



ITB Destination Day

Date March 6, 2020	Time: 10:45 - 16:45	Location CityCube Berlin, Auditorium A4/A5
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Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

Hosted by:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner

10:45 - 11:00

Greeting

Speaker:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner

11:00 - 11:45

Travel Experiences Of The Future: Tailored, Data-Based, Relevant

- Standardized mass products: increasingly banal and interchangeable.
- Expectations of the modern customer: tailored travel offers, enriching experiences, personal experiences.
- Success factors: innovative technologies, intelligent use of customer data, deep customer insights.
- Best practices for unique travel experiences and relevant travel offers.
- In the future: Will the destination still play a role or will experiences dominate the travel decision?

Panel guests:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

12:00 - 12:45

Chinese Social Media: How To Attract Chinese Outbound Tourists

- Chinese Social Media and their influence on the travel industry.
- How to promote destinations on Wechat, Weibo, IQIYI, Tik Tok (Douyin) and others.
- The big shift from search advertising to content advertising and influencer marketing.

13:00 - 13:45

The Future Of Destination Marketing: Youtube And Video Marketing

14:00 - 14:45

Panel

15:00 - 15:45

Innovating Cultural Heritage Tourism Products

Strengthening the contribution toward sustainable tourism development - in cooperation with Official Partner Country ITB Berlin 2020 Oman

- Strong and mutually beneficial inter-relations between culture/heritage and tourism.
 - Innovations in cultural heritage tourism.
 - Overcoming challenges like the sustainable management of cultural heritage tourism products.
 - Preparing cultural heritage tourism products for a mixed audience.
 - Creating enjoyable and educating cultural tourism experiences.
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16:00 - 16:45

Instagram, Influencers & Co: The Underestimated Challenge For Destinations

- Through Instagram and Facebook dynamic experiences that engage with travelers can be created.
- Photos and videos are used to tell the visual story of a destination.
- Social advertising platforms add context to images through Instagram Stories, video, or geo-tagging locations.
- Travelers are provided with a more unique, inspirational experience as they dream.
- Learn how to drive engagement and how to turn this inspiration into bookings.
- What role do Influencers play?

Introductory presentation & Moderation:

[Stephen Dutton](#), Senior Research Analyst, Euromonitor

Panel guests:

[Charlotte Frost](#), Global Media Director, Culture Trip

[Natalie Lefevre](#), Travel Influencer Journalist

[Lauren Teague](#), Digital Native, Strategist, Speaker

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.