CONVENTION PROGRAM

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

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- **ITB DESTINATION DAYS**, 6 & 8 March
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- **ITB MICE FORUM & ITB BUSINESS TRAVEL FORUM**, 6 & 7 March
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Selected sessions available via live stream:
itb-convention.com/livestream

**ITB App**
Download for free on:
Or see itb-app.de/en

FREE Wi-Fi: ITBConvention2019
Password: itb-2019

Messe Berlin

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

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

Since its foundation in 2012, WTCF as the leading international organization in the field of urban tourism has put utmost importance in academic research in order to better understand trends and recent developments in the sector. Two of its flagship publications will be presented during our session on 6 March, 14.00-15.45 in the CityCube Auditorium A1, the “World Tourism Economy Trends 2019” for which we have partnered with the Chinese Academy of Social Science (CASS) and the “Market Research Report on Chinese Outbound Tourist (City) Consumption 2017 – 2018” which was created in collaboration with IPSO.

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

The World Tourism Cities Federation (WTCF) keeps growing and already gathers more than 140 city members and 71 institutional members from 69 countries and regions. Additional key players are actively cooperating in its 8 networking committees sharing their expertise and knowledge in their respective tourism sectors such as civil aviation, cruise industry, investment, media, tourism-related businesses and the academic branch. These committees are regarded as the gateway to directly access the Chinese Tourism Market and are an appreciated platform for WTCF members to network and strengthening business relations with Chinese partners.

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

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

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

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

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

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

"As of: 21 February 2019: Program subject to change. For the most recent version go to: itb-convention.com/program"
### Thursday, March 7, 2019

#### Schedule of Events

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### Friday, March 8, 2019

#### Schedule of Events

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*All sessions with a German title will be held in German only.*
16:00 – 16:45 BREXIT: GREAT BRITAIN TOURISM AT A CROSSROADS
The approaching Brexit is having a massive effect on the tourism industry. Air traffic and other modes of transport are being threatened with disruption, and the freedom to travel is now open to question. What measures are being taken by British destinations, and how will the UK source market develop?
Moderated by Prof. Dr. Martin Meßlinger, Lawyer & Partner, Read Smith LLP
Panel guests:
  • Caroline Bremner, Head of Travel Research, Euromonitor International
  • Christoph Debus, Chief Airlines Officer, Thomas Cook Group plc
  • Prof. Dr. iur. Elmar Giemulla, Professor of Administrative Law, Federal University of Applied Administrative Sciences (WBB), Honorary Professor of Aviation Law (Berlin Institute of Technology), Attorney at Law (Berlin & New York), Adjunct Professor of Aviation Law and Aviation Security Law, Emory-Rotch Aeronautical University
  • Tom Jenkins, Board Member, Tourism Alamos, CEO, European Tour Operators Association (ETOA)

17:00 – 17:45 WITC EXECUTIVE PANEL:
SEAMLESS TRAVELER JOURNEY: CHALLENGES, OPPORTUNITIES AND SOLUTIONS
Future growth in the travel and tourism industry poses major challenges for the aviation and cruise industry, tourism businesses and policy makers. Without innovative industry initiatives based on new processes and technologies such as biometrics, future industry growth cannot be managed. This high-level WITC panel discusses the most important strategic topics.
Moderated by N.M.
Panel guests:
  • Adam Goldstein, Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA
  • Ahmed Olmuqit, Chief Commercial Officer, Turkish Airlines
13:00 – 13:45

STUDIOSUS DEBATE:

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

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

Moderated by: Tanja Samrotzki, Journalist

Panel guests:
• H.E. Bania A. Al-Mashat, Minister of Tourism, Arab Republic of Egypt
• Paul-Anton Krüger, Deputy Foreign Editor, Süddeutsche Zeitung
• Peter Strub, Chief Operating Manager, Studiosus

14:00 – 14:45

PRESENTATION OF WTCF PUBLICATIONS ON CHINA OUTBOUND TOURIST CONSUMPTION AND WORLD TOURISM ECONOMIC TRENDS

Since 2016, WTCF has joined hands with TRC-CASS to carry out research work on world tourism economic trends and publish the Report on World Tourism Economic Trends annually, attracting extensive attention from both inside and outside the tourism industry. The objective of the World Tourism Cities Federation’s Market Research Report on Chinese Outbound Tourist (City) Consumption 2017 – 2018 is to identify trends, understand its potential for marketing, product development, distribution and sale and benefit from the changes modern communication and online sales technology provide.

Speakers:
• Sophie Zhang, Senior General Manager, China Tourism Research Centre, Chinese Academy of Social Sciences

15:00 – 15:45

HOW TO MARKET YOUR DESTINATION’s PRODUCTS AND SERVICES TO CHINESE OUTBOUND TOURISTS?

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

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

Panel guests:
• Prof. Dr. Wolfgang Arlt, Director, COTRI China Outbound Tourism Institute
• Jonny Cai, Director, PR & Media Department, World Tourism Cities Federation (WTCF)
• Alice He, Chinese Social Media Manager, Edinburgh Tourism Action Group
• Roger Olu, General Manager of EMEA Destination Marketing, Ctrip
• Manuel Villetelas, International Promotion & Mis, Sevilla Tourism

16:00 – 16:45

FUTURE GROUND MOBILITY PANEL

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

Moderated by: Birgit Fehl, Moderator, Coach, Speaker

Panel guests:
• Welfram Auer, Deputy Director International Business Development, Doppelmayer Selbahn GmbH
• Stephan Pfeiffer, Head of Strategic Partnerships & Public Affairs, ibi (Deutsche Bahn)
• Christoph Weigl, General Manager, Uber Germany

17:00 – 17:45

ITB MINISTERS’ ROUNDTABLE:

FUTURE GROUND MOBILITY: THE EXPANSION OF TOURISM INFRASTRUCTURE

– IN COOPERATION WITH MC GROUP –

The number of tourists is rising globally, but there is still a lot to catch up on, especially in the infrastructure of tourism. This year’s ITB Ministers’ Roundtable will focus on traffic, the expansion of the infrastructure in the cities and secret hotspots. What influence does an excellent transport network have on attracting leisure and business tourism?

Moderated by: Damon Embiling, World Affairs Reporter, Eurowews

Panel guests: Ministers from important tourism countries located on five continents

17:45 – 19:00

MC GROUP RECEPTION

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

• Jörg Mayer, Founder & CEO, Cityloop Travel GmbH
• Prof. Dr.-Ing. André Bruns, RheinMain University of Applied Sciences
• Detlef Wintzen, CEO, insglück Gesellschaft für Markeninszenierung mbH
• Alexander Mönch, General Manager, mytaxi Germany

19:00 – 23:30

ITB DINNER AT THE 1919 BAR, AUDITORIUM A8
10:45 – 11:00 Begrüßung
+ Tobias Klöpf, Lead Young TIC, Travel Industry Club

11:00 – 11:45 Keynote-Interview
Karrierewege im Tourismus: Was ist der Schlüssel zum Erfolg in einer Wirtschaft im Umrüben?
Sören Hartmann spricht aus seiner langjährigen Erfahrung, welche Persönlichkeitseigenschaften und welche fachlichen Kenntnisse in der globalen, komplexen Tourismusbranche karierefordernd sind und zeigt Beispiele auf, wie der Schlüssel zum Erfolg aussehen kann.
Interviewgespräch: Sören Hartmann, CEO, DER Touristik Group, Vorstandsmitglied, REWE Group
Interviewer: Tobias Klöpf, Lead Young TIC, Travel Industry Club

12:00 – 12:45 Keynote:
Springbrücke – Reisebüro – Reisevertrieb als Grundstein erfolgreicher Karriere und lukrativer Geschäftsmodule
Reisebüro ist die erste Association zur Reisebranche, die als Türöffner fungiert, weil die dort erlernten Skills essentiell sind. Spannende Einblicke, unerwartete Karriereperspektiven und polarisierende Thesen erwarten die Zuhörer.

