

## ITB Destination Day



**Datum**  
6. März 2020

**Zeit:**  
10:45 - 17:45 Uhr

**Ort**  
CityCube Berlin, Saal A4/A5

Strategien und Best Practice-Beispiele wichtiger Tourismusregionen; Empfehlungen für die Optimierung des Destination-Management.

**Tagesmoderation:**

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner GmbH

**10:45 - 11:00 Uhr**

**Begrüßung**

**Referentin:**

[Fenja Weberskirch](#), Consultant, Dr. Fried & Partner GmbH

**11:00 - 11:45 Uhr**

**Reiseerlebnisse der Zukunft: maßgeschneidert, datenbasiert, relevant**

- Standardisierte Massenprodukte: zunehmend banal und austauschbar.
- Erwartungen des modernen Kunden: maßgeschneiderte Reiseangebote, bereichernde Erlebnisse, persönliche Erfahrungen.
- Erfolgsfaktoren innovative Technologien, intelligente Kundendaten-Nutzung, tiefe Customer Insights.
- Best Practices zu einzigartigen Reiseerlebnissen und relevanten Reiseangeboten.
- In Zukunft: Spielt die Destinationsentscheidung noch eine Rolle oder dominieren die Erlebnisse die Reiseentscheidung?

**Moderation:**

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

**Podiumsgäste:**

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

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

[Björn Vöhl](#), Senior Director Market Management DACH & Nordics, Expedia Group



**12:00 - 12:45 Uhr**

## **Coronavirus Outbreak: Effects On Global Tourism And Successful Recovery And Resilience Measures**

- Coronavirus and its effects on global tourism
- The latest figures and statistics
- Measures and efforts taken by the international community to contain the spread of the disease and their effects.
- Tourism development scenarios for the near future
- Successful measures to enhance resilience and speed-up recovery

### **Impulsreferate:**

[Dr. Eran Ketter](#), Researcher, Consultant & Crisis Management Advisor

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTCF, former Director of Destination Management and Quality Programme, UNWTO

### **Moderation:**

[Richard Matuzevich](#), Senior Manager, Liaison Department, World Tourism Cities Federation WTCF

### **Podiumsgäste:**

[Prof. Dr. Wolfgang Georg Arlt](#), CEO, COTRI - China Outbound Tourism Research Institute

[Dr. Eran Ketter](#), Researcher, Consultant & Crisis Management Advisor

[Dr. Fang Meng](#), Associate Professor, School of Hotel, Restaurant & Tourism Management, University of South Carolina

[Esencan Terzibasoglu](#), Special Advisor to the Secretary General, WTCF, former Director of Destination Management and Quality Programme, UNWTO



**13:00 - 13:45 Uhr**

## **Destination: YouTube - A Guide To Travel Branding In The Age Of The User**

- In the wake of the Thomas Cook collapse, Brexit and the threat of a pan epidemic, travel brands will need more than performance-based advertising to quell the anxiety of travelers.
- How can brands successfully tell their brand story and gain the trust of the user?
- Destination YouTube is a provocative and informative story of three successful content strategies— what works, what doesn't and what are the keys to success.

### **Referent:**

[Mike Yapp](#), Chief Creative Evangelist, Google



**14:00 - 14:45 Uhr**

## **Destination Stereotypes: Video Marketing as Effective Tool for Image Creation**

- in Kooperation mit Convention & Culture Partner Russia -

- Destinations are fettered by stereotypical perception of tourists.
- Many cities and countries work towards dispelling such stereotypes and achieve new images.
- Enormous increase in worldwide online video consumer traffic and video production of forward-looking market players.
- Success factor: video content as a key communication tool to target travel audience.
- How to build effective communication campaigns.
- Lessons learned from the best practice cases of Moscow, Russia and more.

### **Moderation:**

[Tatiana Naumova](#), Journalist

### **Podiumsgäste:**

[Mila Ilushina](#), Head of Strategic Projects Department, Moscow Project Office for Tourism and Hospitality Development

[Elena Lysenkova](#), Advisor of the Head, Federal Agency for Tourism Russia

[Irina Sergeeva](#), Head of the Department of International Tourism, Federal Agency for Tourism Russia

[Vladimir Varnavskii](#), CEO & Founder, VResorts

**15:00 - 15:45 Uhr**

## **Innovating Cultural Heritage Tourism Products**

**Strengthening the contribution toward sustainable tourism development - in cooperation with Official Partner Country ITB Berlin 2020 Oman**

- Strong and mutually beneficial inter-relations between culture/heritage and tourism.
- Innovations in cultural heritage tourism.
- Overcoming challenges like the sustainable management of cultural heritage tourism products.
- Preparing cultural heritage tourism products for a mixed audience.
- Creating enjoyable and educating cultural tourism experiences.

### **Impulsreferat:**

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

### **Moderation:**

[Dr. Hamed Almuhrzy](#), Department of Tourism, College of Arts and Social Sciences, Sultan Qaboos University

### **Podiumsgäste:**

[H.E. Hassan Mohammed Al-Lawati](#), Advisor to the Minister of Heritage Affairs, Ministry of Heritage & Culture, Oman

[Prof. Dr. Heba Aziz](#), Professor of Sustainable Tourism and Development & Head of Department, German University of Technology in Oman

[Peter DeBrine](#), Senior Project Officer, Sustainable Tourism, World Heritage Centre Culture Sector, UNESCO



**16:00 - 16:45 Uhr**

## **Instagram, Influencer & Co: Die unterschätzten Herausforderungen für Destinationen**

- Instagram und Facebook eröffnen dynamische Wege, um mit Reisenden in Kontakt zu treten.
- Über Fotos und Videos werden Destinationen und deren Geschichten lebendig.
- Instagram-Stories, Videos und Ortsangaben stellen einen Bezug zu Fotos auf sozialen Netzwerken her.
- Reisenden werden Emotionen vermittelt, die sie zu einmaligen Erfahrungen inspirieren.
- Wie fördert man Interaktion und wie erzielt man über diese Inspirationen Buchungen?
- Welche Rolle spielen Influencer?

### **Impulsreferat & Moderation:**

[Stephen Dutton](#), Senior Research Analyst, Euromonitor

### **Podiumsgäste:**

[Kassie Churchill](#), Director of International Marketing, Visit California

[Natalie Lefevre](#), Social Media & Digital Marketing Consultant, Travel Influencer

[Lauren Teague](#), Digital Native, Strategist, Speaker

---

**17:00 - 17:45 Uhr**

## **Creative Tourism - The New Multi-Tool Of The Tourism Industry**

### **Referentin:**

[Caroline Couret](#), Director & Founder, CreativeTourismNetwork®

---

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.