

Opening Press Conference of ITB Berlin 2019

Category	Date	Time:	Location
Press Conference	March 5, 2019	10:00 - 11:00	Palais am Funkturm / ITB Award Location

We cordially invite you to attend the
opening press conference at the Palais am Funkturm, Hammarskjöldplatz
on Tuesday, 5 March 2019 at 10 a.m.

- 9.45 a.m. - Photo opportunity: "Colors of Malaysia!"
- 10 a.m. - Press conference
- 10.45 a.m. - Q&As

Taking part in the discussion will be:

- **Dr. Christian Göke**, Chief Executive Officer of Messe Berlin
- **H.E. Datuk Mohamad bin Ketapi**, Minister of Tourism, Arts and Culture, Malaysia
- **Dr. Michael Frenzel**, President of the Federal Association of the German Tourism Industry
- **Norbert Fiebig**, President of the German Travel Association

Moderator: Emanuel Höger, Spokesman, Senior Vice President Corporate Communication, Messe Berlin Group

We look forward to welcoming you and request that you **register your attendance**. To do so please use your log-in data for the accreditation portal:
<https://messe-berlin.press-registration.de/itbberlin/lang/en>

Please note that admission to the event is reserved exclusively for members of the media **accredited for ITB Berlin 2019**. Accreditation for ITB Berlin 2019 can be obtained online at www.itb-berlin.de/en/Press/Accreditation/.

Press Contact:

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 PR Manager
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Contact person:

[Julia Sonnemann](#), PR Manager ITB

Go Run with ITB!

Category	Date	Time:	Location
Reception	March 6, 2019	07:00 - 08:00	Meeting Point: Brandenburg Gate, Berlin Mitte

Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist before business starts at ITB Berlin, kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Luiseninsel. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sportive guests in an informal and casual setting.

Meeting point: 7am, Brandenburg Gate, Berlin Mitte

Pace: We will run in groups of 5.30 min/km, 6 min/km and 6.30 min/km.

ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: "RUNITB" during checkout at

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Kurzfristige Änderungen vorbehalten.

www.gorunningtours.com/p/germany/berlin/

Contact Person: Stephen Moore
E.: berlin@gorunningtours.com

alltours ITB Press Conference

Attendance by registration only

Category	Date	Time:	Location
Press Conference	March 6, 2019	09:30 - 10:30	VIP room 1 / Großer Stern / Level 4 (fairground)

Contact Person: Alexandra Hoffmann
E.: alexandra.hoffmann@alltours.de

VIR Online Summit 2019

Attendance by registration only

Category	Date	Time:	Location
Press Conference	March 6, 2019	10:00 - 11:30	CityCube / Level 3 / M4

2018 was a very challenging year for the travel industry – whether due to the General Data Protection Directive or a new package tour law. In addition, rapidly increasing digitalisation is placing major demands on the industry. Last but not least, the industry is dealing with persistent questions. Will the trend of independent travel continue or will package tours grow stronger? How will the various booking channels evolve? Which types of travel and which countries will be particularly heavily booked digitally? What other trends will define our daily operations? We would like to offer you an opportunity to find out about the growth in digital tourism first hand from well-known analysts. Registration at info@v-i-r.de

Contact Person: Lara Hass
E.: presse@v-i-r.de

Opening tour of ITB Berlin 2019

Category	Date	Time:	Location
Press Conference	March 6, 2019	10:00	Hall 26 / 117

6 March 2019, 10 a.m.,
meeting point: Hall 26, stand of Malaysia.

To register please use your log-in data for the accreditation portal: <https://messe-berlin.press-registration.de/itbberlin/lang/en>

Press Contact:
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Kurzfristige Änderungen vorbehalten.

Presentation Wellness-Trends 2019

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 11:45	Hall 5.3

Contact person:

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

Press Briefing Japan

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 12:00	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

New tourist destinations and travel ideas for Japan - please note that the presentation will be in German.

Bettina Kraemer
 PR Manager JNTO Frankfurt
 Kaiserstrasse 11
 D-60311 Frankfurt
 E-Mail: bettina_kraemer@jnto.go.jp
 Telefon: (069) 20354

Registration is not necessary.

Press Conference AUVERGNE RHONE ALPES

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 12:00	Hall 1.1 / 201

Press Conference TMB Tourismus-Marketing Brandenburg GmbH

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 12:00	CityCube / Level 3 / M7

LGBT+ Media Brunch

Attendance by registration only

Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 12:30	CityCube / Level 3 / M6

Members of the media and bloggers can gather in a relaxed atmosphere to meet with destinations and suppliers of specific products to discuss the latest trends and LGBT topics.

- **The LGBT Media Brunch is presented by:** Argentina [travel/lgbt](#)
- **Other exhibitors include:** Costa Rica, Dresden, ELLA Travel, Ibiza LGBT, IGLTA – International Gay & Lesbian Travel Association, Keihan Hotels, Japan, Malta Tourism Authority, New York City & Partners, TomOnTour.com, Tourism Authority of Thailand, US Travel Association

The annual LGBT+ Media Brunch is for all journalists and media who are interested in LGBT+ tourism. Different tourism exhibitors present their LGBT+ products to the media. Argentina will be the presenting partner while other partners like Thailand, Ibiza, New York, Malta, IGLTA and others will be available for networking.

Registration via:

www.otseinladung.de/event/71f0d687fc

Contact Person: Thomas Bömkes

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E.: TB@diversitytourism.com

ENIT - Press conference and official opening of the stand of Italy

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 13:00	Hall 1.2 / 212

Press Conference of India Tourism

Attendance by registration only

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:30 - 12:30	CityCube A / A7

As part of this year's ITB 2019, Incredible India cordially invites you to the official press conference on the travel destination India. During the event, the high-ranked delegation of India will present the latest news and developments on tourism in India and will be answering all questions.

If you are interested to attend the press conference, please contact us via E-Mail.
We are looking forward to seeing you there!

Organizer: India Tourism Frankfurt

Press contact: Michelle Meyer

E-mail: india.tourism@mcgroup.com

Internet: www.incredibleindia.org/content/incredibleindia/en.html

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Press Conference of the 2019 German National Garden Show

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:30 - 12:30	Hall 6.2 / 201

After a 42 year hiatus, the **German National German Show (BUGA)** will return this year to Baden-Württemberg. From 17 April to 6 October 2019, it will combine raw industrial charm and modern urbanity with a lot of nature. Not just a colourful garden show will come into being on the site of an abandoned industrial property. With the city exhibition "Neckarbogen", a new, sustainable residential area will grow there as well. 100 years after the founding of the Bauhaus and for the first time in the history of BUGA, the site will grow into a testing ground for contemporary living.

In Berlin at **ITB, the world's largest tourism trade fair**, BUGA managing director **Hanspeter Faas** will present the concept:

More than a flower show – BUGA Heilbronn 2019 will present itself as an attractive travel destination and experience for friends of gardens, nature, culture and architecture.

Date: 6 March 2019

Time: 11:30 a.m. – 12:30 p.m.

Location: Lounge of the Baden-Württemberg Hall (6.2b)

For further information, please refer to the invitation that is attached as a PDF.

Please obtain press credentials for this event at doris.keicher@buga2019.de.

Mecklenburg-Vorpommern

Category	Date	Time:	Location
Press Conference	March 6, 2019	12:00 - 12:45	Hall 5.3

Season 2019: The new Mecklenburg-Vorpommern

Katrin Hackbarth

Tourismusverband Mecklenburg-Vorpommern

fon +49 (0) 381 40 30 613

fax +49 (0) 381 40 30 555

Internet: www.auf-nach-mv.de, www.urlaubsnachrichten.de

Seychelles Press Conference

Category	Date	Time:	Location
Press Conference	March 6, 2019	12:00 - 14:00	Funkturm Restaurant (fairground)

How do the Seychelles manage to boost both the quality and quantity of their tourism year after year and, at the same time, steadily improve their ecology, which is quite superb to begin with? Since 2018, one of the country's most dedicated environmentalists heads the Ministry of Tourism – but that is only one of the answers to the question how this tiny island nation in the Indian Ocean manages to uphold a balance that many larger countries fail to achieve. At their invitation-only Press Conference, high-ranking representatives of the Seychelles Ministry of Tourism and the Seychelles Tourism Board will answer this and many other questions and provide the invited media to engage in one-on-one conversations.

Press Contact: Edith Hunzinger

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E.: info@seychelles-service-center.de

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Kurzfristige Änderungen vorbehalten.

