



ITB Virtual Reality Lab Day 1

Date March 4, 2020	Time: 10:00 - 17:45	Location ITB VR Lab / Hall 10.2 / Booth 108
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The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications in the tourism and marketing segment. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

12:00 - 12:45

VR Trends In Tourism - Status Quo, Outlook & Opening Of The VR Lab

Session in German only!

Speaker:

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

13:00 - 13:45

Holiday in the Matrix? How AR & VR are revolutionising travel.

Session in German only!

Speaker:

[Thomas Hoger](#), 3spin

14:00 - 14:45

Online Instead Of Offline: Innovative Training Solutions Through Virtual Realities

Session in German only!

Speaker:

[Yvonne Pauly](#), Leiterin Hotelmanagement-Akademie, Gastronomisches Bildungszentrum Koblenz e.V.



15:00 - 15:45

The Future of Travel Media Consumption

- Why and how Virtual Reality will be the future of travel media consumption.
- The fundamental goals of travel media
- What does VR make better than any form of media in human history?
- Why VR will be the centre of digital media.

Speaker:

[Josh Ellison](#), Co-founder, Jump To

ITB Virtual Reality Lab Day 2

Date	Time:	Location
March 5, 2020	10:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

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12:00 - 12:45

Time Travel with Virtual Reality – Re-experience Urban History

- VR-based time travel as a new gateway to the past of cities and regions
- Historical venues and environments are digitalised and can be experienced emotionally by means of VR in combination with multi-sensory feedback elements
- TimeRide as the world’s first business case of a VR major attraction in the culture and leisure sector

Speaker:

[Dr. Fabian Hedderich](#), COO, TimeRide

13:00 - 13:45

Virtual Reality Training For The Travel Market – Huge Step Forward In Fulfilling Digital Transformation

- How powerful e-learning technology motivates travel employees through learning and engagement.
- Showcasing 360 real-life scenarios and situations.
- Fulfilling sustainability goals in a cost-effectivite way

Speaker:

[Daniel Wishnia](#), Chief Digital Transformation Officer, Aroundtown SA

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Kurzfristige Änderungen vorbehalten.



14:00 - 14:45

Virtual Helsinki - Rethinking Destination Experience

- Rapidly Changing Customer Behavior as a Game Changer
- Virtual Reality in Sustainable Destination Management
- Key Elements of Virtual Reality – Elevated Experiences, Accessibility, Empathy and Equality

Speaker:

[Vappu Mänty](#), Director, Communications and PR, Helsinki Marketing

[Laura Olin](#), COO & Partner, ZOAN

16:00 - 16:45

Managing Overtourism with Next-Generation Guides

- Overtourism suffocates historical centers of popular European cities.
- The situation is getting worse every year as more people travel and most of them Google out the same top 10 places to visit. Mayors and DMOs are desperate and even consider restricting access.
- Fortunately, technology can help. Personalization based on big data analysis and AI recommends different top places to visit for every tourist based on their interests. Engaging content enriched by AR experiences makes places outside of the city center appealing for tourists to explore. Guiding tourists smartly can reduce overtourism by 30% while improving satisfaction.

Speaker:

[Jan Dolezal](#), CEO, SmartGuide

ITB Virtual Reality Lab Day 3

Date	Time:	Location
March 6, 2020	10:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

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11:00 - 11:45

Unleashing the Full Potential of Digital Reality Experiences for Tourism Marketing

- How to empower tourism marketing with augmented reality experiences
- How to boost Social Media communications with augmented reality
- Latest augmented and mixed reality use cases in tourism marketing

Speaker:

[Daniel Sack](#), CEO, 361/DRX

13:00 - 13:45

VR And AR For The Digitalization Of The Tourism Industry – An Opportunity For More Sustainability

Session in German only!

Speaker:

[Elle Langer](#), pimento formate, Virtual Reality Berlin-Brandenburg e.V.

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