

## ITB Destination Day 1



world of ideas

Date	Time:	Location
March 6, 2019	10:45 - 19:00	City Cube, Auditorium A1

Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

The ITB Destination Days are dedicated to urgent challenges and perspectives in international destination management. On Wednesday, the keynote panel will present solutions for effectively handling problems relating to one of the convention's key topics: Overtourism. Another ITB Convention key topic – Luxury – will include the exciting question “which are the trend luxury destinations of today and tomorrow?” The focus will be on Arabia, China and city destinations. The threat of a ground-based traffic collapse in many places is another important topic at the 2019 ITB Convention. The Future Ground Mobility Panel and the subsequent ITB Ministers' Roundtable will examine both the causes of the problems as well as approaches to solving them.

### Hosted by:

[Birgit Fehst](#), Moderator, Coach, Speaker

**10:45 - 11:00**

### Greeting

#### Speaker:

[Birgit Fehst](#), Moderator, Coach, Speaker

**11:00 - 11:45**

### Keynote-Panel: Overtourism Revisited: Best Demonstrated Practices Instead Of “Business As Usual”

#### -In Cooperation with UNWTO-

Infinite growth cannot work in a finite space: The intensity and growth of conflicts in more and more tourist hotspots shows that things cannot go on as before. In the meantime, a number of solutions have been found for severely affected urban destinations. How can a destination set the right conditions for sustainable growth - on a national, regional and local basis? Results of a global empirical exclusive study by Travelzoo and ITB also show when tourists accept or desire access and price barriers, smart technologies, tourist selection and visitor guidance. What are the lessons learned and best practice examples? And last but not least: Can the findings also be applied to increasingly affected rural attractions?

#### Panel guests:

[Dr. Manuel Butler Halter](#), Executive Director, World Tourism Organization (UNWTO)

[Prof. Dr. Albert Postma](#), CELTH/NHL Stenden|ETFI

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

[Romana Vlasic](#), Director, DUBROVNIK TOURIST BOARD & Convention Bureau

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Kurzfristige Änderungen vorbehalten.

12:00 - 12:45

### Trend Destinations In The Luxury Market

Which destinations will be en vogue tomorrow is one of the key questions in the luxury market. It is becoming apparent that, on the one hand, cold destinations such as Iceland, Lapland, the Arctic and Antarctica will become the new luxury destinations. On the other hand, destinations that make it possible to take a journey to one's own self – Hindu temples, monastery hotels and self-discovery in nature – are increasingly popular with luxury customers. Where is the luxury market heading, and how are destinations participating in the growth of this attractive segment?

#### Greeting and Introduction:

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

#### Introductory presentations:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

[Philipp Schmidt](#), Co-Owner, Nordisch Reisen GmbH

[Maja Traber-Watters](#), Member of Executive Board, Swiss Heart Foundation - Young at Heart

[Michael Edwards](#), Chief Growth Officer, Intrepid Group

#### Moderated by:

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

13:00 - 13:45

### Studiosus Debate: Vacationing In The Arab World: Are The Golden Years Coming?

From beach tourism to cultural vacations: Demand for travel to the Arab world is now higher than it has been for a long time. Although it is not quite as high as it once was, the upswing is gaining momentum and has reached numerous countries - from Morocco, Tunisia, Egypt and Jordan to the United Arab Emirates and Oman, partner country of ITB 2020. What are the reasons for the surge in demand? How well prepared are the countries for the rising number of guests, and how great is the upswing's potential? Which strategies are individual destinations pursuing, and which tourism projects are planned? How do current events affect demand, and how political are the tourists?

#### Moderated by:

[Tanja Samrotzki](#), Journalist

#### Panel guests:

[H.E. Rania A. Al-Mashat](#), Minister of Tourism, Arab Republic of Egypt

[Paul-Anton Krüger](#), Deputy Foreign Editor, Süddeutsche Zeitung

[Peter Strub](#), Chief Operations Manager, Studiosus Reisen

# Studiosus

14:00 - 14:45

### Presentation Of WTCF Publications On China Outbound Tourist Consumption And World Tourism Economic Trends

Since 2016, WTCF has joined hands with TRC-CASS to carry out research work on world tourism economic trends and publish the Report on World Tourism Economic Trends annually, attracting extensive attention from both inside and outside the tourism industry.

The objective of the World Tourism Cities Federation's Market Research Report on Chinese Outbound Tourist (City) Consumption 2017-2018 is to identify trends, understand its potential for marketing, product development, distribution and sale and benefit from the chances modern communication and online sales technology provide. Understanding these changes and innovative trends results in better opportunities to capitalize on the great potential of the Chinese outbound tourism market for destinations, incoming agencies, hospitality providers and attractions.