Press Conference Sierra Leone Tourism Board

Category	Date	Time:	Location
Press Conference	March 6, 2019	13:00 - 13:45	Pressconference Room in Hall 5.3

SIERRAOUSLY SURPRISING

New Branding / Chances and Challenges

VIP Guests:

The Honorable Minister of Tourism and Cultural Affairs, Dr. Memunatu B.Pratt (Mrs)

The Ambassador of the Republic of Sierra Leone to Germany, H.E. Dr. M'Baimba Lamin Baryoh (Mr)

The Acting General Manager of the National Tourist Board, Fatmata Abe-Osagie (Mrs)

Agenda:

1. Introduction of the Sierra Leone Delegation- AGM, NTB
2. Statements:
 - H.E. Dr. M'Baimba Lamin Baryoh, Ambassador of the Republic of Senegal to Germany
 - Mr. Jonathan Derick Leigh, Deputy Ambassador
3. Press statement by the Hon Minister of Tourism and Culture, Mrs Memunatu Pratt
4. Q&A
5. Closing The Director of Tourism

Contact: Jens Frenzel

Press Contact:

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 KPRNnetwork GmbH
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 M: frenzel.jens@kprn.de

ITB South Africa Media & Trade Roundtable

Attendance by registration only

Category	Date	Time:	Location
Press Conference	March 6, 2019	13:30 - 14:15	Palais am Funkturm / East Gallery

At this year's ITB South Africa Media & Trade Roundtable, guests invited by South African Tourism will discuss the successes and challenges for tourism in South Africa with well-known representatives of the industry. The focus will be on questions such as: How can South Africa remain competitive as a top long-haul destination in the future? How can transformation in the country contribute to making South Africa's tourism offer even stronger and more diverse? How well is the country already responding to changing customer demands? At the table are South African Tourism's CEO Sisa Ntshona, Michael Bentele, Head of Europe at South African Airways, as well as representatives of leading tour operators and tourism trade media from the DACH region. The discussion will be moderated by German TV-anchor Kai Böcking.

Contact Person: Angela Zippelius

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 E.: zippelius.angela@kprm.de

GoLite & EasyPay – New Possibilities for Agents

Event takes place in English

Category	Date	Time:	Location
Presentation	March 6, 2019	14:00 - 14:30	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspo
 T.: +34 673485079
 E.: kaspok@iata.org

100 years of bauhaus

Event language: German

Category	Date	Time:	Location
Press Conference	March 6, 2019	14:00 - 15:00	Room Hongkong / Großer Stern / Level 3 (fairground)

In 2019, the great centenary "100 years of bauhaus" is being celebrated across Germany. But it is also being celebrated internationally with numerous activities relating to architecture and design, art and culture history along the theme of "Rethinking the World". Join us and find out more about 100 years of bauhaus.

Guest speakers at the press conference:

Bodo Ramelow
 Prime Minister of Thuringia and of the Board of Trustees of the Bauhaus Association 2019

Mienke Simon Thomas
 Curator of the exhibition „netherlands ⇌ bauhaus - pioneers of a new world “ in the museum Boijmans van Beuningen, Rotterdam

Prof. Dr. Wolfgang Holler
 Director General Museums Klassik Stiftung Weimar

The press conference is mainly run in German, but interviews can be held with regional, national and international partners in English. Registrations by E-Mail to kl@luz-communication.de

Apulia - Events 2019: Tradition, Cinema, Sports, Art & Music

Category	Date	Time:	Location
Press Conference	March 6, 2019	14:00 - 15:00	Hall 1.2 / 212

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Press Conference of the Kenya Tourism Board

Event takes place in English

Category	Date	Time:	Location
Press Conference	March 6, 2019	14:00 - 15:00	CityCube / Level 3 / M5

The Cabinet Secretary Hon. Najib Balala, Kenya's tourism minister, will give an overview of the outstanding tourism performance of 2018. Furthermore he will address the new role of the ministry's Department of Tourism. The famous Kenya Wildlife Service belongs to the ministry of tourism since 2018 which shows the close relationship between tourism development and successful park management and wildlife conservation.

Contact Person: Guido Bürger
E.: buerger.guido@tln-network.de

Malaysia Press Conference (Partner Country ITB 2019)

Press Conference takes place in English

Category	Date	Time:	Location
Press Conference	March 6, 2019	14:00 - 15:15	CityCube / Level 3 / M1

Registration for the PC:
tourismmalaysia@hasselkus-pr.com

www.malaysia.travel

The Beauty of Southeast Asia: Malaysia - where diversity is at home

Whether island or beach, big city or jungle, tropics or highlands - in Malaysia there is not the question of either or, here you can find everything. The Southeast Asian state is Asia for beginners - multicultural, temperate, organized! And best of all: depending on the region, the recommended travel times vary, so that the country can be visited at any time of the year.

The word that best describes Malaysia is diverse. Beside futuristic skyscraper there are historical buildings, next to the streetfood stand you'll find the top restaurant. While in Kuala Lumpur you can plunge into the hustle and bustle of one of the largest metropolises of the world, and only two hours away, in the historic colonial city of Melaka you will find many attractions and sights of European history. On the east coast of Malaysia are the Cameron Highlands, offering highlands in a pleasant cool climate, fascinating natural landscapes, waterfalls and tea plantations. Adventurers are in good hands in Borneo's jungle, with countless national parks and tropical biodiversity. In Malaysia, however, it is not only over water but also the underwater world that is thrilling. Beautiful sandy beaches, tropical rainforest and above all a unique marine life characterize Malaysia's islands.

Contact Person: Katja Hasselkus
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E.: tourismmalaysia@hasselkus-pr.com

9th Silk Road Ministers Meeting

Attendance is by invitation only

Category	Date	Time:	Location
Presentation	March 6, 2019	14:00 - 16:00	Room Berlin 1 / Hall 7.3a

9th Silk Road Ministers Meeting

Official Partner Country ITB Berlin 2019



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(Attendance is by invitation only)

To be attended by countries from the Silk Road and beyond, the meeting will focus on collaborative tourism opportunities aimed at strengthening regional cohesion. In addition to the presentation of project proposals in the areas of marketing and promotion, tourism research and capacity building, participating countries will be able to outline their own Silk Road ideas and initiatives during an open discussion.

For more information, please click [here](#) or contact silkroad@unwto.org

Reiseanalyse 2019: How Germany travels.

Event takes place in German

Category	Date	Time:	Location
Presentation	March 6, 2019	14:30 - 15:30	CityCube A / A6

At ITB 2019, Guido Wiegand (Studiosus Reisen, CEO of FUR e.V., Munich) and Prof. Dr. Martin Lohmann (FUR e.V. and NIT, Kiel) together with Dr. Petra Stolba (Managing Director of Österreich Werbung, Vienna) will present the latest developments in holiday demand on the German travel market, highlight current trends and dynamics and explain future prospects from a consumer perspective.

It is not necessary to register to attend the event. The number of seats is limited.

The Reiseanalyse 2019 is the latest survey of the longest-running study on holiday travel demand in Germany. Further information on the Reiseanalyse and the event can be found at www.reiseanalyse.de

Launch of Vitalpin - The New Physical Activity in the Alps

Event language: German

Category	Date	Time:	Location
Presentation	March 6, 2019	14:30 - 16:00	VIP room 1 / Großer Stern / Level 4 (fairground)

The importance of the modern zoo

Attendance by registration only

Category	Date	Time:	Location
Presentation	March 6, 2019	14:30 - 16:30	CityCube / Level 3 / M2

The importance of the modern zoo: Loro Parque, the best zoo in the world according to TripAdvisor, informs about the growing importance of modern zoological gardens for conservation and animal welfare, research and education, as well as for the tourism industry.

14.30-15.00 Arrival of the attendees and networking

15.00-16.00 Presentation

Introduction and moderation: Wolfgang Rades, Wildlife Conservation Officer, Loro Parque, Tenerife

Greetings: Dr. Michael Frenzel, President of the Federal German Association of the Tourism Industry (BTW)

47 years of Loro Parque - 25 years of exemplary conservation engagement of the Loro Parque Fundación: Christoph Kiessling, Vice President of Loro Parque, President of Loro Parque Fundación, Ambassador of the Loro Parque Group, Tenerife

Why orcas & dolphins are ideal ambassadors for the protection of the oceans and why they are better taken care of in modern zoos than in sea pen

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sanctuaries: Prof. Dr. Boris Culik, GEOMAR Helmholtz Centre for Ocean Research Kiel

If there were no zoos, you would have to invent them: Dr. Matthias Reinschmidt, Director, Zoo Karlsruhe

Contact Person: Jorge Vega Garcia

T.: +34 630 438 389

E.: dir.comercial@loroparque.com

GoLite & EasyPay – New Possibilities for Agents

Event takes place in English

Category	Date	Time:	Location
Presentation	March 6, 2019	14:45 - 15:15	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspo

T.: +34 673485079

E.: kaspok@iata.org

Press Conference Maldives

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:00 - 15:45	Hall 5.3

New updates, new tourism development and latest statistics from the Maldives

Veranstalter / Organizer

Axel Kaus

Kaus Media Services

p: +49 511 899 890 0

Digitalisation and Sustainability in Tourism

Event takes place in German

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 16:00	Weimar 2 / Meeting Bridge B / Mezzanine Level (fairground)

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Friuli–Venezia Giulia: the big events

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:00 - 16:00	Hall 1.2 / 212

Press conference Tunisair 2019

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:00 - 16:00	Hall 22 / 100

This year, a delegation from Tunisia will participate at the ITB 2019. Together with our colleagues from Tunisia we are looking forward to meeting you at our stand in hall 21b stand 200. During the press conference information about the tunisian airline will be given as well as the latest developments for the future.

