

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Event Details

### ITB CEO Interview

Date	Time	Location
March 7, 2019	14:00 - 14:45	CityCube Berlin, Auditorium A4/A5

Friedrich Joussem, CEO of TUI Group (LSE:TUI), discusses developments in the global tourism market in a keynote interview with PhoCusWright founder, Philip C. Wolf. Mr. Joussem, formerly CEO of Vodafone Germany, brings a unique perspective to this global tourism group consisting of tour operators, online portals, six airlines with 150 aircraft, 380 hotels and 16 cruise liners. The conversation will span strategies to future-proof travel businesses as well as leveraging technology and innovation for growth.

Best Practice CEO Data Digitalization Distribution Customer behavior Marketing Travel behavior Trend

#### Interview guest:

[Friedrich Joussem](#), CEO, TUI Group

#### Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

