

eTravel Lab Day 1

Date
March 4, 2020

Time:
10:30 - 14:00

Location
Hall 7.1b, eTravel Lab

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

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10:30 - 11:00

Data Instead Of Surveys: How To Analyse The Travel Market In The Digital Age

- Data analysis instead of surveys: What are the travel trends in 2020?
- What do travel customers actually think about a certain destination, brand or product?
- Which marketing campaigns result in positive feelings?
- It's all in the data – if you know how to use it.

Speaker:

[Toni Stork](#), Founder, OMMAX

11:15 - 11:45

The Future Of Package Travel

- A technical view on the traditional tour operator business
- Technological developments such as dynamic packaging and shopping cart solutions
- What will the upcoming technical setup for tour operators look like in order to meet the increasingly individual needs of future travellers?
- How must the product portfolio in travel sales (OTAs, metasearch and more) develop?

Speaker:

[Jan Gerlach](#), CEO, Peakwork

12:00 - 12:30

The Unstoppable Rise Of The Asian Travelers

- Asia remains the biggest growth driver in the international tourism market
- Rising purchasing power and technology innovations have been constantly changing the way that Asian travel
- Listen to the senior executives from Asia's leading travel companies on how they tailor to the changing needs of Asian travelers

12:45 - 13:15

Overtourism And Visitor Flows - An Iterative Approach

- How important are targeted data collection processes for the management of mobility systems in tourism
- Best practice example of our Sense-Plan-Act paradigm using the visitor guidance system at Schönbrunn Palace in Vienna

Speaker:

[Christian Kogler](#), Research Engineer, AIT Austrian Institute of Technology

TTA Forum

Date	Time:	Location
March 4, 2020	14:00 - 18:00	Hall 7.1b, eTravel Lab

How is the third-largest segment in the travel industry developing? The challenges for in-destination experiences include marketing, revenue management, software selection and much more. Panel discussions, keynotes and current cases will provide information on where the journey is heading. Detailed descriptions of all individual events will soon be available here.

14:00 - 14:10

Prologue TTA Forum

Greetings:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

14:10 - 15:00

What Drives The Industry In 2020

Keynote and subsequent panel discussion with industry experts.

Keynote:

[Lukas C. Hempel](#), Managing Director, Bookingkit

Moderated by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

Panel guests:

[Mathis Boldt](#), VP Sales and Supply, GetYourGuide

[Matthias Goeze](#), CCO, Visit Berlin

[Klaudjia Janzeli](#), Global Sales Director, Urban Adventure

15:00 - 15:30

Sustainability And In-Destination Services: Keynote And Best Case Presentations

- Keynote: Overtourism – How Local Tour Operators can Tackle Destination Challenges
- Best case presentation of Conscious Tourism International
- Best case presentation of the City of Gothenburg: How Gothenburg became the leading destination in sustainability
- Subsequent discussion with q&a

Keynote:

[Eric de la Bonnardiere](#), Co-Founder, Evaneos

Moderated by:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

Speakers:

[Chris Wray](#), Co-Founder, Conscious Tourism Cambodia

[Stefan Gadd](#), Corporate Communication Manager, Göteborg

15:30 - 16:00

Five Tech Trends Shaping Tours & Activities in 2020

- Technology innovation is transforming tours and activities and establishing new competitive benchmarks for operators worldwide
- This presentation, leveraging new research from Arival, outlines five essential trends redefining this sector for 2020 and beyond

Speaker:

[Douglas Quinby](#), Co-Founder & CEO, Arival

16:00 - 16:30

Technology Round Table

- Competition of reservation systems
- The impact of e-commerce on the industry
- Short Best Case presentations

Moderated by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

Panel guests:

[Chris Atkin](#), CEO, Rezdy

[Manuel Hilty](#), Co-Founder, Nezasa

[Matthias Wirz](#), Chief Growth Officer

16:30 - 17:00

Marketing: Best Case Presentations And Panel

- How do TTA companies market their services when platforms and metasearch engines are sharing the game?
- What are chances and challenges?

Speakers:

[Jan Dolezal](#), CEO, SmartGuide

[Dikaïos Kalavrytinos](#), Sales Manager Europe, iVenture Card

[Evan Reece](#), CEO, Liftopia

17:00 - 17:30

Revenue Management: Practical Workshop

- The 8 master hints to unlock full pricing potential

Speaker:

[Lukas C. Hempel](#), Managing Director, Bookingkit

17:30 - 17:50

N.N.

Speaker:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

eTravel Lab Day 2

Date	Time:	Location
March 5, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

News on PSD2, current studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab. Detailed descriptions of all individual events will soon be available here.

