



Event Details

Visual Storytelling And Film Tourism – Mekong Tourism Forum

Date	Time	Location
March 4, 2020	11:00 - 11:45	CityCube Berlin, Cube Club

- The 4th Mekong Tourism Forum at ITB Berlin focuses on Visual Storytelling and Film Tourism, bringing the highlights of the recent Asia Destination Film Forum in Bangkok to ITB Berlin.
- Today, tourists are more experienced and are looking for new destinations and new experiences.
- Numerous films have inspired millions to visit destinations. Especially in recent years, there has been a growing phenomenon that tourists visit destinations featured in films and user-generated social media video clips.
- Learn how to celebrate sustainable tourism promotion and marketing via inspiring visual storytelling.

Tags

[Sustainability](#)

Moderated by:

[Daniela Wagner](#), Director for Europe, Middle East and Africa, Pacific Asia Travel Association (PATA)

Panel guests:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

[Nick Ray](#), Author, Lonely Planet, Producer & Director, Hanuman Films Cambodia

[Jens Thraenhart](#), Executive Director, Mekong Tourism Coordinating Office