

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION

ITB Destination Day

Date	Time	Location
March 6, 2020	10:45 - 17:45	CityCube Berlin, Hall A4/A5



Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

Hosted by:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner GmbH

Events

10:45 - 11:00

Greeting

Speaker:

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner GmbH

11:00 - 11:45

Travel Experiences Of The Future: Tailored, Data-Based, Relevant

- Standardized mass products: increasingly banal and interchangeable.
- Expectations of the modern customer: tailored travel offers, enriching experiences, personal experiences.
- Success factors: innovative technologies, intelligent use of customer data, deep customer insights.
- Best practices for unique travel experiences and relevant travel offers.
- In the future: Will the destination still play a role or will experiences dominate the travel decision?

Moderated by:

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

Panel guests:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

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

[Björn Vöhl](#), Senior Director Market Management DACH & Nordics, Expedia Group

[Julian Weselek](#), Co-Founder & Co-CEO, Tourlane

Tags

[Best Practice](#) [Experiences](#) [Data](#) [Destinations](#) [Digitalization](#) [Distribution](#) [Customer Behavior](#) [Individualization](#) [Platforms](#) [Travel Behavior](#) [Technology](#)

12:00 - 12:45

Coronavirus Outbreak: Effects On Global Tourism And Successful Recovery And Resilience Measures

- Coronavirus and its effects on global tourism





- The latest figures and statistics
- Measures and efforts taken by the international community to contain the spread of the disease and their effects.
- Tourism development scenarios for the near future
- Successful measures to enhance resilience and speed-up recovery

Introductory presentations:

[Dr. Eran Ketter](#), Researcher, Consultant & Crisis Management Advisor

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTCF, former Director of Destination Management and Quality Programme, UNWTO

Moderated by:

[Richard Matuzevich](#), Senior Manager, Liaison Department, World Tourism Cities Federation WTCF

Panel guests:

[Prof. Dr. Wolfgang Georg Artl](#), CEO, COTRI - China Outbound Tourism Research Institute

[Dr. Eran Ketter](#), Researcher, Consultant & Crisis Management Advisor

[Dr. Fang Meng](#), Associate Professor, School of Hotel, Restaurant & Tourism Management, University of South Carolina

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTCF, former Director of Destination Management and Quality Programme, UNWTO



13:00 - 13:45

Destination: YouTube - A Guide To Travel Branding In The Age Of The User

- In the wake of the Thomas Cook collapse, Brexit and the threat of a pan epidemic, travel brands will need more than performance-based advertising to quell the anxiety of travelers.
- How can brands successfully tell their brand story and gain the trust of the user?
- Destination YouTube is a provocative and informative story of three successful content strategies— what works, what doesn't and what are the keys to success.

Speaker:

[Mike Yapp](#), Chief Creative Evangelist, Google

Tags

[google](#) [Marketing](#) [Video Marketing](#) [Trends](#) [Customer Behavior](#)

14:00 - 14:45

Destination Stereotypes: Video Marketing As Effective Tool For Image Creation

- in Cooperation with Convention & Culture Partner Russia -

- Destinations are fettered by stereotypical perception of tourists.
- Many cities and countries work towards dispelling such stereotypes and achieve new images.
- Enormous increase in worldwide online video consumer traffic and video production of forward-looking market players.
- Success factor: video content as a key communication tool to target travel audience.
- How to build effective communication campaigns.
- Lessons learned from the best practice cases of Moscow, Russia and more.

Moderated by:

[Tatiana Naumova](#), Journalist

Panel guests:

[Charlotte Frost](#), Global Media Director, Culture Trip

[Mila Ilushina](#), Head of Strategic Projects Department, Moscow Project Office for Tourism and Hospitality Development



[Elena Lysenkova](#), Advisor of the Head, Federal Agency for Tourism Russia
[Irina Sergeeva](#), Head of the Department of International Tourism, Federal Agency for Tourism Russia
[Vladimir Varnavskii](#), CEO & Founder, VResorts

15:00 - 15:45

Innovating Cultural Heritage Tourism Products

Strengthening the contribution toward sustainable tourism development - in cooperation with Official Partner Country ITB Berlin 2020 Oman

- Strong and mutually beneficial inter-relationships between culture/heritage and tourism.
- Innovations in cultural heritage tourism.
- Overcoming challenges like the sustainable management of cultural heritage tourism products.
- Preparing cultural heritage tourism products for a mixed audience.
- Creating enjoyable and educating cultural tourism experiences.

Introductory presentation:

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

Moderated by:

[Dr. Hamed Almuhrzi](#), Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University

Panel guests:

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

[Peter DeBrine](#), Senior Project Officer, Sustainable Tourism, World Heritage Centre Culture Sector, UNESCO

Tags

[Sustainability](#) [Culture](#) [Tourism](#) [Heritage](#) [Tourism](#) [Oman](#) [Destinations](#) [Destination Management](#)

16:00 - 16:45

Instagram, Influencers & Co: The Underestimated Challenge For Destinations

- Through Instagram and Facebook dynamic experiences that engage with travelers can be created.
- Photos and videos are used to tell the visual story of a destination.
- Social advertising platforms add context to images through Instagram Stories, video, or geo-tagging locations.
- Travelers are provided with a more unique, inspirational experience as they dream.
- Learn how to drive engagement and how to turn this inspiration into bookings.
- What role do Influencers play?

Introductory presentation & Moderation:

[Stephen Dutton](#), Senior Research Analyst, Euromonitor

Panel guests:

[Kassie Churchill](#), Director of International Marketing, Visit California

[Charlotte Frost](#), Global Media Director, Culture Trip

[Natalie Lefevre](#), Social Media & Digital Marketing Consultant, Travel Influencer

[Lauren Teague](#), Digital Native, Strategist, Speaker

Tags

[Best Practice](#) [Destination Management](#) [Digitalization](#) [Influencer](#) [Instagram](#) [Customer Behavior](#) [Marketing](#) [Mobile](#) [Social Media](#) [Video Marketing](#)

17:00 - 17:45

Creative Tourism - The New Multi-Tool Of The Tourism Industry

- How can creative tourism help solve externalities of the tourism industry, as well as create a value chain for the territories?



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- Practical cases from destinations around the world will highlight the role of creative tourism in enhancing unseasonality, intangible heritage recovery, community empowerment, social cohesion, resilience and economic growth, among other areas.
- A session to feel inspired!

Speaker:

[Caroline Couret](#), Director & Founder, CreativeTourismNetwork®

Tags

[Creative Tourism](#) [Overtourism](#) [Best Practices](#) [Resilience](#) [Co-Creation](#) [Experiences](#) [Destination Management](#)

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Co-Host ITB Berlin Convention 2020



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Kurzfristige Änderungen vorbehalten.