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10:30 - 11:00**The State of Travel Startups and Hot Segments To Watch**

- Phocuswright has featured the most promising travel innovators on its global stages, and its news brand, PhocusWire, reports on the Hot 25 startups to watch
- This session features a data presentation from the latest State of Startups research and a detailed analysis on which industry segments are most ripe for disruption
- An interactive discussion with entrepreneurs and investors follows the presentation, adding additional insight and color into the most important topics and trends in travel innovation

Speaker:

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

11:15 - 11:45**Destination Success Story - The Geocaching Made In Nouvelle-Aquitaine**

- Best Case: How to use geocaching to support a sustainable tourism?
- With more than 720,000 players in 2018, "Terra Aventura" has won the hearts of many tourists

Presentations:

[Michel Durrieu](#), General Director Nouvelle-Aquitaine Regional Tourist Board, Nouvelle-Aquitaine Regional Tourist Board

12:00 - 12:30**It Pays To Be Prepared: Hotel Bookings And PSD II**

- PSD II revolutionizes the payment industry
- View on legal implications
- Are hotels allowed to charge guests' credit cards according to PSDII?
- Should bookings be made via wholesalers and OTAs?
- The connection between SCA and electronic registration forms

Speaker:

[Katharina Hahn](#), attorney, Spirit Legal

[Katrin Krietsch](#), attorney, Spirit legal

12:45 - 13:15**Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?**

- 7 steps to the effectiveness of sustainability in e-tourism
- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, neusta tourism

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, neusta tourism

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Kurzfristige Änderungen vorbehalten.

Hospitality Tech Forum

Date	Time:	Location
March 5, 2020	13:30 - 18:00	Hall 7.1b, eTravel Lab

What is driving the hospitality industry and what are challenges and opportunities arising from the digital transformation? Learn more at events on revenue management, marketing, sustainability and the future of the hotel industry. Detailed description of all individual events will be available here shortly.

13:30 - 14:00

Smart Hotel – Technological Future Scenarios In Current Practice

Warm-Up Hospitality Tech Forum

- Insights to technological scenarios and cognitive environments in the Big Picture
- Examples of smart hotels from the pioneers
- How to integrate smart solutions?
- Evaluation of technologies and how to deal with current hurdles?

Speaker:

[Prof. Dr.-Ing. Vanessa Borkmann](#), Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO

14:00 - 14:10

Introduction: Hospitality Tech Forum

Hosted by Hospitality Industry Club

Introduction & Moderation:

[Daniel Zelling](#), Founder, Hospitality Industry Club

14:10 - 15:00

Revenue Management: Keynote, Best Cases And Panel

- Keynote by Profiter: High costs and low sustainability of online distribution. How inventory management AI can help
- Best case presentations followed by a panel discussion:
- The future of pricing in the hotel industry
- What is the future role of a revenue manager?
- What can revenue management solutions achieve today and where do hoteliers need experience and local knowledge?
- How is the online distribution mix developing?

Keynote:

[Osvaldo Mauro](#), CEO, Profiter

Moderated by:

[Wilko Weber](#), Vice President Global Revenue and Digital Strategy, Kempinski

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Speaker:

[Siim Karu](#), Chief Revenue Officer, A&O Hostels
[Jens Munch](#), CEO, Pace
[Sigrid Ruppe-Senn](#), CEO, Interalp Touristik GmbH
[Stan van Roij](#), Vice President - Hospitality, Infor

15:00 - 15:30

Sustainability Trends In Hospitality

- Can the Fridays for Future hype be used for the industry?
- Is there a stronger awareness among the guests?
- How can sustainability be addressed in sales and marketing?

Speakers:

[Franziska Altenrath](#), Co-founder, TUTAKA
[Suzann Heinemann](#), Managing Director, GREENSIGN
[Moritz Hintze](#), Gründer, bookitgreen
[Uta Janbeck](#), Hotel Management, Janbeck's FAIRhaus
[Moritz von Petersdorff-Campen](#), CEO, Suitepad

15:30 - 16:00

The Future Of Hotel Online Distribution

- Are direct bookings increasing or not?
- What happens to OTAs if metasearch engines offer bookings as well?
- How do hotels and hotel groups need to prepare?

Moderated by:

[Ben Stephenson](#), CEO, Impala

Panel guests:

[Ben Jost](#), CEO, TrustYou
[Ramin Lale-Khani](#), Managing Director, Poppenbütteler Hof GmbH
[Petra Sowada](#), Sales Director, relexa Hotel GmbH
[Iris Steinmetz](#), VP of Product and Partnerships, SnapShot

16:00 - 17:00

Re-Building Hotel Brands: Best Case Presentations And Panel

- What do you have to consider when repositioning a traditional hotel brand?
- What are the pitfalls of brand restructuring?
- What needs to be considered when communicating with employees?