#### Speakers:

[Sophie Zhang](#), Senior Manager for Programs and Projects, World Tourism Cities Federation (WTCF), Member of UNWTO QUEST Advisory Board

[Dr. Jin Zhun](#), Secretary General of the Tourism Research Centre, Chinese Academy of Social Sciences

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15:00 - 15:45

### How To Market Your Destination's Products And Services To Chinese Outbound Tourists?

Marketing activities can be divided into offline and online, the latter becoming more and more popular allowing for a higher ROI. But is offline marketing outdated and how a combination of both channels could look like? What is the most effective mix of putting your destinations on the map and effectively communicating its core values and attractions to potential Chinese visitors? Which are the latest channels for doing so? Is Wechat (902 million daily users) & Weibo all we need? How about new apps like Douyin (Tik Tok), most downloaded APP in H1 2018, and the so-called wang hongs (online celebrities)?

**Moderated by:**

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

**Panel guests:**

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

[Jenny Cai](#), Director, PR& Media Department, World Tourism Cities Federation (WTCF)

[Alice He](#), Chinese Social Media Manager, Edinburgh Tourism Action Group

[Roger Qiu](#), General Manager of EMEA Destination Marketing, Ctrip

[Manuel Viñuelas](#), International Promotion & Mice, Sevilla Tourism



16:00 - 16:45

### Future Ground Mobility Panel

Transport systems at a turning point: Autonomous means of transport and the digital revolution, business models and mobility platforms for sharing, electric power systems, minibuses, rental bicycles, cable cars, etc. – we are entering a new age of mobility. Is the traffic collapse in cities avoidable? What are the consequences for business and leisure tourism? What should cities and rural areas with tourist attractions do now to make their transport systems fit for the future?

**Moderated by:**

[Birgit Fehst](#), Moderator, Coach, Speaker

**Panel guests:**

[Wolfram Auer](#), Deputy Director International Business Development, Doppelmayr Seilbahnen GmbH

[Stephan Pfeiffer](#), Head of Strategic Partnerships & Public Affairs, ioki (Deutsche Bahn)

[Christoph Weigler](#), General Manager Germany, Uber

17:00 - 17:45

### ITB Ministers' Roundtable: Future Ground Mobility: The Expansion Of Tourism Infrastructure

**-In Cooperation With MC Group-**

The number of tourists is rising globally, but there is still a lot to catch up on, especially in the infrastructure of tourism. This year's ITB Ministers' Roundtable will focus on traffic, the expansion of the infrastructure in the cities and secret hotspots. What influence does an excellent transport network have on attracting leisure and business tourism?

**Moderated by:**

[Damon Embling](#), World Affairs Reporter, Euronews

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17:45 - 19:00

MC Group Reception

## ITB Destination Day 2

Date	Time:	Location
March 8, 2019	10:45 - 16:45	City Cube, Auditorium A4/A5

Strategies and best practice examples of key tourism regions; recommendations for optimized destination management.

The ITB Destination Days are dedicated to urgent challenges and perspectives in international destination management. Trend topics of destination marketing are the focus of the session on video marketing, Instagram and influencers. The panel of partner country Malaysia takes a closer look at the subjects of sustainability and ecotourism.

**Hosted by:**

[Dr. David Ermen](#), International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

10:45 - 11:00

**Greeting****Welcome:**

[Dr. David Ermen](#), International Tourism Consultant, Researcher, Speaker & Lecturer, University of Applied Sciences HTW Chur

11:00 - 11:45

**Keynote: How To Travel. A User's Guide**

On foot or by plane, all-inclusive or solo - what do we look for when we travel to other countries? How many new things do we want to discover, what do we want to leave behind, how much are we willing to change? Ilija Trojanow has lived on four continents. Based on personal experiences, he writes about the spirit of and gains made through vagabonding, combining profound reflection with fun and lightness. Various stages focus on preparations and suitable field packs, travelling alone or in the company of others, the right provisions, lean periods on the road, gibberish and signposts, rooms with views and souvenirs. Trojanow skillfully extends his talk to include mass tourism and the art of travel, which ought to be discovered anew.

**Keynote Speaker:**

[Ilija Trojanow](#), Writer & Bestselling-Author

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**12:00 - 12:45****ITB Executive Interview: Trends And Challenges In The Global Cruise Industry**

The global cruise industry has been booming for years. How will it grow in the coming years? What are the growth markets of the future? What are the common misconceptions about the cruise industry? How is the industry dealing with the current challenges, like overtourism and environmental protection? Is there "undertourism" in the cruise industry?

**Interview guest:**

[Adam Goldstein](#), Vice Chairman, Royal Caribbean Cruises LTD, Global Chair, CLIA

**Interviewer:**

[Thomas P. Illes](#), Cruise Analyst, University Lecturer and Journalist

**13:00 - 13:45****ITB CEO Interview: Future Perspectives Of Individualization**

Travelers today are already expecting individualized travel recommendations and offers. But how exactly does individualization happen? How are Big Data and Artificial Intelligence used? Does destination marketing still play a role in times of online distribution, mobile devices and algorithms? The CEO of a leading European OTA reveals the rules and future prospects of customization.

**Interview guest:**

[Dana Dunne](#), CEO, eDreams ODIGEO

**Interviewer:**

[Damon Embling](#), World Affairs Reporter, Euronews

**14:00 - 14:45****The Power Of Video Marketing**

It's no lie that video marketing has become the fastest growing way to reach people. In fact, in the past two years, video marketing has exploded to hold approximately 60% of all marketing efforts by major brands. It's predicted that by 2020, video is going to account for 80% of all internet traffic. So video is ALREADY a big thing and if you haven't embraced it by now then you are seriously lagging behind as a marketer. Let's find out how destinations can best leverage the mega trend video marketing, what types of video content they should be developing and how to get it in front of those interested in visiting their destination? Make sure to arrive early as this session will likely be standing room only.

