

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.

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.

Welcome and Moderation:

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

10:30 - 11:00

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

- What are the travel trends in 2020?
- What do travel customers actually think about a certain destination, brand or product?
- Which marketing campaigns will be successful
- 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 tour operator business and on the technological evolution of dynamic packaging and data analytics
- What is the future technical setup for tour operators to meet the increasingly individual needs of travelers?
- What possibilities do data analytics offer tour operators to manage the larger data volumes and increasing complexity?
- How must the travel distribution product portfolio (OTAs, metasearch and more) evolve to become more individual and personalized?

Speaker:

[Jan Gerlach](#), CEO, Peakwork

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

eTravel Stage Day 1

Date	Time:	Location
March 4, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news on payment solutions; focus on super apps and chatbots; current insights on digitisation in tourism from Switzerland and Germany. Detailed event descriptions will be available here shortly.

10:30 - 11:00**How The Website Becomes A Personal Travel Advisor**

- Personalization in the travel industry (travel types, destinations, etc.)
- Travel recommendations with relevance for users
- Improving user experience through geo-targeting
- Addressing new and returning customers

Presentations:

[Markus Fröhlich](#), Chief Sales Officer (CSO), trbo GmbH

11:00 - 11:30**The Value Of An Automated And Individual Dialogue**

- The hotel or holiday region as a second home. The guest loyalty and continuity is at the top of the agenda for hoteliers and tourism managers.
- The way to a completed booking depends also on the virtuoso handling of customer data. The industry is faced with the challenge of handling personal data in compliance with DSGVO and developing industryspecific customer loyalty programmes.
- Which strategies can companies in the hotel and tourism industry use to sustainably increase the loyalty of their guests via marketing automation?
- The speakers will show how the knowledge from existing data can be used to increase data quality and transform a satisfied guest into a loyal, returning guest through individualized communication

Speaker:

[Prof. Dr. Sandra Bayer](#), Managing Director, Anker & Alpen Consulting GmbH
[Jörn Bittner](#), Senior Consultant, Consultix GmbH

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11:30 - 12:00

Payments: The New Data Source

- More than mere data transfer—electronic payment and its benefits
- The potential for Europe: What we can learn from China, the payment leader
- How data can significantly improve your opportunities

Speaker:

[Jörg Möller](#), Executive Vice President Sales Travel & Mobility, Wirecard

12:00 - 12:30

Convert Cash Reliant, Offline Customers Through Online Channels

- Converting target groups mainly reliant on cash through state-of-the art online payment technology e.g. low income customers; safety conscious customers; students/teens; Visiting friends and relatives
- Best Practices from airlines and travel agencies using the payment technology

Speaker:

[Florian Oberle](#), Director Sales & Business Development, Barzahlen.de / Cash Payment Solutions GmbH

12:30 - 13:00

Vacation Rental Management Has Never Been Easier – Chatbots, Your Virtual Host

- Learn how you can save time by automating communication
- It's easy to provide hassle free access to information and recommendations
- Understand how to eliminate guest frustration and improve the online ranking
- Enhance the guest stay by curating a local experience

Speaker:

[Alexander Wessels](#), Executive Director - Partnerships, SABA Hospitality Technology Solutions

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: Splyt, Stasher and World Around Me

Moderated by:

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

Speaker:

[Anthony Collias](#), CCO and Co-founder, Stasher

[Lukas Neckermann](#), Chief Strategist, Splyt

[Tarun Sainani](#), CEO, World Around Me GmbH

14:00 - 14:30

How To Engage With Your Chinese Visitors And Achieve The Best Customer Journey

- 220 million Chinese tourists will travel outside China
- How are you going to engage with your Chinese visitors and provide them a unique customer journey?
- Experiences and learnings about how you can connect to your Chinese tourists
- Get inspired on what's possible with customer journeys within WeChat

Speaker:

[Eric Mencke](#), Regional Director, WeGoEU

14:30 - 15:00

Next Level Guest Communication - Getting Ready For The Future Of Conversational AI In Hospitality