Moderated by:

[Daniel Zelling](#), Founder, Hospitality Industry Club

Speakers:

[Heiko Buchta](#), Hotel Manager, Platzl Hotel
[Lars Dünker](#), Derag Hotels

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[Moritz Klussmann](#), CEO, Customer Alliance
[Alexander Schuster](#), Head of Digital, 25hours Hotel Company
[Michael Toedt](#), Co-founder, dailypoint™

17:00 - 18:00

Hospitality 2025

- How do processes in the hotel industry change due to the use of new technologies?
- Will there still be a need for personnel in the future?
- How will the expectations of different target groups change?
- Which hotel product is the promising model for holidays, which for business trips?

Moderated by:

[David Turnbull](#), Hospitality Entrepreneur & Advisor, Board Member, techtalk.travel

Speakers:

[Ian Di Tullio](#), SVP of Guest Services, ACCOR

[Stefan Matthiessen](#), Chief Brand Officer, Konzept Hotels

[Simone Puerto](#), CEO, Travel Singularity

[Christian Schwarz Lausten](#), EMEA Lead, Airbnb for Work

Data Talks

Date	Time	Location
March 6, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

10:30 - 10:35

Welcoming 1. "Data Talks"

Welcome and Moderation:

[Bernd Nawrath](#),

10:35 - 11:00

Data-Driven Business Models – Limited?

- Introductory dialogue on business models and how they work
- How to create added value with data

Interview guest:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Interviewer:

[Bernd Nawrath](#),

11:00 - 11:20

Multi-Platform-Network In Travel – Digital Enablers And Travel Of The Future

Speaker:

[Monika Wiederhold](#), Managing Director, Amadeus Germany GmbH

11:20 - 11:40

Next Buzzword Or Survival Strategy? From Digitization To Datafication

- Peakwork shows the relevant trends in data warehousing, data analysis and evaluation
- How can retrospective data analysis be used to predict future trends and develop new data-driven products and services?

Keynote:

[Joao Gonzaga](#), Chief Product und Technology Officer, Peakwork

11:45 - 12:30

Highly Recommended – Best Practice Panel On “Personalization“

- Short presentations and panel discussion
- Bosys, Best Case presentation
- Silversurfer, Best Case presentation
- Skyscanner: Best Case presentation “The journey from meta to marketplace on mobile”

Moderated by:

[Bernd Nawrath](#),

Speakers:

[Jörg Bünning](#), Managing Director, BOSYS SOFTWARE GmbH

[Catriona King](#), Commercial Director, Skyscanner

[Oliver Nökel](#), General Manager, silversurfer7 GmbH

12:30 - 12:50

The Platformation Of Travel

- What has been the impact of platforms on the customer experience?
- What opportunities will it deliver to the travel industry?
- Where are we on the way to platformation and what can we expect for the future?

Speaker:

[Tom Fecke](#), Director Strategic Sales EMEA, Sabre

12:50 - 13:05

Ready For The Future? The Most Promising Trends In Travel Tech

- Which trends will affect the travel industry?

Speaker:

[Olivier Krüger](#), CEO, Lufthansa Systems

eTravel Lab Day 3

Date	Time:	Location
March 6, 2020	13:30 - 17:00	Hall 7.1b, eTravel Lab

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

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Detailed event descriptions will be available here shortly.

14:00 - 14:30

Catch Me If You Can: Connecting With The Right Traveller At The Right Moment On YouTube

- Vortrag powered by Google
- YouTube can target travelers based on origins, destinations and their preferences. In this masterclass, we will give an overview of how you can leverage the full value of video advertising to make your brand known and considered.

Speaker:

[Steffen Hutmacher](#), Video Sales Lead, Google

14:30 - 15:00

Digital Content Marketing: Strategies For Successful Distribution Campaigns

Speaker:

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

15:00 - 15:30

Influencer - Good Or Bad?

- Dream job: Influencer! But what makes a professional influencer?
- And how do representatives of destinations, hotel marketing managers and others in the industry recognize suitable inquiries?
- An exchange of experiences about an indispensable cooperation with influencers and representatives of the tourism industry
- Participants will follow shortly

ITB Hotelcamp

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 7.1b, eTravel Lab

The **ITB Hotelcamp** powered by the *Hospitality Industry Club* is an open workshop in a Barcamp-Style. For the second year, hoteliers discuss current technical challenges with experts and providers of hotel software.

The most important thing is that you are in a good mood and enjoy communicating. In the best case you have a current topic, which occupies you and your colleagues. Questions, ideas, suggestions: all topics are allowed, as long as they help you leave this event with more knowledge. So write it down and bring it with you. Otherwise – go with the flow – with us, it’s a relaxed flow, so wear the clothes you feel comfortable in.

[Link to the registration](#)

