

eTravel Lab Day 1

Date March 4, 2020	Time: 10:30 - 14:00	Location Hall 7.1b, eTravel Lab
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Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

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Welcome and Moderation:

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

10:30 - 11:00

Data Instead Of Surveys: How To Analyse The Travel Market In The Digital Age

- What are the travel trends in 2020?
- What do travel customers actually think about a certain destination, brand or product?
- Which marketing campaigns will be successful
- It's all in the data – if you know how to use it

Speaker:

[Toni Stork](#), Founder, OMMAX

11:15 - 11:45

The Future Of Package Travel

- A technical view on the tour operator business and on the technological evolution of dynamic packaging and data analytics
- What is the future technical setup for tour operators to meet the increasingly individual needs of travelers?
- What possibilities do data analytics offer tour operators to manage the larger data volumes and increasing complexity?
- How must the travel distribution product portfolio (OTAs, metasearch and more) evolve to become more individual and personalized?

Speaker:

[Jan Gerlach](#), CEO, Peakwork

12:45 - 13:15**Overtourism And Visitor Flows - An Iterative Approach**

- How important are targeted data collection processes for the management of mobility systems in tourism
- Best practice example of our Sense-Plan-Act paradigm using the visitor guidance system at Schönbrunn Palace in Vienna

Speaker:[Christian Kogler](#), Research Engineer, AIT Austrian Institute of Technology**TTA Forum**

Date	Time:	Location
March 4, 2020	14:00 - 18:00	Hall 7.1b, eTravel Lab

How is the third-largest segment in the travel industry developing? The challenges for in-destination experiences include marketing, revenue management, software selection and much more. Panel discussions, keynotes and current cases will provide information on where the journey is heading. Detailed descriptions of all individual events will soon be available here.

14:00 - 14:10**Prologue TTA Forum****Greetings:**[Charlotte Lamp Davies](#), Founder, A Bright Approach**14:10 - 15:00****What Drives The Industry In 2020**

Keynote and subsequent panel discussion with industry experts.

Keynote & Moderation:[Lukas C.C. Hempel](#), Managing Director, Bookingkit**Keynote Speaker:**[Brian Young](#), Managing Director EMEA, G Adventures**Panel guests:**[Andrew Aley](#), Managing Director, Sightseeing Alliance[Mathis Boldt](#), VP Sales and Supply, GetYourGuide[Josh Carr](#), Head Of Global Sales - Strategic Partnerships, Urban Adventure[Marcus Guhlan](#), Visit Berlin

15:00 - 15:30

Actions Speak Louder Than Words - In-Destination Sustainability Focus

- Keynote: Overtourism – How Local Tour Operators can Tackle Destination Challenges
- Best case presentations
- Discussion with Q&A

Keynote:

[Eric la Bonnardiere](#), Co-Founder, Evaneos

Moderated by:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

Speakers:

[Stefan Gadd](#), Corporate Communication Manager, Gothenburg

[Chris Wray](#), Co-Founder, Impact Explorer

15:30 - 15:55

Five Tech Trends Shaping Tours & Activities In 2020

- Technology innovation is transforming tours and activities and establishing new competitive benchmarks for operators worldwide
- This presentation, leveraging new research from Arival, outlines five essential trends redefining this sector for 2020 and beyond

Speaker:

[Douglas Quinby](#), Co-Founder & CEO, Arival

15:55 - 16:30

Technology Round Table

- Competition of reservation systems
- The impact of e-commerce on the industry
- Short Best Case presentations

Moderated by:

[Douglas Quinby](#), Co-Founder & CEO, Arival

Panel guests:

[Chris Atkin](#), CEO, Rezdy

[Drew Barrett](#), VP of Sales, Fareharbor

[Manuel Hilty](#), Co-Founder, Nezasa

[Matthias Wirz](#), Chief Growth Officer, Bookingkit

16:30 - 17:00

Marketing In-Destination Services: Best Case Presentations And Panel

- How do companies in the in-destination segment market their services?
- What happens if big platforms and metasearch engines are sharing the game?
- What are chances and challenges?

Moderated by:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

Speakers:

[Jan Dolezal](#), CEO, SmartGuide

[Evan Reece](#), CEO, Liftopia

[Joost Timmer](#), Managing Director, iVenture Card

17:00 - 17:30

Get Your Pricing And Profit Right - How Every Tour & Activity Provider Becomes A Pricing Strategy Master

- Dynamic pricing and revenue management (making frequent pricing changes to optimize revenue and bookings) have been a mainstay of other travel sectors for years. Now, it's beginning to take hold of tours, activities, and attractions
- This workshop, geared for ticketed attractions as well as larger tour and activity operators, walks through the fundamentals of revenue management, how to think about applying revenue management relative to the unique attributes of your business and how you can grow your sales, profits, and predictability for your operation

Speaker:

[Lukas C.C. Hempel](#), Managing Director, Bookingkit

17:30 - 17:50

A Behaviour-Smart Look At Technology And Travel

- Borrowing insights from psychology this talk will take you to the crossroads where traveler behaviour meets technology. It will zoom into the ways technology modifies behavioural patterns before, during and after the trip
- A review of both, the desired and undesired effects of technology on traveler behaviour, will serve as basis for proposing some behavior-smart tactics for destinations and service providers in the industry

Speaker:

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

17:50 - 18:00

Wrap Up TTA Forum

Speaker:

[Charlotte Lamp Davies](#), Founder, A Bright Approach

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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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

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

12:45 - 13:15

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

- 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

Hospitality Tech Forum

Date	Time:	Location
March 5, 2020	13:30 - 18:00	Hall 7.1b, eTravel Lab

What is driving the hospitality industry and what are challenges and opportunities arising from the digital transformation? Learn more at events on revenue management, marketing, sustainability and the future of the hotel industry. Detailed description of all individual events will be available here shortly.

