



Pow-Wow Welcome Address / Envisioning a socially-responsible, sustainable and regenerative tourism

Date	Time:	Location
March 4, 2020	10:15 - 10:30	Hall 4.1 B / Adventure Stage

One of the emerging trends of present society is the awareness on how to protect the planet's environment and how to further develop in a proper way. The significance of sustainability is increasingly becoming travellers' main interest, along with experiencing the Great Outdoors. More tourism destinations and enterprises are willing to put greater emphasis in sustainability and social responsibility.

The **Pow-Wow for Tourism Professionals** brings together exhibitors, sponsors and partners of **Hall 4.1b – Adventure Travel · Responsible Tourism** from all over the world as well as distinguished tourism industry leaders to share their expertise on major issues, today's challenges and cutting-edge progress of socially responsible and sustainable tourism. Their presentations feature examples and attempts to answer questions of great concern such as: • What can we learn from destinations striving for a socially-responsible and sustainable tourism? • How tourism stakeholders can foster it and motivate consumers to practice it as well? • How can tourism professionals actively support the campaign for children protection? • How can we, tourism professionals, contribute to the reduction of CO2 emissions of our products, services and destinations?

At the **Pow-Wow for Tourism Professionals**, we can also learn about the importance of synergies when working on giving aid and supporting local communities as well as protecting nature. However, before taking-off with this 15th edition of the **Pow-Wow for Tourism Professionals**, let's travel for a split second back in time, highlighting a few milestones of the development of **Hall 4.1b**, home of it since 2006, from its very beginning all the way to the present. A panoramic view of its project stages from having the idea, creating an innovative and sustainable project concept as well as organising and implementing it, including the people and vast work involved, will demonstrate how an idea and its creative process became a fascinating entrepreneurial adventure, envisioning always for a sustainable and prosperous future.

- 17th Anniversary of Hall 4.1b - Adventure Travel · Responsible Tourism
- 15th Pow-Wow for Tourism Professionals
- 3rd Cycling Tourism Day
- 12th ITB Berlin Responsible Tourism Networking Event
- 7th Annual Short Film Showcase
- 3rd Hall 4.1b Excellence Recognition Prize for Earth's Biodiversity Protection and Sustainable Tourism
- 4th Daytime sun-gazing at Entrance South of ITB Berlin with Dr. Andreas Haenel
- 1st Astro-tourism Meet-up
- Launch of the travel project E-Traction - The Trip von Susanne Bruesch, "Lady Pedelec" - E-Bikes Ambassador, und ihr Partner Silvio Zuellig
- myclimate Award Ceremony 2020 for tourism providers who have made special efforts towards climate protection
- ECPAT Germany/DRV Award Ceremony 2020 of the Contest for Tourism Students creators of a travel gadget with a child protection message for a cooperating tourism company

The 15th anniversary of the creation of the **Pow-Wow for Tourism Professionals** will be celebrated with an unprecedented programme. Following the iconic tradition of having a new main topic each year, "Corals and Reefs, is 2020's motto for Hall 4.1b and the kick-off theme of the 15th Pow-Wow for Tourism Professionals. Let's start by delving into vast realm of corals and reefs - the living gardens of the deep in peril.

- **Mariana McGill**, Official Partner Consultant, ITB Berlin, Hall 4.1b - Adventure Travel · Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany

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ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



KEYNOTE ADDRESS / World Heritage Journeys of the European Union / New ways to experience Europe's cultural world heritage

Date March 4, 2020	Time: 10:30 - 11:00	Location Hall 4.1 B / Adventure Stage
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Hidden out of sight 200 m off the North Norfolk Coast, the Cromer Shoals Chalk Bed is a recently designated Marine Conservation Zone in the North Norfolk Coast Area of Outstanding Natural Beauty. First brought to public attention in 2010 - 2011 when it was recognised as being almost 20 mile long, 350 different marine species have since been recorded in the area, including a species of purple sponge - new to science - discovered in 2011.

This exceptional natural heritage, dating back 300 million years, is closely linked to onshore cultural heritage. The North Norfolk town of Cromer is famous for 'Cromer Crab' and for the chalk that supports the reef that runs as a seam through Norfolk, demonstrated by the area's chalk streams and the Cromer Chalk Ridge. Whilst efforts are made to promote the chalk bed, and promote the coast as a Deep History Coast, this fragile environment is under threat. Fishing is traditional to seaside towns, but techniques have evolved in scale and impact.

What does the future hold for this exceptional site? How will human activity impact on what is believed to be Europe's largest chalk reef? Norfolk County Council, working with the Wadden Sea UNESCO World Heritage Site in PROWAD-LINK "Protect and Prosper", hopes to find a balance between nature and livelihoods.

Hillary Cox, Former Norfolk County and North Norfolk District Councillor, Current Cromer Town Councillor, Member of the British Empire; United Kingdom

Greeting

Date March 4, 2020	Time: 10:45 - 11:00	Location CityCube Berlin, Hall A1
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Speaker:
[Dr. David Ermen](#), Managing Director, Destination Capacity



ITB Responsible Destination Day



Date	Time:	Location
March 4, 2020	10:45 - 17:45	CityCube Berlin, Hall A1

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

Hosted by:
[Dr. David Ermen](#), Managing Director, Destination Capacity

Exploring the "underwater" world of the Wadden Sea - Sustainability

Date	Time:	Location
March 4, 2020	11:00 - 11:30	Hall 4.1 B / Adventure Stage

Twice daily large areas of the Wadden Sea World Heritage Site become exposed to the air. During these ebb tides visitors have the opportunity to explore the extensive tidal flats (in same areas) on foot with or without a tidal flat tour guide. The tidal flats as well as the tidal channels are an important part of the Wadden Sea ecosystem where flora and fauna has adapted to these challenging conditions. While tour guides offering tidal flat tours explore the sea floor and its inhabitants during ebb tides, those areas permanently under water remain hidden from them. However, boat tours offer visitors the great opportunity to watch seals resting on sand banks, birds or marine animals with a guided catch and release tour. Guided tidal flat and boat tours provide not only a sustainable way to enjoy the World Heritage Site but also an excellent example for the Nature-Business-Benefit-Cycle (NBBC) promoted by the PROWAD LINK Project.

Dr. Catharina Greve, Project Officer, Coastal Defence National Park and Marine Conservation of the State Schleswig-Holstein; Germany

ITB Co-Creators Keynote: WE Are Shaping The Future!

TREND ONE

Date	Time:	Location
March 4, 2020	11:00 - 11:45	CityCube Berlin, Hall A4/A5

- The future of society, economy and tourism.
- Which trends, technologies and developments do you need to know and know how to combine in order to be successful in the future?
- Premiere highlight: The innovative, interactive Creators format. YOU are shaping the future with voting cards.





- Experience how the global tourism industry sees the future and wants to actively shape it.
- Vote with us and influence the future scenarios that are being demonstrated.

Speaker:

[Nils Müller](#), CEO, TrendOne

Keynote Panel: Re-thinking Tourism Success: Managing Destinations For Sustainable Growth

Date	Time:	Location
March 4, 2020	11:00 - 11:45	CityCube Berlin, Hall A1

- Exclusively at ITB: the new OECD report "Tourism Trends and Policies 2020"
- Costs and benefits of tourism for destinations.
- Implications of sustainable tourism growth.
- Valuable insights into international best practice examples.
- How to spread the benefits of tourism more efficiently, enhance connectivity, mainstream sustainable policies and practices, leverage technology as a tool for destination management, and better measure the territorial dimension of tourism.
- On the panel: tour operators from key source markets, rural and urban tourism destinations in Europe and Asia.