- The state of chatbots & voice bots
- good use cases in hospitality and travel today
- outlook on how the technology will further evolve and impact the industry

Speaker:

[Olga Heuser](#), Co-Founder, CEO, DialogShift GmbH

15:00 - 15:30

More Direct Bookings Through Affiliate Partners

- What is Affiliate Marketing and which partner models are there especially for the travel industry?
- What do you need to consider when working with affiliate partners?
- Practical tips for more direct bookings and best practice examples

Speaker:

[Malte Hannig](#), Supervising Senior Affiliate Manager, xpose360 GmbH

15:30 - 16:00

Influencer Management Against Overtourism

- Overtourism in Switzerland due to influencers?
- Influencer management as a solution
- One central instrument: Switzerland Tourism Influencer Summit
- Findings and lessons learned

Speaker:

[Markus Berger](#), Head of Corporate Communications / Media Spokesperson, Schweiz Tourismus

16:00 - 16:30

How Digital Are German Destinations?

- Presentation of a survey of 420 tourism organisations, carried out in 2019 in cooperation with the DTV, on the status quo of the implementation of "digitisation" in companies and destinations.
- Insights into the implementation of technology (chatbots, AR, VR, WLAN etc)
- Marketing tools (APPs, social media etc.)
- Processes (AGs, management tools, etc.)
- Obstacles and training needs

Speaker:

[Dr. Alexander Schuler](#), Managing Director, BTE Tourismus- und Regionalberatung Partnerschaftsgesellschaft mbB

16:30 - 17:00

Corporate Startup - A Success Story For The Travel Industry?

- Advantages and disadvantages of a Corporate Startup
- Learnings from two years PINCAMP powered by ADAC
- milestones

Speaker:

[Uwe Frers](#), Managing Director, ADAC Camping GmbH

17:00 - 17:30

How The Platform Economy Disrupts Indian Tourism

- Study: platformization of tourism in India and the development impacts of travel platform
- Online platforms have become crucial in supporting decisions about travel-worthy destinations, changing the way consumers make travel decisions
- But within the ecosystem, there seem to be highly uneven outcomes for smaller and marginal players who are dependent on platforms

Speaker:

[Deepti Bharthur](#), Senior Research Associate, IT for Change

17:30 - 18:00

New Work: How Machines And Humans Work Together

- The future of tourism has been a network company without an office since the end of 2013.
- Which digital tools are used?
- How do you implement large projects?
- How does this work on a personal level? A concrete best-practice example of New Work with insights behind the scenes.

Speaker:

[Catharina Fischer](#), Network partner / Consultant, Tourismzukunft

[Kristine Honig](#), Network partner / Consultant, Tourismzukunft – Realizing Progress

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 & Moderation:

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

Keynote Speaker:

[Brian Young](#), Managing Director EMEA, G Adventures

Panel guests:

[Andrew Aley](#), Managing Director, Sightseeing Alliance

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

[Josh Carr](#), Head Of Global Sales - Strategic Partnerships, Urban Adventure

[Marcus Guhlan](#), Visit Berlin

15:00 - 15:30**Actions Speak Louder Than Words - In-Destination Sustainability Focus**

- Keynote: Overtourism – How Local Tour Operators can Tackle Destination Challenges
- Best case presentations
- Discussion with Q&A

Keynote:

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

Moderated by:

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

Speakers:

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

[Chris Wray](#), Co-Founder, Impact Explorer

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15:30 - 15:55

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

15:55 - 16:30

Technology Round Table

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

Moderated by:

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

Panel guests:

[Chris Atkin](#), CEO, Rezdy

[Drew Barrett](#), VP of Sales, Fareharbor

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

[Matthias Wirz](#), Chief Growth Officer, Bookingkit

16:30 - 17:00

Marketing In-Destination Services: Best Case Presentations And Panel

- How do companies in the in-destination segment market their services?
- What happens if big platforms and metasearch engines are sharing the game?
- What are chances and challenges?