13:30 - 14:00

Hotels And Total Technology: Survival Of The Smartest?

Warm-Up Hospitality Tech Forum

- Insights to technological scenarios and cognitive environments in the Big Picture
- Examples of smart hotels from the pioneers
- How to integrate smart solutions?
- Evaluation of technologies and how to deal with current hurdles?

Speaker:

[Prof. Dr.-Ing. Vanessa Borkmann](#), Fraunhofer-Institut für Arbeitswirtschaft und Organisation IAO

14:00 - 14:10

Introduction: Hospitality Tech Forum

Hosted by Hospitality Industry Club

Introduction & Moderation:

[Daniel Zelling](#), Founder, Hospitality Industry Club

14:10 - 15:00

Revenue Management: Keynote, Best Cases And Panel

- Keynote by Profiter: High costs and low sustainability of online distribution. How inventory management AI can help
- Best case presentations followed by a panel discussion:
- The future of pricing in the hotel industry
- What is the future role of a revenue manager?
- What can revenue management solutions achieve today and where do hoteliers need experience and local knowledge?
- How is the online distribution mix developing?

Keynote:

[Osvaldo Mauro](#), CEO, Profiter

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Kurzfristige Änderungen vorbehalten.

Moderated by:

[Wilko Weber](#), Vice President Global Revenue and Digital Strategy, Kempinski

Speaker:

[Siim Karu](#), Chief Revenue Officer, A&O Hostels

[Jens Munch](#), CEO, Pace

[Sigrid Ruppe-Senn](#), CEO, Interalp Touristik GmbH

[Stan van Roij](#), Vice President - Hospitality, Infor

15:00 - 15:30

Sustainability Trends In Hospitality

- Can the Fridays for Future hype be used for the industry?
- Is there a stronger awareness among the guests?
- How can sustainability be addressed in sales and marketing?

Moderated by:

[Lea Jordan](#), Head of Marketing & Co-Founder, techtalk.travel

Speakers:

[Franziska Altenrath](#), Co-founder, TUTAKA

[Suzann Heinemann](#), Managing Director, GreenSign

[Moritz Hintze](#), Gründer, bookitgreen

[Uta Janbeck](#), Hotel Management, Janbeck's FAIRhaus

[Moritz von Petersdorff-Campen](#), CEO, Suitepad

15:30 - 16:00

The Future Of Hotel Online Distribution

- Are direct bookings increasing or not?
- What happens to OTAs if metasearch engines offer bookings as well?
- How do hotels and hotel groups need to prepare?

Panel guests:

[Felizitas Denz](#), Performance Manager, east Hotel

[Ben Jost](#), CEO, TrustYou

[Iris Steinmetz](#), N.N.

16:00 - 17:00

Re-Building Hotel Brands: Best Case Presentations And Panel

- What do you have to consider when repositioning a traditional hotel brand?
- What are the pitfalls of brand restructuring?
- What needs to be considered when communicating with employees?

Moderated by:

[Sebastien Leitner](#), techtalk.travel

Speakers:

[Heiko Buchta](#), Hotel Manager, Platzl Hotel

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[Moritz Klussmann](#), CEO, Customer Alliance
[Alexander Schuster](#), Head of Digital, 25hours Hotel Company
[Michael Toedt](#), Co-founder, dailypoint™
[Betina Welter](#), Corporate Director Marketing & Communications, VIENNA HOUSE HOTELMANAGEMENT GMBH

17:00 - 18:00

Hospitality 2025

- How do processes in the hotel industry change due to the use of new technologies?
- Will there still be a need for personnel in the future?
- How will the expectations of different target groups change?
- Which hotel product is the promising model for holidays, which for business trips?

Moderated by:

[David Turnbull](#), Hospitality Entrepreneur & Advisor, Board Member, techtalk.travel

Speakers:

[Ian Di Tullio](#), SVP of Guest Services, ACCOR
[Stefan Matthiessen](#), Chief Brand Officer, Konzept Hotels
[Simone Puorto](#), CEO, Travel Singularity
[Christian Schwarz Lausten](#), EMEA Lead, Airbnb for Work

Data Talks

Date	Time:	Location
March 6, 2020	10:30 - 13:30	Hall 7.1b, eTravel Lab

Main focus on data and innovations in the travel tech sector and what the customer gets out of it: AI and machine learning, data usability and platforms, predictive personalization and seamless travel.