SEETELHOTELS - Usedom in a variety of ways

Attendance by registration only

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:00 - 16:00	CityCube / Level 3 / M4

As part of the ITB 2019 we cordially invite you to our press conference of the SEETELHOTELS Usedom.

The hotel group SEETELHOTELS, situated on the isle of Usedom, stands for quality, tradition and cordial service. The family-run hotels, residences and villas of the family Seelige-Steinhoff revive all the splendor and beauty of the historic imperial baths in 16 houses in the most beautiful spots on the sunny island. From a comfortable three-star family resort to the five-star luxury hotel includes the high-quality holiday world of SEETELHOTELS everything for wellness, active, family, romantic and gourmet holidays on Usedom. The hotel group is also part of the Hotel Bahia del Sol **** in the idyllic bay of Santa Ponsa on Mallorca and since June 2016 of the lifestyle hotel Kaiserstrand Beachhotel Bansin Mitte in Kaiserbad Bansin.

In a relaxed atmosphere, Rolf Seelige-Steinhoff, Managing Partner of SEETELHOTELS Usedom, gives all interested media representatives an outlook on the new hotel group projects.

For your participation we ask you to register in writing by 25th February 2019 to:

Anne Sturzwage
Marketing Director
SEETELHOTELS Usedom
E-Mail: dom@seetel.de

GoLite & EasyPay – New Possibilities for Agents

Event takes place in English

Category	Date	Time:	Location
Presentation	March 6, 2019	15:30 - 16:00	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation

has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspo

T.: +34 673485079

E.: kaspok@iata.org

Press conference 60 years Dorint

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:30 - 16:30	Hall 9 / 103

If you are interested to attend the press conference, please contact us via E-Mail: presse@dorint.com

Mongolia Press conference

Category	Date	Time:	Location
Press Conference	March 6, 2019	16:30 - 17:30	Halle 26 / Stand 316

Presentation of a new Digita Plattform with the minister of environment and tourism-

Global Report on Women in Tourism II: Launch Event

by invitation only

Category	Date	Time:	Location
Reception	March 6, 2019	18:00 - 20:00	Palais am Funkturm / ITB Award Location

In 2009, UNWTO, the United Nations' specialized agency for tourism, joined forces with UN Women, the United Nations entity for gender equality and the empowerment of women, to prepare the first edition of the Global Report on Women in Tourism.

Based upon the success of the first Report, UNWTO, in cooperation with the German Development Agency (GIZ), UN Women, World Bank and Amadeus are collaborating in the preparation of the second edition.

The report will compile the latest statistical data and in-depth examples of good practice to illustrate the contribution tourism is making towards the UN Sustainable Development Goal 5 - Achieving Gender Equality and Empowering all Women and Girls.

During the launch event, high-level representatives from the 5 partners of the report will present the key-findings that have emerged from the research as well as examples of businesses and organisations from around the world who are leading the way for female empowerment in the tourism sector.

For more information contact: ecsr@unwto.org

Go Run with ITB!

Category	Date	Time:	Location
Reception	March 7, 2019	07:00 - 08:00	Meeting Point: Brandenburg Gate, Berlin Mitte

Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist before business starts at ITB Berlin, kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Luiseninsel. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sportive guests in an informal and casual setting.

Meeting point: 7am, Brandenburg Gate, Berlin Mitte

Pace: We will run in groups of 5.30 min/km, 6 min/km and 6.30 min/km.

ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: "RUNITB" during checkout at www.gorunningtours.com/p/germany/berlin/

Contact Person: Stephen Moore

E.: berlin@gorunningtours.com

Scandlines Press Breakfast: flexible, self-paced and environmentally friendly travel to Denmark and Sweden, 365 days a year

Attendance by registration only

Category	Date	Time:	Location
Press Conference	March 7, 2019	09:00 - 10:30	CityCube / Level 3 / R3

Contact Person: Carl-Frederic Nickell

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E.: cfn@ehrenbergsoerensen.com

Travelport Media Breakfast

Category	Date	Time:	Location
Reception	March 7, 2019	09:15 - 10:15	Hall 6.1 / 139

Implementation of NDC (New Distribution Capability); the Agency Efficiency Suite; and new mobile solutions. Present will be, among others, Paul Broughton (Managing Director Northern Europe), Diter Rumpel (Managing Director Germany, Austria & Switzerland) and Michael Rock (Senior Manager Sales and Development, Air Commerce).

Contact: Claasen Communication GmbH

T.: +49 (0)6257-68781

E.: travelport@claasen.de

From Bauhaus to Bach – From Industrial Culture to Garden Cult: The Travel Region of Central Germany Introduces Its Theme Years

Event takes place in German

Category	Date	Time:	Location
Press Conference	March 7, 2019	09:45 - 11:45	Funkturm Lounge (fairground)

Joint Press Conference of the Federal States of Thuringia, Saxony and Saxony Anhalt on the Bauhaus Anniversary and the Tourism Year 2020

Germany is celebrating the Bauhaus anniversary in 2019 with more than 1,500 events and exhibitions in all of the country's regions. Thuringia, Saxony and Saxony-Anhalt, however, will provide the essential tourist highlights during the Bauhaus anniversary year. The three states were the formative states for the development of the world famous art school and thus together form a holiday region that no traveller should pass up.

At the International Tourism Exchange (ITB) in Berlin, the three states will jointly provide information on what is new in their regions and their top travel events in 2019. In addition to the Bauhaus anniversary as the main tourist attraction of the year, the upcoming tourism year 2020 will also be a focus of the discussions.

Representing the federal states on the podium will be:

- **Wolfgang Tiefensee**, Minister of Economic Affairs, Science and Digital Society in the Free State of Thuringia
- **Martin Dulig**, Minister of State for Economic Affairs, Labour and Transport in the Free State of Saxony
- **Prof. Dr. Armin Willingmann**, Minister of Economic Affairs, Science and Digitalisation in Saxony-Anhalt

In addition, the managing directors of the state tourist marketing organisations will be available as discussion partners:

- **Bärbel Grönegres**, Thüringer Tourismus GmbH
- **Hans-Jürgen Goller**, Tourismus Marketing Gesellschaft Sachsen mbH
- **Thomas Einsfelder**, Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG)

ADFC - Travelbike - Bicycle Travel Analysis 2019

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 11:00	CityCube A / A7

Bicycle tourism is booming and is an integral part of German active tourism!

Which routes and regions have won over bike travellers? And which ones will they want to head to in 2019? The ADFC Travelbike Cycling Tours Analysis will reveal the answers. It will also show what other activities are combined with cycling holidays and leisure time, what the regions should be prepared for and what impact electric bikes are having. In addition, the Analysis will provide information about excursion patterns.

This year the Cycling Tours Analysis is celebrating its twentieth anniversary. As the only systematic analysis of cycling tour patterns for many years, it provides tourism professionals a solid foundation for designing cycling tour offerings for specific target groups.

Furthermore, the Analysis will reveal which bike routes and regions have been honoured for their quality.

Speakers:

Louise Böhrer, German Cyclists' Federation (ADFC)
Frank Hofmann, German Cyclists' Federation

About the ADFC

With more than 175,000 members, the German Cyclists' Federation (ADFC) is the largest interest group of cyclists in Germany and world-wide. It provides advice on all questions that have to do with the bicycle: law, technology, and tourism. The ADFC is politically active at the regional, national and international level for the consistent promotion of bicycle traffic.

Contact Person: Stephanie Krone

T.: 0049 (0)30 209 1498 65

E.: presse@adfc.de

Lufthansa Group Live!Talks @ ITB

Evolving passengers' needs

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 11:00	Hall 25 / 156

How passengers' expectations have changed within the last years and how Brussels Airlines meets these expectations with its flying boutique hotel concept.

Press Contact

Kai Peters
T: +49 151 589 31686
M: kai.peters@dlh.de

Media Breakfast NOVASOL

Category	Date	Time:	Location
Reception	March 7, 2019	10:00 - 11:00	Hall 18 / 116

Press conference of Turkey

please register

Category	Date	Time:	Location
Press Conference	March 7, 2019	10:00 - 11:00	CityCube / Level 3 / M1

Current facts and figures, perspectives and plans for 2019 as well as interesting news about the destination Turkey will be presented at this year's ITB press conference. The press conference will be held in Turkish and translate to German.

Please register your participation for the press conference at presse@tuerkeifasziniert.de until 05.03.2019.