Moderated by:

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

Speakers:

[Jan Dolezal](#), CEO, SmartGuide

[Evan Reece](#), CEO, Liftopia

[Joost Timmer](#), Managing Director, iVenture Card

17:00 - 17:30

Get Your Pricing And Profit Right - How Every Tour & Activity Provider Becomes A Pricing Strategy Master

- Dynamic pricing and revenue management (making frequent pricing changes to optimize revenue and bookings) have been a mainstay of other travel sectors for years. Now, it's beginning to take hold of tours, activities, and attractions
- This workshop, geared for ticketed attractions as well as larger tour and activity operators, walks through the fundamentals of revenue management, how to think about applying revenue management relative to the unique attributes of your business and how you can grow your sales, profits, and predictability for your operation

Speaker:

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

17:30 - 17:50

A Behaviour-Smart Look At Technology And Travel

- Borrowing insights from psychology this talk will take you to the crossroads where traveler behaviour meets technology. It will zoom into the ways technology modifies behavioural patterns before, during and after the trip
- A review of both, the desired and undesired effects of technology on traveler behaviour, will serve as basis for proposing some behavior-smart tactics for destinations and service providers in the industry

Speaker:

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

17:50 - 18:00

Wrap Up TTA Forum

Speaker:

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

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.

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.



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

- Phocuswright has tracked travel startups for over 15 years and its extensive database allows for analysis of founding and funding trends
- 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

[Morgann Lesné](#), Partner, Cambon Partners

11:15 - 11:45**Games People Play: Sustainable Ways To Explore The Destination 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

12:45 - 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, curiopia

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

eTravel Stage Day 2

Date	Time:	Location
March 5, 2020	10:30 - 18:00	Hall 6.1, eTravel Stage

Product news from the hospitality tech sector. Furthermore, focus on smart mobility, startups and news on AI & voice marketing. Also examples for TikTok in the marketing mix. Detailed descriptions of all individual events will soon be available here.

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10:30 - 11:00**Travel Trends 2020 And The Super App**

- In Travelport's most comprehensive report ever, the experts look at where mobile travel is going in the next 12 months and how travel agencies can use these insights to shape their travel brand's 2020 mobile strategy.
- One of the most interesting trends in mobile is the "Super App" – an all-in-one experience in only one app.
- Damiano Sabatino is talking about the Super App, how it will improve the mobile travel experience and what hyperconnected travelers are expecting in future.

Speaker:

[Damiano Sabatino](#), Vice President, Managing Director Account Management Europe, Travelport

11:00 - 11:30**Conquer Your Data – Lessons In Delivering Real Impact For Your Hotel**

- In an ever-evolving digital landscape, today's hotelier must mine through more data than ever to understand how to activate their data and see a real impact on their business.
- Join us as we share examples of hoteliers who are conquering these problems in both the marketing and revenue management disciplines.
- Think personalization, loyalty, data modeling, gaming, digital personas, middleware, connectivity...all at your fingertips and ready for the taking

Speaker:

[Michael Bennett](#), Chief Marketing Officer, Cendyn

[Niels Mekenkamp](#), Director of Business Solutions, EMEA, Cendyn

11:30 - 12:00**The New Era Of Hotel Distribution And Why Guest Knowledge Is Power**

- Recognise the macro shift happening within the global hotel industry, from distribution guesswork to deep intelligence
- Learn why informed decision-making is critical to every hotel's online marketing and sales strategy
- Understand the role that factors such as pricing continue to play in every traveller's booking journey, and how hotels can gain greater success online
- Be among the first in the world to preview the latest evolution in SiteMinder's platform, which levels the playing field for hotels once more

Speaker:

[Clemens Fisch](#), Regional Director EMEA, SiteMinder

[Inga Latham](#), Chief Product Officer, SiteMinder

12:00 - 12:30

Revenue Beyond 2020: The Way Forward For Hospitality Brands

"Revenue beyond 2020 answers three critical questions for the next decade that will be at the center of identifying new revenue opportunities for hospitality:"

- What are hospitality leaders telling us about the future of distribution?
- Will mid-sized hotels continue to drive growth in the coming decade?
- Will revenue managers be able to overcome the information overload?

