand, technology is the industry's backbone – an ideal condition for scalable business models of platforms. So far only a few travel start-ups have managed to survive in Germany – the risk of failure is extremely high. Which concepts have proven successful, which ideas could shape the future? And what do entrepreneurs and the travel industry require for success?

Speaker:

[Uwe Frers](#),

11:00 - 12:00

Phocuswright Fast Track At ITB Berlin

Take a dive into Europe's payments landscape and learn from recent Phocuswright research. Norm Rose presents on topics such as key trends, industry players, the potential for disruption, and more, then leads a roundtable discussion with payments executives for further insight. Florence Kaci then takes the stage to share data and analysis on the European travel consumer.

11:00 – 11:05 Welcome and Introduction

11:05 – 11:15 Phocuswright Research: Exploration of Europe's Payments Landscape: Norm Rose, Senior Technology and Corporate Market Analyst, Phocuswright Inc.

11:15 – 11:45 Roundtable Discussion: Europe's Changing State of Pay:



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- Chiara Quaia, Head of Business Development, Payment Solutions, Amadeus Travel Payments
- Jason Hancock, General Manager, EMEA, eNett International
- Thomas Helldorff, VP of Airlines & Travel Vertical Strategy, Worldpay
- Mike Carlo, Global Head / Travel Payments, Transpay
- **Moderated by:** Norm Rose, Senior Technology and Corporate Market Analyst, Phocuswright Inc.

11:45 – 12:00 Phocuswright Research: European Consumer Travel

Speakers:

[Mike Carlo](#), Global Head / Travel Payments, Transpay

[Jason Hancock](#), General Manager, EMEA, eNett International

[Thomas Helldorff](#), VP of Airlines & Travel Vertical Strategy, Worldpay

[Chiara Quaia](#), Head of Business Development, Payment Solutions, Amadeus

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

12:00 - 12:30

Story And Transformational Travel In The Digital World

Using digital storytelling to position your product for transformational travel and to gather insights about your brand.

Speaker:

[Daniel Noll](#),

[Audrey Scott](#),

12:30 - 13:00

Airline Selling Systems are complicated – is there a better way?

3 questions on airline inventory management: How (and why) do airlines want to manage inventory ? How do GDS enable airlines to manage inventory ? What is going to happen in future.

13:30-13:50 Presentation:

[Timothy J O'Neil-Dunne](#), Co-Founder Expedia, Tnooz, T2impact, Airblackbox; Managing Partner, VaultPAD Ventures: GLOBAL

13:00 - 14:00

Panel: The Era of Collaboration - Why Cross-Border DMO Partnerships Make Sense

This panel discussion will present successful influencer case studies and discuss issues like overtourism and the importance and potential of DMO collaborations.

Moderated by:

[Melvin Böcher](#),

Speakers:

[Susanne Höller](#), Head of Marketing and Sales, Graz Tourism

[Nicholas Montemaggi](#),

[Petra Stušek](#), M.Sc., Director, Ljubljana Tourism

14:00 - 15:00

Top Travel Tech Solutions From Spain

More than 75 million international tourists that traveled to SPAIN in 2016 could not be improvised. This figures and leadership means excel in technology and tourism sustainability as an industry. Get yourself exposed to some insights.

The companies will present themselves in the following order:

1. TRAVEL COMPOSITOR
2. SMARTVEL
3. PIPELINE

- 4. HOTEL QUALITY
- 5. BYHOURS

Moderated by:

[Lucinio Muñoz Muñoz](#), Economic and Commercial Attaché at the Spanish Embassy in Berlin

Speakers:

[Manuel Aragonés](#), Founder & CEO, TRAVEL COMPOSITO

[Sebastian Briones](#), General Manager, Pipeline Software

[Guillermo Gaspart](#), Founder and Chairman, ByHours.com

[Jesus Salgado](#), CEO & Founder, HOTELS quality

[Iñigo Valenzuela](#), Founder & CEO, SMARTVEL

15:00 - 15:30

Digital Attractions : Example: The Jochen Schweizer Arena

What would be an attraction's perfect Customer Journey 2.0? Lessons learned and insights using the example of the newly-opened Jochen Schweizer Arena

Speakers:

[Wolfgang Langmeier](#), Managing Director, Jochen Schweizer Holding GmbH

[Oliver Nützel](#), Managing Director, Regiondo GmbH

15:30 - 16:00

How Can Travel Companies Benefit By Seamlessly Integrating Payments Into Travel Commerce Platform?

Learn how you can bring greater efficiency and competitive advantage to your travel business by having a one-stop-shop solution combining dynamic content, branded fares and payments solution.

Speaker:

[Michael Kuptz](#), Regional Product Manager Austria, Germany & Switzerland, Travelport

16:00 - 16:30

Tours, Activities & Restaurants: What next?

How do travellers discover, book and review what they do in a destination? How will it change in 2017? The lecture will cover day tours, restaurants & attractions.

Speaker:

[Alex Bainbridge](#), CEO, Uptaste

16:30 - 17:00

Cooperating With Bloggers For Place And Product Marketing – Case Study Of Travel Blogger Association Asia

How unknown places in Sri Lanka are marketed using Social Media and bloggers.

Speakers:

[Matt Gibson](#), President Elect, Professional Travel Bloggers Association

[Amanda Ponzio-Mouttaki](#), Current PTBA Inbound President



17:00 - 18:00

Framing Content & Workflow: Secrets Behind Creative Content Teams

What are the secrets behind building a successful creative team? The panel will discuss this question and elaborate on aspects such as transformation and the importance of structure, as well as workflow, talent and tactics. Also major content trends including drones, VR, live and always-on social will be explored.

Moderated by:

[Nick Hall](#), Founder and CEO, DTTT

Speakers:

[Thomas Christensen](#), Senior Art Director, Wonderful Copenhagen

[Emil Spangenberg](#), Communicator, Speaker and Writer

ITB Experts Forum Wellness



Date
March 9, 2017

Time:
10:30 - 17:15

Location
Convention Hall 7.3a, Auditorium Berlin 1

Since 2004 the ITB Experts Forum Wellness is a place to be for spa and wellness professionals. On ITB Thursday (March 09, 2017) between 10:30 h and 17:15 h pathbreaking presentations on wellness tourism will be held in Hall 7.3a, Auditorium Berlin 1.

The internationally oriented event established in 2004 has become a major date in the calendar of the wellness & hospitality sector in Europe.

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

Simultaneous translation in German and English will be provided.

10:30 - 10:35

Forum Opens

Speaker:

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

10:40 - 11:10

Cross-Over Between Wellness And Medical Services: Is Lifestyle Medicine The New Wellness?

Is wellness still attractive? Wellness providers need to look at developments in the wider healthcare (or medical) area. There are revived traditional healing approaches, cross-over services and treatments as well as new facility types already challenging the wellness market. This is very much true for wellness tourism, too. Lifestyle medicine, longevity medicine and integrative health approaches could complement, if not replace wellness services, in the near future.

Speaker:

[Dr. László Puczkó](#), Director of Industry Intelligence, Resources for Leisure Assets



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11:15 - 11:45**Medical Spa Hotel – A New Modell For Traditional Health Resorts In Eastern Europe?**

The post-Soviet period in Russia and CIS was characterized by restructurization of the healthcare system. Traditional rehab and climatic resorts lost governmental support and had to seek new ways to attract clients. Some curative institutions gave up medical treatments and were transformed into spa hotels. But the most successful players managed to combine traditional healing methods with modern spa and wellness technologies. «Medical Spa Hotel» is a concept that provides up to date accommodation along with an effective holistic approach to health and is gaining popularity among domestic and international tourists.

Speaker:

[Elena Bogacheva](#), President, Spa and Wellness International Council (SWIC)

11:50 - 12:25**Wellness Trends: Terms And Figures – An Up To Date Overview 2017!**

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 wellnesshotels and spas. Beauty24 and Wellness-Hotels & Resorts (WH-R) have interviewed guests and hoteliers since 2004. The latest survey will be presented by Michael Altewischer.

Speaker:

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

12:30 - 13:10**Smart Private Spa: Comfort Increase Through Digital Individualisation**

Like most industries, the wellness industry is heavily influenced by upcoming technological trends. René Pier introduces to you the first "Smart Private Spa", an interactive room concept, adapting immediately to the individual wishes and needs of the guests. Sounds quite futuristic?!... Well, it is. René Pier will deliver explanations on how to establish a smart spa putting the guests' needs at the centre of attention.

Speaker:

[René Pier](#), schienbein + pier gbr interior architecture

13:15 - 13:55**Design For Wellbeing And For The ROI In Your Hospitality Development**

Spas and other wellbeing hospitality amenities must be designed and developed with consideration of a positive ROI for the entire project to be successful. This can be achieved with careful planning and design in collaboration with wellbeing hospitality expertise and a talented architectural team. Join us as we explore the opportunities that arise when a spa or wellbeing facility is designed appropriately for repeat guest opportunity, competition differentiation, group business, reduced expenses, operational ease, incorporation into the entire development, and extreme marketability, which ultimately lead to the positive ROI.

Speaker:

[Lynn Curry](#), LYNN CURRY, CMC®, President & Co-Owner, RLA USA LLC

14:00 - 14:30**Discussion With The Spa Design Experts – Case Studies And Interactive Discussion Period****Moderated by:**

[Wilfried Dreckmann](#), Spa Project

Speakers:

[Lynn Curry](#), LYNN CURRY, CMC®, President & Co-Owner, RLA USA LLC

[René Pier](#), schienbein + pier gbr interior architecture

14:35 - 15:05

Slovenia, The Land Of Healthy Waters – A Wellness Success

The story of healthy waters is the success story of Slovenian Health and Spa resorts and represents the fast development of its Wellness product in the last 10 years. It is the strongest tourism product in Slovenia and marks the Theme of this year's Tourism: "Healthy Waters". We will give an insight with "Best Practice Examples" and some "Signature Treatments in Wellness" in the Slovenian Spas.

Speaker:

[Iztok Altbauer](#), Managing Director, Slovenian Spas Association

15:10 - 15:45

Wellness & Spa Travel: Schprechen Sie German?

Do you know how exactly the German-speaking guests differ? What are they looking for when travelling in Germany or abroad and book a wellness hotel? Nearly every new builded 4 & 5 star leisure hotel has a spa or a wellness center. It is anticipated that more and more traveller segments look for wellness services and treatments. Wellness motivation appears to be a global movement. Still, do not forget about the local qualities and differences. The German-speaking market is one of the most influential wellness markets in Europe.