High-Level Dialogue on Digital Skills in Tourism

please register

Category	Date	Time:	Location
Workshop	March 7, 2019	10:00 - 11:30	Room Berlin 1 / Hall 7.3a

Organized in the framework of the "UNWTO 2019 year: Education, Skills Development and Jobs," in collaboration with Google, the High-Level Dialogue on Digital Skills in Tourism will bring together high-level representatives from across the European region to discuss the importance of digital education in tourism, a topic that remains a major challenge for many European destinations nowadays. Through a stimulating debate, participants will explore the role that governments and national tourism organizations must play in building the digital capacity of the sector, shedding the light on examples of policies and best practices that contribute to strengthening the sector and ensure the many opportunities brought by digital transformation are fully harnessed.

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Kurzfristige Änderungen vorbehalten.

- **Official website:** <http://europe.unwto.org/event/high-level-dialogue-digital-skills-tourism>
- **Registration form:** <http://europe.unwto.org/webform/high-level-dialogue-digital-skills-itb-2019>

Lake Constance Media Conversations 2019 - Internationale Bodensee Tourismus GmbH

by invitation only

Category	Date	Time:	Location
Press Conference	March 7, 2019	10:15 - 11:45	VIP room 1 / Großer Stern / Level 4 (fairground)

Inspirations, impulses and innovations all around perhaps the most beautiful lake in the heart of Europe.

Delightful: starting at 10:15 a.m., there will be a breakfast buffet to get you in the mood.

Informative: from 10:45 a.m., representatives from the four-nation region will present the 2019 Lake Constance highlights.

Individual: from 11:15 a.m., the participants will answer questions in individual conversations.

For registering or questions or requests, feel free to register at the Internationaler Bodensee Tourismus GmbH:

Markus Böhm (boehm@bodensee.eu, +49 7531 909410) & Leonie Eggert (eggert@bodensee.eu, +49 7531 909419) | www.bodensee.eu

Press Conference: "The Partners of the KulturLoungeBayern Introduce Their Programme"

Category	Date	Time:	Location
Press Conference	March 7, 2019	10:30 - 12:00	Hall 6.2 / 301

GoLite & EasyPay – New Possibilities for Agents

Event takes place in English

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 11:30	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspok

T.: +34 673485079

E.: kaspok@iata.org

News from Costa Rica

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 11:45	Pressconference Room in Hall 5.3

Press contact.
 Rosa Erades
 Global Communication Experts GmbH
 +49 69 1753 71 058

American Airlines Launches New Routes for Germany

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	Room Berlin 2 / Hall 7.3a

The world's largest airline, American Airlines, is expanding its presence in Germany for 2019. Join us and find out more about American's new routes from Berlin-Tegel Airport to Philadelphia and from Munich Airport to Charlotte and Dallas/ Fort Worth.

Guest speakers at the press conference include Managing Director EMEA Sales for American Airlines, Tom Lattig, Country Sales Manager for Germany for American Airlines, Cristian Lizana, and senior leadership from Berlin-Tegel Airport and Munich Airport.

A business card draw to win Flagship Business Class tickets on American Airlines from Germany to the U.S. will also be taking place and complimentary brunch and refreshments will be available.

The press conference is open to members of the press and travel bloggers and social media influencers. If you are a member of the media and you haven't received your official invitation yet, please email corpcommintlandcargo@aa.com to request your place.

Contact: corpcommintlandcargo@aa.com

Bilanz des neuen gastronomischen Konzepts in den rollenden Restaurants und Bistros in ICE und IC nach 100 Tagen

please register

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	Hall 13 / 100

- **Dr. Michael Peterson**, Marketingvorstand DB Fernverkehr

Please register birgit.poerner@deutschebahn.com

Calabria - 2nd International Meeting on Mediterranean Diet

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	Hall 1.2 / 212

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Kurzfristige Änderungen vorbehalten.

Lufthansa Group Live!Talks @ ITB

NDC Partner Program – Enabling retailing in the airline industry

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 12:00	Hall 25 / 156

Get to know our NDC Partner Program - Basis for the partnership with our sales partners. With a focus on our mutual customers, a long-term cooperation and the technological advancement of booking functionalities, the NDC Partner Program contains all important components to be successful in the NDC world.

Press Contact

Kai Peters
 T: +49 151 589 31686
 M: kai.peters@dlh.de

Press Conference of the German Ocean and River Cruise Market 2018

Veranstaltung findet in deutscher Sprache statt

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	CityCube A / A1

Press Contact DRV: Torsten Schäfer

E.: presse@drv.de

Press Contact CLIA: Jasmina Alatovic

E.: clia@heringschuppener.com

Press Contact IG RiverCruise: Angela Rüttsche

E.: info@igrivercruise.com

Tobago Beyond - unspoilt, untouched, undiscovered

The press conference is mainly run in English.

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	Weimar 2 / Meeting Bridge B / Mezzanine Level (fairground)

Tobago, the island in the Southern Caribbean, introduces its new tourism strategy. With a new strategic and strong brand message, the small island paradise intends to position itself stronger in the German speaking markets (second largest source market for tourist arrivals after UK). Multiple trade cooperation projects are in planning, in order to drive the goal of increasing visitor numbers and dispersal and strengthen Tobago's share among wholesaler programs. CEO, Mr Louis Lewis and his team will present the destination's profile and reputation as one of the most authentic Caribbean islands. He will speak about the new Brand message which is meant to emphasize the many USPs that make the island a perfect holiday destination. Attendance of the press conference is open to media representatives, a short notice about intention to attend can be sent to angelika.wegner@tourimax.com and is highly appreciated. The press conference is mainly run in English.

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Uganda - Explore the Pearl of Africa

please register

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	CityCube / Level 3 / M5

The Uganda Tourism Board cordially invites you to the ITB Uganda Press Conference. Lilly Ajarova, newly appointed CEO of the Uganda Tourism Board, and a representative of the Uganda Wildlife Authority, will inform you about Uganda's tourist diversity and the successes in protecting mountain gorillas and all other wildlife in Uganda. For example, the gorilla population has increased by a quarter in the last six years and has grown to over 1,000 primates. Registrations by E-Mail to: rosskamp.philipp@kprm.de

22nd OSV Tourism Forum

by invitation only / event takes place in German

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 13:00	CityCube A / A6

East German Savings Banks Association presents the up-to-date "Sparkassen-Tourismusbarometer". Learn about brand new trends of the east german tourism market and current data about the travel areas in Brandenburg, Mecklenburg-West Pomerania, Saxony, Saxony-Anhalt and Thuringia. The Tourism Forum's key aspect is "Ecologically Sensitive Transport in German Tourism". German Tourism Association President Reinhard Meyer points out his point of view about sustainable mobility. Professor Waldemar Berg from Deggendorf Institute of Technology explains how mobility management works effectually with the help of digital technology.

Contact Person: Cosima Ningelgen
T.: +49 171 1423792
E.: cosima.ningelgen@osv-online.de

GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 7, 2019	11:45 - 12:15	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspok
T.: +34 673485079
E.: kaspok@iata.org

German Medical Wellness Association

Category	Date	Time:	Location
Press Conference	March 7, 2019	12:00 - 12:45	Hall 5.3

Health and Medical Tourism beyond borders

Examples like: Malaysia Healthcare Travel Council, Kvarner Health Cluster (Krotien), Hotel Akra Barut Antalya (Türkei)

Lutz Lungwitz

Mobil: +49/ 177-503 2600

Telefon: +49/30/ 6341 9445

Fax: +49/30/948 73 079

Internet: www.dmwv.de

E-Mail: lutz.lungwitz@dmwv.de

Lufthansa Group Live!Talks @ ITB

Customer centric servicing

Category	Date	Time:	Location
Presentation	March 7, 2019	12:00 - 13:00	Hall 25 / 156

Explore the customer centric approach of Lufthansa Group Airlines: Simple, competent and reliable at any time. We are there when you need us!

Press Contact

Kai Peters

T: +49 151 589 31686

M: kai.peters@dlh.de

GoLite & EasyPay – New Possibilities for Agents

Event takes place in English

Category	Date	Time:	Location
Presentation	March 7, 2019	12:30 - 13:00	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspö

T.: +34 673485079

E.: kaspok@iata.org

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Kurzfristige Änderungen vorbehalten.

Campania, from Excellence to Hidden Treasures

Category	Date	Time:	Location
Press Conference	March 7, 2019	12:30 - 13:30	Hall 1.2 / 212

Crete and Mecklenburg-Western Pomerania develop alternative tourism

Category	Date	Time:	Location
Press Conference	March 7, 2019	13:00 - 13:30	Halle 1.1 / 100

Signature of a Memorandum of Understanding to foster economic cooperation between both regions by Dr. Stefan Rudolph, State Secretary to the Ministry of Economics, Employment and Health of Mecklenburg-Western Pomerania and Michalis Vamiedakis, Vice Governor and Commissioner of Tourism of the region of Crete. The session will be attended by Norbert Barthle, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development and the Federal Chancellor's Representative

for the German-Greek Assembly and representatives of the Greek Ministry of Tourism.