Introductory presentation:

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, OECD

Moderated by:

[Dr. David Ermen](#), Managing Director, Destination Capacity

Panel guests:

[Alain Dupeyras](#), Head of Regional Development and Tourism Division, OECD

[Ingo Lies](#), Founder & Managing Director, Chamäleon Reisen

[Keith Tan](#), CEO, Singapore Tourism Board

Keynote: Rebellisch gesund - Healthy Life Hacks für deinen Karriere-Boost!

Date	Time:	Location
March 4, 2020	11:00 - 11:45	Hall 11.1, Young Professionals Stage

Speaker:

[Jonas Höhn](#), Founder & Owner, detoxRebels



Visual Storytelling And Film Tourism – Mekong Tourism Forum

Date March 4, 2020	Time: 11:00 - 11:45	Location CityCube Berlin, Cube Club
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- The 4th Mekong Tourism Forum at ITB Berlin focuses on Visual Storytelling and Film Tourism, bringing the highlights of the recent Asia Destination Film Forum in Bangkok to ITB Berlin.
- Today, tourists are more experienced and are looking for new destinations and new experiences.
- Numerous films have inspired millions to visit destinations. Especially in recent years, there has been a growing phenomenon that tourists visit destinations featured in films and user-generated social media video clips.
- Learn how to celebrate sustainable tourism promotion and marketing via inspiring visual storytelling.

Moderated by:

[Daniela Wagner](#), Director for Europe, Middle East and Africa, Pacific Asia Travel Association (PATA)

Panel guests:

[Rob Holmes](#), Founder & Chief Strategist, GLP Films

[Nick Ray](#), Author, Lonely Planet, Producer & Director, Hanuman Films Cambodia

[Jens Thraenhart](#), Executive Director, Mekong Tourism Coordinating Office

Sustainability in the hospitality industry - short-term euphoria or long term booking success?

Date March 4, 2020	Time: 11:00 - 12:00	Location Room Hongkong / Großer Stern / Level 3 (fairground)
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Session in German only!

Sustainability is becoming more and more important and necessary for society. The topic has also long since arrived in the hotel industry and is creating new challenges due to the changed expectations of hotel guests.

Since the focus of the next ITB will be on sustainability, we as experts for sustainability in the hospitality industry want to host a discussion forum. We have organized several successful panel discussions throughout the past years which all attracted positive attention.

The title of this year's panel discussion is as follows:

Sustainability in the hospitality industry - short-term euphoria or long term booking success?

This year, we as students of Heilbronn University of Applied Sciences and NHL Stenden University of Applied Sciences are organizing the panel discussion, together with Suzann Heinemann from InfraCert - the institute for sustainable development in the hospitality industry.

Panelists:

- **Michael Bauer**, Geschäftsführer Waldhotel Hepe KG
- **Tobias Hanemann**, Corporate Director of Operations NOVUM Hospitality
- **Otto Lindner**, Vorstand Lindner Hotels AG





- **Thomas Sommereisen**, Senior CR Consultant - Scholz & Friends Berlin GmbH
- **Oliver Winter**, Managing Director A&O Holding GmbH & Co. KG

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Together We Take Action for Child Protection – Joint Initiatives in Tourism

Date	Time:	Location
March 4, 2020	11:00 - 12:00	Hall 4.1 / ITB Center Stage (Big Stage)

Successful steps towards better protection of children in travel and tourism - What can the tourism industry, civil society, government and law enforcement do together to protect children from sexual exploitation? Three exemplary initiatives from Latin America, Asia and Europe will be presented by representatives who will discuss their approaches to child protection in tourism on local, national and international level.

Panel Guests:

- Theo Noten, Defence for Children – ECPAT Netherlands
- Joyatri Ray, EQUATIONS India
- Fundación Renacer/ ECPAT Colombia – N/A

Moderator:

- Mechtild Maurer, ECPAT Germany

The panel discussion will be held in English.

Cetacean captivity and animal welfare

Date	Time:	Location
March 4, 2020	11:30 - 12:00	Hall 4.1 B / Adventure Stage

In the wild, most whales and dolphins (cetaceans) live in complex family groups – with generations often staying together their whole lives. For a captive cetacean, life in an aquarium can mean separation from their families, and even being kept alone. Some cetaceans in captivity today started out their lives in the ocean before they were kidnapped, imprisoned and forced to perform repetitive shows for the public’s entertainment. For an individual who is used to swimming many miles every day, a tank is a featureless prison cell.

Whilst we can’t know what it feels like to be a cetacean, when you see the behaviour of individuals who have spent years in captivity, you can imagine the frustration, boredom and even despair that they may be feeling. The truth is that most captive cetaceans live shorter lives. Frustration can cause them to attack each other and sometimes trainers and members of the public. In confinement, whales and dolphins may swim endlessly in circles, chew on the sides of the pool and repeat the same patterns of behaviour over and over. Some parks even administer tranquilisers to relieve the stress that





they are feeling. In the last few years, public opinion has shifted and in many countries with captive dolphin shows visitor numbers are dwindling.

Whale and Dolphin Conservation (WDC) believes no dolphinarium can create the necessary environmental conditions required for such sentient, social and highly mobile creatures to thrive. These are the reasons why we are calling for a phase out of this cruel industry with no more captive breeding, no imports and no captures from the wild as well as a commitment from the industry to seaside sanctuaries. Whereby, captive cetaceans can live out the rest of their lives in as naturalistic a setting as possible in an ocean environment. Some of these individuals could also be considered for release.

Rob Lott, End Captivity campaigner, Whale and Dolphin Conservation; Germany

Building bridges between the local and travel communities

Date	Time:	Location
March 4, 2020	12:00 - 12:30	Hall 4.1 / Booth 117

Travel has always been about meeting new people, experiencing new places and understanding new cultures, but what happens if the residents of destinations become skeptical of the benefits of tourism? How do tourism organisations in highly popular destinations remind locals of the positive power of travel? In this workshop, we look at approaches for showing residents that the industry is listening, share concrete examples of how sustainability events can help build bridges between the local and travel communities, and reveal how to make internal operations flexible and resilient enough to survive in dynamic, uncertain and increasingly regulatory environments.

Mr. Javier Amorós
Regional Director for Spain and Portugal
SANDEMANs New Europe

Sustainable Travel to protect coral and reefs

Date	Time:	Location
March 4, 2020	12:00 - 12:30	Hall 4.1 B / Adventure Stage

Sustainability plays an important role in preserving and protecting the diversity of flora and fauna – over and underwater. Especially the life of corals in reefs is in danger in many places. Through sustainable tourism, TourCert and its partners strive to provide responsible offers.

Dive into the colourful underwater world and get to know destinations such as Galapagos in Ecuador and Las Galeras in the Dominican Republic.