Speaker:

[Dr. László Puczkó](#), Director of Industry Intelligence, Resources for Leisure Assets

15:50 - 16:30

Best Practice: Ayurveda Parkschoesschen – Make The World A Healthier + Happier Place

One of the key players in the high growth field of health consciousness is the hospitality industry. It gives us the chance to turn the world into a healthier and happier place. The mission at the family-run 5* Hotel Ayurveda Parkschlösschen is to combine mindfulness and hospitality that unrivaled in the industry. The hospitality industry plays a major role in the massively growing health consciousness, which makes us hoteliers get a good chance to effectively help turning the world into a healthier and happier place. With the family run 5* Ayurveda Detox and Lifestyle Coaching Hotel Carina and her team truly feel on a mission to contribute to that and she will share with you how they do it!

Speaker:

[Carina Preuß](#), CEO/Yoga Teacher/Ayurveda Lifestyle Consultant, Ayurveda Parkschlösschen Bad Wildstein GmbH

16:35 - 17:15

Do Wellness Tourism, Get Well?

This presentation will provide an overview of the latest research on the health impact of wellness tourism activities such as health retreat stays, hot spring bathing, saunaing and healthy lifestyle activities and discuss current and future trends that are driving the development of new wellness services and guest experiences.

Speaker:

[Professor Marc Cohen](#), School of Health and Biomedical Sciences, RMIT University

ITB Marketing and Destination Workshops Day 2

Date	Time:	Location
March 9, 2017	10:30 - 17:30	Convention Hall 4.1, Room Regensburg

The ITB workshops satisfy ITB visitors' demand for an intensive, professional exchange with experts in small groups. This is where valuable contacts are established and individual questions and problems are taken up.

10:30 - 12:00**Europe Invites – Danube Connects. Reaching For The New Markets**

The aim of the panel is to discuss potentials of the joint presentation of the Danube countries on the overseas markets, especially China and also to mention joint products which can be marketed. The result would be to highlight the opportunity to reach greater visibility on the mentioned markets through cooperation and joint marketing efforts which fully correlate with the project European Commission is launching together with ETC.

Moderated by:

[Gordana Plamenac](#), Chairperson, Danube Competence Center

Panel guests:

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

[Michael Cramer](#), MEP, Chairman of the Committee for Transport and Tourism, European Commission

[Oliver Fodor](#), Chief Advisor, Hungarian Tourism Agency

[Eduardo Santander](#), Executive Director, European Travel Commission

12:15 - 13:15**The 360 Degree Vision: Google Street View Trusted (GSVT), 360 Degree Photography And Video**

Google has 360 degree photography go mainstream in hospitality worldwide with tours produced on their open hosting platform for hotels, restaurants, shops, cruise ships, museums etc. GSVT uploads improve the Google rank. 360 degree photography and film create an immersive experience unseen before. Targets are improvements in conversion rate, consumer readiness to spend. See how it works. - Hear first hand experience from early adopters. Find out how you can apply these innovative technologies for your business.

Speakers:

[Jens Huwald](#), Managing Director, Bayern Tourismus Marketing GmbH

[Michael Keuntje](#), CEO, Sternzeit Media GmbH, CEO, nexpics GmbH

[Andreas Kurth](#), Head of Digital Content & Media Management, TUI Group

13:30 - 14:15**Sharing Is Finally Becoming Transparent: Detailed Analysis Of Airbnb In Europe's Metropolises**

Berlin, London, Amsterdam and Co. - Airbnb is stirring up the hotel industry and at the same time is also influencing urban surroundings. For the first time, reliable data on Airbnb offers and the booking behavior of Airbnb users has become available. The data is an important basis for decision makers in the hotel industry and upcoming political measures in Berlin and other European cities.

Speaker:

[Dr. Jeroen A. Oskam](#), Director Research Centre, Hotelschool The Hague

14:30 - 15:30**Success Factors For Nation And Place Branding**

Using the examples of Poland, Trinidad & Tobago, London and Wittenberg, professionals and newcomers get valuable insight for building up lively markets in their cities and countries. The focus is on the key success factors: development, optimization and management of nation and place brands. Special attention will also be dedicated to developing an agile approach as well as to safeguarding the required "liveliness" of the brand.

Speakers:

[Ben Knapp](#), Chief Strategy Officer, Saffron

[Johannes Pauen](#), Managing Director, kleiner und bold GmbH

15:45 - 16:45

Motorcycle Tourism: Empirical Study On Travel Motivation In Germany And The USA

Motorcycles are increasingly being used for fun and not solely as a mode of transportation. Motorcycle drivers are a target group with above-average purchasing power – until now they have gone mostly unnoticed by tourism destinations, hotels and tour operators. The latest results of an international study reveal motorcyclists' travel patterns, motivations and requirements for motorcycle-based tourism products. The exclusive study results provide valuable assistance for destinations, hotel, tour operators and travel agencies for tapping into this market.

Speakers:

[Prof. Dr. Robert E. Frash](#), School of Business, Department of Hospitality and Tourism Management, College of Charleston

[Prof. Dr. Knut Scherhag](#), Professorship for Destination Management, University of Applied Sciences Worms

[Aline Schröder](#), Student, University of Applied Sciences Worms

17:00 - 17:30

Security and Travel: Germans' Travel Plans in 2017

The global security situation is worrying – and influencing holidaymakers' decisions. Using the source market Germany as an example along with cutting edge data from the "Reiseanalyse 2017", the point is to find out how terror and violence affect tourists' preferences and what their expected impact will be in 2017: Nobody travels to Turkey? More travel in Germany? More or fewer bookings with tour operators?

Speaker:

[Prof. Dr. Martin Lohmann](#), Managing Director, NIT (Institute for Tourism and Recreational Research in Northern Europe), Forschungsgemeinschaft Urlaub und Reisen e.V., Leuphana University of Lüneburg

ITB Business Travel Corporate Day

Date	Time:	Location
March 9, 2017	10:30 - 17:45	Convention Hall 7.1a, Auditorium New York 3

Curb costs, minimize risks, enhance productivity

The program assists decision makers in the business travel world to continue their successful work by identifying and evaluating trends at an early stage. Top-class speakers share their insights and offer sound judgements.

Hosted by:

[Gerd Otto-Rieke](#), Publicist

10:30 - 10:35

Welcome Address

Speaker:

[Gerd Otto-Rieke](#), Publicist

10:35 - 11:15

Keynote: "Struggle For Slots, Competition Of The Hubs"

What will the immediate future of scheduled air traffic in Germany look like? How competitive are airport locations in Germany? What structural transformations are to be expected? Will new air traffic agreements bring change? And what does that all mean for the German economy and their business travellers?

Speaker:

[Dr. Stefan Schulte](#), Chairman of the Executive Board, Fraport AG, President, German Aviation Association (BDL)

11:30 - 12:15**„But That's Not Fixed“ – New Challenges For Defining The Travel Policy - Powered By VDR**

The travel policy continues to be one of the most valuable tools of travel management. It settles what flexibility travelling staff does or does not have and what the consequences of violations are. Contrary to common claims software cannot displace policies. Especially for the implementation of OBEs or reimbursement software specific policies are needed as well as for assuring their employment. The lecture names current examples of potentials and essentials and offers solutions. Topics are

- new airline products, ancillaries and sharing economy
- apps for travelers
- open booking and strict travel policies – a contradiction?
- web meetings as part of travel policies

Speaker:

[Andrea Zimmermann](#), business consultant, btm4u

12:15 - 12:45**Business Lunch By ITB & VDR****12:45 - 13:30****Accommodation Supply In Trouble?**

Marriott's take-over of Starwood will probably shake up the international hotel industry. How will procurement react to this? And how will travel management take sharing products like Airbnb into account in that new environment?

Moderated by:

[Andreas Konkel](#), Travel Manager, Diehl Stiftung und Co. KG, Nuremberg

Panel guests:

[Jan Berghold](#), Global Mobility Manager, GfK SE, Nuremberg

[Michael Krenz](#), Founder, Co-Owner and Managing Director, TourisMarketing Service GmbH, Stralsund

[Christian Temath](#), Director Sourcing Solutions, HRS

13:45 - 14:15**Performance Measurement In Travel Management – Choosing The Right KPI**

Key Performance Indicators (KPIs) are efficiency figures which show the degree of having achieved important defined goals. The lecture explains how travel management can develop relevant KPIs in relation to business objectives, which data sources can be used and where pitfalls are.

Speaker:

[Christoph Zimmerli](#), Head of Travel Services, F. Hoffmann-La Roche Ltd, Basel

14:30 - 15:00**The Travel Community Plattform Of Unilever**

Unilever's travel community platform, part of the transformation project SWAN, won the „Business Travel Award 2016“ of the Travel Industry Club. The innovation consistently adapts to business travelers' needs which massively change in times of digitization. Unilever's staff can now interact and download relevant travel info from over 90 countries. Moreover travel alerts are communicated.

Speakers:

[Yvonne Moya](#), Global Director for Travel Management, Fleet, Meetings and Events, Unilever

[Brigitte Lehle](#), Manager Corporate Mobility Services, Dürr AG, Vice President Business Travel & Mobility, Travel Industry Club (TIC)

15:15 - 16:15**How To Curb Travel Costs: Four Ideas And Products**

- **Compensation payments via refund.me**
Airlines passengers can claim compensation payments for late or cancelled flights according to EU legislation. refund.me collects the money from the carriers, pays out the customer and retains a fee. A B2B platform serves the needs of corporate clients.
- **Airport parking offered by Holiday Extras**
Holiday Extra Business Travel offers dedicated parking spaces at currently six German airports. The portfolio includes curbside-service and parking at near-terminal hotels. Payment is done with company cards.
- **Claim Back VAT In International Travel**
Companies often can claim back sales taxes paid for services abroad. The procedures for that can be a bit complicated but are worthwhile. Many companies still spare the effort. But they could easily mandate a specialist to refund the expenses.
- **Total cost of travel considered by FCM Travel Solutions**
Many companies just look at the lowest price of travel elements such as flight tickets or hotel rooms. But complex realities can blow up total costs – e.g. if expensive taxi transfers or long transfer times at airports are involved. Boost efficiency by looking at total costs of a trip.
- **Panel Discussion**

Moderated by:[Oliver Graue](#), Editor-in-Chief, BizTravel**Panel guests:**[Carsten Knauer](#), Head of several committees, e.g. business travel, Bundesverband Materialwirtschaft, Einkauf und Logistik e. V. (BME)[Inge Pirner](#), specialist for travel management, DATEV eG, Nuremberg, Member of the Board, Verband Deutsches Reisemanagement (VDR)**Speakers & Panel guests:**[Sascha Plewka](#), Product and Sales Manager Business Travel, Holiday Extras[Sebastian Freymuth](#), Account Manager, Cash Back VAT Reclaim AG[Christoph Führer](#), General Manager, DER (business travel unit)[Michael Flück](#), refund.me GmbH**16:30 - 16:45****New Options For Travel Managers****Cost-Efficient Travel Management By Assessing Expense Data**

Data are the fundament for procurement negotiations and cutting costs. The easy-to-use AirPlus Information Manager gives travel management the control over details of who paid what and when. The MIS data base plus analyzing tools help to finalize good deals with suppliers.