Capital of Windsurfing-Izmir

Event takes place in English / by invitation only

Category	Date	Time:	Location
Presentation	March 7, 2019	13:00 - 14:00	Lindau 6 / Meeting Bridge A / Mezzanine Level (fairground)

The President of the Professional Windsurfers Association (PWA) Mr. Jimmy Diaz and windsurfing champion Ms. Çağla Kubat will make a presentation about windsurfing and watersports in İzmir. They have worked on making İzmir a popular windsurfing destination and making Çeşme an attraction center for watersports. The duo has conducted the organization of the PWA World Cup in Çeşme, which is a big event that has contributed to the recognition of the destination remarkably.

They continue to work on promoting windsurfing and watersports in İzmir at their private windsurfing school in Alaçatı.

Windsurfing has been a major part of the lives of Çağla Kubat and Jimmy Diaz. After learning to windsurf, Çağla's life never steered far from windsurfing and she managed to integrate it in all aspects of her life. Balancing a successful career in television together with a successful career in competitive windsurfing, Çağla's love for the sport is limitless and she has done all she can to promote windsurfing in Turkey.

Jimmy Diaz has been competing since he was 13 years old gaining a wealth of knowledge in all aspects of racing, sail development, and now with the organisational part of the sport as president of the PWA. His involvement and adventures in the sport span over 30 years.

Registration: Please click on: <https://forms.app/cagdasgunes/itb-berlin-2019-capital-windsurfing-izmir/>

Contact Person: Cagdas Gunes

T.: +905542793109

E.: cagdas.gunes@izka.org.tr

Lufthansa Group Live!Talks @ ITB

Driving profit through innovation – The SunExpress story

Category	Date	Time:	Location
Presentation	March 7, 2019	13:00 - 14:00	Hall 25 / 156

Having to manage two cultures, situated in-between two mega market leaders, having to cope with little budgets – does not sound like a winning card deck. Taking advantage of cultural diversity, leveraging the strengths of its mothers, living agile and being just a little more innovative – that does. The story of Europe's foremost innovative leisure carrier - SunExpress.

Press Contact

Kai Peters
 T: +49 151 589 31686
 M: kai.peters@dlh.de

Press Conference LN Garden Hotel+China Tours

by invitation only

Category	Date	Time:	Location
Press Conference	March 7, 2019	13:00 - 14:00	Hall 26 / 112

Ryanair ITB Pressekonferenz

Category	Date	Time:	Location
Press Conference	March 7, 2019	13:00 - 14:00	CityCube / Level 3 / M7

Air Astana Press Reception

Category	Date	Time:	Location
Reception	March 7, 2019	14:00 - 15:00	Hall 26 / 300

Air Astana offers new flights to Tashkent/Uzbekistan, an attractive stopover programme 2019 in Kazakhstan and a modern hub, Astana International Airport.

Lufthansa Group Live!Talks @ ITB

Lufthansa Group meets Verband Deutsches Reisemanagement

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 15:00	Hall 25 / 156

Smart Devices support more and more tech savvy travelers. Real-time information represents the new standard and enables travelers to find solutions

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independently through digital self-service options.

Press Contact

Kai Peters
 T: +49 151 589 31686
 M: kai.peters@dlh.de

NYC'S Newest View: Hudson Yards Observation Deck

please register

Category	Date	Time:	Location
Press Conference	March 7, 2019	14:00 - 15:00	CityCube / Level 3 / R12

Are you ready for the thrill of a new view of NYC? Join Hudson Yards at ITB Berlin on Thursday, March 7 at 2pm for the exciting brand reveal of the Western Hemisphere's highest outdoor observation deck.

Be the first to hear the news on this exciting element of Hudson Yards, see the observation deck's new branding, name, and logo, and learn how thrill-seekers can begin booking NYC's newest view!

Hudson Yards Observation Deck Launch
 07.03.19 – from 2pm to 3pm
 ITB Berlin – CityCube Berlin R12
 RSVP jkraus@webershandwick.com

Beethoven Jubilee year 2020 in Bonn region

event takes place in German language

Category	Date	Time:	Location
Press Conference	March 7, 2019	14:00 - 16:00	Room Berlin 1 / Hall 7.3a

The unique Beethoven Jubilee year 2020
 Bonn and the region around celebrate the 250's birthday of his most famous son Ludwig van Beethoven for a whole year.

Get all informations and highlights about the Jubilee year 2020 from the organization team and the actors.

Participants:

- Minister of economic affairs Andreas Pinkwart (North Rhine-Westphalia)
- Lord Mayor Ashok Sridharan (Bonn)
- Administrative head of district Sebastian Schuster (Region Rhein-Sieg)

Main actors from:

BTHVN2020, Beethovenfest, Beethoven-Orchester, Beethoven-Haus, Bundeskunsthalle, Haus der Geschichte, Kunstmuseum Bonn, Tourismus & Congress GmbH

Also enjoy a dance number and the catering.

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Bulgaria - discover and share

Event takes place in German

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 16:00	CityCube / Level 3 / M8

Interactive presentation - for everyone, everywhere, a discovery to share.

The Ministry of Tourism of Bulgaria is organizing an event for journalists, bloggers and ITB Berlin visitors, which aims to present the many beautiful, interesting and inspiring locations in the country.

The event will present some of the most popular and some less known historic sights of Bulgaria. We will dive into the beautiful nature of the country and rich culture.

The participants of the event will be guiding the interactive tour by their choices leading the story to each location creating a fuller picture of Bulgaria, its history, people, tradition and culture.

Contact Person: Ana Arnaudova

T.: 00359 884 666 562

E.: ana.arnaudova@havas.bg

Silk Road Tour Operators Forum

Category	Date	Time:	Location
Workshop	March 7, 2019	14:00 - 16:00	Palais am Funkturm / West Gallery

The World Tourism Organization (UNWTO), supported by EastguidesWest, Caravanistan and the Phoenicians Route, will be running a 2 hour forum focused on improving cooperation between the various tourism stakeholders active within the sphere of cultural tourism routes.

Following introductory presentations on cooperation opportunities and recent activities happening along the Silk Road and the Phoenicians Route, a training session will be held centred on stakeholder expectations and service quality: both tour operators and locally based Destination Management Companies (DMC's) face similar difficulties when planning and marketing specialised tours and tourism packages. By looking at best-practice examples currently being implemented within the field, strategies on how to build and maintain trust among partners will be discussed. Trustworthiness and service excellence will thus be presented as the key elements ensuring a balanced approach between the demand and supply sides of the tourism industry. The forum will conclude with a question and answer session, where participants will be able to share their own ideas and experiences. Join us!

Personalization Day 2019

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 16:30	CityCube A / A7

Personalization of digital channels is no longer another long-term option to build successful online business that only big brands can effort. And AI-supported micro-segmentation and cross-device targeting of individual customers are no longer a scenario of science fiction.

Today's technology platforms allow affordable 1-to-1 marketing and enable travel companies of all kind and sizes to offer personalized user experiences on their websites.

The digital agency Multiplica and leading technology providers will highlight the key factors of success for effective personalization and demonstrate how focusing on the needs, expectations and characteristics of each user in real-time will not only drive online bookings and sales but also generate long-term loyalty, by building a more human digital experience.

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Kurzfristige Änderungen vorbehalten.

Keynote Speakers:

- **Jan Marks** - CEO at Multiplica Travel
- **Salim Sahi** - CEO at Traffics GmbH
- **Anoop Vasisht** - General Manager Europe at Dynamic Yield
- **Christian Reimann** - Enterprise Account Executive at Optimizely
- **Kristin Kelly Raveslout** - CEO at Multiplica USA
- **Danielle Schwolow** - Senior Growth Strategist at Multiplica USA
- **Simon Farthing** - Director Global Strategy and Insights at Monetate

Registration:

Free entrance. RSVP - Please reserve your seats at:
https://www.multiplica.com/personalizationday_berlin

More Information:

Jan Marks
 Email: jan@multiplica.com
 Phone: +34 600 64 64 64

PATWA INTERNATIONAL TRAVEL AWARDS

Category	Date	Time:	Location
Award Ceremony	March 7, 2019	14:15 - 16:30	CityCube A / A1

The PATWA International awards are handed out once a year in March at ITB Berlin.

The PATWA International Awards have earned a reputation as one of the most coveted and sought after awards of the travel trade and are now in their 21st year since they were inception in 1999.

These awards recognise individuals and organisations that have excelled and / or are involved in the promotion of tourism from different sectors of the travel trade such as aviation, hotels, travel agencies, tour operators, destinations, government bodies, tourism ministries and other service provider(s) related directly or indirectly to the industry.

Contact Person: Yatan Ahluwalia
 T.: 91 - 9811115519
 E.: director@patwainternational.com

Savour Cuxhaven / What's New from the North Sea Health Resort

Event takes place in German

Category	Date	Time:	Location
Press Conference	March 7, 2019	14:30 - 15:30	CityCube / Level 3 / R2

As a holiday destination, the North Sea health resort of Cuxhaven has many facets. One of them is its wide range of culinary offerings. With everything that land and sea have to offer. We would like to introduce it as part of the ITB press conference under the slogan "Savour Cuxhaven".