Speaker:

[Mark Haywood](#), Senior Vice President, Head of Europe, RateGain

12:30 - 13:00

Making Sense Of Scale: Operations Data To Develop Big Picture Perspective

- Introducing ALICE: what is a hotel operations platform?
- How an operations platform lets you see any micro-moment of a guest or staff interaction
- Operations data highlights guest service and operational trends at a macro level
- Access to tangible data (daily, weekly, monthly, annually), gives hoteliers actionable insight to improve guest service and a hotel's bottom line

Speaker:

[Colin Barnett](#), Senior Regional Sales Director for EMEA, ALICE

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: CheckIn, Mindsay and Questo

Moderated by:

[Dirk Rogl](#), Advisor, Strategic Communicator, Rogl Consult

Speaker:

[Antonio Bustamante](#), Founder, CEO, CheckIn

[Alex Govoreanu](#), Co-founder, CEO, Questo

[Guillaume Laporte](#), Co-founder, CEO, Mindsay

14:00 - 14:30**Socialbnb - How A Startup Wants To Make Travel Sustainable**

- Socialbnb connects tourists with social and ecological aid organizations (NGOs) around the world. In this way, the Start Up opens up a completely new group of people for tourism: What challenges arise in the cooperation with aid organizations? How can we create a tourism from which all sides benefit? How can the local population be better integrated, so that tourism is not seen as a necessary evil but as an opportunity.
- The origin of the idea of Socialbnb - How the construction of a small school in Cambodia became a worldwide tourism platform.
- Sustainability is also important in the tourism industry: How to deal with this trend? What does sustainability actually mean for a tourist? What can sustainable tourism look like?
- What role does a local and authentic experience play for young travelers and how can this target group best be reached?

Speaker:

[Alexander Haufschild](#), Chief Marketing Officer, Socialbnb

[Nils Lohmann](#), CEO, Socialbnb

14:30 - 15:00**Urban Tourist Mobility: The Future Of Sightseeing In Cities**

- Electric scooters became legal in Germany in 2019. Tourists adopted them quickly, how will this change sightseeing in the coming years?
- Autonomous vehicles such as self driving cars - when are they coming and what will this mean for vehicle based sightseeing
- A look at early autonomous sightseeing vehicle designs, including those operating today or at concept stage
- Feedback from early customer experience trials. Will customers want these new vehicles?

Speaker:

[Alex Bainbridge](#), CEO & CTO, Autoura

15:00 - 15:30**Ethics Can Control Digitization – Should There Be A Limit For Algorithms In Tourism?**

- Coping with visitor masses - pilot systems vs. laissez-faire
- Data transparency vs. smart data personalization
- Do tour operators and destinations need an ethical policy?
- How to sync the technically feasible with the morally desirable

Speaker:

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

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

15:30 - 16:00**TikTok – A New Craze In The Tourism Tool Box**

- TikTok is the trend platform of the year for many and is considered the latest must-have app. No wonder: 5.5 million Germans already use TikTok every month and they spend about 50 minutes a day in the app.
- So is it worthwhile for tourism marketers to take a closer look at TikTok? We show how tourism players can use TikTok in their marketing mix.
- Find out by means of case studies which possibilities the app offers to reach more than Generation Z and to build up a close customer relationship.

Speaker:

[Ulrike Katz](#), Managing Director, justZARGEScommunicate!

16:00 - 17:00**It's The Location, Stupid: The Best Habitats For Startups**

- Hands-on experience from different parts of the world
- peer-reviewed pros and cons for successful ventures
- newcomers and investors share their expectations
- Followed by an open Q & A Session and a networking event sponsored by Travelport> Start-ups welcome!