13:00 – 13:45 Welche Tourismusabsolventen brauchen in Zukunft die Qualität? Die Deutsche Gesellschaft für Tourismuswissenschaft (DGT e.V.) prämiert herausragende Abschlussarbeiten.
Qualifizierter Nachwuchs ist für die Wettbewerbsfähigkeit der globalen Tourismusbranche von höchster Bedeutung. Welche veränderten Anforderungen stellen Tourismusunternehmen an die Manager von morgen? Nämliche Vertreter aus der Tourismuspraxis erklären, worum die Reisebranche ein zukünftiger attraktiver Arbeitsmarkt sein kann.
Moderation: Prof. Dr. Jürgen Schmude, Lehrstuhl für Wirtschaftsgeographie und Tourismusforschung, Ludwig-Maximilians-Universität München, Präsident, DGT e.V.

14:00 – 14:45 Qualitätsmanagement in der Tourismuswirtschaft: Tipp für Studiumseinstigen und Anfänger
Moderation: Andreas Kalibach, Consultant, Dr. Fred & Partner

15:00 – 15:45 Die Trends und Grosse Themen der Reisebranche
Customer Centricity, Digitalisierung, Wertschöpfungsverlagerung, Plattformökonomie, NDC, Pauschalreisechef, Datenschutzgrundverordnung, Blockchaine und Künstliche Intelligenz. Wie sollen junge Tourismusmanager hier durch die Bewerbung kommen? Was ist essenziell und muss fokussiert werden und welche Themen stehen wie in Verbindung?
Dr. Markus Heller, Geschäftsführender Gesellschafter, Dr. Fred & Partner

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

17:00 – 17:45 Verleihung der DGT-ITB Wissenschaftsprisess
Moderation: Dr. Tanja Hörtnagl-Pozzo, Hochschullektorin, Management Center Innsbruck (MCI)

18:00 – 19:30 Get-Together für DGT-Mitglieder
Im Anschluss an die Verleihung der diesjährigen DGT-ITB Wissenschaftsprisess findet ein Get-together sponsored by DHKM am DGT-Stand statt.

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

Hosted by:
Prof. Dr. Anna Klein, UBB University of Applied Sciences, Vice President, German Society of Tourism Research (DGT)
**ITB Workshops and Palais Sessions**

**Hall 19, Palais**

**Wednesday, 6 March 2019**

15:00 – 15:45 **MEKONG TOURISM FORUM**

- **Film Tourism and Visual Storytelling**
  - In Cooperation with MTDC and AFTA
  - Film has inspired millions to visit destinations. Learn from experts about the power of movie productions to user-generated videos and how they can be integrated into destination marketing. It will also be discussed what made the award-winning MeKongMoments.com and the MeKong Mini Movie Festival so successful.
  - Welcome & Introduction: Gerrit Krueger, Managing Director, Chameleon Strategies
  - Moderated by: Dr. Mario Hardy, CEO, Pacific Asia Travel Association (PATA)
  - Panel guests:
    - Rob Holmes, Founder & Chief Strategist, GLP Films
    - Jens Thranenhart, CEO, MeKong Tourism Coordinating Office (MTDC)
    - John Williams, VP Business Development, BBC Worldwide

16:00 – 16:45 **TOURISM SCIENCE SLAM**

- **In Cooperation with DGST und AEST**
  - Moderation:
    - Prof. Dr. Harald Pechlaner, Lehrstuhl Tourismus, Katholische Universität Eichstätt-INGOLSTADT, Präsident, AEST
    - Prof. Dr. Jürgen Schmid, Lehrstuhl für Wirtschaftsgeographie und Tourismusforschung, Ludwig-Maximilians-Universität München, Präsident, OGT e.V.
  - Moderation: Dr. Julia Offre, Scienceslam.de
  - Referenten:
    - Dr. Jörg Fuchte, Luftfahrttechnik, DIEHL Aviation
    - Joachim Sebastian Haupt, Physikdidaktiker
    - Dr. Sebastian Letzkat, Biologie, Staatliches Museum für Naturlkunde Stuttgart

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

- Sustainable F&B management can become the linchpin of a sustainable destination development. In a completely redesigned supply chain, authentic, regionally, sustainably-produced agricultural products are offered. The example of Crete shows how customers react to such offers and how hotels participate in the development.
  - Moderated by: Andreas Koch, Managing Director, blueContec GmbH
  - Panel guests:
    - Sotiris Di. Bampagiouris, Co-Founder & CEO, LOCAL FOOD EXPERTS s.c.e
    - Konstantinos G. Bouyouris, Co-Founder & Chief Projects Officer, LOCAL FOOD EXPERTS s.c.e
    - Maria S. Valera, Sustainability & Food Safety professional in Tourism, LOCAL FOOD EXPERTS s.c.e

**ITB Virtual Reality Lab**

- **Hall 4.1A, ITB Berlin Stage**
- Sessions marked with German flag will be held in German only.

**Wednesday, 6 March 2019**

13:00 – 13:10 **ERÖFFNUNG**

- Prof. Dr. habil Torsten Fischer, Prorektor „International“, Fachhochschule des Mittelsands (HfM) GmbH, Bielefeld, Wissenschaftlicher Standortleiter, Fachhochschule des Mittelsands HfM Berlin
- Landrat a.D. Friedel Heuwinkel, Lahn, FHM-Institut für den Mittelstand (FHM), Präsident, Verband Deutscher Naturparke

13:10 – 13:20 **AKTUELLE HERAUSFORDERUNGEN FÜR HOTELERIE UND TOUROSTUMS**

- Prof. Stephan Gerhard, Professor für Hospitality Development, Fachhochschule des Mittelsands HfM Berlin und Treugast Solutions Group

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

- Prof. Dr. Ulrike Fergen, Professor für Freizeitmanagement mit den Schwerpunkten „Gesundheit & Tourismus“, Fachhochschule des Mittelsands (HfM) Schwelm

13:45 – 14:00 **CULTURAL HERITAGE – INTERPRETATIONEN DES KULTURELLEN ERBESES FÜR EINEN NACHHALTIGEN TOUROSTUMS**

- Valerie Isaiah Elias, Wissenschaftliche Mitarbeiterin – Forschung und Entwicklung, Fachhochschule des Mittelsands HfM Schwelm
- Prof. Dr. Johannes Treu, Professor für Betriebswirtschaft & Economic Management, Fachhochschule des Mittelsands HfM Schwelm

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

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

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

- Prof. Dr. Hamid Doost Mohammadian, Professorship for International Management, University of Applied Sciences, HfM Bielefeld, Professor für International Management, Fachhochschule des Mittelsands HfM Bielefeld

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

- Moderation: Prof. Dr. Heike Bähre, Professor für International Management & International Business Administration, Fachhochschule des Mittelsands HfM Berlin

Podiumsgäste:
- Prof. Dr. Ulrike Fergen, Professor für Freizeitmanagement mit den Schwerpunkten „Gesundheit & Tourismus“, Fachhochschule des Mittelsands (HfM) Schwelm
- Prof. Dr. habil Torsten Fischer, Prorektor „International“, Fachhochschule des Mittelsands (HfM) GmbH, Bielefeld, Wissenschaftlicher Standortleiter, Fachhochschule des Mittelsands HfM Berlin
- Landrat a.D. Friedel Heuwinkel, Lahn, FHM-Institut für den Mittelstand (FHM), Präsident, Verband Deutscher Naturparke
- Prof. Dr. Johannes Treu, Professor für Betriebswirtschaft & Economic Management, Fachhochschule des Mittelsands HfM Schwelm

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

**Different location: Hall 4.1, Booth 107a/YSG-Lounge**
The perception of luxury has shifted from material into immaterial dimensions. The new luxury customer is looking for meaning. What will luxury products look like in the future and what design skills will be required?

