



eTravel Lab Day 2

Date	Time	Location
March 5, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

News on PSD2, current studies and new ideas for successful destination marketing offer a colourful mix of insights on the second morning in the eTravel Lab. Detailed descriptions of all individual events will soon be available here.

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Tags

[Destination Marketing Trends](#)

Events

10:30 - 11:00

The State of Travel Startups and Hot Segments To Watch

- Phocuswright has tracked travel startups for over 15 years and its extensive database allows for analysis of founding and funding trends
- Phocuswright has featured the most promising travel innovators on its global stages, and its news brand, PhocusWire, reports on the Hot 25 startups to watch
- This session features a data presentation from the latest State of Startups research and a detailed analysis on which industry segments are most ripe for disruption
- An interactive discussion with entrepreneurs and investors follows the presentation, adding additional insight and color into the most important topics and trends in travel innovation

Speaker:

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

[Morgann Lesné](#), Partner, Cambon Partners

Tags

[Digitalization Startup Studies Trends](#)

11:15 - 11:45

Games People Play: Sustainable Ways To Explore The Destination Nouvelle-Aquitaine

- Best Case: How to use geocaching to support a sustainable tourism?
- With more than 720,000 players in 2018, "Terra Aventura" has won the hearts of many tourists

Presentations:

[Michel Durrieu](#), General Director Nouvelle-Aquitaine Regional Tourist Board, Nouvelle-Aquitaine Regional Tourist Board

Tags

[Destinations Experiences Sustainability Best Practice TTA Tours & Activities & Attractions](#)

12:45 - 13:15

Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?

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- 7 steps to the effectiveness of sustainability in e-tourism
- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, curiopia

Tags

[Best Practice](#) [Marketing](#) [Sustainability](#) [Studies](#)

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