



ITB Future Day

Trip.com

Date	Time:	Location
March 4, 2020	10:30 - 17:45	CityCube Berlin, Hall A4/A5

Social and economic mega trends and their impact on strategies and business models in the travel industry.

Hosted by:

[Prof. Dr. Roland Conrady](#), Scientific Director, ITB Berlin Convention, Worms University of Applied Sciences

10:30 - 11:00

Convention Opening

Speakers:

[Prof. Dr. Roland Conrady](#), Scientific Director, ITB Berlin Convention, Worms University of Applied Sciences

11:00 - 11:45

ITB Co-Creators Keynote: WE Are Shaping The Future!

- The future of society, economy and tourism.
- Which trends, technologies and developments do you need to know and know how to combine in order to be successful in the future?
- Premiere highlight: The innovative, interactive Creators format. YOU are shaping the future with voting cards.
- Experience how the global tourism industry sees the future and wants to actively shape it.
- Vote with us and influence the future scenarios that are being demonstrated.

Speaker:

[Nils Müller](#), CEO, TrendOne

TREND ONE

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

12:00 - 12:45

ITB Keynote Panel: The Future Of The Tourism Industry In Times Of Digital Disruption, Climate Emergency, And Thomas Cook & Co

- Disruptive technological developments, unmistakable climate crisis, bankruptcies like Thomas Cook, geopolitical trouble spots and threatening world recession, dramatic overtourism and much more.
- The global tourism industry in times of the perfect storm.
- What structural changes are to be expected in the European and global tourism industry?
- What will digital technologies achieve in the travel distribution of the future and how will artificial intelligence develop?
- How will people travel in the future and what role will sustainability play?

Interview guest:

[Samih Sawiris](#), CEO, Orascom Development AG

Introductory presentation:

[Caroline Bremner](#), Head of Travel Research, Euromonitor

Panel guests:

[Coley Dale](#), Senior Director for Strategic Partnerships, Trip.com Group

[Rob Ransom](#), Vice President of Strategy and Corporate Development, Booking.com

13:00 - 13:45

ITB Executive Panel: Tours, Activities & Attractions

-In Cooperation with Arival-

- Tours, Activities & Attractions as in-destination services are a strategic mega topic.
- Tourists all over the world want special experiences in their destinations, they expect tailor-made offers and are prepared to spend more money on them.
- How can this huge potential be tapped, and how can the technological challenges be overcome?
- Are we experiencing a "quantum leap" in the individualization of travel offers, and can travel providers finally go back to differentiating themselves in terms of the quality of their offers?
- This session will feature new insights from the first global study of this important sector, in partnership between Arival and ITB.

Introduction & Moderation:

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

Panel guests:

[Wilfred Fan](#), Chief Commercial Officer, Klook

14:00 - 14:45

ITB CEO Interview: Fireside Chat With Greg Greeley, President, Airbnb Homes & Sam Shank, CEO, HotelTonight

Interview guests:

[Greg Greeley](#), President, Airbnb Homes

[Sam Shank](#), Head of Hotels, Airbnb, CEO, HotelTonight

Interviewer:

[Kevin May](#), Editor in Chief, PhocusWire

15:00 - 15:45

IPK's World Travel Monitor®: Latest World Travel Trends And Forecast 2020

-In Cooperation with IPK International-

- IPK World Travel Monitor® is the largest travel survey in the world, with data based on ca. 500,000 interviews.
- Presenting the latest forecast data on worldwide and European travel behavior.
- An indispensable basis for decision-making for the entire tourism industry.

Speaker:

[Rolf Freitag](#), CEO, IPK International

16:00 - 16:45

ITB Executive Panel: Future Air And Ground Mobility

-In Cooperation with Bitkom-

- We're already experiencing traffic collapses and massive environmental damage caused by unsustainable mobility systems today.
- Traffic systems in a state of upheaval: Flying cars and passenger drones, mobility platforms and the digital revolution, the renaissance of buses and trains - we are entering a new mobility age.
- What can urban aviation, artificial intelligence and digital platforms achieve and what are the limitations?
- What will passenger traffic look like in the future on the ground and in the air?
- What are the consequences for business and leisure tourism?
- What should countries, cities and rural areas do now to make transport systems fit for the future?

Introductory presentation:

[Andreas Perotti](#), CMO Europe, EHang

Panel guests:

[Christian Höber](#), Co-Founder & CEO, Pinkbus

[Stephan Leppler](#), CEO & Co-Founder, MotionTag

[Andreas Perotti](#), CMO Europe, EHang

17:00 - 17:45

Outlook Keynote: Artificial Intelligence, Big Data, Robotics & Co – A Blessing Or Curse For Mankind?

- A look beyond the tourism industry at the mega trend of our time.
- Potentials and challenges for economy and society.
- What are the risks and are they manageable?
- Outlook: Digitalization in the future

Speaker:

[Dr. Manuela Lenzen](#), Freelance Science Writer, Scientist, Keynote Speaker