Speaker:[Michael Fürer](#), Director Sales Germany and Country Manager, AirPlus Servicekarten GmbH**16:45 - 17:00****New Options For Travel Managers****Managed Travel 3.0 – Why Control Of Travel Still Makes Sense**

Technological cross-linkage and focusing the business traveler are essential elements of future-oriented travel management: Managed Travel 3.0. But individual usage and requirements of new technologies can conflict with travel management's goals. Why management is still meaningful and what can be done is shown with the help of Amadeus cytric Travel & Expense.

Speaker:[Bernd Schulz](#), General Manager, Amadeus Germany GmbH

17:00 - 17:15

New Options For Travel Managers

Successful Travel Management By Integrated End-To-End Processes

Methods and means of managing business travel with inter-connected online booking, mobile apps and reimbursement technologies.

Speaker:

[Till Pferdenges](#), Presales Consultant, KDS Deutschland GmbH

17:15 - 17:30

New Options For Travel Managers

More Control & Choice For Business Travelers

Concur assists travel management in the digital transition process and helps to control expenses.

Speaker:

[Felix Stegmann](#), Regional Sales Executive, Concur

17:30 - 17:45

New Options For Travel Managers

Discussion

Moderated by:

[Gerd Otto-Rieke](#), Publicist

ITB Hospitality Day



Date	Time:	Location
March 9, 2017	10:30 - 18:15	Convention Hall 7.1b, Auditorium London

Since 2006 the ITB Hospitality Day has established itself as one of the top 3 segments of ITB Convention. Its topics reflect the industry trends, its participants are the "Movers & Shakers" of the international hotel industry. This prestigious Think Tank discusses the impulses for the industry – with a critical view, pointing out facts and figures and highlighting the different perspectives. [hospitalityinside.com](#) is the exclusive media partner and organizer of the ITB Hospitality Day. All ITB Hospitality Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Maria Pütz-Willems](#), Editor-in-Chief, [hospitalityinside.com](#)

10:30 - 11:30**Hostels – Refreshed**

The good old youth hostel has become the social hub for the young at heart: The colorful world of hostels and hotels for globetrotters with every kind of budget. A segment rediscovered by creative minds and chains.

Moderated by:

[Sarah Douag](#), Senior Journalist in Travel & Tourism

Panel guests:

[Frédéric Fontaine](#), Senior Vice President Global Marketing Innovation Lab, AccorHotels

[Paul Halpenny](#), Group Director of Supply, Hostelworld Group

[Frank Uffen](#), Director Marketing & Partnership, The Student Hotel

[Eric van Dijk](#), Chief Operations Officer, Meininger Hotels

11:45 - 12:45**Is The Hotel Industry Prepared To Welcome Digitalization, With Its Innovations In Automation, Internet Of Things And Artificial Intelligence?**

Who will be most affected and how? Which ideas and interfaces might create new freedom and satisfaction for the service industry? One of the biggest sectors in tourism is facing the challenges of the century.

Moderated by:

[Dr. Andrew Lim](#), Professor of Technopreneurship and Innovation in Hospitality, Hotelschool The Hague

Panel guests:

[Sarah Kennedy Ellis](#), Vice President Global Marketing & Portfolio Strategy, Sabre

[Andreas Pröfrock](#), Director Strategic Alliances and Technology Partnerships WW, Alcatel-Lucent Enterprise International

[Frippe Stenberg](#), Vice President Brand and Guest Journey, Scandic Hotels

[Rohan Thakkar](#), Vice President Development & Strategy, YOTEL

12:45 - 13:30**Break****13:30 - 14:30****From Foodies To Food Design To No Food: How Hotels Are Dealing With F&B Challenges**

Which opportunities and alternatives do technology and New Culinary Art open?

Moderated by:

[Maria Pütz-Willems](#), Editor-in-Chief, hospitalityInside.com

Panel guests:

[Urban Denk](#), Director Culinary Innovation and Development, Deutsche Hospitality

[Christoph Hoffmann](#), Co-Founder & CEO, The 25hours Hotel Company

[Jean Georges Ploner](#), Consultant, Trend Expert & Founder, Global F&B Heroes Network

14:45 - 15:45

Safety First

Terror and catastrophes hurt people and hit destinations hard. How can cities, hotel groups and other business partners win back tourists' and business travelers' trust? A sober, practical talk with professional crisis managers, experience-proven hotel managers and a representative from the crisis-shaken city of Paris. The goal: networked safety & security.

Moderated by:

[Prof. Stephan Gerhard](#), CEO, Solutions Holding

Panel guests:

[Georges-Pierre Cladogenis](#), Global Product Manager for Safety and Security, Carlson Wagonlit Travel

[Sébastien Maire](#), Chief Resilience Officer, City of Paris

[Paul Moxness](#), Vice President, Corporate Safety and Security, The Carlson Rezidor Hotel Group

[Gerhard Struger](#), Regional Vice President Turkey & Eastern Europe, FRHI Hotels & Resorts/Swissôtel

16:00 - 17:00

The Blessed And The Cursed

Hotel managers and tourism experts discuss hotel performance in good times and bad times. In focus: Iran, Russia, Georgia and Greece.

Moderated by:

[Siniša Topalović](#), Managing Partner, Horwath HTL Zagreb

Panel guests:

[George Chogovadze](#), Head, Georgian National Tourism Administration

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

[Omer Z. Kaddouri](#), President and CEO, Rotana Hotels

[Walter C. Neumann](#), CEO, Azimut Hotels

17:15 - 18:15

Metasearch & Co.: The Invisible Battle For The Guest

How much influence do platforms have on the online performance of hoteliers?

Moderated by:

[Carolyn Brauer](#), Managing Director, Quality Reservations

Panel guests:

[Marius Donhauser](#), Owner, Hotel Der Salzburger Hof, Founder, hotelkit

[Tobias Ragge](#), CEO, HRS Group

[Johannes Thomas](#), Managing Director, Trivago

ITB Destination Day 2

Date	Time:	Location
March 9, 2017	10:40 - 17:45	Convention Hall 7.1a, Auditorium New York 1

The ITB Destination Days are three days dedicated to the challenges and perspectives of international destination management. Here the focus is on forms of travel and destinations with great growth potential, innovative approaches to destination marketing and specific aspects of selected tourism destinations. Policy-makers and destination managers receive numerous suggestions from other Best Practice regions for the continued development of their destinations and their marketing activities.

All ITB Destination Day 2 sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.



Hosted by:

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

10:40 - 10:45

Opening Of The Convention

Speaker:

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

10:45 - 11:45

Keynote Session: Destination Security: Status Quo And The Future Of Security Policy And Technology

The number of tourism destinations perceived to be unsafe is growing. Major events and crowds are increasingly considered to be risky. On the other hand, technical and organizational capabilities are getting better and better. What strategies and technical measures are particularly suitable for improving security? What should destinations do to increase travel security?

Introduction:

[Prof. Dr.-Ing. Prof. e. h. Wilhelm Bauer](#), Director, Fraunhofer Institute for Industrial Engineering and Organization IAO

Introductory presentation:

[Dr. Peter Billing](#), Head of Unit Emergency Preparedness and Security, European Commission ECHO

[Olaf Junker](#), Managing Partner, Airport Research Center GmbH

Moderated by:

[Alexander Karapidis](#), Competence Management, Fraunhofer Institute for Industrial Engineering and Organization IAO

12:00 - 13:00

Safety & Security: The New Order Of Tourism Destinations

Regional hot spots and terror attacks are unnerving travelers and influencing customary travel patterns like never before. Asian travelers are avoiding Europe, while European travelers are remaining in their own countries or simply doing without travel whatsoever. Dwindling tourist figures are plunging destinations into deep economic crises, whereas destinations which are perceived as safe are experiencing an unexpected boom in tourism. How are travel patterns shifting and what changes are currently taking place on the touristic map of the world? Which security solutions and communication strategies will help stabilize tourism demand?

Moderated by:

[Eike Otto](#), Consultant for Tourism and Regional Development

Panel guests:

[Hüseyin Baraner](#), Foreign Operations Representative, TÜRSAB (Turkish Association of Travel Agents)

[Peter-Mario Kubsch](#), CEO, Studiosus Reisen

[Dörte Nordbeck](#), Head of Travel and Logistics Germany, GfK

[Ralph Schiller](#), Group Managing Director, FTI GROUP

[Harald Zulauf](#), CEO, media consulta International Holding AG

13:15 - 14:00

Destination Safety & Security: Highlights From The Latest International Tourism Research

- Progress In Tourism Research From DGT -

Safety & security are gaining importance as a topic for tourism research. The DGT and the AIEST reveal the latest empirical results about our industry's key questions: How well can security threats be anticipated in destinations? How far should tourism providers go to "explain" and/or sensitize their customers with regard to security issues? Will security be a constant concern in the future? Are the companies which provide tourism products adequately prepared for dealing with security threats? How will consumers react to security threats, and what demands will they make with regard to how risks are managed? What additional costs will companies and their customers incur as a result of increased risk management costs? Industry representatives comment on the practical implementation of the research results.

Introductory presentation:

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



e.V.

Moderated by:

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

Panel guests:

[Prof. Dr. Wolfgang Aschauer](#), Salzburg University

[Yvonne Coulin](#), Managing Director, Nuremberg Convention and Tourist Office

[Jan Frenzel](#), Associate Director, EXOP

[Jürgen Neubarth](#), Product Manager & Counsel, Bayerisches Pilgerbüro

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

[Dr. Nicola Zech](#), Zech-Hotemarketing, IUBH International University of Applied Sciences Munich

14:15 - 14:45

Safety & Security: Social Media And Mobile Technologies: Crisis Intensifier Or Informative Support?