• Katrin Herz

Panel guests:
• Dr. Ha Vinh Tho
• Oliver Largaridde, CEO, Jumeirah Group

Moderated by:
• Olga Steinhauer, Managing Director, Expedia Hospitality Solutions

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

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

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

Panel guests:
• Katrin Herz, General Manager, Al Bustan Palace, a Ritz-Carlton Hotel
• Prof. Dr. Monika Isschloß, IFH-Juni-Furstenberg of Marketing and Retailing, University of Cologne
• David Kikilias, Gourmet Chef
• Dr. Ha Vinh Tho, former Program Director, Gross National Happiness Centre Bhutan, Founder, Eurasia Learning Institute for Happiness and Wellbeing

17:00 – 17:45 VIEW THROUGH THE KEYHOLE: PROFESSIONAL LIFESTYLES OF LUXURY CUSTOMERS

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

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

Panel guests:
• Steve Kalthoff, Managing Director, Quintessentially Deutschland GmbH
• Olivier Largaridde, CEO, Jumeirah Group

18:00 – 19:00 RECEPTION & NETWORKING AT THE IBT CITYCUBE BERLIN, AUDITORIUM A4/A5

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

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

10:45 – 11:00 WELCOME

• Michael Altwiesicher, Managing Partner, Wellness-Hotels & Resorts

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

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

• Dr. Yasser Moshref, Managing Director, Premedion GmbH

11:25 – 11:45 BEST PRACTICE – BIOFEEDBACK: APPLICATIONS IN THE SPECIALIZED WELLNESS HOTEL INDUSTRY

The term biofeedback or biofeedback training – is a medical device with the biological body functions that can normally be consciously perceived, such as pulse rate, blood pressure, mental values and muscle tension, are made visible to the guest. Diana Sicher-Fritsch gives an insight into how biofeedback can be integrated with specialized wellness hotels.

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

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

What do German guests expect from a wellness holiday and how do hoteliers respond to these needs? Figures answering these questions are the key for developing and operating wellness hotels and spas. Beauty24 and Wellness-Hotels & Resorts (WH-R) have interviewed guests and hoteliers for 14 years.

• Michael Altwiesicher, Managing Partner, Wellness-Hotels & Resorts

12:25 – 12:45 HUMAN RESOURCES IN SPA: “WE NEED QUALIFIED HANDS!”

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

• Wilfried Dreckmann, Owner, Spa Project

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

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

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


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

• Elaine Okeke-Martíin, Founder & CEO, Spa & Wellness Association of Africa

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

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

• Susie Ellis, Chairman & CEO, Global Wellness Institute
The year 2018 seems to be the point of recovery for tourism in Tunisia. However, this development cooperation and the German private sector have been very active in the country in recent years, also in collaboration and will continue to do so in the future. German and Tunisian stakeholders want to work even closer together in the upcoming years aiming for a stable pillar of the national economy. What expectations do the Tunisian government and the tourism industry have of each other and of German development cooperation?

Moderated by: Sarah Schweepcke, Country Manager Tunisia, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Panel guests:
- Hon. René Trabelsi, Minister of Tourism and Handicrafts, Tunisia
- Norbert Fiigeb, President, German Travel Association (DRV)

16:00 – 16:45 GERMAN OUTBOUND TRAVEL HAS IMPACT! WHAT RESPONSIBILITIES BEARS THE GERMAN GOVERNMENT?

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

Moderated by: Marliese Kalthoff, Managing Director & Publisher, FIVV – Magazine for Tourism and Business Travel Panel guests:
- Thomas Bareiß, M.P., Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)
- Rita Schwarzelühr-Sutter, M.P., Parliamentary State Secretary, German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)

17:00 – 17:45 SAME, SAME BUT DIFFERENT? – JOINT SOLUTIONS FOR SUSTAINABLE TOURISM DEVELOPMENT IN SOUTH-EAST ASIA

Tourism plays an important role for the economic development and integration of large and small countries in the ASEAN region (Association of South-East Asian Nations). Tourism contributes to growth and the creation of jobs, but it also generates piles of waste and social conflicts, which need to be tackled. In cooperation with global and regional stakeholders, such as UNWTO and the Mekong Tourism Coordination Office, German development cooperation supports tourism destinations in preserving cultural assets, conserving natural resources, dealing with climate change as well as the social challenges of tourism.

Moderated by: Monika Jones, International Conference Moderator, DW Business Anchor Panel guests:
- Dr. Soudaphone Khamthavong, Deputy Director, Department for Information, Culture and Tourism, Luang Prabang Province, Laos PDR
- Jens Thraenhart, CEO, Mekong Tourism Coordinating Office (MTCO)
- Peter DeBrine, Senior Project Officer, UNESCO World Heritage Centre, UNESCO Paris
- Dr. Andreas Hofmann, Programme Component Manager, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, Laos PDR

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

Monika Jones, International Conference Moderator, DW Business Anchor
11:00 – 11:45 KEYNOTE SESSION: NDC and GDS: OPPORTUNITIES AND CHALLENGES FOR TRAVEL AGENTS AND AIRLINES

UCB and GDS are powerful tools that are continuously evolving. How do travel agents make use of these tools? And what are the implications for travel agencies and airline sales teams? This session provides insights into the NDC activities of Amadeus, Sabre and Travelport and gives convention visitors a better understanding of the future key sales policy tools.

Moderator: Prof. Dr. Stephan Königberger, Professor of Business Administration and Tourism, International School of Management Frankfurt (ISM)

Panel guests:
- Stefan Betz, Head of Strategy & Commercial, Amadeus NDC X-Program
- Will Owen Hughes, Global Head of Airline/Airline Transition, Travelport
- Mudhavan Kazhuthi, Managing Director, EMEA Online Business, Sabre

12:00 – 12:15 INTERSESSIONS: “5 TO 12”: THE PLASTICS PARADOX – LIFESTYLE VS LIFESTYLE – POWERED BY THE INSTITUTE FOR TOURISM AND DEVELOPMENT (STUDIERENKREIS FÜR TURISMAN UND ENTWICKLUNG E.V.) – We are both culprits and victims of marine pollution. Three quarters of today’s waste in the oceans is plastic. Plastic waste creates enormous damage to nature, the economy and the tourism industry as well. Which solutions and prevention strategies are successful and how can behavioral changes be initiated?

Moderated by: Klaus Betz, Project Management Dialogues, Institute for Tourism and Development

Panel guests:
- Victoria Barlow, Environmental Manager, Thomas Cook
- Mark Heber, CEO, The Small Maldives Island Co (TSMIC), Amilla Fushi/Finolhu, Maldives
- Wylbecke Meier, CEO, TUI Cruises
- Martina von Münchhausen, Expert on Tourism, WWF Centre for Marine Conservation

13:00 – 13:45 ASIA OUTBOUND: THE UNTAPPED OPPORTUNITY FOR TOURS & ACTIVITIES?