Other topics: What's new from Cuxhaven: information on current tourist developments.



Present to answer questions will be: the mayor of the City of Cuxhaven, Dr. Ulrich Getsch, spa director Erwin Krewenka, chairman of DEHOGA Cuxhaven and Kristian Kamp and Christine Brandt of Cuxland-Tourismus.

Scandinavian Networking & Award Ceremony

Category	Date	Time:	Location
Award Ceremony	March 7, 2019	15:00 - 15:45	Blogger Base / Marshall Haus

Tombola, Cinamon Buns and Blue Berry Juice!The Scandinavian Outdoor Award TRAVEL (SOA TRAVEL) for the Nordic countries has been presented for the first time to the travel audience in Central Europe with the focus on German-speaking countries at ITB in Berlin in March 2018.

SOA TRAVEL will be given out to travel destinations and tourism companies once a year and evaluates the previous years' achievement. The jury consists of some of the most important tour operators specialized in outdoor and adventure travel in Scandinavia, travel experts and destination managers.

The official award ceremony will be held at this years' ITB for the 2nd time. Diplomas in the categories Destination, Eco, Entrepreneur, Product, Online, Event & Development will be presented by the Jan Badur/NordicMarketing, Matthias Aßmann/MANDEL and Philipp Ohlsmeier/NORRMagazin.

Sri Lanka - Tourism news update and latest statistics

Category	Date	Time:	Location
Press Conference	March 7, 2019	15:00 - 15:45	Pressconference Room in Hall 5.3

Axel Kaus, M.A.
 Managing Director
 Kaus Media Services
 Tel. +49 (0) 511-899 890 0
 Fax. +49 (0) 511-899 890 69
 Email: akaus@kaus.net

Excellence in Central Italy: Borghi, mountains, food and wine in Abruzzo, Lazio, Marches, Umbria

Category	Date	Time:	Location
Press Conference	March 7, 2019	15:00 - 16:00	Hall 1.2 / 212

Lufthansa Group Live!Talks @ ITB

Living the Leisure Life

Category	Date	Time:	Location
Presentation	March 7, 2019	15:00 - 16:00	Hall 25 / 156

Did you know that almost 70 % of Lufthansa Group travel is private travel? Leisure travel should be premium too.

Press Contact

Kai Peters
 T: +49 151 589 31686
 M: kai.peters@dlh.de

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Press-Reception Dominican Republic

Category	Date	Time:	Location
Reception	March 7, 2019	16:00 - 17:00	Hall 22 / 100

TO DO Award 2019

Category	Date	Time:	Location
Award Ceremony	March 7, 2019	16:30 - 18:00	Palais am Funkturm / ITB Award Location

International contest since 1995. The prize is awarded for tourism related projects which respect the interests of the local population during planning and implementation.

Additionally, the TO DO Award Human Rights in Tourism is awarded for the third time, under the patronage of the German Commission for UNESCO.

Studienkreis für Tourismus und Entwicklung e.V.

info@studienkreis.org

<http://www.to-do-contest.org>

Go Run with ITB!

Category	Date	Time:	Location
Reception	March 8, 2019	07:00 - 08:00	Meeting Point: Brandenburg Gate, Berlin Mitte

Pack your running shoes and join a 5 km morning run in beautiful Tiergarten offered by Go Running Tours (www.gorunningtours.com). No matter if you are a trade visitor, exhibitor, buyer or just want to slip into the role of a tourist befor business starts at ITB Berlin, kick off your day in Berlin with a free social run each day at 7am. Starting and finishing at the centrally located Brandenburg Gate runners will enjoy a leisurely run with local guides passing by some famous landmarks like Luiseninsel. This unique, healthy and green activity will not only show you a beautiful, hidden part of Berlin but also gives you an ample opportunity to connect with other sportive guests in an informal and casual setting.

Meeting point: 7am, Brandenburg Gate, Berlin Mitte

Pace: We will run in groups of 5.30 min/km, 6 min/km and 6.30 min/km.

ITB Berlin participants also enjoy a 10% discount on all private running tours in Berlin during ITB Berlin with the code: "RUNITB" during checkout at

www.gorunningtours.com/p/germany/berlin/

Contact Person: Stephen Moore

E.: berlin@gorunningtours.com

USA Media Breakfast 2019

Event takes place in German / by invitation only

Category	Date	Time:	Location
Press Conference	March 8, 2019	09:00 - 11:30	M1+2+3 / Level 3 / CityCube Berlin

The United States of America, still unchallenged as the most popular travel destination of Germans, with more than 2 million visitors from Germany in

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www.malaysia.travel

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Kurzfristige Änderungen vorbehalten.

2017, will showcase itself at the ITB in Berlin again this year. The Visit USA Committee Germany and Brand USA are inviting German-speaking journalists to our traditional USA PRESS MORNING on Friday, March 8th.

The event will take place from 9 a.m. to 11:30 a.m. in rooms M1-M3 on Level 3 of the CityCube Berlin (in the vicinity of the south entrance).

The framework of our press morning is informal, and you will find at our event conversation partners from more than 50 destinations, tour operators, airlines and other organisations from the United States. All exhibitors will also be present in the USA hall 3.1 and are looking forward to your visit!

Please note that registration via our website is absolutely necessary in order to be able to participate in the USA Press Morning. Please register via the registration form at the following link to the event: <http://www.vusa.travel/presse/veranstaltungen/anmeldung.html>

Contact person: Cristian Meuter

E.: presse@vusa.travel

Lufthansa Group Live!Talks @ ITB

Onboard Community CleverTogether @ Austrian

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 11:00	Hall 25 / 156

Gamification Onboard - with the CleverTogether Community time on board flies by. Find out what Austrian Airlines as an innovation pioneer has to offer in addition to snacks, drinks and great views above the clouds.

Press Contact

Kai Peters
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Italy's most beautiful villages

Category	Date	Time:	Location
Press Conference	March 8, 2019	10:30 - 12:00	Hall 1.2 / 212

ITB-Medien Treff uschi liebl pr & Angelika Hermann-Meier PR

Category	Date	Time:	Location
Press Conference	March 8, 2019	10:30 - 12:00	Hall 5.3

Contact person:

[Uschi uschi liebl pr GmbH](http://www.uschi-liebl-pr.com)

Barrier-free Tourism Day 2019

Category	Date	Time:	Location
Presentation	March 8, 2019	10:30 - 16:00	CityCube A / A7

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



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The 8th Barrier-free Tourism Day will take place from 10.30am to around 3pm on Friday, 08 March 2019 at the ITB travel fair in Berlin (CityCube, Level 1 - hall 7).

The main topic of the event about accessible tourism will be "Specific target group offers and beyond".

In panel discussions and talks, experts will focus on the relevant issues from various different perspectives. A wide range of real-life examples will be presented that demonstrate how to develop and market barrier-free products and services.

Contact Person: Olaf Schlieper
E.: olaf.schlieper@germany.travel

Whats New @ Cloudbeds

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 11:20	Hall 8.1 / 129

Cloudbeds announces the expansion of its hospitality management suite with the launch of an App Directory and the release of new features and partnerships. Through its powerful and simple suite of tools, Cloudbeds gives all properties, regardless of size, access to the best hospitality management technology. This means any and all hoteliers can grow reservations and automate their workflows with confidence and ease. Recognized as one of the fastest-growing companies, Cloudbeds brings together everything these hoteliers need - from channel and property management to workflow automation, payments and pricing intelligence. Presented by: Andre Sovgir, Director Product Management Chad Brubaker, Director Product Management Rafael Blanes, VP Sales

Lufthansa Group Live!Talks @ ITB

No premium without punctuality

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 12:00	Hall 25 / 156

Hear about our efforts across all Lufthansa Group airlines to improve operational stability this summer and beyond.

Press Contact
 Kai Peters
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Pressekonferenz des CRM Centrum für Reisemedizin anlässlich des 20. Forums Reisen und Gesundheit „20 Jahre Forum Reisen und Gesundheit“

Event language: German

Category	Date	Time:	Location
Press Conference	March 8, 2019	11:00 - 12:00	CityCube / Level 3 / M5

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Expert Forum Hiking 2019

Event takes place in German / by invitation only

Category	Date	Time:	Location
Press Conference	March 8, 2019	11:30 - 13:00	VIP room 2 / Großer Stern / Level 4 (fairground)

Expert Forum Hiking of the German Ramblers Association and the German National Tourist Board (GNTB) at the ITB is a must-attend event for all those who are involved in hiking tourism.

Also in 2019 we invite you to join us.

Topics are for example new market research data from the "Wandermonitor 2018", the added value of major events such as the German Hiking Days (Deutsche Wandertage), the communication campaigns of the GNTB and the results of a survey of European hikers and the premiere of the brand new magazine "Wanderbares Deutschland 2019".