Moderated by:

[Alexander Trieb](#), General Partner, ennea capital partners GmbH

Panel guests:

[Dr. Thomas Bodmer](#), CEO, Co-founder, Next Floor

[Brian Marrinan](#), Co-Pilot, Propeller Shannon

[Laurent Queige](#), Director, Welcome City Lab

[Tim Schwichtenberg](#), Senior Investment Analyst, Deutsche Bahn Digital Ventures GmbH

Q&A:

[Beat Blaser](#), Managing Partner & Co-Founder, Falkensteiner Ventures AG

17:00 - 17:30**Alexa, Where Are We Going? & The Hot Chair: Sleeping With The Enemy**

- Short lecture about intelligent personal assistants and their importance for tourism. What can the language assistants do and what not (yet)? How reliable and helpful is the communication in human language with the disruptive software
- The hot seat: Sleeping with the Enemy Those who voluntarily bug their homes and offices give up all privacy. Or is this fear of Alexa, Cortana, Siri & Co. exaggerated? We talk turkey

Interviewer:

[Gerd Otto-Rieke](#), ITB eTravel-Team

Speaker and Interview Guest:

[Ralf Eggert](#), CEO, Travello GmbH

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17:30 - 18:00**Zero Friction Future With Facebook**

- Friction is one of the biggest threat to businesses today as consumer expectations continue to rise with the pace of technology
- Danger of frictional losses is increasing, as the customer journey is often very fragmented
- Learn from Facebook about their vision of a Zero Friction future and how consumers engage with travel brands on their platforms

Speaker:

[Jan Starcke](#), Travel Industry Lead, Facebook

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**Hotels And Total Technology: Survival Of The Smartest?****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:

[Oswaldo Mauro](#), CEO, Profiter

Moderated by:

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

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?

Moderated by:

[Lea Jordan](#), Head of Marketing & Co-Founder, techtalk.travel

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?

Panel guests:

[Felizitas Denz](#), Performance Manager, east Hotel

[Ben Jost](#), CEO, TrustYou

[Iris Steinmetz](#), N.N.

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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:[Sebastien Leitner](#), techtalk.travel**Speakers:**[Heiko Buchta](#), Hotel Manager, Platzl Hotel[Moritz Klusmann](#), CEO, Customer Alliance[Alexander Schuster](#), Head of Digital, 25hours Hotel Company[Michael Toedt](#), Co-founder, dailypoint™[Betina Welter](#), Corporate Director Marketing & Communications, VIENNA HOUSE HOTELMANAGEMENT GMBH**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

"Data Talks" Welcoming Remarks

Welcome and Moderation:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

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](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

11:00 - 11:20

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

- The "Multi-Platform-Network approach" illustrates the aim to take Amadeus' core assets along the journey, introduce new platforms and connecting them systematically to create the digital operating system of travel.
- The goal is to create a digital seamless travel experience for the traveler by enabling the travel industry through a connected ecosystem of technology platforms and a partnership eco-system leading to a self-enforcing network effect mechanism.

Speaker:

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

11:20 - 11:40

The Move 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 On Personalization

- Best case presentation "A picture is worth a thousand datapoints – gain customer insights by visualizing data"

Moderated by:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

Speakers:

[Oliver Nökel](#), Founder / CEO, NumBirds 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?
- How will AI improve your travel experience?
- What does that mean for the airline world?

Speaker:

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

13:05 - 13:30

Contemplating Wrap Up "Data Talks": The Future Of Travel Technology

Moderated by:

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

Panel guests:

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

[Andy Owen-Jones](#), Co-Founder & CEO, bd4travel

eTravel Stage Day 3

Date	Time:	Location
March 6, 2020	10:30 - 17:00	Hall 6.1, eTravel Stage

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c. Detailed descriptions of all individual events will soon be available here.

Product news on route planning and cloud-based geolocalisation. In addition, podcasts b2b and b2c

10:30 - 11:00**Mobile Check-In And Self-Check-In. Meet Your Customer And Kill Your Intermediary**

- The Check-in process. Past, present and future.
- The Guest experience. How a good first impression really counts.
- The Mobile Check-in. How to meet the most different needs, everywhere, following a smooth and compliant practice.