**Introductory presentation:**

[Paul Henderson](#), Content Strategist & Social Video Marketer

**Moderated by:**

[Genevieve Hathaway](#), Commercial Photographer, Director, Videographer

**Panel guests:**

[Clemens Bartlome](#), Marketing Executive, Graubünden Tourism

[Paul Henderson](#), Content Strategist & Social Video Marketer

[Allen Martinez](#), Growth Strategist & Founder, Noble Digital

**15:00 - 15:45****Malaysia Forum: Meeting the Challenges Of Sustainable Eco-Tourism Development. Recommendations For Managing Goals**

With its tropical forests, rich biodiversity and many heritage sites, Malaysia boasts a large number of renowned "protected areas". For more than 15 years there has been a worldwide boom in the demand for sustainable tourism. Malaysia is one of many countries whose natural resources are being threatened. The Malaysia Forum addresses these issues: which institutions should be responsible for nature conservation and its monitoring, which measures should be implemented and how eco-tourism offers, NGOs and local communities should be collectively managed.

**Speaker:**

[Eric R. Sinnaya](#), Chairman, Malaysian Nature Society

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16:00 - 16:45

**Instagram And Influencers: The Overlooked Challenges For Destinations**

Too many destinations are still using logos and advertising slogans, while the digital world has long been crying out for other content. Influencers have more reach and credibility than classic destination marketers. Alongside influencers, customers are taking over destination marketing: Instagrammability is an important reason for travel in the growing target group of experienced travel consumers. Those who ignore this development will be dropped and punished mercilessly. How do DMOs have to change in order to meet these challenges? How can occasions be created for modern tourists to report on "just in time" via their digital channels and platforms? And particularly explosive: How can social media hype be slowed down when destinations get overrun by overtourism? And last but not least, what does the customer say? We look forward to the presentation of exclusive study results from infas quo on the importance of influencers for travel decisions.

**Introductory presentation:**

[Daniela Briceño Schiesser](#), Senior Project Director, infas quo

[Stephan Duttenhöfer](#), Head of Sales & Innovation, infas quo

**Moderated by:**

[Daniela Briceño Schiesser](#), Senior Project Director, infas quo

[Stephan Duttenhöfer](#), Head of Sales & Innovation, infas quo

**Panel guests:**

[Álvaro Blanco Volmer](#), Subdirector General Adjunto, Instituto de Turismo de España, TURESPAÑA

[Colin Fernando](#), Senior Brand Consultant, BrandTrust

[Vicky Smith](#), Founder, Earth Changers

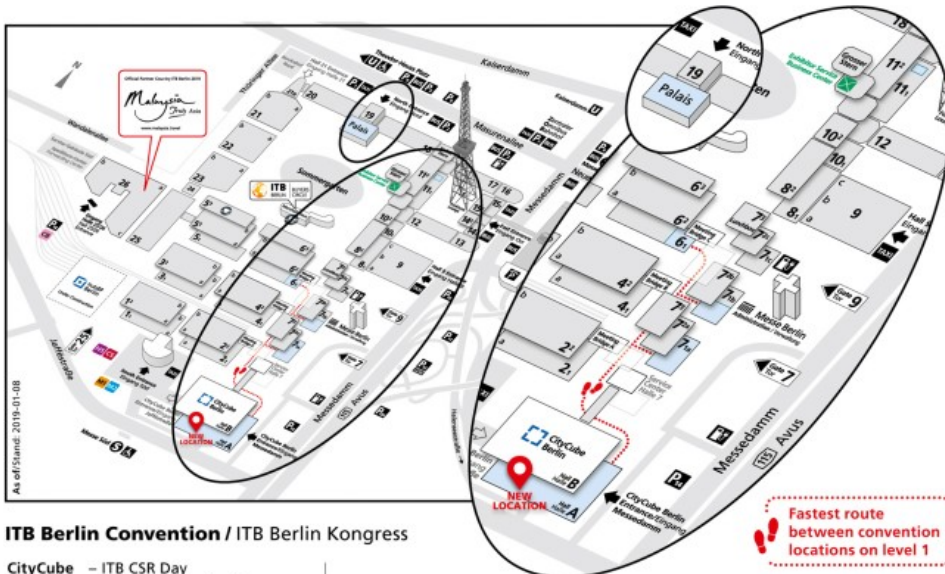
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## ITB Berlin Convention / ITB Berlin Kongress



- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

- 6.1** - eTravel World: eTravel Stage, eTravel Start-Up Day
- 7.1a** - Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
- ITB MICE Forum
- ITB MICE Hub

- 7.1b** - eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum
- 11.1** - ITB Young Professionals Day
- Palais** - ITB Convention Awards

**Fastest route between convention locations on level 1**

## Contact

Please contact us for concerns or questions:

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