10:30 - 10:35

"Data Talks" Welcoming Remarks

Welcome and Moderation:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

10:35 - 11:00

Data-Driven Business Models – Limited?

- Introductory dialogue on business models and how they work
- How to create added value with data

Interview guest:

[Lisa Kinne](#), Consultant Digital Aviation & Tourism, Bitkom e.V.

Interviewer:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

11:00 - 11:20

Multi-Platform-Network In Travel – Digital Enablers And Travel Of The Future

- The “Multi-Platform-Network approach” illustrates the aim to take Amadeus’ core assets along the journey, introduce new platforms and connecting them systematically to create the digital operating system of travel.
- The goal is to create a digital seamless travel experience for the traveler by enabling the travel industry through a connected ecosystem of technology platforms and a partnership eco-system leading to a self-enforcing network effect mechanism.

Speaker:

[Monika Wiederhold](#), Managing Director, Amadeus Germany GmbH

11:20 - 11:40

The Move From Digitization To Datafication

- Peakwork shows the relevant trends in data warehousing, data analysis and evaluation
- How can retrospective data analysis be used to predict future trends and develop new data-driven products and services?

Keynote:

[Joao Gonzaga](#), Chief Product und Technology Officer, Peakwork

11:45 - 12:30

Highly Recommended – Best Practice On Personalization

- Best case presentation "A picture is worth a thousand datapoints – gain customer insights by visualizing data"

Moderated by:

[Bernd Nawrath](#), Managing Director/Consultant, BNC Bernd Nawrath Consult

Speakers:

[Oliver Nökel](#), Founder / CEO, NumBirds GmbH

12:30 - 12:50

The Platformation Of Travel

- What has been the impact of platforms on the customer experience?
- What opportunities will it deliver to the travel industry?
- Where are we on the way to platformation and what can we expect for the future?

Speaker:

[Tom Fecke](#), Director Strategic Sales EMEA, Sabre

12:50 - 13:05

Ready For The Future? The Most Promising Trends In Travel Tech

- Which trends will affect the travel industry?
- How will AI improve your travel experience?
- What does that mean for the airline world?

Speaker:

[Olivier Krüger](#), CEO, Lufthansa Systems

13:05 - 13:30

Contemplating Wrap Up "Data Talks": The Future Of Travel Technology

Moderated by:

[Kevin May](#), Editor in Chief, PhocusWire

Panel guests:

[Olivier Krüger](#), CEO, Lufthansa Systems

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

eTravel Lab Day 3

Date	Time:	Location
March 6, 2020	13:30 - 17:00	Hall 7.1b, eTravel Lab

Social media platforms, bloggers, influencers, storytellers - all fake news or reputable marketing and distribution channels that we should work with?

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Detailed event descriptions will be available here shortly.

Moderated by:

[Gerd Otto-Rieke](#), ITB eTravel-Team

14:30 - 15:00**Digital Content Marketing: Strategies For Successful Distribution Campaigns****Speaker:**[Rob Holmes](#), Founder & Chief Strategist, GLP Films**15:00 - 15:30****Influencer - Hero Or Villain?**

- Dream job: Influencer! But what makes a professional influencer?
- And how do representatives of destinations, hotel marketing managers and others in the industry recognize suitable inquiries?
- An exchange of experiences about an indispensable cooperation with influencers and representatives of the tourism industry

Moderated by:[Melvin Boecher](#), Founder, Traveldudes**Panel guests:**[Kash Bhattacharya](#), budgettraveller.org[Jana Kalea](#), Blogger, comfort-zone.net**15:30 - 16:00****Open Data And Its Impact On Blogging****Speakers:**[Catharina Fischer](#), Network partner / Consultant, Tourismus Zukunft[Christoph Hampe](#), Digital Marketing Manager, Thüringen Tourismus**16:00 - 16:30****WhatsApp Marketing 2020: Marketing With The Largest Social Network**

- WhatsApp Business
- Data protection
- Marketing opportunities
- Sweepstakes
- Practical examples

Speaker:[Michael Faber](#), Marketing-Consultant, Tourismus Zukunft, Reisebüro Faber

16:30 - 17:00

The Age Of Artificial Intelligence: Opportunities And Challenges For Tourism

- Application fields of artificial intelligence
- Best practice examples in tourism
- Recommended action for tourism stakeholders
- Outlook for the future

Speaker:

[Florian Bauhuber](#), Managing Director, Tourismus Zukunft

ITB Hotelcamp

Date	Time:	Location
March 7, 2020	11:00 - 14:00	Hall 7.1b, eTravel Lab

The **ITB Hotelcamp** powered by the *Hospitality Industry Club* is an open workshop in a Barcamp-Style. For the second year, hoteliers discuss current technical challenges with experts and providers of hotel software.

The most important thing is that you are in a good mood and enjoy communicating. In the best case you have a current topic, which occupies you and your colleagues. Questions, ideas, suggestions: all topics are allowed, as long as they help you leave this event with more knowledge. So write it down and bring it with you. Otherwise – go with the flow – with us, it's a relaxed flow, so wear the clothes you feel comfortable in.

[Link to the registration](#)

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