

# Be Part of the Leading Travel Industry Think Tank at ITB Berlin

# 2012

## ITB Berlin Convention The Leading Travel Industry Think Tank

### Convention segments:

- ITB Future Day
- ITB Hospitality Day
- ITB Marketing and Distribution Day
- ITB Corporate Social Responsibility Day
- ITB Mobility Day
- ITB Destination Days
- PhoCusWright@ITB
- ITB Business Travel Days, etc.

### Profile 2011:

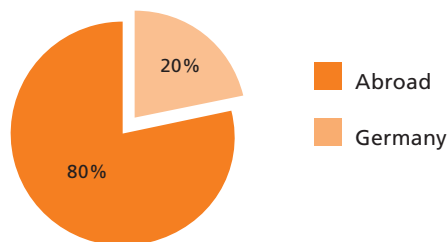
- World's largest tourism convention
- High-ranking speakers and panel guests
- 120 sessions
- 245 speakers
- Over 14,000 participants
- Convention enters its ninth year in 2012

## QUICK FACTS 2011

### ITB Berlin – The World's Leading Travel Trade Show®

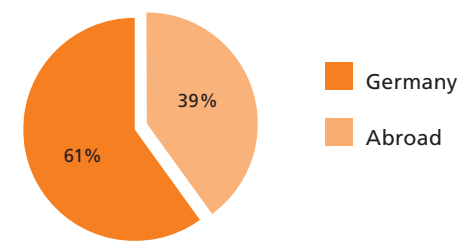
#### ITB Berlin exhibitor origin

11,163 exhibitors from 188 countries



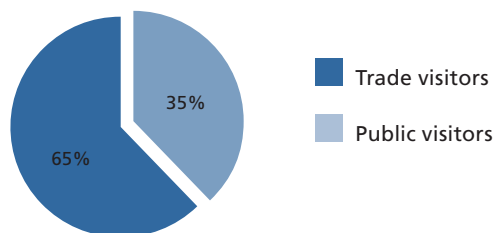
#### ITB Berlin trade visitor origin

110,791 trade visitors



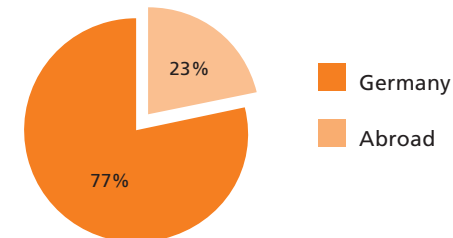
#### ITB Berlin visitor breakdown

169,295 total visitors



#### ITB Berlin press

7,000 journalists from 94 countries



07-09 March 2012



# The Leading Travel Industry Think Tank

## Recent high-ranking speakers:



**André Borschberg**  
CEO,  
Solar Impulse



**Tim Clark**  
President,  
Emirates Airline



**Sir Rocco Forte**  
Chairman & Chief Executive,  
Rocco Forte Hotels



**Pier Luigi Foschi**  
Chairman & CEO,  
Costa Crociere S.p.A.



**Stelios Haji-Ioannou**  
Founder,  
easyGroup & easyHotels



**Dr. Taleb Rifai**  
Secretary-General,  
World Tourism Organization (UNWTO)

## Other previous speakers:

**Manuel Andrack**  
Author, TV award winner and 'hiking guru'

**Dr. Asfa-Wossen Asserate**  
Prince of Ethiopia, Author and Management  
Consultant for Africa and the Middle East

**Jean-Claude Baumgarten**  
former President, WTTC

**Keith Bellows**  
Editor in Chief, National Geographic Traveler

**Giovanni Bisignani**  
former Director General & CEO, IATA

**Prof. Dr. Norbert Bolz**  
Media Scientist, Technical University of Berlin

**Jürgen Büchy**  
President, German Travel Association (DRV)

**Simon Cooper**  
former President & COO, The Ritz-Carlton Hotel  
Company

**Andrew Cosslett**  
former CEO, IHG (InterContinental Hotels Group)  
PLC

**Fabien Cousteau**  
Ocean Explorer & Environmental Activist

**Andrew Crawley**  
Director Sales & Marketing, British Airways

**Welf Ebeling**  
former Executive Vice President & COO,  
The Leading Hotels of the World

**Dr. Peter Fankhauser**  
CEO, Thomas Cook AG

**Dr. Bernd Fauser**  
Head of Global Travel Top Accounts, Google

**Dr. Christoph Franz**  
former President & CEO,  
Swiss International Airlines

**Dr. Michael Frenzel**  
Chief Executive, TUI AG & Chairman of TUI  
Travel PLC

**Ed Fuller**  
President & Managing Director,  
Marriott International

**Erika Harms**  
Senior Advisor on Tourism, United Nations  
Foundation UNF

**Petra Hedorfer**  
Chairwoman of the Board of Management,  
German National Tourist Board (GNTB)

**Peter Hill**  
CEO, Oman Air

**Joachim Hunold**  
former CEO, Air Berlin

**Dr. Temel Kotil**  
CEO, Turkish Airlines

**Gerald Lawless**  
Executive Chairman,  
Jumeirah Group

**Dr. Vijay Mallya**  
Chairman, UB Group & Kingfisher Airlines

**Ignacio Martos**  
former CEO, Opodo

**Dr. Ulf Merbold**  
Astronaut & Advisor for the ESA

**Dr. Story Musgrave**  
NASA Astronaut

**Keisuke Okada**  
Executive Officer & Managing Director,  
All Nippon Airways

**Mauro Oretti**  
Vice President Sales & Marketing, SkyTeam

**Azran Osman-Rani**  
CEO, AirAsia X

**Vural Öger**  
former Owner, Öger Tours

**Christine Petersen**  
President, TripAdvisor for Business

**Dr. Bertrand Piccard**  
President, Solar Impulse SA

**Prof. Dr. Hermann Simon**  
Chairman & Founder, Simon, Kucher &  
Partners

**Ed Sims**  
former Group General Manager,  
International Airline, Air New Zealand

**Marthinus van Schalkwyk**  
Minister of Environmental Affairs and  
Tourism of the Republic of South Africa

**Dr. Stefan Schulte**  
Chairman of the Executive Board,  
Fraport AG

**Rohit Talwar**  
Futurist & CEO, Fast Future Research

**Tony Wheeler**  
Founder, Lonely Planet

**Will Whitehorn**  
President, Virgin Galactic

**Reto Wittwer**  
President & CEO, Kempinski Hotels

**Philip C. Wolf**  
President & CEO, PhoCusWright Inc.

## ITB Berlin Convention Office

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