



ITB Deep Dive Sessions 1

Date March 4, 2020	Time: 11:00 - 17:45	Location CityCube Berlin, Cube Club
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Intensive professional exchange with experts in small groups.

Hosted by:

[Prof. Dr. Anna Klein](#), IUBH University of Applied Sciences Munich, Vice President, DGT e.V.

11:00 - 11:45

Visual Storytelling And Film Tourism – Mekong Tourism Forum

- 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.

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

12:00 - 12:45

Visit Saudi And Lonely Planet In Conversation: Charting A New Tourism Destination

- Saudi Arabia's tourism offering and growth strategy
- The opportunity – for businesses, for tourists, for Saudis
- Inclusive growth – building tourism ecosystems that empower communities
- The role of international partners such as Lonely Planet

Moderated by:

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

Panel guests:

[W. Bryon Broich](#), CFO, Lonely Planet

[Fahd Hamidaddin](#), Chief of Investment, Strategy & Tourism Marketing, Saudi Commission for Tourism & National Heritage (SCTH)

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13:00 - 13:45

Google Masterclass: Unskippable: Travel Videos People Just Love To Watch On YouTube

- How to capture travelers' attention.
- Find out what makes videos on YouTube stand out and how they are different from traditional TV content.
- In this masterclass, we'll share the latest insights and best practices on how to create successful content for YouTube, home to over 2 billion monthly logged-in people.

Speaker:

[Julika Gohla](#), Video Lead Creative, Google

15:00 - 15:45

Impact Tourism: Future Of Travel

- Impact Tourism is a community based travel experience where the traveler gets to experience the rich culture and heritage of a region in addition to positively contributing to the development of the host communities, thereby leaving behind a legacy of their journey.
- This form of tourism creates new destinations for the lesser known regions of the earth, bringing direct economic benefits through the travelers visiting the area.

Introductory presentation:

[Jaideep Bansal](#), Chief Operating Officer, Global Himalayan Expedition

Moderated by:

[Soity Banerjee](#), Project Editor, Outlook Responsible Tourism Initiative

Panel guests:

[Dr. Mario Hardy](#), CEO, PATA

[Fiona Jeffery OBE](#), Founder & Chairman, Just a Drop

[Paras Loomba](#), Founder & CEO, Global Himalayan Expedition

16:00 - 16:45

Tourism Science Slam – In Cooperation With DGT And Aiest

Please note: This session is in German!

Greetings:

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

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

Moderated by:

[Dr. Julia Offe](#), Scienceslam.de

Slammer:

[J. Christian Benninghaus](#), Teacher, Gymnasium Marienthal, Energy Consulting Teacher, Landesinstitut Hamburg

[Andreas Kötter](#), Advanced Business Manager T&I, Altran Germany

[Kathrin Viergutz](#), Traffic Engineer & Research Assistant at the Institute of Transportation Systems Technology, German Aerospace Center (DLR)



17:00 - 17:45

ITB Market Research: Digital Tourism And The Impact Of Personalization And Individualization Trends On The eTravel Market

-In Cooperation with Statista-

- Digital Tourism: Status Quo and Trends
- Customer wishes for tailor-made offers and individual approach.
- Best practice examples in tourism and secrets of success of pioneers.
- What can the travel industry learn from others: Retail - Millennials Shopping Behavior.

Speaker:

[Claudia Cramer](#), Director Market Research, Statista Research & Analysis, Statista GmbH

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

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)

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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.

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

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

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

Panel guests:

[Ilya Gusakov](#), Head of Business Development, MAPS.ME

[Natalia Pukhova](#), Partner Relations Manager, Travelpayouts by Aviasales

[Eugenia Strizhkina](#), Head of the Infrastructure Strizhkin 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

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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 EMEAA, InterContinental Hotels Group

ITB Deep Dive Sessions 3

Date	Time:	Location
March 6, 2020	11:00 - 16:45	CityCube Berlin, Cube Club

Intensive professional exchange with experts in small groups.