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

- Oliver Nützel, CEO, Regonda GmbH

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

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

Speaker & Interview guest: Terry von Bibra, General Manager Asia, Alibaba Interviewer: Prof. Dr. Wolfgang Aigt, Director, COTI, China Outbound Tourism Research Institute

15:00 – 15:45 EXPERIENCE MALAYSIA HEALTHCARE, EMBRACE MALAYSIAN HOSPITALITY

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

- Shereen Azil, CEO, Malaysia Healthcare Travel Council (MHTC)

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

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

Speaker & Interview guest: Beatos Jost, Project Manager, Fraunhofer Institute for Intelligent Analysis and Information Systems Interviewer: Steffen Huhl, Senior Consultant & Managing Director, Yeahmazing

17:00 – 17:45 NO DEAL BREXIT? CONSEQUENCES FOR UK OUTBOUND AND INBOUND TOURISM

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

- Caroline Bremner, Head of Travel Research, Euromonitor International

11:00 – 12:00 LGBT+ SEMINAR & ITB LGBT+ PIONEER AWARD

Human rights as a tourism success driver: How does LGBT Tourism help develop the overall success of a tourism destination? To respect human rights is a global obligation which is not always fully met. Tourism can be a door opener and a force for good. Which steps are necessary and useful? Followed by ITB LGBT Award Ceremony.

Greetings: Rika Jean-François, CSR Commissioner, ITB Berlin
Opening Speech: Derek Hanekom, Hon. Minister of Tourism, South Africa

Special guests:
- Nicolaus Graf Lamsdorff, deutscher Botschafter in Malaysia
- LGBT+ asylum seekers from Malaysia in Germany

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

Panel guests:
- Lipang Bondani Mtandabari, Director, Ntsako Travel Africa
- Dr. Stephanie Geblich, Assistant, Lead of LGBT+ Network “Fridtude” in Germany, Austria, Switzerland & Russia
- LoAnh Halden, Vice President – Communications, IGLTA
- Helmut Metzner, BUzdorf, LSVD, Germany
- Theresa Quilachon, Researcher, Lönig, Human Rights & Responsible Business

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

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

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

13:00 – 13:10 GLOBAL REPORT ON WOMEN IN TOURISM, SECOND EDITION – COMPILED BY UIWTD, GIZ, UN WOMEN, WORLD BANK & AMADUS –

- Maritina Dziottaliev, Head – Ethics, Culture and Social responsibility

13:10 – 13:15 WOMEN IN LEADERSHIP POSITIONS

Introduction: Prof. Dr. Claudia C. Brözel, Travel and Tourism Industry and Marketing, Master Program Sustainable Tourism Management Master Thesis: Isabell Prior, Master’s degree in Business Administration, Faculty of Sustainable Business Administration, Germany

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

Panel guests:
- Myriam Barros, President, Association of chambermaids “Las Kellys”, Lanzarote
- Zina Bencheikh, Regional General Manager Europe, Middle East and North Africa, PEAK Destination Management Company
- Mag Canu, “Woman of the Year” of the Girl Game International initiative, influencer, DopesontheRoad.com
- Michelle Kristy, Associate Programme Officer Women and Trade Programme, Sustainable and Inclusive Value Chains Section, ILO

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

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


Greetings:
- Rika Jean-François, CSR Commissioner, ITB Berlin
- Alya Prahats, President, International Institute for Peace through Tourism Special guests:
- Eliza Reid, First Lady of Iceland
- Talib Rifaie, former Secretary General UNWTO
- Marie-Christine Stephenson, Minister of Tourism Haiti, Creative Industries (MTIC)

Followed by 30 min reception and networking.

16:30 – 18:00 TO DO AWARDS 2019

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

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

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

Moderated by: Nadine Kreutzer

Winners TO DO Award 2019
- Aawamaki, Peru (represented by Melissa Tola Chepote)
- Open Eyes Project, India (represented by Anna Alaman)

Award winner TO DO Award Human Rights in Tourism 2019: Las Kellys, Spain (represented by Myriam Barros)
ITB DESTINATION DAY 2 – brought to you by ITB Advisory
CITYCUBE BERLIN, AUDITORIUM A4/A5

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

10:45 – 11:00 WELCOME
• Dr. David Ermen, International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

11:00 – 11:45 KEYNOTE: HOW TO TRAVEL. A USER’S GUIDE
On foot or by plane, all-inclusive or solo – what do we look for when we travel to other countries? How many new things do we want to discover, what do we want to leave behind, how much are we willing to change? Ilija Trojcanov has lived on four continents and is basing his talk on personal experiences, combining profound reflection with fun and lightness.
• Ilija Trojcanov, Writer & Bestselling-Author

12:00 – 12:45 ITB EXECUTIVE INTERVIEW:
TRENDS AND CHALLENGES IN THE GLOBAL CRUISE INDUSTRY
The global cruise industry has been booming for years. How will it grow in the future? What are the growth markets? What are the common misconceptions about the cruise industry? How is the industry dealing with the current challenges, like overtourism and environmental protection? Is there "undertourism" in the cruise industry?
Keynote Speaker & Interview guest: Adam Goldstein, Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA
Interviewer: Thomas F. Illies, Cruise Analyst, University Lecturer and Journalist

13:00 – 13:45 ITB CEO INTERVIEW:
FUTURE PERSPECTIVES OF INDIVIDUALIZATION
Travelers today are already expecting individualized travel recommendations and offers. But how exactly does individualization happen? How are Big Data and Artificial Intelligence used? Does destination marketing still play a role in times of online distribution, mobile devices and algorithms? The CEO of a leading European OTA reveals the rules and future prospects of customization.
Interview guest: Dana Dunne, CEO, eDreams ODIGEO

14:00 – 14:45 THE POWER OF VIDEO MARKETING
It’s no lie that video marketing has become the fastest growing way to reach people. It’s predicted that by 2020, video is going to account for 80% of all internet traffic. So video is ALREADY a big thing and if you haven’t embraced it by now then you are seriously lagging behind. How can destinations best leverage this mega trend? Make sure to arrive early as this session will likely be standing room only.

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

16:00 – 16:45 INSTAGRAM AND INFLUENCERS: THE OVERLOOKED CHALLENGES FOR DESTINATIONS
Influencers have more reach and credibility than classic destination marketers. Alongside influencers, customers are taking over destination marketing. Insta-influenceability is an important reason for travel in the growing target group of experienced travel consumers. How do DMOs have to change? How can social media hype be slowed down when destinations get overrun by overtourism? Exclusive study results from infas quo on the importance of influencers for travel decisions.
Introductory presentation & Moderated by:
• Stephan Duttenhöfer, Head of Sales & Innovation, infas quo
• Daniela Bricciño Schiesser, Senior Project Director, infas quo
• Álvaro Blanco Volmer, Subdirector General Adjunto, Instituto de Turismo de España, TURESPIA
• Colin Fernando, Senior Brand Consultant, BrandTrust
• Vicky Smith, Founder, Earth Changers
12:00 – 12:45 TOURISM AND THE 1.5 DEGREE TARGET: HOW LONG CAN WE KEEP TRAVELING AS WE DO TODAY?

The new report of the Intergovernmental Panel on Climate Change (IPCC) is unequivocal: “Business as usual” will lead into the abyss. Is it possible to prevent the climate change we are facing? What measures are countries taking to counter global warming and how effective are they? Which policy measures are to be expected, and which are truly avoidable?

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

13:00 – 13:45 TOURISM AND THE SHARING ECONOMY: POLICY RECOMMENDATIONS AND POTENTIAL

Demand for authentic and personal experiences through travel is increasing annually. The Sharing Economy can provide ways to link travelers to everyday people for a local experience. But this also brings a range of challenges to destinations trying to manage visitor safety, control crowding, and ensure quality products. What can destinations do to avoid some of the pitfalls and instead leverage the sharing economy for more competitive, sustainable and inclusive destinations?