Perception and communication processes strongly influence tourists' reactions to dangerous situations. To a great extent, modern communication takes place via Social Media. What role do Social Media like YouTube play in the context of dangerous situations? How can Social Media be used effectively to reduce fears and communicate clearly? What impact do fake news have? Percy von Lipinski, a travel and Social Media guru, offers travel providers concrete tips for the successful use of Social Media like YouTube & Co.

Speaker:

[Percy von Lipinski](#), President, Travel Media Group

15:00 - 15:30

ITB CEO Interview: One-On-One With Influential Industry Leaders

With record numbers of people traveling, especially across international borders, competition to acquire and convert customers has reached unimaginable intensity. Consolidation of brands from Europe to North America and Asia adds further complexities. Consumer behavior and technology change so rapidly now, new strategies can become obsolete in months. Our world, our businesses and our lives are being rearranged in ways we don't fully understand. As part of a series of high-profile interviews granted to travel technology icon Philip C. Wolf, the influential CEO of Booking.com sheds light on these unprecedented changes and provides invaluable insight for the tourism and hospitality markets of tomorrow. It will also be discussed how powerful platforms like booking.com can help promote tourism destinations.

Interview guest:

[Gillian Tans](#), President & CEO, Booking.com

Interviewer:

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

16:00 - 16:45

Latin America Ahoy! Cruises In The Region Are On Course For Growth - In Cooperation With ARGE Lateinamerika -

From Havana to Aruba, from Cartagena, Columbia to the Artarctic, on the Amazon, along the coasts of Mexico and Central America, through the Panama Canal, around South America or through the Galapagos Archipelago – more and more cruise ships are sailing all over Latin America. Is the lasting peace throughout the region now attracting more and more sea passengers and shipping lines? Or should the current growth be attributed to the region's natural and cultural attractions? Is it only a short-term boom or real, sustainable growth in the cruise segment? Can sustainability and quality be preserved, or is there reason to fear that Latin America will be marketed by low-cost cruise lines as a mass-produced product? How much growth is actually desired, and what are the stress limits in the cruise segment?

Moderated by:

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

Panel guests:

[Tobias Farnung](#), Chief Editor, Travel One

[Peter Ulf Geisler](#), Head of Communications, RCL Cruises Ltd.



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[Frederic Guillemard](#), Commercial Director Europe, Australis
[Jewgeni Patrouchev](#), Acting Director Central and Eastern Europe, PROCOLOMBIA
[Markus Zweigle](#), Sales Manager Group Trips, Miller Reisen GmbH

17:00 - 17:45

Botswana Forum: Conservation And Sustainable Tourism

Botswana is arguably one of the leaders in conservation in the world. This success can be attributed to 3 strong positions coming from the leadership: 1. Good governance and lack of corruption; 2. Community involvement and empowerment in wildlife areas; and 3. Zero tolerance for Illegal Wildlife Trade and mismanagement of our country's natural resources. Yet the country is faced with enormous challenges to maintain its conservation record. The Honourable Minister of Environment, Natural Resources and Tourism will address the audience on how these successes have been achieved and how Botswana is looking to ensure that the pristine wildlife legacy continues into the future.

Speaker:

[Hon. Tshekedi Khama](#), Minister of Environment, Natural Resources, Conservation and Tourism, Botswana

Other ITB Marketing Sessions

Date	Time:	Location
March 9, 2017	10:45 - 11:45	Convention Hall 7.3a, Auditorium Berlin 2

10:45 - 11:45

Influencer Marketing: Blessing Or Curse For The Tourism Industry?

Influencers enjoy consumers' highest level of trust, so they have a powerful effect on travel decisions. This means that influencers provide both opportunities and risks to the travel industry. What are the recipes for success from the new "Influencer Marketing" form of advertising? How are influencers identified and can they be managed at all or do they lead independent lives of their own? What can be achieved via influencer marketing and how can success be measured?

Moderated by:

[Julia Pawelczyk](#), Senior PR Consultant and Head of Team Online & Social Media, Wilde & Partner Public Relations

Panel guests:

[Claudia Bauhuber](#), Director Social Media and Community Management Central Europe, AccorHotels Germany GmbH

[Sebastian Canaves](#), Travel Blogger, off-the-path.com

[Heide Herbst](#), Senior Sales Manager DACH, Brandnew IO

[Stephanie Weigand](#), Lead Brand Marketing, HolidayCheck

[Oguz Yilmaz](#), Former Youtuber (Y-TITTY) & Digi Consultant, Whylder

National Geographic World Legacy Awards Panel Discussion

Date	Time:	Location
March 9, 2017	12:00 - 13:00	Convention Hall 7.3a, Auditorium Berlin 2

This dynamic and informative session is moderated by global sustainable tourism expert and Editor at Large for National Geographic Traveler, Costas Christ, and will include lively discussion with the 5 winners of the World Legacy Awards, along with questions from the audience on what it takes to be a sustainable tourism leader. Winners will be announced at the [World Legacy Awards Ceremony](#) at 16:00, 8 March at ITB Berlin, Palais am Funkturm.

Panel guests:



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08 – 11 MARCH 2017

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- TBA, World Legacy Awards Winner, Category „Earth Changers“
- TBA, World Legacy Awards Winner, Category „Sense of Place“
- TBA, World Legacy Awards Winner, Category „Conserving the Natural World“
- TBA, World Legacy Awards Winner, Category „Engaging Communities“
- TBA, World Legacy Awards Winner, Category „Destination Leadership“

Moderated by:

[Costas Christ](#), Chairman, National Geographic World Legacy Awards, Editor, National Geographic Traveler

ITB Tourism for Sustainable Development Day



Date	Time:	Location
March 9, 2017	13:15 - 17:45	Convention Hall 7.3a, Auditorium Berlin 2

- in cooperation with the German Federal Ministry for Economic Cooperation and Development -

Cooperative Efforts for Sustainable Tourism

In 2015 the global community committed itself to new, ambitious goals: the Agenda 2030 for sustainable development and the climate agreement from Paris. Only when politics and business cooperate can sustainable development and climate protection goals be reached.

Hosted by:

[Andreas Stopp](#), Journalist, Deutschlandradio

13:15 - 14:00

Opening

Keynote Speakers:

[Dr. Gerd Müller](#), German Federal Minister for Economic Cooperation and Development

[Dr. Taleb Rifai](#), Secretary General, UNWTO

14:15 - 15:15

“Safari To The Last Of Their Kind” – How Can The Tourism Industry Fight Poaching In A Sustainable Way?

No other business sector creates as many jobs in Africa as the tourism industry. But without big game species, like the elephant and rhinoceros, national parks are of little use to tourists. The latest poaching crisis is not only threatening the Africa's unique biodiversity but also the economic development of many countries.

The German development cooperation is active in the fight against poaching and promotes alternative sources of income for local populations. Together with experts from politics, business and nature conservation, we want to examine the role of the tourism industry in the fight against poaching, and how policy can provide support on the ground.

Greeting and Introduction:

[Ingrid-Gabriela Hoven](#), Director General for Global issues – sector policies and programmes, German Federal Ministry for Economic Cooperation and Development (BMZ)

[Hon. Tshekedi Khama](#), Minister of Environment, Natural Resources, Conservation and Tourism, Botswana

Moderated by:

[Dagmar Dehmer](#), Political Editor, Tagesspiegel

Panel guests:



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[Kai Collins](#), Group Conservation Manager, Wilderness Safaris, Botswana

[Patience Gandiwa](#), International Coordinator Greater Mapungubwe Transfrontier Conservation Area, Zimbabwe Parks and Wildlife Management Authority

[Christoph Heinrich](#), Executive Board, WWF Germany

[Dr. Dilys Roe](#), Principal Researcher Biodiversity, Natural Resources, International Institute for Environment and Development UK

15:30 - 16:30

The Cruise Industry – Fair To The Environment And People? Cast Off For More Sustainability

Cruise tourism is booming. For destinations, this boom offers not only huge opportunities for economic development but also challenges in terms of ocean and coastal protection. In order to help developing countries cope with these challenges, the Federal Ministry for Economic Cooperation and Development (BMZ) adopted a 10-point action plan, "Marine Conservation and Sustainable Fisheries", which also calls for increasing cooperation with the tourism industry. Together with representatives from business, civil society and targeted regions, the BMZ would like to discuss the possibilities and potential and then set the cruise industry's course in the direction of long-term responsibility.

Introductory presentation:

[Martina von Münchhausen](#), Tourism Expert, WWF Germany, WWF International Center for Marine Protection

Keynote:

[Tania Rödiger-Vorwerk](#), Deputy Director Environment and Infrastructure, German Federal Ministry for Economic Cooperation and Development (BMZ)

Moderated by:

[Dagmar Dehmer](#), Political Editor, Tagesspiegel

Panel guests:

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

[Javier Pizafía](#), Director, Local Government of the cruise destination Cozumel

[Tania Rödiger-Vorwerk](#), Deputy Director Environment and Infrastructure, German Federal Ministry for Economic Cooperation and Development (BMZ)

[Martina von Münchhausen](#), Tourism Expert, WWF Germany, WWF International Center for Marine Protection

16:45 - 17:45

Challenges In Developing And Emerging Countries – Joint Projects Between The Tourism Sector And Development Cooperation As An Opportunity For Sustainable Development

Against the background of Agenda 2030, the German development cooperation set the goal of promoting a socially responsible, ecologically viable and economically productive tourism industry, which strengthens both local business and sustainable development.

In order to reach this goal, cooperative efforts of the tourism sector and development policy will be of vital importance. Especially in developing and emerging countries, these cooperative efforts result in advantages across the board, e.g. qualification for local employees, the use of climate-friendly technologies and improved social standards of supplier companies.

Which cooperative approaches does the German development cooperation offer, and how well can they be combined with commercial interests? Decision-makers from the tourism industry and experts from development cooperation discuss opportunities, challenges and best practice examples.

Keynote:

[Dirk Schwenzfeier](#), Commissioner for the private sector and local authorities, German Federal Ministry for Economic Cooperation and Development (BMZ)

Moderated by:

[Hasso von Düring](#), Managing Director, Lufthansa City Center Reisebüropartner GmbH, Chairman, Futouris

Panel guests:

[Jane Ashton](#), Director of Sustainability, TUI Group

[Stefanie Berk](#), Chairman of the Board, Thomas Cook Germany, Managing Director Central/Eastern Europe, Thomas Cook

[Dr. Corinna Franke-Wöller](#), Managing Director, Agentur für Wirtschaft und Entwicklung (AWE)

[José Manuel Fröhling](#), Advisor, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

[Petra Thomas](#), Managing Director, forum anders reisen e.V.

