

## Event Details

### Keynote Panel: Re-thinking Tourism Success: Managing Destinations For Sustainable Growth

Date	Time	Location
March 4, 2020	11:00 - 11:45	CityCube Berlin, Hall A1

- Exclusively at ITB: the new OECD report "Tourism Trends and Policies 2020"
- Costs and benefits of tourism for destinations.
- Implications of sustainable tourism growth.
- Valuable insights into international best practice examples.
- How to spread the benefits of tourism more efficiently, enhance connectivity, mainstream sustainable policies and practices, leverage technology as a tool for destination management, and better measure the territorial dimension of tourism.
- On the panel: tour operators from key source markets, rural and urban tourism destinations in Europe and Asia.

### Tags

[Best Practice](#) [Destinations](#) [Destination Management](#) [Politics](#) [Keynote](#) [Climate Change](#) [Sustainability](#) [Overtourism](#) [Studies](#)

### Introductory presentation:

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, OECD

### Moderated by:

[Dr. David Ermen](#), Managing Director, Destination Capacity

### Panel guests:

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, OECD

[Jerry Inzerillo](#), CEO, Diriyah Gate Development Authority

[Ingo Lies](#), Founder & Managing Director, Chamäleon Reisen

[Keith Tan](#), CEO, Singapore Tourism Board