Please register at e.neumeayer@wanderverband.de

Lufthansa Group Live!Talks @ ITB

Why digital services?

Category	Date	Time:	Location
Presentation	March 8, 2019	12:00 - 13:00	Hall 25 / 156

Digital is everywhere. Learn how digital services help during the journey and why they play such a vital role in the customer experience of our passengers. Automation and personal assistance - a contradiction? Find out!

Press Contact

Kai Peters
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„Truly Calabria“: Discover the real Calabria

Category	Date	Time:	Location
Press Conference	March 8, 2019	12:30 - 13:30	Hall 1.2 / 212

Lufthansa Group Live!Talks @ ITB

help alliance – Lufthansa engagieren sich für die gute Sache

Category	Date	Time:	Location
Presentation	March 8, 2019	13:00 - 14:00	Hall 25 / 156

Taking over social responsibility on a global scale: Help Alliance, the aid organization of the Lufthansa Group employees. Learn about our over twenty projects worldwide, providing access to education and a self-determined life for those in need.

Press Contact

Official Partner Country ITB Berlin 2019



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Kai Peters
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20th Travel and Health Forum

Attendance by registration only

Category	Date	Time:	Location
Presentation	March 8, 2019	13:00 - 19:00	CityCube A / A8

Since 2000, the Travel and Health Forum been part of the International Tourism Exchange (ITB) - the world's largest trade fair for tourism.

The Travel and Health Forum is a two-day travel medicine conference. The conference is accompanied by an extensive industry exhibition of various exhibitors from around the travel and tropical medicine sector. A wide variety of selected speakers will be available to you for technical questions and discussion following the exciting presentations.

www.crm.de/itb2019

Contact Person: Stefanie Priester
 T.: +49[0]711/8931-605
 E.: stephanie.priester@thieme.de

MALAYSIA – WHAT AN ADVENTURE!

Category	Date	Time:	Location
Presentation	March 8, 2019	13:30 - 14:30	Hall 4.1 / ITB Central Stage (Big Stage)

Over 2018, Cleverdis / ITB Berlin News editor-in-chief Richard Barnes spent a total of five weeks (in three different visits) travelling all around Malaysia on a comprehensive fact-finding tour for TourMAB.com – the Tourism Media Asset Base - compiled for Tourism Malaysia as part of the nation's ITB Berlin Official Partner Country project in 2019. He visited a number of national parks, including Taman Negara, Royal Belum, Mulu, Bako, Kinabatangan, ... the list goes on. One of his self-imposed missions was to try to uncover the truth about the reported destruction of Borneo's forests and the dwindling Orang-utan populations. He discovered places that still today remain more untouched than virtually anywhere else on the planet, and thanks to the annexing of a number of locations as UNESCO World Heritage, as well as the enforcement of protection of national parks – and limiting of numbers of visitors – look like remaining so for a long time to come.

"There are places where you feel as though you are the only humans in the forest," says Barnes, who will relate his experience through his eyes, in his words, during a talk and slide-show on the Centre Stage.

- **Mr Richard Barnes**, Editor-in-Chief, Cleverdis / ITB Berlin News

Lufthansa Group Live!Talks @ ITB

Say yes to the world #LifeChangingPlaces

Category	Date	Time:	Location
Presentation	March 8, 2019	14:00 - 15:00	Hall 25 / 156

"Some Places can change your life forever" is the core message of the brand campaign #LifeChangingPlaces – underlining the claim "Say Yes To The World".

Press Contact



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Presentation of the 2019 Columbus Prize of the Association of German Travel Journalists (VDRJ)

Conference Language: German and Sign Language

Category	Date	Time:	Location
Award Ceremony	March 8, 2019	14:30 - 15:00	CityCube A / A7

to Karl B. Bock, Managing Director of Runa Reisen

on 8 March 2019
 in Room A7, City Cube, Level 1
 as part of the *Day of Accessible Tourism 2019*

Each year, the Association of German Travel Journalists (VDRJ) honours outstanding achievements in tourism with the Columbus Award. The prize is awarded to individuals or institutions that have advocated for tourism in a special way. The membership meeting of the VDRJ in Dresden decided on the 2019 winner. The physical Columbus Award is a bronze replica of the supposedly oldest wagon wheel in history.

More information and previous award winners: www.vdrj.de/category/vdrj-preise/columbus-ehrenpreis

The award winner Runa Reisen is the market leader for holiday travel for guests with disabilities as well as people of any age in need of care. The specialist travel agency, founded in 2006, offers individual accessible package tours to more than 170 destinations in 30 countries worldwide. In addition to wheelchair holidays, care hotels, group accommodations and chaperoned trips, the annual catalogues also include offerings for guests with visual and hearing disabilities as well as allergy sufferers. In 2010 Runa Reisen receive the Golden Wheelchair award as the best accessible tour operator.

More information: www.runa-reisen.de

Contacts:

Vereinigung Deutscher Reisejournalisten (VDRJ)

Rüdiger Edelmann

Chairman and Spokesman
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 or +49 (0)152 - 33 721 451
 M.: edelmann@vdrj.org

Marina Noble

Managing Director Ehrenpreis,
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Runa Reisen

Anne Heussner
 Primo PR
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The Sicilian Islands

Category	Date	Time:	Location
Press Conference	March 8, 2019	14:30 - 15:30	Hall 1.2 / 212

Official Partner Country ITB Berlin 2019



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Lufthansa Group Live!Talks @ ITB

#LufthansaGroupCareers - Explore new horizons

Category	Date	Time:	Location
Presentation	March 8, 2019	15:00 - 16:00	Hall 25 / 156

130.000 employees @ Lufthansa Group from diverse nationalities within 550 companies. Learn how to be one of us #be-lufthansa.

Press Contact

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Lufthansa Group Live!Talks @ ITB

NDC Partner Program – Enabling retailing in the airline industry

Category	Date	Time:	Location
Presentation	March 8, 2019	16:00 - 17:00	Hall 25 / 156

Get to know our NDC Partner Program - Basis for the partnership with our sales partners. With a focus on our mutual customers, a long-term cooperation and the technological advancement of booking functionalities, the NDC Partner Program contains all important components to be successful in the NDC world.

Press Contact

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Columbus-Awards - Travel Journalism Awards 2018

Conference Language: German

Category	Date	Time:	Location
Award Ceremony	March 8, 2019	16:00 - 18:00	CityCube / Level 3 / M8

The traditional Columbus-Awards for outstanding Travel-Journalism are the unique independent Awards in Germany. Although Tourism Industry is sponsoring Prizes for the Awards-Winners they have no influence in the Jury-Decisions. - The Columbus-Awards are given away annually in three different categories: Text (Print and Online), Film (Movie Documentary, TV-Feature) and Sound (Radio and Podcast). - More Information needed? Contact the President of the German Travelwriters Association (VDRJ), Ruediger Edelmann

Contact Person: Rüdiger Edelmann

T.: 0152-33721451
E.: Edelmann@vdrj.de

ITB BookAwards 2019

please register

Category	Date	Time:	Location
Award Ceremony	March 8, 2019	16:00 - 18:00	Palais am Funkturm / ITB Award Location

From cultural or adventure trips to beach or hiking vacations to business or city travel: Each year at the **ITB BookAwards** an independent jury bestows prizes to outstanding literary or journalistic works in the area of travel and tourism.

David Ruetz, head of ITB Berlin and chair of the jury, invites you to attend the **Award Ceremony** at the **Palais am Funkturm** (Messe Berlin), **on Friday, 8 March 2019 at 4 p.m.**

- The event will be hosted by Mary Amiri, with artistic support provided by Istana Budaya, Kuala Lumpur.
- Afterwards, a get-together will take place in the foyer at 5.15 p.m..

We look forward to personally **welcoming the following award-winning authors** in Berlin:

Roland Esterbauer, Prof. Dr. Rüdiger Frank, Mareike Guhr, Elke Heidenreich and Tom Krausz, Sarah Henke and Jan C. Brettschneider, Peter Hinze, Thomas Jousen and Frank Mesterharm, Prof. Dr. Kerstin Heuwinkel, Matthias Kröner, Stefanie Sohr and Volko Lienhardt, Renate Loose, Stefan Loose, Mischa Loose and Moritz Jacobi, Torsten Oestergaard, Stephan Orth and Mina Esfandiari, Martin Schmidt, Ilija Trojanow as well as Dr. Frank Vorpahl.

Please note: Participation in the event is reserved for accredited media representatives, trade visitors and exhibitors of ITB Berlin 2019.

We look forward to welcoming you and request that you register your attendance at: www.otseinladung.de/event/ac2945201d

Please note:

Press reporters and photographers are requested to obtain accreditation for the awards ceremony at ITB Berlin 2019 online at www.itb-berlin.com/Press/Accreditation/. Please contact the organisers at info@buero-philipp.de, who will gladly grant interviews at your request.