Marco Giraldo, Managing Director, TourCert; Germany and Peru

ITB Keynote Panel: The Future Of The Tourism Industry In Times Of Digital Disruption, Climate Emergency, And Thomas Cook & Co



ITB CSR PROGRAM



Date
March 4, 2020

Time:
12:00 - 12:45

Location
CityCube Berlin, Hall A4/A5

- Disruptive technological developments, unmistakable climate crisis, bankruptcies like Thomas Cook, geopolitical trouble spots and threatening world recession, dramatic overtourism and much more.
- The global tourism industry in times of the perfect storm.
- What structural changes are to be expected in the European and global tourism industry?
- What will digital technologies achieve in the travel distribution of the future and how will artificial intelligence develop?
- How will people travel in the future and what role will sustainability play?

Interview guest:

[Samih Sawiris](#), CEO, Orascom Development AG

Interviewer:

[Sasha Vakulina](#), Business Editor, Euronews

Introductory presentation:

[Caroline Bremner](#), Head of Travel Research, Euromonitor

Moderated by:

[Sasha Vakulina](#), Business Editor, Euronews

Panel guests:

[Coley Dale](#), Senior Director for Strategic Partnerships, Trip.com Group [Rob Ransom](#), Vice President of Strategy and Corporate Development, Booking.com

Keynote Panel: Responsible Tourism Destinations: Roadmap To A “High Ambition Scenario”

Date
March 4, 2020

Time:
12:00 - 12:45

Location
CityCube Berlin, Hall A1

-In Cooperation with UNWTO-

- According to the [UNWTO/ITF report](#) on “Transport-related CO2 emissions of the tourism sector – Modelling Results”, under the current ambition scenario, a total of 1,998 million tonnes of transport-related CO2 will be attributable to tourism by 2030, representing an increase of 25% over 2016.
- The discussion of this high-level panel will build on the commitment of the tourism sector to advance towards a climate high ambition scenario in line with the goals of the Paris Agreement, as expressed during the COP25 official side-event “[Transforming Tourism for Climate Action](#)”.
- Policy makers, destinations and industry leaders will explain their leading commitments to transform tourism and aim to support a “high ambition scenario” of climate action in tourism.

Greetings:

[Zurab Pololikashvili](#), Secretary-General, UNWTO

Moderated by:

[Dr. Dirk Glaesser](#), Director Sustainable Development of Tourism, World Tourism Organization (UNWTO)

Panel guests:



[Felix Eichhorn](#), President, Aida Cruises Ltd. (tbc)
[Glenn Mandziuk](#), President & CEO, Thomson Okanagan Tourism Region, British Columbia, Canada
[Young Tae Kim](#), Secretary-General, International Transport Forum

Chumbe Island Coral Park in Tansania - 25 years of protecting coral reefs through ecotourism

Date	Time:	Location
March 4, 2020	12:30 - 13:00	Hall 4.1 B / Adventure Stage

Chumbe Island is an internationally acclaimed conservation area, hosting a fully protected coral reef sanctuary and forest reserve. As a not-for-profit enterprise, the revenue generated by ecotourism on the island funds all conservation management and supports Chumbe’s extensive environmental education programmes with local schools and communities in Zanzibar, Tanzania. Operational for more than 20 years, Chumbe is the world’s first financially self-sustaining marine protected area. This presentation explores the positive effects that a privately protected area can have on biodiversity, enforcement, fish populations and coral reefs.

Diana Körner, Sustainable Tourism Consultant, Chumbe Island Coral Park; Tanzania

Overtourism And Visitor Flows - An Iterative Approach

Date	Time:	Location
March 4, 2020	12:45 - 13:15	Hall 7.1b, eTravel Lab

- How important are targeted data collection processes for the management of mobility systems in tourism
- Best practice example of our Sense-Plan-Act paradigm using the visitor guidance system at Schönbrunn Palace in Vienna

Speaker:
[Christian Kogler](#), Research Engineer, AIT Austrian Institute of Technology

Welcome and thematic introduction

Date	Time:	Location
March 4, 2020	13:00 - 13:05	Hall 4.1 / ITB Center Stage (Big Stage)

Session in German only!

Prof. Dr. habil. Torsten Fischer
 Prorektor "International Affairs", Scientific Location Manager FHM Berlin, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld

Suzann Heinemann
 Managing Director of InfraCert GmbH - Institute for Sustainable Development in the Hotel Industry/GreenSign





Best practices and actionable insights for welcoming diverse travellers

Date March 4, 2020	Time: 13:00 - 13:30	Location Hall 4.1 / Booth 117
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Attendees of diverse sexual orientations and gender identities face challenges that are often not understood or even addressed by the industry. Roll up your sleeves and get your questions ready. This action-oriented session will help you understand and address those challenges.

Mr. Ed Salvato
Co-founder
HospitableMe

Coral reefs and light pollution

Date March 4, 2020	Time: 13:00 - 13:30	Location Hall 4.1 B / Adventure Stage
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Many animals in the sea are adapted to the natural rhythms: daily, monthly or seasonal variations. The tides - triggered by the moon - and the phases are main differences to land inhibitors. Increasing light pollution through more settlements and increased activity disturbs these natural variations and has negative impacts on corals and fishes living in the reefs as have shown studies in the Red Sea, for example.

- **Dr. Andreas Haenel**, Astronomer, Working Group Dark Sky, Vereinigung der Sternfreunde e. V.; Germany
- **Annette Krop-Benesch**, Consultant, Nachhaltig Beleuchten; Germany

Expedition Cruises: Tourism In Fragile Ecosystems

Date March 4, 2020	Time: 13:00 - 13:45	Location CityCube Berlin, Hall A1
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- Expedition cruises: a fast and rapidly growing market segment.
- Uniqueness, authenticity and luxury on board of small high-tech ships at an ultra-exclusive level of comfort in remote regions of the world.
- What are the operational and logistical challenges in remote regions of the world?
- How do shipping companies deal with the ecological challenges?
- How can expedition cruises be made environmentally friendly and how can luxury and sustainability be reconciled?
- Above all, will the announced armada of new ships lead to overtourism in the Arctic and Antarctic as well?

Moderated by:

[Thomas P. Illes](#), Owner & CEO, thilles consulting GmbH, Cruise Analyst, University Lecturer and Journalist

Panel guests:





[Ove Dimmen](#), Sales Manager, Ulstein Verft
[Nicolas Dubreuil](#), Polar & Tropical Expedition Expert, Director of Sustainability & Expedition Cruises, Ponant
[Mike Louagie](#), Freelance Cruise & Ferry Photographer/Writer/Consultant
[Robin West](#), Vice President of Expedition Operations & Planning, Seabourn

ITB Sustainability Forum 2020 "Generation Digital Greens"

Date	Time:	Location
March 4, 2020	13:00 - 15:00	Hall 4.1 / ITB Center Stage (Big Stage)

Session in German only!

The ITB Berlin, the Fachhochschule des Mittelstands FHM Berlin and the InfraCert Institute/GreenSign invite you to the 2nd Sustainability Forum at the ITB in Berlin.

The ITB Sustainability Forum is dedicated to linking sustainability concepts in the hotel industry with destination management in the city and countryside. What are the challenges in urban and rural destinations and in different hotel categories/products?

The forum is organised and hosted by the Fachhochschule des Mittelstands (FHM) Berlin and the InfraCert Institute/GreenSign.

The aim of the event at the World Tourism fair is to discuss recognizable trends and developments in the digital greens generation with renowned guests from business and science.

