



## ITB Marketing & Distribution Day

**Date**  
March 5, 2020

**Time:**  
10:45 - 17:45

**Location**  
CityCube Berlin, Hall A4/A5

Expertise for the development of marketing and distribution strategies.

**Hosted by:**

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

**10:45 - 11:00**

**Greeting**

**Speaker:**

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

**11:00 - 11:45**

**ITB CEO Interview: The Future Of Travel Distribution: Personalization, Retailing, Platforms**

- The future of the global travel industry.
- Evolving consumer expectations.
- How Sabre is creating the new marketplace for personalized travel.
- Opportunities through intelligent retailing and new distribution channels.

**Interview guest:**

[Sean Menke](#), CEO, Sabre

**Interviewer:**

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

**12:00 - 12:45**

**ITB CEO Interview: Operating In Unprecedented Times**

- TUI's CEO has been orchestrating a major pivot for years.
- The transformation saw this legacy tour operator become a deeply vertically integrated travel business with significant assets in multiple supplier categories.
- In the wake of Thomas Cook's demise, a new wave of opportunities and challenges now require a renewed emphasis.
- Back for a second year at ITB, Fritz Joussem and Philip Wolf's conversation on stage should not be missed.

**Interview guest:**

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

**Interviewer:**

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

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



**13:00 - 13:45**

## ITB CEO Interview: Trends And Challenges In The Global Cruise Market

- The global cruise market: trends, demand, future potential and its growing place within the overall tourism industry
- The cruise industry's commitment to sustainability – beyond environmental sustainability

**Interview guest:**

[Pierfrancesco Vago](#), Executive Chairman, MSC Cruises

**Interviewer:**

[Thomas P. Illes](#), Owner & CEO, thilles consulting GmbH, Cruise Analyst, University Lecturer and Journalist

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**14:00 - 14:45**

## ITB Executive Interview: Amazon Web Services And Travel

- What do Expedia, Airbnb, Korean Air, Qantas, Best Western and Choice Hotels all have in common? They're all building their business on AWS.
- Amazon's growth trajectory has resulted in the creation of enormous digital and infrastructure assets, most notably Amazon Web Services (AWS) and many travel and hospitality companies are leveraging AWS to help enhance their customer experiences and increase operational efficiency
- David Peller leads global teams across the Travel, Hospitality, Transportation and Logistics Industries.
- His insight and experience will make this session a conference highlight.

**Interview guest:**

[David Peller](#), Global Head, Travel and Hospitality, Amazon Web Services

**Interviewer:**

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

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**15:00 - 15:45**

## Global Luxury Customers And Sustainability: Exclusive Empirical Study By Travelzoo & ITB

- Latest results from the new global Travelzoo/ITB study
- Customer attitudes on sustainability and climate protection
- Importance of sustainability and climate protection in luxury travel
- Customer readiness for limiting trips, price increases and changes in travel.

**Moderated by:**

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

**Speaker:**

[Sharry Sun](#), Global Head of Brand, Travelzoo



**16:00 - 16:45**

## **ITB Hospitality Executive Panel: Luxury And Sustainability: Contradiction Or Prerequisite?**

- Strategies and trends in the global hotel business.
- The hotel product of the future and the role of the mega trend sustainability.
- What does the hotel guest of tomorrow expect? How can competitive advantages be achieved?
- Where is the luxury segment heading?
- Luxury and sustainability: contradictions or a mandatory prerequisite in tomorrow's luxury hotel industry?

### **Moderated by:**

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

### **Panel guests:**

[Marc Dardenne](#), COO Europe Luxury Brands, AccorHotels

[Julian Hagger](#), Executive Vice President, The Lux Collective

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

**17:00 - 17:45**

## **The Future Of Luxury In Post-Hedonic Societies**

- A change in the understanding of luxury: from owning luxury items to luxury experiences to sensual luxury.
- Current study results: 7 trends shaping the global luxury segment.
- Change in the demands of top-end customers.
- Learning from others: How do classic luxury providers in other sectors position themselves?
- What does the change in the understanding of luxury mean for tourism destinations, hotels and travel distribution?
- Outlook: How will luxury behavior develop in the coming years?

### **Introductory presentation:**

[Kirsten Feld-Türkis](#), Associate Partner, Keylens

[Dr. Jörg Meurer](#), Managing Partner & Owner, Keylens

### **Moderated by:**

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd.

### **Panel guests:**

[Timo Albiez](#), Deputy Director, Schweizerische Hotelfachschule Luzern

[Kirsten Feld-Türkis](#), Associate Partner, Keylens

[Linda Mutesi](#), Tourism Marketing Manager, Rwanda Development Board

[René Roseburg](#), Managing Partner & CEO, The Passionist Traveller