ITB Convention Awards

Date
March 9, 2017

Time:
16:30 - 18:00

Location
Palais am Funkturm (fairground)

16:30 - 18:00

Award Ceremony TO DO! 2017 - TO DO! International Contest Socially Responsible Tourism

Tourism related projects and measures who have adopted socially responsible tourism development are awarded with a TO DO! trophy. Most important criterion is the consideration of different interests and requirements of local people through participation during planning and realisation. The awarded projects are to be made known to a wide public.

For the first time the Studienkreis für Tourismus und Entwicklung will additionally award the TO DO Award Human Rights in Tourism in cooperation with the Roundtable Human Rights in Tourism and Studiosus Reisen München. Under the auspices of the German UNESCO-Commission.

The award ceremony of the winners 2017 will take place on 9.3.2017 from 4:30 - 6:00 p.m at the Palais am Funkturm.

Speech:

Dr. Bärbel Kofler, Federal Government Commissioner for Human Rights Policy and Humanitarian Aid

Award winners TO DO! 2017:

* CITPAR, Southern Shan State, Myanmar

* KAFRED, Bigodi, Uganda

Winner TO DO Award Human Rights in Tourism:

* UNITE – the union, London, Great Britain

Followed by a reception with buffet

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E.: claudia.mitteneder@studienkreis.org

eTravel Lab Day 3

Date
March 10, 2017

Time:
10:00 - 17:00

Location
Hall 7.1c, eTravel Lab

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).

11:00 - 11:30**From On-Line To On-You – How New Consumer Behavior Shapes Business Travel**

A closer look at the technology-savvy smartphone generation, their appearance and evolution. As they quickly adopt new trends, will their behavior and expectations force business travel to transform? After smartphones, tablets, wearables and virtual reality – what's next?

Speaker:

[Juan Esteves](#), Director of Global Product Management, Egencia

11:30 - 12:00**Manage Business Trips And Expenses Across The Globe**

Partial compensation of the costs for business travel – a permanent challenge for travel managers. An easy way to start the reimbursement process is by automatically reclaiming foreign VAT. A new mobile app offers this service as well as the ability to manage expenses worldwide via an integrated credit card solution. Other features include pre-trip approval and connection with TMCs.

Speaker:

[Pieter Verbruggen](#), CEO & Founder, SRXP

12:00 - 12:30**Booking Travel, Managing Costs, Increasing Security**

The new mobile app Traveler Experience is supposed to bring business travelers' needs in line with the interests of travel companies. The app combines solutions for online bookings, comprehensive travel management, electronic payments and travel safety. The platform allows work with all GDSs, different travel expense accounting providers as well as third party vendors – and it's scalable.

Speaker:

[Philip Michie](#), Sales Director EMEA, Sabre

12:30 - 13:00**Leeway For Business Travelers**

How can modern business travelers' needs be reconciled with their companies' needs? One answer is the digital travel assistant. Booking requests from travelers or travel managers are communicated via mobile chat to an agent who suggests the best solutions (flight, hotel, train, rental car). The new digital assistants are directly or indirectly tied to all suppliers and can provide barrier-free delivery of content and prices. Reservation changes and cancellations are also possible. Companies benefit from increased employee satisfaction and lower service fees. But what challenges are in store for this seemingly win-win situation?

Speaker:

[Maximilian Lober](#), Managing Director, Voila Travel GmbH

13:00 - 13:30**The Potentials Of Mobile Payment In The Tourism Industry**

With the growing number of smartphone users worldwide, the potential users for Mobile Payments also increase. Different applications are available to support various types of Mobile Payments, in particular the proximity Mobile Payments. Mobile wallets, one of the applications available on smartphone, would enable contactless payment technology, such as Apple Pay and Android Pay. A survey has shown the use of Mobile Payments has in particular been increasing among the young generation (millennials). This development offers opportunities to the companies within the tourism industry, where they may elaborate their sales and marketing strategies using Mobile Payments enablers.

Speaker:

[Dr. Andrew Lim](#), Professor of Technopreneurship and Innovation in Hospitality, Hotelschool The Hague

13:30 - 14:00**How 'Sharing And Caring' Is Context Dependent: Underlying Motives In Millennials' Choices For Peer-To-Peer Accommodation**

It is often concluded that millennial travelers prefer peer-to-peer type of accommodations because they value local and social travel experiences or that their choice is primarily price driven. We will tap into these travelers' choices and experiences to identify underlying motives, applying insights and methods from contemporary emotion and happiness research.

Speakers:

[Annemieke de Korte](#), Senior Lecturer and Research Fellow in Future Studies & Trendwatching, Hotelschool The Hague

[Anna de Visser-Amundson](#), Senior Lecturer and Research Fellow in Marketing, Hotelschool The Hague

14:00 - 14:30**Sharing Economy Masterclass**

The lecture will shed light on different aspects of sharing economy. It will take the audience through the rise of the sharing economy and show what's made it such a hit with consumers and caused headaches for those who set the rules. It will also pull out key lessons for different organizations and consider what it takes to plan the way ahead, whether it is joining in, competing head-on or adopting a sharing economy model to engage customers.

Speaker:

[Manolis Psarros](#), Managing Director, Toposophy

14:30 - 15:00**Talkin' About My Generation: Transgenerational Marketing - 3 Key Digital Influencers On Purchasing Decisions**

This presentation looks into the influence of online reviews, social media and brand websites on the eTravel behaviours of three demographics: Baby Boomers, Gen X, and Millennials. After analysing the data, it goes on to suggest practical actionables for the hospitality industry to help market successfully to each of the demographics.

Speaker:

[Torsten Sabel](#), COO, CA Customer Alliance GmbH

15:00 - 15:30**The Ground Travel Revolution: How Wanderu Got Millennials On Board And Made Bus And Train Travel Cool Again**

Wanderu is the leading multi-modal travel search in North America helping millions of travelers every month find and book bus and train travel between any two points in the U.S., Canada, Mexico and most recently Europe. In 2016, Wanderu was named one of the Top 15 Companies of the Year by Inc. Magazine and one of the Top 10 Companies by Vanity Fair Italy. Learn what's leading the ground travel revolution and how Wanderu gets millennials on board and helps bus and train carriers grow their market by more than 30%.

Speaker:

[Polina Raygorodskaya](#), CEO, Wanderu.com

15:30 - 16:00**Travel Podcasts - What Good Are They, How Much Influence Do They Have**

Podcasts are getting a new lease on life, and the number of travel podcasts will grow in the coming months. Find out how you can take advantage of this medium.

Speaker:

[Sebastian Canaves](#), Travel Blogger, off-the-path.com

eTravel Stage Day 3

Date	Time:	Location
March 10, 2017	10:00 - 17:00	Hall 6.1, eTravel Stage

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).

10:30 - 11:00

Experiments In Digital Storytelling And How Destinations And Brands Can Reach New Audiences

Experiments in digital storytelling: a session about inspiring ideas for reaching new audiences through creative storytelling.

Speaker:

[Kashyap Bhattacharya](#), Travel Blogger, Toposophy

11:00 - 11:30

ROI Of Story Telling: Keys To Successful Content Marketing Campaigns (Digital Storytelling, Distribution, Case Studies & Beyond)

The hottest topic in content marketing, we will dissect traditional content marketing challenges and examine new strategies and trends in digital storytelling for destinations and travel brands. Learn from GLP Films' latest global case studies and content campaigns on how to leverage digital storytelling in your content strategy, best practices for digital content, and how to get the most of your new content through strategic content marketing campaigns.

Speaker:

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

11:30 - 12:30

ITB Startup Pitch Powered By Phocuswright

Five companies have just six minutes each to demonstrate their travel innovation in front of the live audience. The jury - a panel of executives with keen insight and expertise - provide feedback to each innovator and determine the winning company. Just one company will be crowned "the most innovative" and win a ticket to attend Phocuswright Europe (16 – 18 May in Amsterdam) along with a Phocuswright Research subscription.

- Startup Company #1: Mabrian
- Startup Company #2: Distribution Technologies
- Startup Company #3: PKFARE
- Startup Company #4: travelPAQ
- Startup Company #5: PARIS HELPLINE
- Startup Company #Standby: Redeam

Q&A:

[Michael Buller](#), Chairman, Verband Internet Reisevertrieb

[Gerald Hoff](#), Head of Corporate Partnerships, CUBE GmbH

[Kevin May](#), Senior Editor and Co-Founder, Tnooz

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.



12:30 - 13:00

Disrupting The Camping Market

5 wins and 5 mistakes we made, building a digital European marketplace for the fast growing camping and outdoor recreation market.

Speakers:

[Fabian Gartmann](#), Co-Founder, Get A Camp

[Philipp Hillenbrand](#), Co-Founder, Campsy

13:00 - 13:30

Smart Tourism: Knowing What Customers Want Before They Do

With the exponential growth of the Internet of Things and the surge of open data platforms, Smart Tourism is becoming a buzzword for the future of the travel and tourism industry. The challenge: to anticipate consumption and customer travel patterns, then providing time sensitive tailored services to individual users via mobile. The lecture shows how social networks can be utilised, trends can be identified and patterns of customers' booking behaviour can be anticipated. Also the results of experiments with virtual reality and voice command technology such as Amazon Echo are shared.

Speaker:

[Arnaud Masson](#), Chief Operations Officer Europe, Voyages-sncf.com

13:30 - 14:00

Social Media, Technology And Tourism In Iran

Never before had a developing destination such a high level of internet penetration and a proactive young audience. They are eager to engage with visitors, creating crowdsourced independent travel markets focused on P2P (peer to peer). This contact has given off-the-beaten-track sites and towns visibility. Private citizens engage now in tourism and shape the visitor's experience.

Speaker:

[René du Terroil](#), Iran Doostan Tours

14:00 - 14:30

M-Tourism In The Context Of Mobile Culture In Northern African Destinations

Around 89% of North African travelers own a Smartphone, and the vast majority use their smartphones throughout their entire travel experience: from finding initial inspiration to conducting research, making bookings, and even for redeeming loyalty rewards after the trip is finished. In Egypt, Tunisia and Morocco there are over 60 million Internet users with a market penetration rate of over 52%. Internet usage here is not restricted to the PC – most customers have a multi-device approach. North African travelers spend an average of 2.6 hours per day using their smartphones to go online: 85% use Facebook, 41% use Tripadvisor and 19% use Instagram, the latter is especially used for sharing photos during or after their trips. What is the real value of Mobile in the tourism industry for North African travelers and tourism managers? What are the success stories from Tour Operators and Hotel groups? The lecture will tell.