Keynote: Dr. Louise Twinning-Ward, Founder, Travel Without Plastic

14:00 – 14:45 A TIDAL WAVE OF PLASTIC – OCEAN POLLUTION AND THE UN SUSTAINABLE DEVELOPMENT GOALS

Target 14.2 of the Sustainable Development Goals of the UN is the reduction of ocean pollution. So far, little attention has been paid to the dramatic increase in plastic ocean pollution. The tourism industry accounts for a considerable share of the 8 million tons of plastic waste which land in our oceans each year. How can we prevent plastic waste from turning into marine pollution? What are tourism companies’ initial best practice examples? What are tourists willing to contribute?

Moderated by: Dr. Willy Legrand, Professor, Hospitality, Tourism & Event Management, International University Bad Honnef (IUH) Panel guests:
• Dr. Frauke Fischer, Founder, auf!, Author, Consultant and Expert for Sustainability
• Dr. Monika Griesebohn, Senior Advisor Sustainability, Costa Group, Founding Member Greenpeace, Minister (ret.)
• Joanna Hendrickx, Former Global Sustainable Destinations Manager, Thomas Cook Group, Founder, Travel Without Plastic

15:00 – 15:45 LUXURY TRANSPORTATION PANEL


Moderation: Prof. Dr. Roland Conrady, Wissenschaftlicher Leiter des ITB Berlin Kongresses, Hochschule Würzburg
Panel guests:
• Jan Hoffmann, Head of Corporate Development & Cooperation Management, Tourismus-Marketing Brandenburg (TMB)
• Tobias Kallinich, Managing Director, Smartpazz BMB
• Oliver Nützel, CEO, Regioondo GmbH
• Dr. Jens Wolffort, CEO, Blacklane
**ITB PALAIS SESSIONS**

**FRIDAY, 8 MARCH 2019**

11:00 – 12:00 **WILDLIFE NOT ENTERTAINERS; TRANSFORMING AN INDUSTRY** – Hosted by World Animal Protection – This event will showcase the issue of captive wildlife used for entertainment, and the essential role the travel industry can play in supporting change and solutions that will benefit wildlife, tourists and those wildlife’s livelihoods depend on tourism. Key findings will also be presented from the latest report on marine mammals in captivity, highlighting their plight in tourist entertainment, followed by a discussion on how we can work together to bring positive change to this industry.

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

13:00 – 14:10 **INTERNATIONAL WOMEN’S DAY SPECIAL: SHERETRATES – EMPOWERING WOMEN THROUGH TOURISM** – Organised by Sheretra, an international gender-friendly tourism network – Tourism is one of the most promising sectors in terms of development. Tourist jobs held by men tend to be higher-paying, while those held by women are often informal and low-paying. Women are often under-represented in the travel and tourism industry, which can result in a lack of equal opportunities and progression. This event will explore those issues and provide a platform to empower women within the tourism sector.

Panel guests:
- Mary Raje, Board Member, Kenya Association of Tour Operators (KATO) (tbc.)
- Isabella Pedemonte, Founder, Gender Responsive Tourism
- Marie-Claude Furuenrath, Senior Trade Promotion Officer, Office of Asia, ITC (tbc.)
- Stella Appenteng, Owner, Aplus Tours Limited, Ghana (tbc.)

15:00 – 18:00 **ITB BOOK AWARDS**

**ITB MEDICAL TOURISM CONFERENCE**

**CONVENTION HALL 218, ITB MEDICAL TOURISM PAVILION**

Hosted by:
- Dr. Francisco Suarez Sanchez, Medical Advisor, FIT Reisen

11:00 – 12:00 **EBU FORUM: EUROPEAN BUYER’S INITIATIVE**
- Membership and Certifications, Educational Session dedicated to Medical Tourism Buyers only

12:00 – 13:00 **KEYNOTE: HOW TO GET MORE PATIENTS – SUCCESSFUL STRATEGIES AND METABOLIC METHODS**
- Ben J. Apskarien, MHA Vice-President, Physician and International Business Development, Veccinum Community Medical Centers, San Joaquin Valley

13:00 – 14:00 **OFFICIAL OPENING OF THE ITB MEDICAL TOURISM CONFERENCE**
- Thomas Blomkon, Managing Director, Diveridity Tourism GmbH, Consultant IT Berlin
- Rika Jean-Francois, CBI Commissioner, IT Berlin

16:00 – 16:30 **ANNOUNCING 2019’S TOP 10 WORLD’S BEST HOSPITALS FOR MEDICAL TOURISTS**
- Julie Munn, President, Medical Travel Quality Alliance

**THE SUCCESS OF TURKEY IN HAIR TRANSPLANTATION**

Moderated by:
- Mohammad Hadiyani, Operations Manager, Istanbul Hair
- Mine Istanbulbilly, Business Development Manager, TurkceyClinic

**DOMINO MED HAIR MED SPA – DOMINO MED SPA, POLAND; MEDICAL INTEGRATION FOR EFFECTIVE HAIR RESTORATION**

Moderated by:
- Dorota Kowalczyk, MD, Physician & Clinic Owner

**POSH MEDICAL RESEARCH AND MEDICAL TOURISM STRATEGY**

Moderated by:
- Mert Demiremz, International Business Director, Assistanz Medical

**CHALLENGES OF SOCIAL AND CULTURAL DIVERSITY IN MEDICAL TOURISM DESTINATIONS AND MEDICAL TRAVELERS**

Panel moderator:
- Laila Puzo, Director of Industry Intelligence, Resources for Leisure Assets

**NEW DEVELOPMENTS IN MEDICAL TOURISM IN POLAND**

Moderated by:
- Leila Kreslic-Juri, Executive Director, EHTI Summit/HTI Conference

Panel guests:
- Profl. Dr. Beck, Health Service Provider
- Siddharth Dominic, Managing Director, CG Earth Health and Wellness
- Dr. Kai Illing, Tourism Development, HealthCare TDC

**THE LANDSCAPE OF HEALTH TOURISM: WHAT IS THE ROLE OF MEDICAL TOURISM?**

Leila Kreslic-Juri, Commissioner, HTI Regional Manager, Mobility

Panel guest:
- Prof. Dr. Kai Illing, Tourism Development, HealthCare TDC

**EU MEDICAL PORTFOLIO IN THE EU – PLANNING THE FUTURE:**

Moderated by:
- Leila Kreslic-Juri, Executive Director, EHTI Summit/HTI Conference

Panel guests:
- Prof. Dr. Beck, Health Service Provider
- Siddharth Dominic, Managing Director, CG Earth Health and Wellness
- Dr. Kai Illing, Tourism Development, HealthCare TDC

**ITB VIRTUAL REALITY LAB**

**HALL 12, ROOM 105**

**BARRIER-FREE TOURISM DAY**

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

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

**NEW REALITIES IN TOURISM – FROM SALES TO VR IN FLIGHT ENTERTAINMENT**

Moderated by:
- Sebastian Plesch, Research Associate at the HTB Berlin, Research Institute DE HIVE

12:00 – 13:00 DESTINATION MARKETING IN VR FOR DAS REISELAND DEUTSCHLAND MIT BEETHOVEN VR

Moderated by:
- Andreas Weigel, CEO, digitmedia

**NEW DEVELOPMENTS OF MEDICAL TOURISM IN POLAND**

Moderated by:
- Dr. Francisco Suarez Sanchez, Medical Advisor, FIT Reisen

**10:00 – 10:30 EXCEL MEDICAL CORPORATION – LARGEST CHAIN OF HOSPITALS IN GERMANY**

Moderated by:
- Anni Kapandt, Commercial Director

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

Moderated by:
- Prof. Dr. Christian Steckmehl, M.D., Faculty Dean, European University, Steckmehl, M.D.

