



ITB Virtual Reality Lab Day 1

Date March 4, 2020	Time: 11:00 - 17:45	Location ITB VR Lab / Hall 10.2 / Booth 108
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The ITB Virtual Reality Lab in hall 10.2 is the platform for providers and users of virtual (VR) and augmented reality (AR) applications in the fields of Tourism and Marketing and gives an insight into the latest technologies, projects and trends.

The ITB Virtual Reality Lab in Hall 10.2 (booth 108) is the platform for providers and users of "Virtual Reality" and "Augmented Reality" applications in the tourism and marketing segment. Interested parties can gain insights into current and future technologies in the form of best-practice examples and case studies. At the exhibition counters or in the Networking Area you can exchange information on trends and developments in the tourism industry with experts, exhibitors or other trade visitors.

12:00 - 12:45

VR Trends im Tourismus – Status-Quo, Ausblick & Eröffnung des VR Labs

Session in German only!

- Wo steht die Tourismusbranche?
- Welche Anwendungsmöglichkeiten und Trends im Bereich AR/VR gibt es?
- Ausblick auf das Programm des VR Labs der ITB Berlin 2020

Speaker:

[Michael Faber](#), Marketing-Consultant, Tourismuszukunft, Reisebüro Faber

14:00 - 14:45

Online statt Offline: Innovative Schulungslösungen durch Virtual Realities

Session in German only!

- Quereinsteiger, Auszubildende und Migranten mit geringen Deutschkenntnissen erhalten fundiertes Basiswissen (Rezeption, Housekeeping, Küche) durch eine interaktive Lernsituation
- VR-Lernpakete mit Trainerleitfaden und Tests zur Leistungskontrolle bieten eigenständiges, standortunabhängiges und flexibles Lernen
- Praxisnahe Aufgabenstellungen und komplexe Prozesse werden durch innovative Schulungslösungen besser verstanden
- Die Lücke zwischen Theorie und Praxis wird kleiner, indem Mitarbeiter konkrete Situationen erleben und Wissen direkt anwenden können

Speaker:

[Yvonne Pauly](#), Leiterin Hotelmanagement-Akademie, Gastronomisches Bildungszentrum Koblenz e.V.



15:00 - 15:45

The Future of Travel Media Consumption

- Why and how Virtual Reality will be the future of travel media consumption.
- The fundamental goals of travel media
- What does VR make better than any form of media in human history?
- Why VR will be the centre of digital media.

Speaker:

[Josh Ellison](#), Co-founder, Jump To

ITB Virtual Reality Lab Day 2

Date	Time:	Location
March 5, 2020	11:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

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13:00 - 13:45

Virtual Reality Training For The Travel Market – Huge Step Forward In Fulfilling Digital Transformation

- How powerful e-learning technology motivates travel employees through learning and engagement.
- Showcasing 360 real-life scenarios and situations.
- Fulfilling sustainability goals in a cost-effectivite way

Speaker:

[Daniel Wishnia](#), Chief Digital Transformation Officer, Aroundtown SA

14:00 - 14:45

Virtual Helsinki - Rethinking Destination Experience

- Rapidly Changing Customer Behavior as a Game Changer
- Virtual Reality in Sustainable Destination Management
- Key Elements of Virtual Reality – Elevated Experiences, Accessibility, Empathy and Equality

Speaker:

[Vappu Mänty](#), Director, Communications and PR, Helsinki Marketing

[Laura Olin](#), COO & Partner, ZOAN

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Kurzfristige Änderungen vorbehalten.



16:00 - 16:45

Managing Overtourism with Next-Generation Guides

- Overtourism suffocates historical centers of popular European cities.
- The situation is getting worse every year as more people travel and most of them Google out the same top 10 places to visit. Mayors and DMOs are desperate and even consider restricting access.
- Fortunately, technology can help. Personalization based on big data analysis and AI recommends different top places to visit for every tourist based on their interests. Engaging content enriched by AR experiences makes places outside of the city center appealing for tourists to explore. Guiding tourists smartly can reduce overtourism by 30% while improving satisfaction.

Speaker:

[Jan Dolezal](#), CEO, SmartGuide

11:00 - 11:45

Unleashing the Full Potential of Digital Reality Experiences for Tourism Marketing

- How to empower tourism marketing with augmented reality experiences
- How to boost Social Media communications with augmented reality
- Latest augmented and mixed reality use cases in tourism marketing

Speaker:

[Daniel Sack](#), CEO, 361/DRX

ITB Virtual Reality Lab Day 3

Date	Time:	Location
March 6, 2020	11:00 - 17:45	ITB VR Lab / Hall 10.2 / Booth 108

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13:00 - 13:45

VR und AR für die Digitalisierung in der Tourismusbranche - Chance für mehr Nachhaltigkeit

Session in German only!

- Wirtschaftskraft von AR und VR Deutschland/Europa/Weltweit
- Welche Chancen stecken in VR/AR für Reiseunternehmen für neue Geschäftsmodelle
- Welche Chancen stecken in VR/AR für Reiseunternehmen für mehr Nachhaltigkeit?
- Diskussion: Welche nächsten Schritte sind für Unternehmen notwendig?

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ITB VIRTUAL REALITY LAB



ITB
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The Leading
Travel Industry
Think Tank
CONVENTION

Speaker:

[Elle Langer](#), Board Member, Virtual Reality Berlin-Brandenburg e.V.

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