

ITB Deep Dive Sessions 2

Date	Time	Location
March 5, 2020	11:00 - 17:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

Hosted by:

[Tobias Klöpf](#), Vice President, Travel Industry Club

Events

11:00 - 11:45

Keynote Panel: Experiencing Sustainability: Tourism As An Opportunity For Destinations - The Wise Dodo In Mauritius

- The Wise Dodo Mauritius pilot project: Innovative sustainable product development that inspires tourists and addresses local social and environmental challenges
- Paradigm shift in tourism: positive influence of travel vs. reduction of negative impacts - from the ecological footprint to the handprint
- Sustainability thought positively: experience and enthusiasm instead of renunciation and avoidance.
- With united forces to the goal: unprecedented cooperation of tour operators, hotel industry, destination agencies and politics

Keynote Speakers:

[Sören Hartmann](#), CEO, DER Touristik Group, Member of the Management Board, REWE Group

[Hon. G.P. Lesjongard](#), Minister of Tourism, Mauritius

Moderated by:

[Andreas Koch](#), Managing Director, blueContec

Panel guests:

[Arvind Bundhun](#), Director, Mauritius Tourism Promotion Authority (MTPA)

[Jörn Krausser](#), Director Product Management, Indian Ocean & Asia, DER Touristik Germany

[Deyna Marianen](#), Commercial and Project Manager, Mautourco Ltd

[Daren Moodely](#), Project Coordinator, Sus-Island Mauritius project, Mauritius Tourism Authority (MTA)

Tags

[Sustainability](#)

11:55 - 12:45

Zwischenrufe/Interjections: No Time For Excuses!

Please note: This session is in German!

Greeting and Introduction:

[Claudia Mitteneder](#), Managing Director, Institute for Tourism and Development

Moderated by:

[Andreas Stopp](#), Head of Journals and Media / Travel, Deutschlandfunk (German Radio)

Panel guests:

[Álvaro Blanco Volmer](#), Tourism Expert

[Dr. Susanne Götze](#), Environmental and Science Journalist, Editor and Writer

[Prof. Dr. Harald Pechlaner](#), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt, AIEST (International Association of Scientific Experts in Tourism)

[Petra Thomas](#), General Manager, forum anders reisen e.V.

Tags

[Sustainability](#)

13:00 - 13:45

Google Masterclass: The Undecided: How YouTube Can Help Travel Marketers Win Undecided Customers

- When it comes to booking their holidays people like to take some time to research before committing to travel plans.
- It is an ongoing challenge for marketing teams to capture the attention of these undecided bookers.
- In this masterclass, you will learn how YouTube can help marketers turn prospects into customers through video ads.

Speaker:

[Dr. Michalina Seekamp](#), Video for Action Lead Germany, Google

Tags

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

14:00 - 14:45

Experiencing Authentic Oman: Experts And Industry Perspectives

- In cooperation with Official Partner Country ITB Berlin 2020 Oman -

- Establishing itself as the distinctive Middle Eastern destination, Oman has witnessed remarkable transformation in its tourism industry.
- Two decades ago, Oman has embarked on a roadmap toward building a modern and yet an authentic tourism destination.
- Oman, as a destination, was welcomed warmly by the international industry for many reasons, most importantly its diverse and authentic tourism products and experiences as well as its world-leading record of safety and security.
- This session explores international tourism experts and leaders' opinions and perspectives about Oman's leading tourism products and experiences.
- Hearing from the industry and business representatives what they think about best-selling experiences Oman currently offers and ways to enhance Oman's position as the essence of Arabian experiences within a fairly competitive and challenging region.

Introductory presentation:

[Salem Adi Al Mamari](#), Director General of Tourism Promotion, Ministry of Tourism, Oman

Moderated by:

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

Panel guests:

[Abdulkarim Albalushi](#), Assistant Director of Sales, W Muscat, Oman

[Laurent Recoura](#), SVP Sales, Oman Air

[Ralph Schiller](#), CEO, FTI

Tags

[Sustainability](#)

15:00 - 15:45

Case Study: Transforming The Global Tourism Industry By Breakthrough Travel Startups

-in Cooperation with Convention & Culture Partner Russia-

- Breakthrough startups and innovations dramatically transform the global travel industry.
- Key to competitiveness: Technological collaboration between major market players and travel tech startups.
- Novel opportunities for the entire industry on a global scale.
- New marketplaces and sharing services.
- Open innovation model in tourism.

Moderated by:

[Tatiana Naumova](#), Journalist

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



Panel guests:

[Ilya Gusakov](#), Head of Business Development, MAPS.ME
[Natalia Pukhova](#), Partner Relations Manager, Traveypayouts by Aviasales
[Eugenia Strizhkina](#), Head of the Infrastructure Project Office, RussPass
[Egor Yakovlev](#), Business Development Director, izi.TRAVEL

16:00 - 16:45

Stop The Flood Of Plastic

Time to act is now: How governments and tourism industry can stop plastic leakage into the sea
-In Cooperation with WWF-

- Every minute a truckload of plastic waste makes its way into the world's oceans and causes a lot of damage to the environment.
- But the flood of plastic also comes with the tourists.
- In the summer months, the increasing volumes of plastic push waste management to its limits in our favorite holiday destinations.
- The tourism industry is under pressure to act. Holidaymakers don't want to lie on littered beaches and swim between plastic bags. Sensitive guests urge their hotels and tour operators to change quickly. What answers do they get?
- But the industry cannot operate independently of its conditions in the country and holiday region.
- A motivated hotel and tour operator quickly reaches its limits when political will and laws are insufficient. If the overall conditions are not favorable, campaigns and initiatives will fail.
- Unlike many other holiday regions, the Government of the Balearic Islands are now taking radical action to combat the plastic waste pollution. The hotel sector will be fundamentally affected. Does Mallorca become the model for other tourism destination worldwide?

Introductory presentation:

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Moderated by:

[Nicola Koschel](#), Freelance Sustainable Tourism Consultant

Panel guests:

[Gloria Fluxà](#), Vice-Chairman & Chief Sustainability Officer, Iberostar
[Hon. Miquel Mir Gual](#), Minister of Environment and Territory, Balearic Islands
[Christian Schröder](#), Quality & Sustainability Manager, Wikinger Reisen
[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Tags

[Best Practice Destinations](#) [Politics](#) [Ocean Pollution](#) [Sustainability Studies](#)

17:00 - 17:45

Plastic-Free Holidays – But How? The Deep Dive Into Practice In Hotels And On Cruise Ships

-in Cooperation with Futouris-

- The awareness of the problem of marine pollution from plastic waste has reached the tourism industry.
- In Futouris' current industry project, member companies, the Balearic government and local partners are working together to reduce plastic waste in tourism.
- How do processes need to be changed so that less waste is generated and not just shifted from plastic to other materials?
- Are alternative solutions for the currently used disposable plastic products really more sustainable?
- How can employees and guests be actively involved in the programs to motivate them to make their own contribution?

Introductory presentation & Moderation:

[Prof. Dr. Harald Zeiss](#), Chairman of the Executive Board, Futouris

Panel guests:

[Mike Brauner](#), Senior Manager Sustainability, TUI Group
[Jo Hendrickx](#), Founder & CEO, Travel Without Plastic
[Hansjörg Kunze](#), Vice President Communication & Sustainability, AIDA Cruises
[Karina O'Gorman](#), Head of CR EMEA, InterContinental Hotels Group

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Tags

[Best Practice](#) [Destinations](#) [Ocean Pollution](#) [Sustainability](#)

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Kurzfristige Änderungen vorbehalten.