

ITB Empowerment Forum 1

Date	Time:	Location
March 4, 2020	14:00 - 15:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 1 is a platform for Responsible Destinations: Challenges and opportunities for authentic indigenous travel experiences will be discussed – and top responsible tourism destinations will be awarded.

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

ITB Wednesday starts with the Indigenous Tourism Forum. The aim is to face the specific challenges of indigenous tourism and to identify and create an authentic, community-owned product, giving a voice to the often marginalized. The seminar wants to be a platform for exchange of ideas within international indigenous communities, who do or wish to participate in tourism, creating a different, non-centric atmosphere while delivering results to share.

On the 2nd part of the Day 1, organizational leaders, working in the field of sustainable tourism since many years, will come together to discuss best examples of how the UNWTO Sustainable Development Goals (SDGs) can be put into practice. Immediately after that sessions, those destinations which have been inspiring innovators of sustainable tourism and have convinced the jury will be announced, awarded and celebrated during the well-established Top 100 Destination Awards.

ITB Empowerment Forum 2

Date	Time:	Location
March 5, 2020	11:00 - 18:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 2 is a platform for Equality & Responsibility: The focus will be on diversity issues, on gender equality, on awarding outstanding LGBT+ pioneers, awarding women in travel as well as community-based tourism initiatives.

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

A great part of ITB Thursday is focusing on diversity and gender equality; the day begins with a closer look at LGBT+ Tourism: A booming segment with many destinations benefitting from the growth – some of them even suffering from “overtourism”. The panel will discuss the reasons and look for sustainable solutions. Afterwards, the ITB LGBT+ Pioneer Award will for the 3rd time hand out a prize to a personality who has been an outstanding contributor to establish LGBT+ tourism as an equal travel segment.

A slot discussing Gender Equality in Tourism will be the next. A range of high-level women speakers will examine the subject out of a female perspective. A special emphasis will be put on identifying which obstacles prevent women from becoming leaders in travel technology.

Going to the next level, in the following session special female leaders in tourism will be recognized with the 5th ITB-IIPT Celebrating Her Awards. ‘

The rest of the day is dedicated to the best practices of community-based tourism: The winners of the renown international ToDo! Awards of the German Studienkreis für Tourismus, will be announced. Additionally, a special prize highlighting activists for Human Rights in Tourism will be honored in the same set-up, followed by a reception.



ITB Empowerment Forum 3

Date	Time:	Location
March 6, 2020	11:00 - 14:00	Hall 19, Palais at Funkturm (fairground)

The Empowerment Forum 3 is a platform for Animal Welfare and Engagement: Crucial subjects related to ethical animal treatment in tourism as well as the support of women initiatives & women entrepreneurship in tourism will be debated.

The ITB-Empowerment Days are focusing on putting a spotlight on responsible, sustainable tourism matters. This forum was founded to create awareness for sensible issues the tourism industry, finding solutions instead of looking away. They also serve as a best practice as many outstanding leaders in the field are being awarded with prizes during the three 3 days, inspiring others.

ITB Friday confronts the audience with the necessity to take animal rights in tourism more seriously. This year's session addresses especially touristic experiences which include dolphins and other sea mammals: Which practices are irresponsible, which alternative products do exist or can be developed, how can we do better?

The second highlight of Day3 is the Female Social Entrepreneurship Workshop bringing together women from all over the world who are -or want to become- social entrepreneurs in tourism to exchange their experiences and how to do better. To empower these women further we will invite female mentors helping with words and deeds.

The last event of Day3 will be the ceremony of the renown ITB Book Awards, celebrating authors and publishers of tourism-relevant books and print products for the German market, including guidebooks for ITB's 2020 Guest Country Oman.

Official Partner Country
ITB Berlin 2020

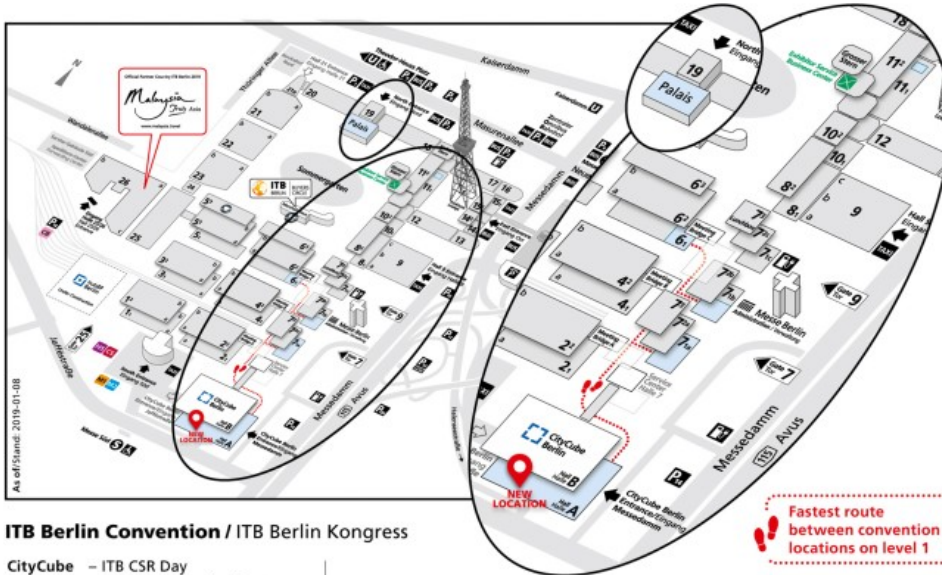


Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



ITB Berlin Convention / ITB Berlin Kongress

- CityCube Hall A**
- ITB CSR Day
 - ITB Deep Dive Sessions
 - ITB Destination Day 1
 - ITB Destination Day 2
 - ITB Experts Forum Wellness
 - ITB Future Day
 - ITB Marketing & Distribution Day
 - ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
 - ITB MICE Forum
 - ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

Fastest route between convention locations on level 1

Contact

Please contact us for concerns or questions:

Convention Organisation

ITB Berlin Convention Office
c/o Multivisio GmbH
Hanauer Landstraße 287
60314 Frankfurt/M. Germany

Alexandra Saless
Freelance Convention Manager
Cell: +1 843 602-2720
alexandra.saless@multivisio.de

Contact Person Messe Berlin

Lisa Klimke
Product Manager
Messe Berlin
Messedamm 22
14055 Berlin Germany
Phone: +49 (0)30 / 3038 2167
Fax: +49 (0)30 / 3038 2113
klimke@messe-berlin.de

Scientific Management ITB Berlin Convention

Prof. Dr. Roland Conrady
Hochschule Worms
Erenburgerstr. 19
67549 Worms Germany
Phone: +49 (0)6241 / 509 126
conrady@hs-worms.de

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.