**11:00 – 11:30 DENTEXT EXPERT BUZAKOV: HOLIDAY IN ROMANIA – WHY NOT?**

Moderated by:
- Maria Antoine Ruxandza, General Dentist

**11:30 – 12:00 VIAGGIARE E SORRIDE (TRAVEL AND SMILE) ALBERTA: BEAUTY TRAVEL, DELICIOUS DREAMS OF OWEN SOUND**

Moderated by:
- Andrea Cela, Executive Director

**12:00 – 13:00 DO YOU NEED A TOUR OPERATOR OR IT IS ENOUGH TO BE ACTIVE IN SOCIAL MEDIA AND ONLINE?**

Moderated by:
- Dr. Francisco Suarez Sanchez, Medical Advisor, Diversity Tourism GmbH

**13:00 – 13:30 STUDY CLOSING THE GAP BETWEEN MEDICAL EVIDENCE AND MARKETABLE PRODUCTS: A MODEL FOR THE FUTURE IN THE TRAVEL AND MEDICAL TOURISM SECTOR**

Moderated by:
- Prof. Dr. Marcus Hentem, PTD Deggenhofen

**13:30 – 14:00 NEW DEVELOPMENTS OF MEDICAL TOURISM IN POLAND**

Moderated by:
- Dr. Anna Bialk-Wolf, Chairman, Institute for Medical Tourism Research and Development.

**14:00 – 14:30 HOW CAN WE MAKE MEDICAL AND HEALTH TOURISM ACTIVITIES EXPLORE WITHIN EUROPE?**

Moderated by:
- Dr. Francisco Suarez Sanchez, Medical Advisor, FIT Reisen

**14:30 – 15:00 BARRIERS TO MEDICAL TOURISM**

Moderated by:
- Anna Bialk-Wolf, Chairman, Institute for Medical Tourism Research and Development.

**15:00 – 15:30 THE ROLE OF MEDICAL TOURISM IN THE DEVELOPMENT OF THE MEDICAL SECTOR**

Moderated by:
- Anna Bialk-Wolf, Chairman, Institute for Medical Tourism Research and Development.

**15:30 – 16:00 THE ROLE OF MEDICAL TOURISM IN THE DEVELOPMENT OF THE MEDICAL SECTOR**

Moderated by:
- Anna Bialk-Wolf, Chairman, Institute for Medical Tourism Research and Development.

**Wed, 27 Mar – Sun, 31 Mar 2019**

**23**
10:30 – 11:00 THE ROLE OF HUMANS IN THE FUTURE OF REVENUE – A STORY OF MAGIC, INTELLIGENCE AND DOGS
As the world explodes in data, humans and current systems alone can’t handle the complexity of big-data analytics.
• Klaus Kohlmayr, Chief Evangelist, Audiotravels

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

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

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

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

13:00 – 13:30 TOP TRAVELTECH SOLUTIONS FROM SPAIN
Spain is one of the top 3 touristic destinations in the world, with an extremely competitive business environment. The Spanish traveltech firms in this panel combine experience, technical expertise and demand-driven solutions. Moderated by: Lucínio Muñoz, Economic and Commercial Counsellor, Spanish Embassy Berlin
Panel guests:
• Eduardo Baro, Busso
• Isabel Carranza, Travel Composer
• Patricia Czajkowski, Pipeline Software 2000, S.L.
• Pau Ferret, 633 Compaine Me
• Sebastián Briones Moyano, Pipeline Software 2000, S.L.
• Jorge Mira Ucél, Doblemente, S.L.
• Juan Ramón García Villa, Roommatik

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

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

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

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

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

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

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

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

17:30 – 18:00 NEW WAYS OF SELLING TRAVEL INSURANCE
The travel insurance market has changed little over the years. Some of the major keys to improve sales are delivering dedicated service, differentiating sales channels and forging strategic business alliances.
• Joaquín Elzbone, CEO, Asanguro MI Viaje
• Frederico Kramer, Owner, Asanguro MI Viaje
• Juan Pedro Narancio, Director, Asanguro MI Viaje

Moderated by:
Gerd Otto-Rieke, Publicist

10:30 – 11:00 ALEXA, IT’S TIME FOR VACATION!
Home speakers and smartphones will help to improve the travel experience. Smart assistants, live chats and messenger apps are becoming key success factors for travel providers. What applications are possible?
• Thorsten Reitz, Manager Digital Sales Platform, TUI Deutschland GmbH
• Nico Wohlgemuth, Vice Chairman, BVDW Fokusgruppe Mobile, Managing Partner, DAYONE

11:00 – 11:30 HOW ONLINE PAYMENT TRENDS ARE IMPACTING THE TRAVEL INDUSTRY
Best Case Study on the integration of Chinese payment methods in order to achieve sustainable sales growth.
• Jörg Möllner, Managing Director, Wirecard

11:30 – 12:00 RETHINKING CONVENIENCE FOR THE CONNECTED TRAVELER
Increase your purchase completion rate, grow your business, streamline operations and build trust. How Amazon optimizes the checkout experience.
• Thomas Gmeisch, Head of Travel & Mobility, Amazon Pay

12:00 – 12:30 THE 12 THINGS YOU NEED TO KNOW ABOUT AIRFARE & HOTEL PRICES
Learn when and where airline and hotel prices are the most volatile. A recent study reveals supplier-listing behaviors that every corporate travel manager should know about.
• Bruce Hanna, General Manager EMEA, Yapta

12:30 – 13:00 THE SOURCE OF DISRUPTION IS IN THE MIND OF THE CUSTOMER
Most marketers envy the disruptive growth of companies like Amazon or Airbnb, but can’t see the source of it. Learn why great optimization is always based upon universal principles and how to make optimization a strategic topic in every organization.
• André Moris, CEO, konversionsKraft

13:00 – 13:30 CHATBOTS – YOUR HOTEL’S ANSWER TO IMPACTS OF GLOBAL TRAVEL TRENDS AND LANGUAGE BARRIERS
Chatbots are forcing hotels to change their old ways of thinking. As part of the service flow, chatbots can conquer language barriers and provide exceptional, personalized experiences.
• Alexander Wessels, Executive Director, SABA Hospitality

13:30 – 14:00 SOCIAL MEDIA, CONVERSATIONAL PLATFORMS AND AI: HOW TO MAKE THE SMARTEST COMBINATION BETWEEN TECHNOLOGY AND HUMAN?
How can social media contribute to customer relations? Learn more about multichannel strategies and how AI is able to support customer services.
• Romain Culsnisier, Head of Social Marketing, Air France
14:10 – 14:20 Keynote: How Festivals & niche travel styles can benefit from new technology

Matt Cuckston, Bookingkit

14:20 – 15:00 Panel Discussion “Tours & Activities”

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

14:10 – 14:20 Keynote: What do providers of tours, activities and attractions need to survive in the online market?

Oliver Nützel, TTA Forum

14:20 – 15:00 Panel Discussion “Tours & Activities”

Moderated by Charlotte Lamp Davies, Principal Consultant, A Bright Approach

Panel guests:
- Drew Barrett, VP of EU Sales, PanelHarbor
- Jordan Freiherr von Gadin, Managing Director, DDR Museum
- Lukas C. Hempel, Founder & Managing Director, bookingkit
- Klaudjia Janzeli, Global Sales Director, Urban Adventures
- Jonne de Leeuw, Principal, HPF Growth Capital

15:00 – 16:00 Panel Discussion “Distribution Strategies”: How to choose the best distribution channel

Charlotte Lamp Davies, Principal Consultant, A Bright Approach

15:00 – 15:20 How to create a balanced distribution strategy

Best practice example from industry leader SANDEMANs New Europe.