The 2nd ITB Sustainability Forum will discuss the question which trends are important for destinations, investors, operators and urban developers and their planning. When taking in account ecology and economy, how does sustainability affect the different sectors? What experiences do the different actors and service providers have? How do digitalisation and sustainability affect development and planning aspects as well as financing?

In 2020 you will find following topics:

- Best practice from the Black Forest holiday region
- Launch of the #nachhaltigbegeistert-Kampagne in Hamburg
- New hotel brands with 100% sustainable orientation
- Experience and best practice examples from the holiday/city hotel industry
- What do the guests expect today and what will the guests of tomorrow expect (New Generation Z study)?
- Digitalization & sustainability in project development in destination management and in the hotel industry.

Keynote lecture / Urban-rural-river - sustainability and digitization from A-Z / best practice in tourism

Date	Time:	Location
March 4, 2020	13:05 - 13:20	Hall 4.1 / ITB Center Stage (Big Stage)

Session in German only!

René Skiba
 Managing Director, Tourismus GmbH Nördlicher Schwarzwald





Panel discussion "Green Destination"

Date	Time:	Location
March 4, 2020	13:20 - 13:55	Hall 4.1 / ITB Center Stage (Big Stage)

Session in German only!

Discussion panelists:

- **Antje Forytta**, Project Manager Destination Management, Hamburg Tourismus GmbH
- **Christian Klaiber**, Head of "Initiative Zukunftsmobilität im Ländlichen Raum", Freiburg
- **Jan Sadowsky**, CEO "Klimapatenschaft"
- **René Skiba**, CEO, Tourismus GmbH Nördlicher Schwarzwald
- **Dr. Peter Zimmer**, Managing Partner TourCert gGmbH

Moderated by Prof. Dr. Heike Bähre, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Berlin

25 years Messel Pit UNESCO World Heritage Site - Storytelling as a new tool for United Nations Agenda 2030 Sustainable Goals (SDG)

Date	Time:	Location
March 4, 2020	13:30 - 14:00	Hall 4.1 B / Adventure Stage

On December 9th, 1995, the Messel Pit was integrated into the family of UNESCO World Heritage Sites. Since then, a remarkable development took place at this location in giving access into this unique location worldwide by establishing infrastructure and guided tour offers as well as being active in marketing and public outreach. The landscape we have in the northern part of the Odenwald tourism destination has seen many changes during Earth's history up to the time about 48 million years ago, when by a volcanic eruption a crater came into existence: "Messel Pit" or "The Cradle of today's life". It was the birthday of a unique location inside hard granitic rocks, which were formed long time before and about 50 km below the Earth's crust. A new story started with the birth of the volcanic crater in a rainforest area having a geographic position close to the former tropical zone and for about one million years of time. The crater was filled up with organic material by the biosphere components of this area. A new story starts thinking of what story they could tell us. This is not enough as the scientific discovery of the findings that we see today as fossils tells us again a new story about life and climate from a time so long ago. Today again, we experience rainforest temperatures and may fear, if we can survive.

The Messel Pit treasure safeguarded in the oil shale material, an algae slug in the crater lake, has collected all information under which conditions animals and plants were able to survive. Scientific investigation is a key to find out more about this and it is a special experience to put hands on the findings from 48 million years ago and to see coloured insects, patterns next to bird skeletons, a type of hair along the neck of a primate called "Ida", to see the blossom of a palm tree or admire the complete skeleton of a dawn horse having a dog size.

Messel Pit is one of these locations where dynamic processes of the formation of this locus spiritus enable us today to feel the Earth's heartbeat. By walking inside or using the e-WH-shuttle into the area of the "Cradle of today's Life" Messel Pit, you, the visitor, can feel the spirit, sun and wind blow the stories into your face and brain. You see the form of the volcanic crater and experience the depth of such a structure without risking your life! Our team of professional guides revives the unique stories following across the metastory of: "Fire, water, light and life". Join the exciting moments of the elements that have created this natural landscape. Feel and breathe our life's precursors at a place with a unique atmosphere combines yesterday, today and tomorrow. Our tourism products will surprise you.

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Dr. Marie-Luise Frey, Business Director, Messel Pit UNESCO World Heritage Site; Germany

Keynote lecture: Generation Digital Greens - there is no going back! Where does the hotel industry stand?

Date	Time:	Location
March 4, 2020	13:55 - 14:15	Hall 4.1 / ITB Center Stage (Big Stage)

Session in German only!

Benjamin Köhler
CSO & Co-Founder, Betterspace, Ilmenau

Visit Wadden - Sustainable growth of a UNESCO World Heritage Site

Date	Time:	Location
March 4, 2020	14:00 - 14:30	Hall 4.1 B / Adventure Stage

Visit Wadden is a unique Dutch project to strengthen the image of the UNESCO Wadden Sea World Heritage Site: coast, sea & islands. The goals are:

- Attract the right added value visitors at the right time,
- Focus on small-scale quality tourism (no mass tourism),
- Involve local organizations, stimulate quality of life in the area,
- Give more attention for and involvement with nature and
- Improve employment and revenue.

The presentation gives an insight on the main principles:

- Involve stakeholders by working 'inside out'. How do we develop the region, step-by-step? What do the inhabitants and companies need to work together?
- Connect the region by stories and develop routes and events with the inhabitants
Stories tell who you are and (re)activate your imagination. The heart of the story is your area's identity and this provides unity, commitment and recognition, both locally and with the target group
- Involve stakeholders and visitors step-by-step by the Tourism Marketing Funnel. From awareness, consideration, planning, booking, experiencing to sharing. How is this done?
- What are the results so far?

Dr. Roger Davids, Concept and Strategic Director, Merk Fryslan - Visit Wadden; The Netherlands

ITB CEO Interview: The Future Of Hospitality Will Be Hosted

Date	Time:	Location
March 4, 2020	14:00 - 14:45	CityCube Berlin, Hall A4/A5

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- As more and more Gen Z travelers follow on the heels of millennials and increasingly tilt the scales away from standardized travel toward authentic experiences, the brands that succeed will be those that invest in personal hosting, unique design, and genuine roots in their local communities.

Interview guests:

[Greg Greeley](#), President, Airbnb Homes

[Sam Shank](#), Head of Hotels, Airbnb, CEO, HotelTonight

Interviewer:

[Kevin May](#), Editor in Chief, PhocusWire

Long Distance Destinations And Sustainability - A Contradiction In Terms? „Take The Train To San Jose?"

Date
March 4, 2020

Time:
14:00 - 14:45

Location
CityCube Berlin, Hall A1

-In Cooperation with ARGE Latin America-

- Long-haul flights: the opposite of sustainable?
- But many tourism destinations can only be reached by long-haul flights.
- Is it still possible to travel to long-haul destinations with a clear conscience?
- How can the efforts of tourism companies, international conservation organisations and sustainable countries be promoted actively by responsible tourism?
- CO2 emissions trading and compensation as a solution?
- Will the world's best sustainable destinations soon be left behind by tourism?

