

## TTA Forum

**Date**  
March 4, 2020

**Time:**  
14:00 - 18:00

**Location**  
Hall 7.1b, eTravel Lab

How is the third-largest segment in the travel industry developing? The challenges for in-destination experiences include marketing, revenue management, software selection and much more. Panel discussions, keynotes and current cases will provide information on where the journey is heading. Detailed descriptions of all individual events will soon be available here.

**14:00 - 14:10**

### Prologue TTA Forum

**Greetings:**

[Charlotte Lamp Davies](#), Founder, A Bright Approach

**14:10 - 15:00**

### What Drives The Industry In 2020

Keynote and subsequent panel discussion with industry experts.

**Keynote & Moderation:**

[Lukas C.C. Hempel](#), Managing Director, Bookingkit

**Keynote:**

[Brian Young](#), Managing Director EMEA, G Adventures

**Panel guests:**

[Andrew Aley](#), Managing Director, Sightseeing Alliance

[Mathis Boldt](#), VP Sales and Supply, GetYourGuide

[Josh Carr](#), Head Of Global Sales - Strategic Partnerships, Urban Adventure

[Matthias Goeze](#), CCO, Visit Berlin

**15:00 - 15:30**

### Actions Speak Louder Than Words - In-Destination Sustainability Focus

- Keynote: Overtourism – How Local Tour Operators can Tackle Destination Challenges
- Best case presentations
- Discussion with Q&A

**Keynote:**

[Eric la Bonnardiere](#), Co-Founder, Evaneos

**Moderated by:**

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association

**Speakers:**

[Stefan Gadd](#), Corporate Communication Manager, Gothenburg

[Chris Wray](#), Co-Founder, Impact Explorer

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**15:30 - 16:00**

## Five Tech Trends Shaping Tours & Activities In 2020

- Technology innovation is transforming tours and activities and establishing new competitive benchmarks for operators worldwide
- This presentation, leveraging new research from Arival, outlines five essential trends redefining this sector for 2020 and beyond

**Speaker:**

[Douglas Quinby](#), Co-Founder & CEO, Arival

**16:00 - 16:30**

## Technology Round Table

- Competition of reservation systems
- The impact of e-commerce on the industry
- Short Best Case presentations

**Moderated by:**

[Douglas Quinby](#), Co-Founder & CEO, Arival

**Panel guests:**

[Chris Atkin](#), CEO, Rezdy

[Drew Barrett](#), VP of Sales, Fareharbor

[Manuel Hilty](#), Co-Founder, Nezasa

[Matthias Wirz](#), Chief Growth Officer, Bookingkit

**16:30 - 17:00**

## Marketing In-Destination Services: Best Case Presentations And Panel

- How do companies in the in-destination segment market their services?
- What happens if big platforms and metasearch engines are sharing the game?
- What are chances and challenges?

**Moderated by:**

[Charlotte Lamp Davies](#), Founder, A Bright Approach

**Speakers:**

[Martin Broderick](#), Stage Entertainment

[Jan Dolezal](#), CEO, SmartGuide

[Evan Reece](#), CEO, Liftopia

[Joost Timmer](#), Managing Director, iVenture Card

**17:00 - 17:30**

## **Get Your Pricing And Profit Right - How Every Tour & Activity Provider Becomes A Pricing Strategy Master**

- Dynamic pricing and revenue management (making frequent pricing changes to optimize revenue and bookings) have been a mainstay of other travel sectors for years. Now, it's beginning to take hold of tours, activities, and attractions
- This workshop, geared for ticketed attractions as well as larger tour and activity operators, walks through the fundamentals of revenue management, how to think about applying revenue management relative to the unique attributes of your business and how you can grow your sales, profits, and predictability for your operation

**Speaker:**

[Lukas C.C. Hempel](#), Managing Director, Bookingkit

**17:30 - 17:50**

## **A Behaviour-Smart Look At Technology And Travel**

- Borrowing insights from psychology this talk will take you to the crossroads where traveler behaviour meets technology. It will zoom into the ways technology modifies behavioural patterns before, during and after the trip
- A review of both, the desired and undesired effects of technology on traveler behaviour, will serve as basis for proposing some behavior-smart tactics for destinations and service providers in the industry

**Speaker:**

[Milena S. Nikolova](#), Knowledge and Adventure EDU Director, Adventure Travel Trade Association