



Event Details

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.

Tags

[Marketing](#) [Best Practice](#) [Payment](#) [Customer Behavior](#)

Events

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

Tags

[Marketing](#) [Personalization](#) [Travel Behavior](#) [Customer Behavior](#)

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

Tags

[Data Personalization](#)

11:30 - 12:00

Payments: The New Data Source

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Kurzfristige Änderungen vorbehalten.



- 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

Tags

[Payment Data](#)

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

Tags

[Payment Technology](#)

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

Tags

[Hospitality Artificial Intelligence](#)

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

Tags

[Startup Aviation Payment](#)

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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

Tags

[China Best Practice](#) [Customer Behavior](#)

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

Tags

[Hospitality Technology](#) [Artificial Intelligence](#) [Customer Behavior](#) [Voice](#)

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

Tags

[Marketing Best Practice](#)

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

Tags

[Destinations](#) [Influencer Marketing](#) [Sustainability](#)

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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

Tags

[Studies](#) [Digitalization](#) [Technology](#) [Marketing](#) [Virtual & Augmented Reality](#)

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

Tags

[Startup](#) [Keynote](#)

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

Tags

[Studies](#) [Platforms](#)

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

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