Speaker:

[Moez Kacem](#), Hotel Management Consultant and Delegate for Tunisia, François-Tourisme-Consultants (FTC)

14:30 - 15:00

Digital Rockstars In Tourism: How Do They Do It?

Digital visibility is a precondition for success in the tourism industry. A look at the industry's high-flyers – e.g. sonnenklar.TV – shows that the strategic interaction of SEO, content and business intelligence software can give rise to a top player in the online market in just a few years. How can a digital strategy be successfully planned and implemented? The lecture will reveal insights and best practice examples.

Speaker:

[Toni Stork](#), Founder & CEO, OMMAX

15:00 - 15:30

Welcome City Lab, Incubator Dedicated To Tourism Innovation In Paris

Paris, the world's leading tourist destination, aims to invent the future of tourism and be the capital of tourist innovation. Welcome City Lab is a programme to stimulate innovation in the tourist sector including the world's first incubator that is dedicated to this sector. It was created by Paris&Co, with the support of the City of Paris, BPI France, Paris Convention and Visitors Bureau and the General Directorate of Enterprise. Its founding members are Aéroports de Paris, Air France, Amadeus, Carlson Wagonlit Travel, Galeries Lafayette, RATP, Skyboard, Sodexo Prestige, and Viparis. The innovation platform offers start-ups and players in the tourist sector a full range of services: an incubator, a place to meet, for discussions and co-working, a test platform and a monitoring unit.

Speaker:

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

16:00 - 16:30

Snack-Content - The New Successful Trend

Franz-Josef Baldus presents snack content – i.e. formats like short videos, cinemagraphs and animated GIFs, as well as their potential applications in the tourism industry.

Speaker:

[Franz-Josef Baldus](#), CEO, koelnkomm kommunikationswerkstatt GmbH

16:30 - 17:00

Travel Marketing: Learnings Of A Social Media Agency

Speaker:

[Anthony Rawlins](#), Managing Director, Digital Visitor

ITB CSR Day



Date	Time:	Location
March 10, 2017	10:30 - 17:30	Convention Hall 7.1a, Auditorium New York 3

For the ITB, sustainability isn't just some hollow expression – it is a strategic element - and our mission. The ITB CSR Day takes up the latest sustainability issues and provides suggestions for dealing with the biggest challenges of our time. The main topic is sustainable food & beverages in the hotel industry and in tourism destinations. Climate change and effective, sustainable travel marketing measures are on the agenda as well. There are also valuable, practical recommendations for the implementation of sustainability targets in tourism destinations. The ITB CSR Day ends with a fierce debate in a "hot seat" format featuring a cutting-edge topic. All ITB CSR Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

ITB fosters the **International Year of Sustainable Development in Tourism 2017**. It aims to support the [2030 Agenda for Sustainable Development](#) and the [Sustainable Development Goals](#) in a tourism context. Accordingly, ITB Berlin is featuring once again an essential number of seminars related to responsible & sustainable tourism.

Hosted by:



[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

10:30 - 10:35

Opening Of The Convention

Speakers:

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

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

10:35 - 11:00

ITB CEO Keynote: Acting Today For Tomorrow – Sustainability In Corporate Strategy

The rapidly growing world population makes the implementation of global sustainability goals an ever-increasing necessity and poses a critical question to the industry: How can companies create added value and simultaneously reduce any adverse effects? What will be the role of global retail groups like Metro? What will be the impact on the hotel industry and gastronomy and how can tourism providers and consumers benefit?

Speaker:

[Olaf Koch](#), Chairman of the Management Board, Metro AG

11:15 - 12:15

Sustainable Food And Beverage

Eating and drinking are a key area of life, as well as a lifestyle element and an important component of travel. Regional and sustainably produced foods are enjoying growing popularity. Innovative business models reduce food and packaging waste and use food with sell-by dates sustainably. What are the trends in F&B? What will “sustainable food and beverage” mean in the future? How can USPs and added-value for tourists be created? How should hotels handle this subject, and what obstacles need to be conquered?

Moderated by:

[Prof. Dr. Christine Demen Meier](#), Associate Professor & Head of the Entrepreneurship and Innovation Department, Ecole hôtelière de Lausanne, SAVIVA F&B Chair Holder & METRO Innovation Chair Holder

Panel guests:

[Thomas Goval](#), General Manager, Hotel Indigo Berlin Ku'damm

[Olaf Koch](#), Chairman of the Management Board, Metro AG

[Prof. Dr. Carlos Martin-Rios](#), Assistant Professor, Ecole hôtelière de Lausanne

[Jennifer Mulinde-Schmid](#), Owner/Manager, Schwarze Heidi, Berlin

12:30 - 13:00

Climate Change

Moderated by:

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

Speakers:

[Prof. Dr. Lučka Kajfež Bogataj](#), Climatologist, University of Ljubljana, Former Vice-Chair of the Intergovernmental Panel on Climate Change (IPCC)

[Matevž Lenarčič](#), Pilot, Biologist, Alpinist and Photographer

13:15 - 14:15

Climate – Customer – Communication: How Can Sustainable Travel Offers Be Marketed Successfully?

Sustainability has found its way into the mainstream in the most important tourism source markets. Many customers want ecologically friendly travel and are prepared to pay more to get it. However, preconceived notions, missing information and customer-unfriendly bookings are often obstacles on the path towards a sustainable travel decision-making process. How can unused potential be developed – at the point-of-sale (PoS) in travel agencies and in online travel agencies (OTAs)? What would optimal communication in travel sales look like? Which tools have proven successful? Do we need new algorithms to sort sustainable online offers? And last but not least: Which arguments will win over customers so that they book sustainable travel?

Greetings:

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

Introduction & Moderation:

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

Panel guests:

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

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

[Prof. Dr. Edgar Kreilkamp](#), Leuphana University of Lüneburg

[Dr. Oliver Rengelshausen](#), General Manager, Traveltainment

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

[Hasso von Düring](#), Managing Director, Lufthansa City Center Reisebüropartner GmbH, Chairman, Futouris

14:30 - 15:30

Sustainable Tourism Destinations: Status Quo And Lessons Learned

The best practice guide, introduced a year ago by the German Tourism Association (DTV) with support from the Federal Ministry for the Environment (BMUB) and the Federal Agency for Nature Conservation (BfN), supports successful positioning for sustainable tourism. What progress has been made so far? What have been the positive experiences, and which challenges still exist? To what extent could the defined goals be reached? The latest data from a survey among destinations reveal success stories and provide ideas for the optimization of business and political measures.

Introductory presentation:

[Martin Baláš](#), Consultant Sustainability / CSR, Tourism and Regional Consulting (BTE)

[Dirk Dunkelberg](#), Deputy Chief Executive, German Tourism Association (DTV)

[Prof. Dr. Hartmut Rein](#), Managing Partner, Tourism and Regional Consulting (BTE)

Moderated by:

[Andreas Wurm](#), Rundfunk Berlin-Brandenburg

Panel guests:

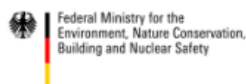
[Armin Dellnitz](#), Vice President, German Tourism Association DTV

[Barbara Kenner](#), Organic Hotel and Guesthouse Kenners LandLust

[Dr. Stefanie Pfahl](#), Federal Ministry for Environment, Nature Conservation, Building and Nuclear Safety, Germany

[Max Triphaus](#), Managing Director, Ostseefjord Schlei GmbH

[Dr. Andreas Zimmer](#), Head of Cluster Management Tourism, TMB Tourismus-Marketing Brandenburg GmbH



15:45 - 16:30

Luxury Tourism Of Tomorrow: Gazing At The Stars On The Doorplate Or Under The Open Sky

Desirable tourism offers are rarely sustainable. Luxury is often associated with abundance and opulence. The global avant-garde's understanding of luxury is becoming reconciled with the concept of sustainability, however. Modern, high-end offers are simultaneously desirable, physically spartan and authentic, as examples like the Long Run Initiative show. Will recipes for success expand to the rest of the market or are classical market laws in effect here for the long run?

Moderated by:

[Eike Otto](#), Consultant for Tourism and Regional Development

Panel guests:

[Alejandro Castro Alfaro](#), Deputy CEO & Chief Marketing Officer, Costa Rica Tourism Board

[Hitesh Mehta](#), President, HM Design

[Sybille Riedmiller](#), Chumbe Island Coral Park Ltd., Zanzibar

16:45 - 17:30

The Hot Seat: Climate Fanaticism vs. Losing Touch With Reality!? – The Cruise Industry

The ITB CSR Day ends with a new format, „the Hot Seat“: Climate protection and sustainability are contentiously debated all over the world. The spectrum ranges from pure economic dogma and the denial of climate change to sustainability paradigms taking on a life of their own. Each side fiercely blames the other: sustainability champions are losing sight of reality, policy-makers have no real interest in sustainability – at best, providers engage in greenwashing for economic reasons, NGOs are controlled by the industry, and finally, consumers are purely opportunistic. This debate will focus on the cruise industry. Two contentious opponents confront each other with truths, which are often uncomfortable. Can these contrasting positions be reconciled? Take all the relevant arguments from the ITB CSR Day home with you and decide for yourself.

Moderated by:

[Prof. Dr. Stefan Gössling](#), Sustainable Tourism Researcher, Linnaeus University Kalmar, Lund University Sweden

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

Opponents:

[Helge Grammerstorf](#), National Director, CLIA Deutschland

[Dietmar Oeliger](#), Head of Transport Policy, NABU (Nature And Biodiversity Conservation Union)

ITB Marketing and Distribution Day

Date	Time:	Location
March 10, 2017	10:30 - 17:30	Convention Hall 7.1b, Auditorium London

The ITB Marketing and Distribution Day provides valuable know-how for innovative marketing and distribution strategies. The focus of this day of the convention is on keynotes from CEOs and new findings about the important luxury and air transport market segments. The potential of artificial intelligence for marketing and distribution purposes is one key focal point. Furthermore, future prospects and best practice examples about the most important marketing instrument – pricing – will be discussed. All sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Hans-Harry Bittner](#), Owner, Bittner International Training



10:30 - 10:40

Opening Of The Convention

Speaker:

[Hans-Harry Bittner](#), Owner, Bittner International Training

10:40 - 11:05

ITB Keynote Interview: One-on-One with Influential Industry Leaders

The Managing Director Central Europe of Expedia provides invaluable insights into a changing tourism industry – a one-on-one interview with travel technology icon Philip C. Wolf. It will also be discussed what Brand Expedia is doing these days in terms of packages, testing new 3rd party inventory including HomeAway, chat bot and MICE bookings. How does Expedia scale European offers globally?