Moderated by:

[Andreas M. Gross](#), First Chairman, ARGE Lateinamerika

Panel guests:

[Milly Alva Haimberger](#), Global Director of Sales, Aqua Expeditions

[Dr. Frano Ilic](#), Public Relations Officer, Studiosus Reisen

[Celia Muñoz](#), Sales Director EMEA, USA and Asia, Iberia

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

[Stefan Schmidt](#), Member of the German Bundestag, Alliance 90/The Greens

Online Instead Of Offline: Innovative Training Solutions Through Virtual Realities

Date
March 4, 2020

Time:
14:00 - 14:45

Location
ITB VR Lab / Hall 10.2 / Booth 108

Session in German only!

Speaker:



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

Visitor Tracking – Optimize Your Event Concept With Digital Technologies!

Date	Time:	Location
March 4, 2020	14:00 - 14:45	Convention Hall 7.1a, Auditorium New York 1

- Which digital methods are available to obtain data on the behavior of visitors at trade fairs and events?
- How does the customer journey at an event work?
- What are the important touch points?
- Which attractions are particularly popular and are visited the longest?
- Which offers are not used or not perceived?
- How can intelligent data evaluation contribute to the success of an event?

Speaker:

[Prof. Dr. Cornelia Zanger](#), Marketing Department, TU Chemnitz

The art of engaging and sustaining authentic indigenous experiences : Indigenous Tourism and Sustainability

Date	Time:	Location
March 4, 2020	14:00 - 15:00	Palais am Funkturm, ITB Convention Awards

- What are the challenges and solutions of indigenous tourism in a context of climate change?
- How international certificates supports the connection between indigenous locals and international tourism with environmental protection?
- Definition and reality of Indigenous Tourism on different continents
- Can the travel industry support biodiversity protection, ecosystem regeneration on Earth thanks to indigenous wisdom?
- Why Indigenous rights are connected to our planet’s protection?

A panel of indigenous experts in tourism will discuss the worldwide reality of indigenous tourism and explore sustainable systems empowering indigenous peoples and finding solutions in a context of climate and biodiversity crisis

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Keynote Speaker:

[Ben Sherman](#), Chairman, World Indigenous Tourism Alliance WINTA

Moderated by:

[Aurélie Debusschère](#), Europe Agent World Indigenous Tourism Alliance, World Indigenous Tourism Alliance, Native Immersion

Panel guests:

[Rolando German Collaguazo Proaño](#), Representative of Yunguilla community in Ecuador, Yungilla community

[Asel Ismailova](#), Director, Kyrgyz Guided Tours LLC

[Judy Kepher Gona](#), Executive Director of Sustainable Travel & Tourism Agenda, STTA Kenya





[Jerry Spooner](#), Director of Department of Tourism, Vanuatu Tourism

7th ANNUAL SHORT-FILM SHOWCASE Best sustainable Tourism Films of 2020

Date March 4, 2020	Time: 14:30 - 15:00	Location Hall 4.1 B / Adventure Stage
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Join GLP Films for the 7th Annual Short-film Showcase. This event will feature a collection of the best sustainable tourism short-films from leading travel brands and destinations around the globe. Free popcorn and beer while supplies last. Join us!

Rob Holmes, Founder and Chief Strategist, GLP Films; United States of America

Actions Speak Louder Than Words - In-Destination Sustainability Focus

Date March 4, 2020	Time: 15:00 - 15:30	Location Hall 7.1b, eTravel Lab
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- 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

Alii Pass programme - Experience Airai state in Palau, a pristine paradise

Date March 4, 2020	Time: 15:00 - 15:30	Location Hall 4.1 B / Adventure Stage
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On December 2018, the Palau Visitors Authority took the initiative to launch the Alii Pass programme, which is committed to diversify and develop Palau's activities and attractions. The key objectives of this programme are to direct visitors to other areas in Palau and to create experiences, which embraces Palauan culture, community and the environment around us for visitors and locals to enjoy. In September 2019, Palau Visitors Authority was recognized as a PATA Gold Awardee for Community-based Tourism at the International Travel Mart of the Pacific Asia Travel Association (PATA) in Astana, Kazakhstan. Since creating this program, we have officially launched two cultural tours: Experience Airai (formerly known as Airai State Cultural Tour) and Dusk at Todai.





Experience Airai is a cultural tour in Ordomei, Airai. This body of work is the first product of a larger project named, the Alii Pass program. The tour covers three historical landmarks and structures: The Chief's traditional meeting house called, Bai; the war Canoe, called Kabekel; and Chades er a Mechorei, a traditional causeway. After the tour, it continues to a traditional lunch at Chades er a Mechorei, prepared and made by the men and women of Airai.

Experience Airai has hosted several high officials such as, President Tommy E. Remengesau Jr., whom has given us words of commendation: "It is important that our visitors get to experience the Palau they came to see. The cultural tour offered at the Bai ra Rengara Irrai is exceptional and it is what experiencing Palau's culture is all about." Another tour listed onto the Alii Pass programme is a cultural experience named Dusk at Todai, a monthly dinner show featuring local delicacies, weaving and carving demonstrations, and dance performances from Ngarchelong state.

We are also taking the opportunity to educate, influence, or in essence, make a difference within the community by putting great effort in protecting the environment, for instance, eliminating plastic usage by using biodegradable or reusable material made from natural fibers.

- **Stephanie Nakamura**, Managing Director, Palau Visitors Authority; Chairwoman, Micronesia Chapter, Pacific Asia Travel Association (PATA); Palau

Better City Life Through Smart Tourism



Date	Time:	Location
March 4, 2020	15:00 - 15:45	CityCube Berlin, Hall A1

- How to create a competitive advantage for attractive and livable urban destinations
- The disruptive power of mobile applications, technology, big data, augmented reality and new social media bears a lot of chances for destinations and tour operators to create a new visitor experience.
- Becoming a smart urban destination requires a well thought and integrated approach.
- The World Tourism Cities Federation (WTCF) has just recently released the "Global Report on Smart Tourism in Cities" sharing the results of a comprehensive research on smart tourism in urban destinations.
- This panel aims at providing a platform for learning about the outcome and conclusions made in the WTCF research.
- At the same time, it intends to give all stakeholders a stage to share their experiences in implementing smart initiatives and use technology as a tool to create extraordinary experiences and enable visitors to better enjoy their stay in a destination.

Introductory presentation:

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

Moderated by:

[Sascha Stange](#), Deputy Director of the Liaison Department, World Tourism Cities Federation WTCF

Panel guests:

[Dr. Joan Borràs](#), ICT & Tourism Project Manager, Department of Tourism Innovation, Eurecat - the Technological Centre of Catalonia

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





Frauenpower in der Reisebranche

Date March 4, 2020	Time: 15:00 - 15:45	Location Hall 11.1, Young Professionals Stage
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Panel guests:

[Stefanie Brandes](#), Managing Director, Aldiana

[Julia Essig-Grabnar](#), Master Student HS Heilbronn, Lufthansa Flight Attendant, Travel Agent, young Mother

Get-together in the YIG Lounge for guests of the ITB Sustainability Forum and the EU-ERASMUS+ "WBL Accelerator" project

Date March 4, 2020	Time: 15:00 - 16:00	Location Hall 4.1 / Booth 136 / YIG Lounge
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- Prof. Dr. habil Torsten Fischer
- Ian O'Donovan Kontakt:

Contact:

Valerie Elss (FHM)

elss@fh-mittelstand.de

HUMAN RIGHTS IN PRACTICE: ASSESSING SOCIAL IMPACTS IN THE TOURISM VALUE CHAIN

Date March 4, 2020	Time: 15:00 - 16:00	Location Hall 4.1 / ITB Center Stage (Big Stage)
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The assessment of company-specific human rights risks and impacts along the value chain is an important step in the human rights due diligence process. How can tour operators strategically assess business-related human rights impacts in destinations? How can defined impacts be addressed and suitable measures initiated? Roundtable Human Rights in Tourism will present its newest tool for Human Rights Impact Assessments and discuss with panel guests the findings of a pilot project on assessing social impacts along the tourism value chain in Myanmar and Thailand.