- Olan O’sullivan, CEO, SANDEMANs New Europe

15:20 – 15:40 Reseller or marketing partner? Your ideal way of working with an online platform

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

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

15:40 – 16:00 Panel Discussion “Distribution Strategies”

Moderated by Charlotte Lamp Davies, Principal Consultant, A Bright Approach

Panel guests:
- Olan O’Sullivan, CEO, SANDEMANs New Europe
- Ingrid Olmo, Public Relations and Media Strategist Manager, Casa Batlló
- Marion Wolff, Head of Marketing Communication & Brand, Tiqets

16:00 – 16:30 Engaging with Asian millennial travelers by revolutionizing the tours and activities sector

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

- Matt Cuckston, European Director, KLOOK

16:30 – 17:00 Keynote – How festivals & niche travel styles can benefit from new technology

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

- Brendan Roberts, Global Head of Business Development, Tourdarat
10:30 – 11:00 HOW MACHINE LEARNING CAN DRIVE YOUR BUSINESS’ SUCCESS TODAY
Machine learning is a hot topic. We know it will make our lives easier and our businesses more successful but how can you use it in your businesses today? Learn how machine learning can easily be part of your offering – no data science skills needed!
• Dr. Michael Luhnen, Director Data Science, Expedia Group Solutions

11:00 – 11:30 BEST PRACTICES FROM THE EUROPEAN CAPITALS OF SMART TOURISM
With this new initiative the European Union aims at fostering smarter tourism in the fields of accessibility, sustainability, digitalization and culture. Get inspired by the European Capitals of Smart Tourism, Helsinki and Lyon!
• Jukka Pumakäi, Senior Advisor, City of Helsinki
• Blandine Thenet, Promotion Manager, ONLYLYON Tourism et Congrès

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

12:00 – 13:00 PANEL DISCUSSION: INVESTING IN STARTUPS
Investments by German companies in startups have increased. The challenges of corporate venturing are numerous. It has to be clear which strategy is suitable and how it is to be implemented. Startups must be found and supported on their way to success.
Moderated by:
• Christian Kalusa, Lawyer, Beiten Burkhardt
• Dr. Gesine von der Groeben, Lawyer, Beiten Burkhardt
Panel guests:
• Dr. Daniel Holzmann, Corporate Legal Counsel, BHV Hausergeräte GmbH
• Haik Mehmkne, Digital Commercialization Lead, Lindo AG
• Norman Meyer, Head of Digital Services, Drees & Sommer

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

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

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

14:30 – 15:00 ARTIFICIAL INTELLIGENCE: KNOW-HOW FOR TRAVEL AGENCIES
Identifying customer wishes, providing tips about destinations or creating commission for commission schemes – this is all quite a heavy workload for travel agents. Artificial Intelligence can support their work and boost sales, too.
• Matthias Lange, CEO, Trefltravel

15:00 – 15:30 SUCCESSFUL ONLINE POSITIONING FOR TOURISM SERVICE PROVIDERS
The key to web success is addressing the right target group. But what are your target audience’s needs? Strategies for positioning your company via your own website and Google search.
• Andreas Kaufmann, Client Success Manager / SEO – Online Positioning, Webboxer

15:30 – 16:00 NDC: THE 3 LETTERS ON EVERYONE’S MIND. READY FOR NDC?
Discover the 5 key insights from operating a live NDC booking solution and find out how NDC is impacting your business.
Travelport is successfully delivering on its NDC strategy and working with you and partners to make NDC a reality.
• Marcel van de Wal, Commercial Director Central Europe, Air Commerce, Travelport

16:00 – 16:30 CREATING NATURAL AMBASSADORS FOR TRAVEL BRANDS AND DESTINATIONS
The session will highlight strategies and techniques to help create long-term, natural ambassadors for travel brands and destinations on a limited budget.
• Lola Akhiomide-Àkèrèstrìm, Co-Founder, NordicTB.com
• Janicke Hansen, Co-Founder, NordicTB.com

16:30 – 17:00 LINKED OPEN DATA IN TOURISM – THE OPEN DATA HUB SOUTH TYROL AS AN EXAMPLE
The processing of data for artificial intelligence is a key factor for tourism players. The lecture visualizes how this can be implemented using South Tyrol as an example.
• Florian Baulhuber, CEO, Tourismuszentrum
• Antonietta De Santis, Digital Project Manager, DM Südtirol

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

17:30 – 18:00 INNOVATING GROUP BOOKINGS
How to organize group bookings in a fast and efficient way? Hear the top tips from an expert with 25 years of experience in group bookings in the South European travel market.
• Dimitrios Angelinas, CEO, Digirops
13:00 – 13:30  
FROM HOTEL BRAND TO PERSONAL BRAND
In a world of endless choice, the only brand that matters is the guest's. It demands a hotel's undivided attention. Join the panel discussion to explore the rise of the experience economy and the demands being placed on hoteliers.
  • Clemens Fisch, Regional Manager DACH, SiteMinder
  • Michael Menzel, Chief Revenue Officer, TrustYou

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

14:00 – 14:10  
MIND THE GAP: HOSPITALITY TECH FORUM
  • Daniel Zelling, Founder, Hospitality Industry Club

14:10 – 14:20  
GUEST COMMUNICATION
A look at communication technologies that support hotel staff in transmitting basic information to guests. How hotel managers can help their teams concentrate on being hosts and create employee value at the same time.
  • Benjamin Devisme, VP Sales, Quicktext
  • Marius Donhauser, Founder & CEO, hotelkit
  • Benjamin Jost, CEO & Co-Founder, TrustYou
  • Moritz Klussmann, CEO & Co-Founder, Customer Alliance
  • Moritz von Petersdorff-Campen, Founder & Managing Director, SuitePad

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

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

16:00 – 17:00  
PANEL “REVENUE MANAGEMENT 2019”
Industry experts discuss the future processes of revenue management: Do hotels still need revenue managers or will technology take over completely? 
  • Wilhelm K. Weber, Founder, SHS Swiss Hospitality Solutions
  • Pontus Berner, Co-Founder & Managing Partner, berner-becker
  • Alexander Edström, CEO, Atomize
  • Klaus Kohlmayr, Chief Evangelist, IdeaS
  • Jens Munch, CEO, Pace
  • Michael Schaeffner, Director DACH, Duetto

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

17:30 – 18:00  
BEYOND UNCONVENTIONAL: KEEPING UP WITH THE TENT AND TECH NEXT DOOR
The status quo is challenged: the appeal of less conventional accommodation is shifting the way people think about travel. In this session we examine the fundamental changes driving the demand.
  • Adam Harris, Chief Executive Officer, Cloudbees
ITB eTRAVEL WORLD DAY 3
FRIDAY, 8 MARCH 2019

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

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

12:00 – 13:00 ITB STARTUP PITCH, POWERED BY PHOCUSWRIGHT
Five companies have 6 minutes each to demonstrate their innovation. A jury elects “the most innovative” and this company wins a ticket to attend Phocuswright Europe along with a copy of the premier European Online Travel Overview research report.
Moderated by: Florence Kari, Director of Sales, EMMA and European Market Specialists, Phocuswright
Panel guests:
- Gregory Botanos, Vice President & Chief Growth Officer, Simu Indoor Positioning
- Anthony Collias, CEO and Co-Founder, Stasher
- Patrick Hade, CEO and Co-Founder, Mapify
- Mikhail Krymov, CEO, SilkMap, Inc.
- Guillaume Laporte, Co-Founder and CEO, Destygo

Ideally, technologies in the in-destination service area help providers to better market their products. But they can also make consumers’ booking and travel experience more convenient. Judge for yourself which technologies are most promising?
Moderated by: Lukas C. Hempel, Founder & Managing Director, bookingIT
Startups:
- Matthieu Ballester, CEO and Co-Founder, Nannybag
- Susana Fonce, Sales Manager, Live Electric Tours
- Adrian Kalic, Co-Founder, Jump To (Virtual Reality)