Speaker:

[David Senar Julia](#), Senior Consultant, PassportScan

11:00 - 11:30**Managing Geodata In The Cloud**

- Manage trip details / routes in the cloud
- Have your own navigation app to protect your precious data
- Provide your customers with customised trip information on their smartphones
- Decrease your costs to prepare and manage trip guidebooks
- Why protecting your data will protect your business

Speaker:

[Jochen Schneider](#), CEO, Schneider Geo GmbH

11:30 - 12:00**Product Launch: Unveiling Fair Trade Travel**

- Decentralized tools for end travellers and travel businesses
- Fixing travel distribution with aggregated direct bookings

Speaker:

[Maksim Izmaylov](#), CEO & Founder, Winding Tree

12:00 - 12:30

EasyGDS - An Online Travel Agency Booking Platform

- Developed to address the needs of Travel Agents.
- Providing travel agent with everything they need to go online within a short period of time.
- Covering the full range of travel products including flights, hotels, car rentals, tours & activities and airport transfers.
- Travel Agents will make a total profit from each transaction.
- SaaS model with no hidden costs

Speaker:

[Sean Leong](#), Business Development Manager, GoQuo

12:30 - 13:00

Smart Tourism - Digital Visitor's Tax And Registration Form

- Increase of incentives for visitor's tax honesty (Convenient payment via app, linking with benefits, consideration of discounts, annual spa tickets, groups)
- Simplified processing for hosts (simple processing of the registration form - directly by the guest)
- Local tax management for the municipality (Daily guest recording, automatic provision of visitor's tax data, simplified controls)
- Additional low-cost, low-scatter loss sales channel for the regional economy

Speaker:

[Björn Leif Faltis](#), Projectmanagement, Guide 2 GmbH

[Thomas Holst](#), Geschäftsentwicklung / CBDO, Guide2 GmbH

13:00 - 14:00

Daily Startup Track

- Every day 3 start-ups tell about themselves
- strengths, weaknesses, personal learnings and challenges
- On Stage: Mamis Travel Guide, Tutaka GmbH and Zelt zu Hause

Moderated by:

[Michael Buller](#), Chairman, VIR - Association of Internet Travel Marketing

Speaker:

[Alexandra Herget](#), Co-Founder, TUTAKA GmbH

[Nina Heyder](#), Founder, ZeltzuHause

[Laetitia Hörnler](#), CEO, mamis travelguide

14:00 - 15:00

Listen Up! Podcast As Part Of The Ecommerce Strategy

- Introduction keynote from Spotify
- What are the advantages of podcasts?
- Earned, paid, owned. How do I find out if podcasts are worthwhile in my marketing mix?
- Experience: How do you ensure sufficient information and entertainment value

Moderated by:

[Daniel Sprügel](#), Founder, Maniac Studios

Panel guests:

[Teresa Baumgarten](#), Marketing Manager ITB Berlin, ITB Berlin

[Jens Behler](#), Head of Department Digital Communication, Deutscher Olympischer Sportbund

[Adrian Klie](#), Podcaster, Welttournee - der Reisepodcast

[Christoph Streicher](#), Podcaster, Welttournee - der Reisepodcast

Speakers & Panel guests:

[Katia Yakovleva](#), Head of DE Strategic Accounts, Spotify

15:00 - 15:30

Using Brand Serps To Optimise Your Digital Ecosystem

- What is a brand SERP (Search Engine Result Pages)? (Hint: it is what appears when someone Googles your brand name?)
- Why your brand SERP is essential to your bottom line
- What is your Digital Ecosystem? (Hint: it is vast and vital)
- How your digital ecosystem affects your core business
- How to use Brand SERPs to optimise your Digital Ecosystem
- How this will boost your digital strategy and improve your bottom line

Speaker:

[Jason Barnard](#), Founder, Kalicube

15:30 - 16:00

AI Meets Paradise: How Jamaica Boosts Tourism Using State Of The Art Technologies

- Power of Big Data: unlocking potential of a Destination through a holistic analysis of Data Insights.
- AI and Digital Advertising: reaching a right person, with a right message, in a right moment of time.
- Interplay of Big Data and Digital Advertising: converting incremental visitors to a Destination and maximizing revenues.

