

TTA Forum

Date
March 4, 2020

Time:
14:00 - 18:00

Location
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

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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

TTA FORUM



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BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

17:30 - 17:50

N.N.

Speaker:

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

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