Lufthansa Group Live!Talks @ ITB

Nachhaltiger & klimafreundlicher Luftverkehr – geht das überhaupt?

Category	Date	Time:	Location
Presentation	March 8, 2019	17:00 - 18:00	Hall 25 / 156

We are responsible for our environment and take this responsibility towards society seriously. Learn more about our environmental promise and the many measures we take to be more sustainable and climate-friendly.

Press Contact

Kai Peters
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Official Partner Country ITB Berlin 2019



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Vietnam Night

please register

Category	Date	Time:	Location
Reception	March 8, 2019	17:30 - 22:00	Room Hongkong+Istanbul / Großer Stern / Level 3 (fairground)

We would love to welcome all Tour Operators, Travel Agencies, Travel Journalists to THE VIETNAM NIGHT - an evening event within ITB Berlin 2019, organized by Vietnam National Administration of Tourism. During our special night, you will have chance to:

1. Update all the latest information about Vietnam tourism, including destinations, flight routes as well as tourism policies, through our Presentation, while get entertained by the traditional art performances and shows.
2. Meet up with our best Tour operators, Destination Management companies, Hotels and Cruises through our B2B section and the networking during dinner.
3. Enjoy our great Vietnamese cuisine and have a lovely relaxing dinner time with art shows
4. Chances to get free trips or tickets to Vietnam and many other marvelous rewards by our Lucky Draw Program all night.

Please contact us for an official invitation or if you have any question. We looking forward to welcome you in our Vietnam Night - A night for Vietnam!

Contact Person: Mr Tu Vu
T.: 017622642046
E.: vutu@vietnamtourism.gov.vn

or

Contact Person: Ms Huyen Nguyen
E.: huyen@go-indochine.com

20th Travel and Health Forum

Attendance by registration only

Category	Date	Time:	Location
Presentation	March 9, 2019	09:00 - 17:00	CityCube A / A8

Since 2000, the Travel and Health Forum been part of the International Tourism Exchange (ITB) - the world's largest trade fair for tourism.

The Travel and Health Forum is a two-day travel medicine conference. The conference is accompanied by an extensive industry exhibition of various exhibitors from around the travel and tropical medicine sector. A wide variety of selected speakers will be available to you for technical questions and discussion following the exciting presentations.

www.crm.de/itb2019

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Official Partner Country ITB Berlin 2019



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1. International LGBT+ Leadership Summit

please register

Category	Date	Time:	Location
Workshop	March 9, 2019	10:00 - 12:30	M1+2+3 / Level 3 / CityCube Berlin

With its Gay & Lesbian Travel segment ITB Berlin has taken on a pioneering role and currently offers the widest range of products and services of any travel trade show. For the first time ITB Berlin is now holding an **LGBT Leadership Summit**, and you are cordially invited to attend.

Leading experts representing business, politics and tourism will give presentations and discuss the different situations of LGBT+ communities around the world.

A report by the business consultancy Accenture will illustrate how sensibly pursued diversity strategies can help to improve the quality of life of the community in general and will highlight the role that LGBT+ tourism plays.

After the event the Pink Pillow Berlin Collection will extend an invitation to the ITB Brunch.

LGBT+ Leadership Summit

moderated by:

- **Vitali Graf**, Accenture Technology Solutions GmbH

Saturday, 9 March 2019

09.00 a.m. – 10.00 a.m.: registration, doors open

10.00 a.m. – 12.30 p.m.: presentation and panel discussion

Panelists and speakers:

Javier Leonor, GLOBAL LGBT Lead Accenture

Tanja Hofer, Director Talent Management & Organisational Capabilities, Coca-Cola European Partners Deutschland GmbH

Celine Bordin, Senior Patent Attorney, Bayer IP GmbH, Germany; Blend LGBTIQ+ Employee Network Global_Leader@Bayer; Queer Staff Network_Berlin Co-founder and leader

Rika Jean-Francois, CSR Commissioner, ITB Berlin

John Tanzella, President & CEO International Gay & Lesbian Travel Association

Pablo De Luca, President CCGLAR, Argentina LGBT Chamber Of Commerce

Reginald Charlot, Managing Director Tourism Development, Established Markets, NYC & Company

Klaus Jetz, Executive Director, Lesbian and Gay Federation in Germany (LSVD)

Dr. Jens Brandenburg, Responsible speaker LGBTI politics of FDP in the German Parliament (Deutscher Bundestag)

Special guests: LGBT+ Asylum Seekers from Malaysia

12.30 p.m. – 2.30 p.m.: Pink Pillow ITB Brunch

City Cube Berlin, Room M1-M3, Level 3

Registration: www.otseinladung.de/event/c94565ecae

Any visitors not in possession of a valid ticket to ITB Berlin on the day of the event will receive a free ticket afterwards.

This conference will attract business professionals, specific corporate networking organizations, LGBT+ business chambers, individual business leaders from around the world to learn and share about the potential and the challenges of the LGBT+ business, life and family environment.

Contact Person: Thomas Bömkes

T.: +49 (0)179-5239865

Official Partner Country ITB Berlin 2019



www.malaysia.travel

Co-Host ITB Berlin Convention 2019



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Kurzfristige Änderungen vorbehalten.

E.: TB@diversitytourism.com

Lufthansa Group Live!Talks @ ITB

Nachhaltiger & klimafreundlicher Luftverkehr – geht das überhaupt?

Category	Date	Time:	Location
Presentation	March 9, 2019	11:00 - 12:00	Hall 25 / 156

We are responsible for our environment and take this responsibility towards society seriously. Learn more about our environmental promise and the many measures we take to be more sustainable and climate-friendly.

Press Contact

Kai Peters
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Lufthansa Group Live!Talks @ ITB

help alliance – Lufthansa engagieren sich für die gute Sache

Category	Date	Time:	Location
Presentation	March 9, 2019	12:00 - 13:00	Hall 25 / 156

We take over social responsibility at a global level: help alliance, the aid organization for Lufthansa Group employees. Find out about the many ways in which you can get involved: customers donate miles, employees part of their salary - all for a good cause, for around 40 projects that help alliance supports worldwide.

Press Contact

Kai Peters
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Lufthansa Group Live!Talks @ ITB

Was Ihr wollt (So machen Meilen Wünsche wahr)

Category	Date	Time:	Location
Presentation	March 9, 2019	13:00 - 14:00	Hall 25 / 156

Find out how Miles & More recognises the wishes of the participants and serves their diverse needs.

Press Contact

Kai Peters
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Lufthansa Group Live!Talks @ ITB

#LufthansaGroupCareers - Explore new horizons

Category	Date	Time:	Location
Presentation	March 9, 2019	14:00 - 15:00	Hall 25 / 156

130.000 employees @ Lufthansa Group from diverse nationalities within 550 companies. Learn how to be one of us #be-lufthansa.

Press Contact

Kai Peters
T: +49 151 589 31686
M: kai.peters@dlh.de

Lufthansa Group Live!Talks @ ITB

Why digital services?

Category	Date	Time:	Location
Presentation	March 9, 2019	15:00 - 16:00	Hall 25 / 156

Digital is everywhere. Learn how digital services help during the journey and why they play such a vital role in the customer experience of our passengers. Automation and personal assistance - a contradiction? Find out!

Press Contact

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M: kai.peters@dlh.de

Lufthansa Group Live!Talks @ ITB

Living the Leisure Life

Category	Date	Time:	Location
Presentation	March 10, 2019	11:00 - 12:00	Hall 25 / 156

Did you know that almost 70 % of Lufthansa Group travel is private travel? Leisure travel should be premium too.

Press Contact

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Lufthansa Group Live!Talks @ ITB

Was Ihr wollt (So machen Meilen Wünsche wahr)

Official Partner Country ITB Berlin 2019



Co-Host ITB Berlin Convention 2019



Category	Date	Time:	Location
Presentation	March 10, 2019	12:00 - 13:00	Hall 25 / 156

Find out how Miles & More recognises the wishes of the participants and serves their diverse needs.

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Lufthansa Group Live!Talks @ ITB

#LufthansaGroupCareers - Explore new horizons

Category	Date	Time:	Location
Presentation	March 10, 2019	13:00 - 14:00	Hall 25 / 156

130.000 employees @ Lufthansa Group from diverse nationalities within 550 companies. Learn how to be one of us #be-lufthansa.

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 M: kai.peters@dlh.de

Lufthansa Group Live!Talks @ ITB

Africa, our second home

Category	Date	Time:	Location
Presentation	March 10, 2019	14:00 - 15:00	Hall 25 / 156

Join us on a journey to Africa - Brussels Airlines is the most important European Airline to Africa with amazing destinations to travel to from Abidjan to Yaoundé.

Press Contact

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 M: kai.peters@dlh.de

ITB Grand Final 2019

Category	Date	Time:	Location
Weekend Program	March 10, 2019	15:30 - 17:30	Palais am Funkturm / ITB Award Location