Speaker:

[Ivan Kusalic](#), Chief Technology Officer, travel audience, an Amadeus Company

[Donovan White](#), Director of Tourism, Jamaica Tourist Board

16:00 - 17:00

VR Lab Goes ETravel World

- The ITB Virtual Reality Lab in Hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the tourism and marketing sector.
- As the grand finale of eTravel World, suppliers on the eTravel Stage will report on their products in a user-oriented way
- Q&A and exchange of experience with interested trade visitors

Speaker:

[Jan Dolezal](#), CEO, SmartGuide

[Josh Ellison](#), Co-founder, Jump To

[Michael Lehnert](#), Director Sales and Marketing, SENSAPÉ

[Laura Olin](#), COO & Partner, ZOAN

[Marco Rossi](#), Business Development Manager, Aeronike

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?

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

Detailed event descriptions will be available here shortly.

Moderated by:

[Gerd Otto-Rieke](#), ITB eTravel-Team

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 - Hero Or Villain?

- 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

Moderated by:

[Melvin Boecher](#), Founder, Traveldudes

Panel guests:

[Kash Bhattacharya](#), budgettraveller.org

[Jana Kalea](#), Blogger, comfort-zone.net

15:30 - 16:00

Open Data And Its Impact On Blogging

Speakers:

[Catharina Fischer](#), Network partner / Consultant, Tourismus Zukunft

[Christoph Hampe](#), Digital Marketing Manager, Thüringen Tourismus

16:00 - 16:30

WhatsApp Marketing 2020: Marketing With The Largest Social Network

- WhatsApp Business
- Data protection
- Marketing opportunities
- Sweepstakes
- Practical examples

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismus Zukunft, Reisebüro Faber

16:30 - 17:00

The Age Of Artificial Intelligence: Opportunities And Challenges For Tourism

- Application fields of artificial intelligence
- Best practice examples in tourism
- Recommended action for tourism stakeholders
- Outlook for the future

Speaker:

[Florian Bauhuber](#), Managing Director, Tourismus Zukunft

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EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

eTravel Stage Day 4

Date
March 7, 2020

Time:
11:00 - 14:00

Location
Hall 6.1, eTravel Stage

Sessions held in German without translation

11:00 - 12:00

Digital Marketing Automation

- Basics Digital customer acquisition - What is important when you want to inspire people online? How can a way online from the prospect to the customer look like?
- Inventory - Which processes exist in the companies of the participants that can be automated and scaled with simple means
- Setting up an email tool - How do you set up an email tool to automate and scale processes in your organization?
- Inbound Marketing - How can you automatically introduce new prospects to your company and get them to contact your company?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

12:00 - 13:00

Digital Customer Acquisition

- Stocktaking - What could have been better done online in the past?
- Fine-tuning of the message & target group - Who can you reach best and easiest online?
- Reaching out - How can you make relevant users take notice of you and become your fans in no time?
- Revenue-generating measures - Which "next steps" are the most sensible for you to incorporate revenue in the short, medium and long term?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

13:00 - 14:00

Social Media Marketing

- Which social media channels are useful in the tourism sector to gain more awareness and homepage?
- The channels Facebook, Instagram, Pinterest and Blog are specifically addressed.
- What are the optimal social media contents?
- Which social media channels make individual sense for my offer?

Speaker:

[Marko Tomicic](#), CEO, AFM Media GmbH

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Kurzfristige Änderungen vorbehalten.

eTRAVEL WORLD



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

ITB Hotelcamp

Date
March 7, 2020

Time:
11:00 - 14:00

Location
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](#)

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