Hosted by:

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

11:00 - 11:45

Keynote: Thumbstopping: The Case To Make More Content That Moves, Sings, And Smiles

Key Insights:

- Unpack the Four C's of Communication and how they manifest into three desirable results that benefits brands and audiences together.
- Create content that adds value to your audiences – rather than adding to the noise of social media feeds.
- Video and voice are today's dominate mediums for messaging, yet they are underutilized by most brands and agencies.

Takeaways:

- How to use different types of content to capture attention and drive engagement with your audience.
- Understand the differences between social media posts and stories, or snaps and TikToks, and when to use them.
- Know which mobile apps and tools you can start using immediately to create videos, voice, and personalized content.

Speaker:

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

12:00 - 12:45

Voice Commerce: Selling Travel And Hotel Rooms Via Amazon Alexa And Google Assistant

- Language as the human-computer interface of the future.
- What is the potential in the travel industry?
- How voice commerce works in hotel room bookings.
- What are the advantages? And how do we create customer acceptance?
- Lessons learned from Prizeotel.
- Tips for a target-oriented dialogue design.

Moderated by:

[Steffen Hohl](#), Managing Director, Yeahmazing

Panel guests:

[Dr. Aljoscha Burchardt](#), Deputy Site Director, German Research Center for Artificial Intelligence

[Tim Kahle](#), CEO & Co-Founder, 169 Labs

[Constantin Rehberg](#), Chief Digital Officer, Prizeotel

13:00 - 13:45

Google Algorithms Vs. Google Penalties Explained

- Former senior Search Quality Googler and SEO expert Kaspar Szymanski explains why there are no algorithmic penalties, why travel sites fail in search and how to avoid Google SERP disasters.
- Learn about the difference between Google algorithms and Google penalties.
- How do they interlock and impact travel websites?
- And how to deal with perceived and real threats stemming from both?
- Open audience Q&A at the end: all Google Search and SEO questions are answered live!

Speaker:

[Kaspar Szymanski](#), SEO Expert, former Google Search Quality Team Member, SearchBrothers.com

14:00 - 14:45

ITB Market Research: Fridays for Future = Future of Travel? Travel Behavior Of Millennials And Product Development In Tourism

Please note: This session is in German!

Introductory presentation:

[Matthias Beyer](#), Founder and Managing Director, mascontour GmbH

[Ulrike Braun](#), Head of Corporate Responsibility, DER Touristik Group GmbH

Moderated by:

[Matthias Beyer](#), Founder and Managing Director, mascontour GmbH

Panel guests:

[Gabriela Ahrens](#), Senior Director, Sales, Lufthansa Group

[Lucienne Damm](#), Senior Environmental Manager, TUI Cruises

15:00 - 15:45

Healthy Hotels - Climate Neutral Through Cradle To Cradle

Please note: This session is in German!

Introduction & Moderation:

[Nora Sophie Griefahn](#), Co-Founder & Executive Director & Member of the Board, Cradle to Cradle NGO

[Tim Janßen](#), Co-Founder & Executive Director & Member of the Board, Cradle to Cradle NGO

Panel guests:

[Jörg Finkbeiner](#), Managing Director, Partner und Partner Architekten

[Dr. Erwin Thoma](#), Founder, Thoma Holz GmbH



16:00 - 16:45

ITB Market Research: Future of Travel 2040?

- As the climate emergency unfolds and the 2030 deadline for the Sustainable Development Goals passes, Euromonitor International asks what will the future of travel be in 2040?
- Join us to fast forward to the future to consider the potential impact of drivers like geopolitics, demographics, technology, sustainability and consumer values on destinations and travel brands.
- Assessing the impact of megatrends also helps to take a long term view of potential disruptors to the status quo.
- What will consumers of 2040 look for in travel experiences? How will the path to purchase change and where should suppliers focus their efforts? How will lodging, transport, distribution and payments change in terms of customer experience and service delivery?
- Euromonitor International will pose these bold questions to help steer a path through the unknown by focusing on what is more certain.

Speaker:

[Caroline Bremner](#), Head of Travel Research, Euromonitor