Interview guest:

[Andreas Nau](#), Managing Director Central Europe, Expedia

Interviewer:

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

11:10 - 11:35

ITB Keynote: The Future of European Tourism

After Ryanair fundamentally changed the European air transport market, the company has now entered the package tour market with Ryanair Holidays. How far will Ryanair expand the products and services it offers, when will it exploit other European markets, and what are the industry's future prospects?

Speaker:

[Kenny Jacobs](#), Chief Marketing Officer, Ryanair

11:45 - 12:10

Digital Nomads: Market Potential Of A Global Trend Segment

In recent years a new trend has emerged – currently it is gaining momentum worldwide: Digital Nomadism. In addition to funky millennials, more and more people from all age-groups have developed a new travel-, work-, and lifestyle. A changing society has transformed the interpretation of our existence. For Digital Nomads, life is an exciting journey. It's their job and their calling to be "on tour". The two speakers promote and advocate the "Nomadical", formerly known as sabbatical. Co-living and co-working spaces make it easier for people to experience a "workation lifestyle" (work & vacation). More and more business travellers define themselves as Global Nomads. The social media communities now also meet and network in real life and become regular travellers. Latest studies reveal how relevant this growing trendsetter segment has become and how it will develop in the future. So what are the products and services that the tourism industry should introduce in order to tap into this Global Nomad segment? Best practice examples show how destinations, hotels, tour operators, travel agents and start-ups can exploit the growing market potential. And last but not least: The two founders of Nomadical.org, who have worked and lived in more than 50 countries, do prove that digital nomadism can be practiced in even the remotest regions, such as in Mongolian yurts and along the Silk Road.

Speakers:

[Christine Papadopoulos](#), Futurist, Consultant, Business Coach and Keynote Speaker, Founder Nomadical.org, a project of RealMakers.org

[Christoph Santner](#), Futurist, Consultant, Author and Keynote Speaker, Founder of Nomadical.org, a project of RealMakers.org

12:25 - 13:15**New Luxury - What Top-End Customers Really Want**

The things people aspired to have 20 years ago are now commonplace: Material luxury has become mainstream. At best, well-known, high-priced brands still manage to attract the upper middle class. But how does the top-end market behave – and where is it heading? What are top end guests' critical decision-making factors? Of course the new luxury segment will require flawless infrastructure and demand a wide range of intangibles as well: sanctuary, exclusivity, space and time, a low profile, the ability to go incognito and personalized services – instead of “bling bling”. In the future, what exactly will people aspire to have, what do opinion leaders say, and will the industry react properly?

Moderated by:

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

Panel guests:

[Jillian Blackbeard](#), Executive Manager Marketing, Botswana Tourism Organisation, Secretary, Tlhokomela Botswana Endangered Wildlife Trust

[Sergio Comino](#), Director, Jesolo International Club Camping

[Hon. Maurice Loustau-Lalanne](#), Minister for Tourism, Civil Aviation, Ports and Marine, Republic of Seychelles

[Samih Sawiris](#), Chairman, Orascom HD

13:30 - 14:45**The Rise Of Artificial Intelligence In Travel**

Artificial Intelligence (AI) is all around us. Countless applications are deploying techniques such as Machine Learning and Natural Language Processing to improve the performance of their travel solutions. Will AI augment human intelligence or replace it? How will AI improve the travel experience for all everyone? This session reviews various AI techniques with presentations from several travel solution providers using AI today. A panel discussion hosted by Philip Wolf, former CEO and Founder of Phocuswright, concludes the session with a focus on the long term impact of AI on the travel industry.

13:30-13:50 Presentation:

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

13:50-14:10 Interview:

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

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

14:10-14:45 Panel discussion:

[Thomas Houriez](#), Co-founder & VP Marketing, Sépage S.A.S.

[David Low](#), Developer Advocate, Skyscanner

[Dave O'Flanagan](#), CEO, Boxever

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

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

15:00 - 15:40**From Connected Intelligence To Digital Realities: Major Trends In A Shifting Technology Landscape**

Technology research institutes like Sabre Labs investigate innovative technology trends and their impact on travel patterns in the coming decade. For example, how will artificial intelligence, connectivity, human-machine interfaces and digital realities change the future of travel? What solutions will global distribution systems develop for the travel industry, and how will the travel industry change in the next ten years?

Interview guest:

[Mark McSpadden](#), Director of Technology, Sabre Labs

Interviewer:

[Brekke Fletcher](#), Travel Executive Editor, CNN

Introductory presentation:

[Mark McSpadden](#), Director of Technology, Sabre Labs



15:50 - 16:15

Innovative Aircraft Types: Basis for Gaining New Customers

"It doesn't matter which plane you're in" – according to the latest research results this is a misperception. Aircraft types, as well as equipment and amenities, are important for gaining and keeping new customers. Furthermore, innovative aircraft can really shake up the structures of the global airline industry. The bestseller A321neoLR makes it possible for low cost carriers to offer very economical, profitable long-haul flights. Will low cost carriers now gain a foothold in the long distance market? And what will this mean for the established airlines, tour operators and travel agencies?

Speaker:

[Bob Lange](#), Senior Vice President, Head of Market and Product Strategy, Airbus

16:30 - 17:30

The Future Of Pricing: Personalized And Dynamic?

Artificial intelligence is revolutionizing pricing. Big Data and Smart Analytics make innovative pricing strategies and models possible. What is the economic potential of "Personalized Dynamic Pricing" (PDP)? What are the disadvantages and what risks are associated with personalized pricing? What solutions do global distribution systems offer? How can customers' price acceptance levels be developed more effectively and how much price differentiation, if any, will customers accept?

Introductory presentation & Moderation:

[Dr. Mark Friesen](#), Founder & Managing Partner, QUINTA Consulting

Panel guests:

[Elton D'Souza](#), Senior Vice President, Network and Revenue Management, TAP Portugal

[Prof. Dr. Sandra Rothenberger](#), Chair of the Department of Strategy, Governance, Marketing and Innovation, Solvay Brussels School – Economics & Management

[Kartik Yellepeddi](#), Pricing Expert, Sabre Airline Solutions, Managing Director, Sabre Iceland



ITB Destination Day 3

Date
March 10, 2017

Time:
10:40 - 17:15

Location
Convention Hall 7.1a, Auditorium New York 1

The ITB Destination Days are three days dedicated to the challenges and perspectives of international destination management. Here the focus is on forms of travel and destinations with great growth potential, innovative approaches to destination marketing and specific aspects of selected tourism destinations. Policy-makers and destination managers receive numerous suggestions from other Best Practice regions for the continued development of their destinations and their marketing activities.

Hosted by:

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

10:40 - 10:45**Opening Of The Convention****Speaker:**

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

10:45 - 11:15**Keynote 1: How To Create Global Mega Events For Enthusiasts: The Best Practices Goodwood Festival Of Speed And Goodwood Revival**

Within just a few years, the historic motorsports events from Goodwood have developed into the world's biggest event of this type. Goodwood, which also comprises a horse race track, golf course and airfield, has become a "pilgrimage site" for motorsports enthusiasts, with considerable impact on the region's tourism industry. What is the formula for success for the outstanding, dynamic development of this mega-event? What are the "lessons learned" for other theme-based events? And what should those responsible for destinations learn from the Goodwood example?

Speaker:

[Jon Barnett](#), General Manager, Goodwood Motor Circuit

11:25 - 11:45**Keynote 2: Dubai's Focus On Mobile Devices For Destination Marketing**

Issam Kazim charts the dramatic rise of Dubai on the global stage, focusing specifically on the increasingly dominant role of mobile in affecting traveller behaviour and the many steps Dubai has taken to leverage these new technologies and trends to ultimately deliver an enhanced, more personalised visitor experience.

Speaker:

[Issam Kazim](#), CEO, Dubai Corporation for Tourism and Commerce Marketing DCTCM

12:00 - 12:30**"Overtourism" In Destinations: Best Practice Solutions From High-Tech To Quota Restrictions**

Today some of the most popular tourist destinations are severely strained. The forecast growth of global tourism is leading to problems and conflicts in more and more destinations. Which destinations are affected the most? What solutions exist already, and what has been the destinations' experience with them so far? Can smart technologies and quota restrictions effectively mitigate "overtourism"? Pioneers from strained tourism regions reveal formulas for success and lessons learned.

Speaker:

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

12:45 - 13:45**Studiosus Talk: Travel Safety In Practice: What The Customer Expects**

The customer's perspective of travel safety is the focus of this year's Studiosus talk. The latest data from "Reiseanalyse 2017" are the starting point for using a variety of perspectives to take a closer look at this topic, which is still as relevant and important as ever. What role does travel safety play, for example, when selecting a travel destination? What specific information do customers want from tour operators? What causes fears and how can they can be confronted in the travel agency? And what is the position of consumer protection groups? These are just a few questions the experts will discuss at the Studiosus panel discussion.

Moderated by:

[Anke Plättner](#), Journalist

Panel guests:

[Prof. Dr. med. Borwin Bandelow](#), Deputy Director, Department of Psychiatry and Psychotherapy, University of Göttingen

[Paul Degott](#), Tourism Law Expert

[Prof. Dr. Martin Lohmann](#), Managing Director, NIT (Institute for Tourism and Recreational Research in Northern Europe), Forschungsgemeinschaft Urlaub und Reisen e.V., Leuphana University of Lüneburg
[Matthias Sworowski](#), Managing Director, Oscar Reisen
[Guido Wiegand](#), Chief Marketing Officer, Studiosus Reisen

Studiosus

14:00 - 14:45

Turkey Forum: Importance Of Digital Videos In Travel Promotion

Everyone knows that video marketing is incredibly important for promoting destinations and will only be more so in 2017 and beyond. Many DMOs have invested big budgets on the creation of quality video, but then been disappointed by its distribution. The industry professionals will discuss case studies and proven techniques for getting massive views on videos and tailoring your video assets to different social platforms. HINT: The answer lies beyond paying for views! Today's users engage with the material over their smartphones and need to be grabbed right away. We'll explore the techniques to perfect visual storytelling with social-first content for not just the modern world, but for the foreseeable future.