Introduction and moderation: **Antje Monshausen**, Chairwoman, Roundtable Human Rights in Tourism, Head of Tourism Watch, Bread for the World

Panel guests:

- **Matthias Leisinger**, Founder, CEO, focusright
- **Win Min**, Senior Programme Associate, Myanmar Center for Responsible Business
- **Thomas Preischl**, Country Director, easia Travel, Myanmar
- **Tony Reyhanloo**, Project Manager Corporate Responsibility, DER Touristik Suisse

Interviews with:

Official Partner Country
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- **Rémy Friedmann**, Senior Advisor Desk Human Security and Business, Federal Department of Foreign Affairs (FDFA), Switzerland
- **Andreas Hofmann**, Project Manager, German Society for International Cooperation (GIZ)

In English only.

ITB Business Travel Forum

Date	Time:	Location
March 4, 2020	15:00 - 17:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: www.itb-convention.com/businesstravel

Companies want reliable, effective and cost-effective business travel that meets legal and security requirements. Employees expect flexible mobility offerings that are available at all times. Everyone is looking for smart, interconnected mobility that is fit for the future and conserves resources. This is why this year, the ITB Business Travel Forum by VDR is focusing on the mega topics of digitalization, smart mobility and sustainability. Door-to-door solutions for urban mobility will be presented, how the bureaucratic monster of EU reporting obligations came about and how it can be tamed, which possibilities the use of NDC (New Distribution Capability) offers and how even small changes in company travel guidelines can have major effects on the environment.

Hosted by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

Business Travel 2020 - Destination: „Ecologically Effective“

Date	Time:	Location
March 4, 2020	15:05 - 15:45	Convention Hall 7.1a, Auditorium New York 1

- VDR theme year sustainability
- Best practice: sustainable mobility in companies
- VDR's sustainability initiative "Miles to Trees"

Speakers:

[Peggy Gabriel](#), Global Category Manager FM & HR Services & Travel, Vattenfall

[Jörg Martin](#), Managing Director, CTC Corporate Travel Consulting, Chairman, Aviation Committee, German Business Travel Association, VDR

[Max Weyde](#), Consulting Manager, Egencia

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Centre for the promotion of imports from developing countries (CBI) - Tips that help small and medium-sized enterprise (SME) tour operators successfully meet requirements, find buyers and do business

Date	Time:	Location
March 4, 2020	15:30 - 16:00	Hall 4.1 B / Adventure Stage

The European market for tour operators is crowded, sophisticated and dynamic. European travel businesses must comply with strict regulations that ensure their travelling customer is protected financially and will be personally safe when travelling overseas. The small and medium-sized enterprises (SMEs) in developing countries must be aware of what these are, so they comply with the needs of their European buyers. The European Package Travel Directive and General Data Protection Regulation (GDPR) are two key pieces of European legislation that all European tour operators must comply with. In such a competitive market, buyers are always looking for new suppliers with innovative ideas to give them a competitive edge. SMEs should explore ways of reaching these buyers and understand how to do business with them.

It is important that SMEs seeking to find new buyers know which tourism segment they are looking to enter as each has different requirements and needs. Once the buyer is identified, having an understanding of the varying business cultures that differ widely across the region is important for developing effective business relationships with tour operators, online travel agencies (OTAs) and travel agents on the continent.

SME's that create a distinctive Unique Selling Point (USP) for their own business will help it stand out from the competition. Key business tools for European tour operators are a professionally designed website along with a comprehensive social media programme, an essential part of any marketing strategy in today's tech-savvy market. Visiting or exhibiting at trade fairs such as ITB Berlin is one of the best ways to connect with this huge market of **European buyers**.

- **Alison Burgh**, Director, Acorn Tourism Consulting; Market Researcher and Sector Expert, Centre for the Promotion of Imports from Developing Countries (CBI); The Netherlands
- **Judy Kepher-Gona**, Founder, Sustainable Travel and Tourism Agenda (STTA); Kenya

Influencer Management Against Overtourism

Date	Time:	Location
March 4, 2020	15:30 - 16:00	Hall 6.1, eTravel Stage

- Overtourism in Switzerland due to influencers?
- Influencer management as a solution
- One central instrument: Switzerland Tourism Influencer Summit
- Findings and lessons learned

Speaker:

[Markus Berger](#), Head of Corporate Communications / Media Spokesperson, Schweiz Tourismus





Writing a new chapter of Japan on travel agencies with responsible tourism

Date	Time:	Location
March 4, 2020	16:00 - 16:30	Hall 4.1 B / Adventure Stage

On the occasion of the 2017 International Year of Sustainable Tourism for Development, a number of responsible travel agencies in Japan have united to establish the Alliance of Responsible Travel Agencies (JARTA). They are committed to deliver high quality tourism products and services. The members are all specialized in delivering the unique local experiences that interested travellers do not see in the bigger wholesaler mainstream travel agencies. What differentiates the alliance from other businesses is its ability to truly connect with our customers and the local communities, and provide the exceptional, compassionate service the tourism stakeholders deserve. Come and find out more about JARTA's newest opportunities and challenges as well as tips for your next Japan holiday!

- **Masaru Takayama**, Chairman, Japan Alliance of Responsible Travel Agencies (JARTA); President, Spirit of Japan Travel; Founding Chairman, Asian Ecotourism Network; Japan
- **Akifumi Haneda**, Secretary General, Japan Alliance of Responsible Travel Agencies (JARTA); Japan

Business Travel And Climate Impact - A Four-Point Program For Sustainable Business Travel

Date	Time:	Location
March 4, 2020	16:00 - 16:45	Convention Hall 7.1a, Auditorium New York 1

- How sustainable are companies and suppliers?
- Measure, document, reduce: Less CO2 emissions from business trips
- What are the alternatives and how do the travellers get on board?
- Integration of CO2 offsetting solutions and the role of the travel agency

Speakers:
[Julia Dappa](#), Client Program Manager, BCD Travel
[Antje Vogel](#), Sustainability Manager, BCD Travel

Crisis Management And Resiliency In The Shadow Of COVID-19

Date	Time:	Location
March 4, 2020	16:00 - 16:45	CityCube Berlin, Hall A1

- in Cooperation with the Global Travel and Tourism Resilience Council-**
- Overview of resilience and how it is incorporated in crisis management planning
 - The latest update on coronavirus, what is known and what is being done
 - Sustainability: how to identify risks and planning for them
 - How to use data to ensure sustainable resilience



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- Examples of sustainable resiliency highlighting key actions

Moderated by:

[Ian Taylor](#), Executive Editor, Travel Weekly Group

Panel guests:

[Hon. Edmund Bartlett](#), Minister of Tourism, Jamaica

[Dr. Caroline Brown](#), European Regional Program Director, WHO

[Carlos Cendra](#), Chief Marketing Officer, Mabrian Technologies

[Scott Hume](#), Vice President, Operations, Global Rescue

ITB Executive Panel: Future Air And Ground Mobility

Date March 4, 2020	Time: 16:00 - 16:45	Location CityCube Berlin, Hall A4/A5
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- We're already experiencing traffic collapses and massive environmental damage caused by unsustainable mobility systems today.
- Traffic systems in a state of upheaval: Flying cars and passenger drones, mobility platforms and the digital revolution, the renaissance of buses and trains - we are entering a new mobility age.
- What can urban aviation, artificial intelligence and digital platforms achieve and what are the limitations?
- What will passenger traffic look like in the future on the ground and in the air?
- What are the consequences for business and leisure tourism?
- What should countries, cities and rural areas do now to make transport systems fit for the future?