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

14:00 – 15:00 PITCH ‘n’ PANEL: HOSPITALITY
From apps for guest management, solutions powered by AI to comparison portals, the number of startups entering the hotel industry market is growing. This Pitch ‘n’ Panel is where hoteliers and hospitality tech providers can get a glimpse into the new.
Moderated by: Daniel Zelling, Founder, Hospitality Industry Club, Managing Director, openem jury
Startups:
- Metin Arghan, Board member, Protau
- Fabio Angeli Bufalini, CEO & Co-Founder, B2Rook
- Benjamin Devisse, VP Sales, Quicktest
- Pau Ferrer, Sales Managing Partner, 123 Compare Me
- Alexandre Guinefolleau, CEO, Armenitz
- Brendan May, Managing Director, Hotel Res Bot
Judges:
- Andre Bialju, Founder, techtalk.travel
- Massimo Carla, CEO, travellyips
- Maximilian Waldmann, CEO, conichi
- Wilhelm K. Weber, Partner, SHS Swiss Hospitality Solutions AG
- Rob Holmes, Founder & Chief Strategist, GIP Films

10:30 – 11:00 HOW HOTELS SHOULD PREPARE FOR THE DIGITAL REVOLUTION IN HOTEL ROOMS
The technological equipment in hotel rooms is increasingly becoming a selection criterion for guests. Best practices provide suggestions for future solutions.
Moderated by: Prof. Dr. Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde
Judges:
- Dominik Calzone, CEO, DWG, and Co-Founder, Myslee
- Christian Diener, Co-Founder, Unplanned Moments GmbH
- Eric Zhuang, VP of Travel, Culture Trip
- Michael Wurst, CEO and Co-Founder, Trevado GmbH / Miste 

11:00 – 11:30 STAY ON TOP IN A FAST-MOVING HOTEL DISTRIBUTION MARKET
Mergers and acquisitions activities in the hotel industry become daily business, big platforms are expanding and costs for customer acquisition are rising. How can hospitality distribution technology provide best choice and reward for hotels?
Moderated by: Volfram Schmidt, VP Hospitality Distribution, Amadeus
Judges:
- Jay You, Partner, Yuanta Investment Partners Evergreen Fund
- Raphaël Ramirez, CEO, Moneyeti
- Anthony Collias, CEO and Co-Founder, Mapify
- Patrick Häde, CEO, Moneyeti
- Jonne de leeuw, VP Partner Growth, Yilu

11:30 – 12:00 DIGITAL CONTENT MARKETING: COST-EFFECTIVE STRATEGIES TO INCREASE ROI
Content is king, but only with a cost-effective strategy. Learn from leading industry case studies about best practices for maximizing digital campaigns, reaching your target audience, and increasing your ROI.
Moderated by: Sally Davey, CEO and Co-Founder, Trevado GmbH / Mister Trip
Judges:
- Hilary Wang, Research Director, INSETE
- Kristine Hong, Consultant, Tourismuszukunft
- Alexander Bunke, Digital Director,销售
- Anke Hsu, Director, Hospitality Industry Club, Managing Director, opensmjle

12:00 – 12:30 USING BIG DATA TO ANALYZE LOYALTY TO COMPETING DESTINATIONS
Presentation of a study of 22 Mediterranean destinations. Analyzing records of searches, brand strength and competitive specifics are revealed.
Moderated by: Daniela Putz, Industry Manager Travel, Google Germany
Judges:
- Hartmut Wimmer, CEO, Outdooractive
- Dominik Calzone, CEO and Co-Founder, Myslee
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- Michael Wurst, CEO and Co-Founder, Trevado GmbH / Mister Trip

12:30 – 13:00 POWER OF COMMUNITY – MORE IMPORTANT THAN EVER BEFORE
User-generated content is important to identify travel trends and traveler behaviours. Learn how it can help to overcome challenges or to correct misconceptions at emerging markets. The industry leader will also share its new community concept.
Moderated by: Sally Davey, Global Director Industry Relations, TripAdvisor
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13:00 – 13:30 SOCIAL MEDIA AND AUTHENTICITY: HOW DO I PRESENT MYSELF – AND ON WHICH CHANNELS?
How honest can or should I be on corporate accounts? And how personal? Do I always need all the channels? How do I decide?
Moderated by: Kristine Hong, Consultant, Tourismuszukunft
Judges:
- Moritz von Petersdorff-Campen, Managing Director, SuitePad
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13:30 – 14:00 THE DIGITAL DESTINATION
A qualitative data is the key to successful destination management. What needs to be done in order to benefit from the digital transformation?
Moderated by: Hartmut Wimmer, CEO, Outdooractive

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ITB eTRAVEL WORLD DAY 3
FRIDAY, 8 MARCH

14:00 – 14:30 SOCIAL MEDIA – HOW WILL YOU GENERATE REACH IN 2019?
Get tips on how to reach out to the new challenges in social media and sell travel.
• Tanja Weinekötter, Owner, Marketing & Event Support

14:30 – 15:30 CONFUSED BY BREXIT? EMERGENCY STUNTS AND FIRST AID
Practical aspects of BREXIT for tourism organizations and travel tech companies after March 29.
Panel with British and EU experts.
Moderated by: Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde
Panel guests:
• Alex Bainbridge, CEO & CTO, Aoutouca
• Peter Hense, Lawyer, Spirit Legal LLP
• Tom Jenkins, CEO, ETOA
• Anthony Pickles, Head of Tourism Affairs, Visit Britain / Visit England
• Kevin O’Sullivan, Founder & CEO, open destination

Sessions will be held in German only.

11:00 – 12:00 DIE EU-DATENSCHUTZGRUNDSÄTTUNG UND IHRE UMSETZUNG IN DER TOURISTIK
Sind Ihre Kunden- und Firmendaten nach außen und nach innen geschützt? Seit Mai 2018 gilt es, die neuen – strengen – Vorgaben der Europäischen Datenschutzgrundverordnung umzusetzen. Wir zeigen Ihnen, was sich nach knapp einem Jahr EU-DSGVO getan hat.
• Kai Hannemann, Geschäftsführer, ASTICA CONSULT GmbH

12:00 – 13:00 ONLINE-MARKETING KOMPAKT – PRAXISWISSEN VON A BIS Z
Verbessern Sie Ihr Fachwissen über Online-Marketing und nutzen Sie Tipps zu Bereichen wie SEO, Social Media, Content- und Neuromarketing.
• Christian Wenzel, Geschäftsführer, CW Media Alliance GmbH

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

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

10:30 – 13:30 eTRAVEL STAGE, HALL 6.1

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GREETINGS / GRÜßWORTER

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SUCCESSFUL TRAVEL BUSINESS IS IN OUR NATURE.
6 – 10 March 2019 · itb-berlin.com

Welcome to our booth 117 in hall 26a!

MALTASIA FORUM: Meeting the Challenges Of Sustainable Eco-Tourism Development.
Recommendations For Managing Goals
BE THERE: 8 March, 15:00 – 15:45, CityCube Berlin, Auditorium A4/A5

PARTNERS ITB BUSINESS TRAVEL FORUM & ITB MICE FORUM

MEDIA PARTNERS ITB BUSINESS TRAVEL FORUM & ITB MICE FORUM
NEW AT ITB BERLIN – TECHNOLOGY, TOURS & ACTIVITIES
EVENTS AT A GLANCE

WEDNESDAY, 6 MARCH 2019

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

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

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

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

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

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

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

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

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

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

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

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

THURSDAY, 7 MARCH 2019

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

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

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

FRIDAY, 8 MARCH 2019

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

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

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