

## PRESS RELEASE

February 03, 2020

## ITB Berlin: After its successful debut Technology, Tours & Activities (TTA) expands in 2020

Following its 2019 launch the segment in Hall 4.1 is expanding its display area – Technology, Tours & Activities is combining with the eTravelWorld – TTA Forum in the eTravel Lab in Hall 7.1b

Exploiting in-destination services and riding the latest wave of mega trends: marketing experts in tourism regions and tour operators often miss out on good marketing chances and many other opportunities. In many cases there is not enough cooperation between local and regional operators of tours, programmes and attractions. After booking their hotel in advance holidaymakers often decide spontaneously on local excursions, excluding tourism professionals from the process. At ITB Berlin the Technologies, Tours & Activities (TTA) segment will have comprehensive information on how, using new technologies and platforms, they can successfully exploit and market these in-destination services. Visitors can obtain the necessary knowledge from a wide-ranging programme of conference events at the ITB Berlin Convention at the CityCube and TTA Forum at the eTravel Lab in Hall 7.1b, and can find out about the requisite products and solutions from the TTA segment on its expanded display area in Hall 4.1. For visitors there will be every opportunity to network, whether at conferences, forums or the show itself.

### TTA kicks off with a panel featuring high-ranking experts

On day one of the show, 4 March, at the [ITB Future Day](#) the [ITB Executive Panel](#) will host a panel featuring leading speakers. This is being organised in partnership with Arival – a specialist conference on in-destination services will also be taking place in the run-up to ITB Berlin from 1 to 3 March in Berlin. The panel will be moderated by Arival's CEO [Douglas Quinby](#). [Wilfried Fan](#), Chief Commercial Officer, Klook, [Nishank Gopalkrishnan](#), Chief Business Officer, Musement and [Emil Martinsek](#), Chief Marketing Officer, GetYourGuide will discuss the prospects and challenges of the Tours, Activities & Attractions market (CityCube Berlin, 4 March, 1 p.m.). Afterwards, [Charlotte Lamp Davies](#) will open the TTA Forum with a [keynote](#) at the eTravel Lab in Hall 7.1b. Taking part in the panel discussion moderated by this leading international expert will be [Lukas C. Hempel](#) (Bookingkit), [Mathis Boldt](#) (GetYourGuide), [Matthias Goeze](#) (Visit Berlin) and [Klaudija Janzelj](#) (Urban Adventure), who will debate 'What drives the industry in 2020?'. At 3.30 p.m. Douglas Quinby will present forward-looking [research findings and five major trends](#) that will change this market.

[Overtourism and sustainability](#), two topics currently dominating the industry, will be on the eTravel Lab agenda at 3 p.m. Representatives from Cambodia and Gothenburg will present examples of how to deal with environmental challenges. A [technology round table](#) discussing the competition between reservation systems is scheduled for 4 p.m. Taking part will be the CEOs of [Bookingkit](#), [Nezasa](#) and [Rezdy](#) (eTravel Lab).

At 4.30 p.m. at the eTravel Lab, a discussion will take place on the key question of how, faced with the increasing industry presence of platforms and meta search engines, TTA companies can market their services. At 5 p.m. at the Revenue Management workshop, trade visitors can obtain [Get Your Pricing And Profit Right – How Every Tour & Activity Provider Becomes A Pricing Strategy Master](#) (eTravel World). At 5.30 p.m. at the eTravel Lab, [Milena S. Nikolova](#) of the Adventure Travel Trade Association (ATTA) will highlight how travel technology and travel behaviour influence each other during and after a trip.



Official Partner Country  
ITB Berlin 2020



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### Additional information:

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The major enterprises and startups on the expanded display area in Hall 4.1 will include a number of TTA companies taking part for the first time, among them EcoTours, Florencetown, Globaltickets, iVenturecard, Liftopia, tripmax and Vipper. The Networking Area will provide an opportunity for visitors to meet and get together. The [TTA Networking event](#) sponsored by ARIVAL will take place on 4 March at 6 p.m.

This year, destination marketers and operators of tours and programmes can again obtain tips and new ideas on uses for VR and AR at the ITB Virtual Reality Lab in Hall 10.2, Stand 108. Providers and users can find out everything about the latest technologies and get a glimpse of new and planned products from best practice examples and case studies of these applications. Events will include historical sightseeing trips with VR goggles and guided tours featuring apps. Visitors can also find out about the economic impact of destination games and the prospects they hold for small and medium-sized enterprises. Numerous opportunities for direct meetings will also exist at the Virtual Reality Lab and its exhibition counters and in the Networking Area.

### **About ITB Berlin and the ITB Berlin Convention**

ITB Berlin 2020 will be taking place from Wednesday, 4 to Sunday, 8 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2019 a total of 10,000 companies and organisations from 181 countries exhibited their products and services to around 160,000 visitors, including 113,500 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 4 to Saturday, 8 March 2020. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit [www.itb-berlin.com](http://www.itb-berlin.com), [www.itb-convention.com](http://www.itb-convention.com) and the [ITB Social Media Newsroom](#).

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