Introductory presentation:

[Andreas Perotti](#), CMO Europe, EHang

Moderated by:

[Prof. Dr. Eberhard Kurz](#), Worms University of Applied Sciences

Panel guests:

[Christian Höber](#), Co-Founder & CEO, Pinkbus

[Stephan Leppler](#), CEO & Co-Founder, MotionTag

[Andreas Perotti](#), CMO Europe, EHang

[Dr. Jens Wohltorf](#), CEO & Co-Founder, Blacklane

Smart Tourism: The Future Of Travel Between Sustainability And Digitalization

Date March 4, 2020	Time: 16:00 - 16:45	Location Hall 11.1, Young Professionals Stage
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- The pictures and emotions speak for themselves in this presentation.
- Brian Young takes us with him to the natural wonders of the earth and shows us how to gently explore them in the future.
- How much tourism can the earth tolerate and what role does digital infrastructure and offers play in this?

Speaker:

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

Tourism Science Slam – In Cooperation With DGT And Aiest

Date	Time:	Location
March 4, 2020	16:00 - 16:45	CityCube Berlin, Cube Club

Please note: This session is in German!

Greetings:

[Prof. Dr. Harald Pechlaner](#), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt, Aiest (International Association of Scientific Experts in Tourism)

[Prof. Dr. Jürgen Schmude](#), Professor for Economic Geography and Tourism Research, Ludwig-Maximilians-University Munich, President, DGT e.V.

Moderated by:

[Dr. Julia Offe](#), Scienceslam.de

Slammer:

[J. Christian Benninghaus](#), Teacher, Gymnasium Marienthal, Energy Consulting Teacher, Landessintitut Hamburg

[Andreas Kötter](#), Advanced Business Manager T&I, Altran Germany

[Kathrin Viergutz](#), Traffic Engineer & Research Assistant at the Institute of Transportation Systems Technology, German Aerospace Center (DLR)

Tourism 4.0: How digital platforms are changing touristic value chains

Date	Time:	Location
March 4, 2020	16:00 - 17:00	Hall 4.1 / ITB Center Stage (Big Stage)

Without owning hotel beds or employing hotel cleaners, platforms dominate the accommodation market. Platforms of all kinds are turning the tourism supply chain upside down. What does this mean for small and medium enterprises in the Global South, such as tour guides, homestays providers and taxi drivers? Who benefits, who does not? We will shed light on the findings of our new study from India: What new opportunities for economic participation arise for small and marginal actors? Which tourism suppliers in India can use platforms to their advantage, which cannot? How does platform architecture shape power relations between tourists, tourism businesses and platforms?

The panel will spark discussions on how Online Travel Agents and platforms can integrate issues of sustainability into their business models and contribute to development justice in order to meet customer demand and strengthen small-scale tourism stakeholders in the destinations.

Moderator:

- Ms. Geraldine de Bastion, Founder of Global Innovation Gathering, Germany.

Panelists:

- Ms. Deepti Bharthur, Senior Research Associate, IT for Change, India.
- Prof. Dr. Sandra Rochnowski, Professor of General Business Administration, especially Tourism Business Administration, Berlin State University of Economics and Law (HWR), Germany.
- Mr. Moritz Hintze, Founder of bookitgreen, Germany.



- Mr. Tom Jungh, Business Development Manager- Ecuador, Live DMC, Ecuador.

Sustainable Destination Awards and Tourism 2030

Date	Time:	Location
March 4, 2020	16:00 - 18:00	Palais am Funkturm, ITB Convention Awards

The Sustainable Destinations Awards event is the world’s leading award series for destination sustainability efforts. An international Jury representing 12 international organizations will unveil the winners in the following award categories: Nature; Communities & Culture; Best of Africa, Best of the Americas, Best of Asia-Pacific and Best of Europe. The flagship award is the ITB Earth Award, recognizing global leadership in combatting climate change and environmental degradation.

This year the event is organized by ITB, the Sustainable Top 100 Partnership, Green Destinations and Ecotrans. The event aims to illustrate how tourism should better contribute towards advancing the Sustainable Development Goals. Examples of this will be presented by high-level representatives from UN-CBD, UNESCO, GSTC, WWF, The Tourism Company and SUNx. The event is sponsored by Green Destinations, ITB Berlin, FairVoyage.com and Travelife for Tour Operators.

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Interviewer:

[Lonneke de Kort](#), CEO, bookdifferent.com

Moderated by:

[Pastollnigg Alexandra](#), CEO, FairVoyage.com

Speaker:

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

[Dr. Richard Denman](#), Director, The Tourism Company

[Randy Durband](#), CEO, GSTC

[Herbert Hamele](#), President, ECOTRANS

[Oliver Hillel](#), Program Officer, CBD Secretariat

[Geoffrey Lipman](#), Co-Founder, The SUNx Program

[Drs. Albert Salman](#), President, Green Destinations

[Gordon Sillence](#), Tourism2030 Program, ECOTRANS

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

MASTER CLASS - UNESCO Global Geoparks Network – Sustainable destinations and Global Geoparks Network activities from the promotion of Geotourism

Date	Time:	Location
March 4, 2020	16:30 - 17:00	Hall 4.1 B / Adventure Stage

The Global Geoparks Network (GGN) is a not-for-profit organisation and a dynamic network where members are committed to work together, exchange ideas of best-practice, promote conservation, management and communication to society of the Earth heritage. The GGN was founded in 2004 and since 2015 it is the official partner of UNESCO for the operation of the UNESCO Global Geoparks, the 3rd site designation of the organization, including





today 147 areas hosting geological heritage of international significance in 41 countries.

UNESCO Global Geoparks are areas of geological significance in Earth history, including landscapes and geological formations, which are key witnesses to the evolution of our planet and determinants for our future and the promotion of sustainable development, for example, through geo-tourism and education. The GGN coordinates the Geopark participation and promotion in International Tourism Fairs such as ITB Berlin, to promote Geoparks as sustainable tourism destinations and build new bonds with the international tourism market.

Dr. Nickolas Zouros, President, UNESCO Global Geoparks Network; Professor, University of Aegean, Lesvos Island UNESCO Global Geopark; Greece

MASTER CLASS - GEO IN: Insular Geoparks – Challenges and perspectives on sustainable tourism development

Date	Time:	Location
March 4, 2020	17:00 - 17:30	Hall 4.1 B / Adventure Stage

Geoparks develop common activities to raise visibility, protect and exploit their unique heritage and use it to build sustainable tourism destinations. Geo-tourism is the new trend in environmental - alternative tourism. It promotes the value and individualities of the geological heritage of the regions, contributes to the protection and preservation of the natural and cultural environment, increases citizens' awareness on climate change and sustainability and mobilizes local population to be part of an integrated socio-economic sustainable development.

