TTA – TECHNOLOGY, TOURS & ACTIVITIES
AT A GLANCE

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

WEDNESDAY, 4 MARCH 2020

13:00 – 13:45
ITB Future Day, CityCube Berlin, Room A4/A5
ITB Executive Panel: Tours, Activities & Attractions
Panelists: Wilfried Fan, Chief Commercial Officer, Klook, Nishank Gopalkrishnan, Musement, Emil Martinsek, Chief Marketing Officer, GetYourGuide moderated by Douglas Quinby, Co-Founder & CEO Arival

13:45 – 14:00
TTA MarketPlace
Hall 4.1:
TTA Exhibitors, Networking Area

14:00 – 18:00
TTA Forum

eTravel Lab, Hall 7.1b
moderated by Charlotte Lamp Davies, Founder, A Bright Approach

14:00 – 15:00
What Drives The Industry In 2020
Keynote: Lukas C.C. Hempel, Managing Director, Bookingkit
Panelists: Andrew Aley, Managing, Director Yantra World, Mathis Boldt, VP Sales and Supply, GetYourGuide, Marcus Guhlan, CCO, Visit Berlin, Brian Young, Managing Director EMEA, G Adventures, Joshua Carr, Head of Global Sales, Urban Adventure

15:00 – 15:30
Actions Speak Louder Than Words – In-Destination Sustainability Focus
Keynote: Eric La Bonnardière, CEO, Evaneos
Panelists: Chris Wray, Co-Founder, Impact Explorer
Stefan Gadd, Corporate Communication Manager, Gothenburg
Moderated by Milena S. Nikolova, Knowledge and Adventure EDU Director, ATTA

15:30 – 16:00
Keynote: Five Tech Trends Shaping Tours & Activities in 2020
Douglas Quinby, Co-Founder & CEO, Arival

16:00 – 16:30
Technology Round Table
Panelists: Chris Atkin, CEO, Rezdy, Manuel Hilty, Co-Founder, Nezasa, Matthias Wirz, Chief Growth Officer, bookingkit, Drew Barrett, VP of Sales, Fareharbor
Moderated by Douglas Quinby, Co-Founder & CEO, Arival

16:30 – 17:00
Marketing In-Destination Services: Best Case, Presentations & Panel
Panelists: Jan Dolezal, CEO, SmartGuide, Evan Reecce, CEO, Liptopia, Joost Timmer, Managing Director, iVenture Card, Martin Broderick, Commercial Director, Stage Entertainment Germany

17:00 – 17:30
Get Your Pricing And Profit Right - How Every Tour & Activity Provider Becomes A Pricing Strategy Master
Lukas C.C. Hempel, Managing Director, bookingkit

17:30 – 18:00
A Behaviour-Smart Look At Technology And Travel
Keynote: Milena S. Nikolova, Knowledge and Adventure EDU Director, ATTA

THURSDAY, 5 MARCH 2020

11:15 – 11:45
eTravel Lab, Hall 7.1b
Games People Play: Sustainable Ways To Explore Nouvelle-Aquitaine Destination
Michel Durrieu, General Director, Nouvelle-Aquitaine Regional Tourist Board

13:00 – 14:00
eTravel Stage, Hall 6.1
Daily Startup Track with ChekIn, Mindsay & Questo

17:00
Hall 4.1/ Center Stage
ATTA AdventureConnect

FRIDAY, 6 MARCH 2020

16:00 – 17:00
eTravel Stage, Hall 6.1
VR Lab Goes eTravel World
Speakers: Josh Ellison, Co-Founder, Jump To, Michael Lehnert, Director Sales and Marketing, SENSAP, Philip Marz, Marketing Lead Pokémon GO EMEA, Niantic Germany GmbH, Marco Rossi, Aeronike, Jan Dolezal, CEO, SmartGuide, Laura Olin, COO & Partner, ZOAN