Moderated by:

[Arda Kertmelioglu](#), Co-founder & CEO, PANGEA

Panel guests:

[Ross Borden](#), Founder & CEO, Matador Network

[Irfan Önal](#), Director General for Tourism Promotion, Ministry of Culture and Tourism of Republic Turkey



15:00 - 15:45

Sustainable Food: A Benefit For Destinations And Vacationers – In Cooperation With Futouris

Regional and organic foods have captured an ever-expanding segment in domestic supermarkets. Why shouldn't this also be the case at vacation destinations? With financial support from the TUI Care Foundation and Futouris, Crete is the first destination to set out to become a "Sustainable Food Destination". How can destinations and the tourism industry work together to strengthen regional products and thereby create new employment prospects and added value in vacation regions? How can local providers be supported in the creation of more sustainable, unique regional products? How can hotels make their gastronomical offers more sustainable, and which particular vacation experiences do guests expect at a "Sustainable Food Destination"?

Introduction 1 Topic:

[Hasso von Düring](#), Managing Director, Lufthansa City Center Reisebüropartner GmbH, Chairman, Futouris

Introduction 2 Project:

[Kostas Bouyouris](#), Project development, Member of BoD Local Food Experts s.c.e

Moderated by:

[Dr. Christian Baumgartner](#), Co-opted Executive Board Member & Representative of the Scientific Advisory Committee, Futouris e.V.

Panel guests:

[Thomas Ellerbeck](#), Member of the Group Executive Committee & Group Director Corporate & External Affairs, TUI Group

[Serafim Karouzakis](#), General Manager, TUI MAGIC LIFE Candia Maris

[Elena Kountoura](#), Minister of Tourism, Greece

[Bart Lyrarakis](#), CEO, GEA SA - Lyrarakis Wines

16:00 - 16:30

CEO Interview: Cruising In A Shrinking World

Geopolitical uncertainties are also affecting the cruise industry. Because of increased disturbances in tourist destinations cruise ships tend to avoid these ports and are increasingly being rerouted. Despite the unrest (or precisely for this reason?), the industry has recorded a disproportionately strong growth worldwide. This leads to numerous new challenges, such as the ever-increasing use of available ports. During the ITB CEO Interview, the new Chairman of the Cruise Lines International Association (CLIA) Europe will address the issues and explain how the economic contribution of the cruise segment can be increased in an “ever-shrinking world”.

Interview guest:

[Kyriakos Anastassiadis](#), CEO, Celestyal Cruises, Chairman, CLIA Europe

Interviewer:

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

16:45 - 17:15

Outlook Keynote: Destination Branding: Creating Desire For Travel

Tourist destinations are under increasing pressure to be competitive and unique. What does it mean to not only advertise a destination but also actively manage one? How do you create powerful brands out of geographic names? How do the “genetics” of a brand develop? And in light of recent events: How can destination brands disengage themselves from unfavorable images about their respective countries? Marketing professional Christoph Engl gives global best practice examples from his years of experience with brands and the tourism industry.

Speaker:

[Christoph Engl](#), Managing Director, Brand Trust GmbH

MICE Workshops

Date	Time:	Location
March 10, 2017	10:45 - 11:30	Convention Hall 4.1, Room Regensburg

10:45 - 11:30

The German Event Industry Code of Values – from Values 2.0 to the Commitment of Honorable Event Planners

Ethically responsible, sustainable and sensible economic activity in a comprehensive, CSR sense need not contradict the pursuit of economic success and profit in any way. These same qualities were also a long-term basis for success and a good reputation for Hanseatic traders and other classically-defined honorable traders. This lecture will show how a few MICE industry minds used intrinsic motivation to develop the successful “Values 2.0” charity event and thereby laid the foundation of the development of the event industry’s Code of Values.

Speakers:

[Bernd Fritzsche](#), CEO, Vereinigung Deutscher Veranstaltungsorganisatoren e. V., Executive Partner, fiyo International GmbH

[Heike Klein](#), Director Key Account Germany, Estrel Berlin

[Annegret Steglich](#), Project Coordinator, WerteFoundation

ITB Marketing and Destination Workshops Day 3

Date	Time:	Location
March 10, 2017	12:00 - 17:15	Convention Hall 4.1, Room Regensburg

The ITB workshops satisfy ITB visitors’ demand for an intensive, professional exchange with experts in small groups. This is where valuable contacts

are established and individual questions and problems are taken up.

12:00 - 13:15

Cycling and Tourism: Creating Urban Cycling Routes

City and cycling tourism are booming. Following large cities, smaller cities now also recognize the considerable advantages these tourists offer and are encouraging cycling tourists to take longer stopovers to cycle and explore. Until now, however, cycling tourism has hardly been used as a touristic image or economic factor in city marketing. The German Cyclist's Association (ADFC) has developed criteria which help cities display their cycling offers. Using the examples of Bauhaus city Dessau in Saxony-Anhalt and the bicycle-friendly city of Oldenburg in Lower Saxony, the potential of city tourism via cycling will be presented.

Speakers:

[Gabi Bangel](#), Head of Tourism, German National Cyclists' Association (ADFC)

[Dr. Rainer Mühlnickel](#), Managing Director, Böregio Büro für Stadt- und Regionalentwicklung

13:30 - 14:30

Brexit And The USA: Tourism In Times Of Political Disruptions

The disruptive changes of the political climate in the USA and post-Brexit Great Britain are influencing the development of tourism. Economic and exchange rate developments, travel restrictions, destination images – serious changes in the source and target markets, i.e. in the USA and GB, are to be expected. In which direction will these developments go? How can negative effects on the tourism industry in the USA and GB be avoided? Which destinations will benefit from the developments?

Introductory presentation:

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

[Chris Gottlieb](#), Chief Marketing and Communications Officer, London & Partners

Panel guests:

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

[Chris Gottlieb](#), Chief Marketing and Communications Officer, London & Partners

14:45 - 16:00

Cruise Events For Special Interest Markets: The Example Of Gay And Lesbian Tourism

Events are increasingly becoming relevant to tourism and are also gaining popularity in the LGBT segment. Specialized cruise ship charters, event and party organizers, large and small tour operators - business models for developing niche markets are as diverse as the customers. But the one thing they all have in common is professional database marketing. Which approaches work particularly well and what can other tourism segments learn from it?

Greetings:

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

Moderated by:

[Thomas Bömkjes](#), Managing Director, Diversity Tourism GmbH

Panel guests:

[Nils Casmir](#), Director Key Account Management/Inside Sales, DER Touristik

[Oliver P. Mueller](#), Author & Cruise Consultant

[Ed Salvato](#), Cofounder & Chief content officer, ManAboutWorld Magazine

[Godja Soennichsen](#), Director Communications, TUI Cruises GmbH

16:15 - 17:15

Gourmet Journeys In The Tourism Market – Culinary Destinations In Turkey

We are rounding off the Convention's key topic Food & Beverage with a workshop: What are the lessons learned from gourmet journeys and what potential is there for Turkey trips? Turkey's experiences can be used as guidance for other destinations that are planning to use Food & Beverage to enhance their brand.

Speakers:

[Vedat Basaran](#), Turkish Chef & Food Culture Researcher

[Mehmet Gürs](#), Founder & CEO, Istanbul Food & Beverage Group



eTravel Stage Day 4

Date	Time:	Location
March 11, 2017	11:00 - 13:30	Hall 6.1, eTravel Stage

Innovative session formats addressing the use of digital technologies and social media in marketing and distribution can be found in the ITB Berlin eTravel World. The Travel Technology area will welcome you in 2017 in halls 6.1 and 7.1c. It is an area reserved exclusively for Digital Marketing, Social Media and Mobile Travel Services.

All information about the eTravel World can be found [here](#).

11:00 - 12:15

DRV Workshop: Neueste Erkenntnisse zur Webseitengestaltung und zu neuen Marketingmethoden

13:30-13:50 Presentation:

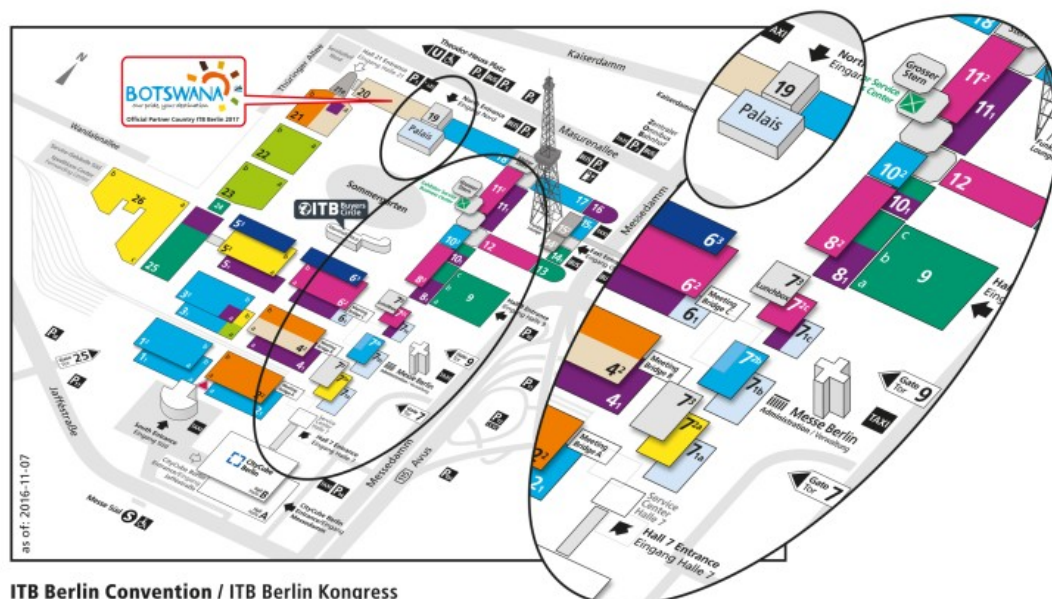
[Christian Wenzel](#),

12:15 - 13:00

Wie wirkt Werbung - So beeinflusst man das Online-Kaufverhalten

13:30-13:50 Presentation:

[Christian Wenzel](#),



ITB Berlin Convention / ITB Berlin Kongress

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|---|---|--|--|
| 4.1 – ITB Workshop Days | 7.1a – ITB Destination Days | 7.1b – ITB Future Day | 7.3a – ITB Experts Forum Wellness |
| 6.1 – eTravel World:
eTravel Showroom &
eTravel Stage | – ITB Business Travel & MICE Days
Home of Business Travel
by ITB & VDR
ITB CSR Day | – ITB Hospitality Day
– ITB Marketing and
Distribution Day | – ITB Marketing &
Destination Workshops |
| | | 7.1c – eTravel World: eTravel Lab | 11.1 – ITB Young Professionals Day |
| | | | Palais – ITB Convention Awards |

Contact

Please contact us for concerns or questions:

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