GEO-IN is a cooperation project financed by E.U. INTERREG Greece - Cyprus that involves four insular Geoparks: three from Greece, namely Psiloritis and Sitia from Crete island, and Lesvos island; and Troodos from Cyprus. Partners are the Development Company of Psiloritis - AKOMM SA, the Municipality of Sitia, the Natural History Museum of the Lesvos Petrified Forest, the Natural History Museum of Crete, the Development Company of Troodos and the Cyprus Forestry Department.

GEO-IN aims to preserve and protect the natural and cultural heritage, to use it for the development of new geotourist products and destinations and to extend the tourist season, through the implementation of common actions, exchange of know-how, and development of common products and services. GEO-IN is expected to have significant benefits:

- (a) For the regions, by the increasing of attractiveness and visibility, development of new destinations as well as the prolongation of tourist season
- (b) For residents, through the enhancement of entrepreneurship, employment and diversification of the local economy, and
- (c) For visitors, by offering them new qualitative products and services

• **Dr. Ilias Valiakos**, Deputy Director, Natural History Museum of the Lesvos Petrified Forest, Lesvos Island UNESCO Global Geopark; Greece

ITB Ministers' Roundtable: Sustainable Destination Best Practices

Date	Time:	Location
March 4, 2020	17:00 - 17:45	CityCube Berlin, Hall A1

-In Cooperation with MC Group-

- Neglecting sustainability destroys the environment and culture, the local population revolts and tourists become discouraged.
- Sustainability: the most important principle of destination planning.





- Today: considerable differences in sustainability efforts.
- Best practice countries explain their formulas for success.
- Which policy measures can be used to achieve progress in sustainability and which measures are unsuccessful?
- What economic successes do sustainability advances bring? What are the most difficult hurdles?

Moderated by:

[Sasha Vakulina](#), Business Editor, Euronews

Panel guests:

[H.E. Khalid Jassim Al Midfa](#), Chairman, Sharjah Commerce and Tourism Development Authority (SCTDA)

[Hon. Didier Dogley](#), Minister of Tourism, Civil Aviation, Ports & Marine, Seychelles

[Hon. Mmamoloko Nkhensani Kubayi-Ngubane](#), Minister of Tourism, South Africa

[Hon. Savvas Perdios](#), Deputy Minister of Tourism, Cyprus

[Hon. Maria Amalia Revelo Raventós](#), Minister of Tourism, Costa Rica

[H.E. Ahmad bin Aqil al-Khatib](#), Chairman of the Board of Directors, Saudi Commission for Tourism and National Heritage

[Hon. Reykfrjóð Gylfadóttir Þórdís Kolbrún](#), Minister of Tourism, Industry and Innovation, Iceland

Outlook Keynote: Artificial Intelligence, Big Data, Robotics & Co – A Blessing Or Curse For Mankind?

Date	Time:	Location
March 4, 2020	17:00 - 17:45	CityCube Berlin, Hall A4/A5

- A look beyond the tourism industry at the mega trend of our time.
- Potentials and challenges for economy and society.
- What are the risks and are they manageable?
- Outlook: Digitalization in the future

Speaker:

[Dr. Manuela Lenzen](#), Freelance Science Writer, Scientist, Keynote Speaker

TOURCERT – Travel for Tomorrow: CERTIFICATION CEREMONY

Date	Time:	Location
March 4, 2020	17:00 - 21:00	Hall 4.1 / ITB Center Stage (Big Stage)

TourCert promotes responsible tourism so that future generations can also enjoy and discover our planet. No matter whether you are a company, a destination or a traveler – TourCert provides orientation.

Opening: Mr. Marco Giraldo, TourCert Managing Partner

Moderated by: Mrs. Nadine Kreutzer, Journalist & Radio Presenter

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ITB Berlin - Hall 4.1b Excellence Recognition Prize

Date	Time:	Location
March 4, 2020	17:30 - 17:45	Hall 4.1 B / Adventure Stage

ITB Berlin - Hall 4.1b Prize for Excellence to be bestowed to selected exhibitors in recognition of their outstanding efforts to protect Earth's biodiversity, practise sustainable and socially-responsible tourism as well as for their exceptional contributions to the development of Hall 4.1b over the years. The awardees are:

- Dr. Nikolas Zouros, UNESCO Global Geoparks
- Gopinath Parayil, The Blue Yonder; India
- Stefan Baumeister, myclimate; Germany
- Mechtild Maurer, ECPAT; Germany
- **Rika Jean-François**, Commissioner, Corporate Social Responsibility, ITB Berlin; Germany
- **Friederike Hansen**, Product Manager, ITB Berlin; Germany
- **Mariana McGill**, Official Consulting Partner, ITB Berlin - Hall 4.1b – Adventure Travel · Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany

Launch of the travel project E-Traction - The Trip

Date	Time:	Location
March 4, 2020	17:45 - 18:00	Hall 4.1 B / Adventure Stage

Susanne Brüsch, also known as “Lady Pedelec”, is a travel enthusiast of electric mobility and has been working as an E-Bike ambassador for over twenty years. For her new project “E-Traction - The Trip”, she joined forces with Silvio Züllig, owner of RoughRoad Global Services in Switzerland, who is an experienced all-rounder and has been riding motorcycles for decades. At ITB Berlin - Hall 4.1b - Adventure Travel · Responsible Tourism, the two-wheel-experienced duo will present their long-term, e-bike travel project “E-Traction - The Trip” to the public for the first time.

The symbiosis of travel-optimized e-mountain bikes and an all-terrain motorhome are the basis for this new adventure on all continents. The 4x4 vehicle serves as the team's “base camp” – as their home, office, workshop and solar charging station for the electric bikes. With the bikes, the team wants to discover the most beautiful and spectacular e-bike routes worldwide and share them with their fan community.

Living a mobile life while embracing high-tech as well as nature, Susanne and Silvio will travel to remote wilderness and pulsating metropolis. Via the internet, they will report online and live to ITB Berlin - Hall 4.1b about their exciting experiences with country and people, technology and equipment. Tour operators all over the world can benefit from the international media coverage and authentic reporting of this project.

- **Susanne Brüsch**, Founder and Chief Executive Officer, Pedelec Adventures; E-Bike Ambassador; Germany





NETWORKING COCKTAIL RECEPTION - Sponsored by UNESCO Global Geoparks

Date	Time:	Location
March 4, 2020	18:00 - 19:00	Hall 4.1b / Booth 228

Meet, connect, have fun and stay in touch! Take part in our effort to foster socially-responsible and sustainable tourism worldwide in the corals and reefs themed decoration of Hall 4.1b. The special Welcome Networking Cocktail Reception, sponsored by UNESCO Global Geoparks, provides a great window of opportunities to make new business contacts in a very fast, effective and fun way. Participants can also meet official leaders, decision-makers and high-profile experts of the tourism industry, especially from the Global Geoparks Network. The event is open to Hall 4.1b exhibitors, trade visitors, partners and sponsors; who should just have the desire to connect, briefly introduce their business and share a good stack of business cards. Enjoy networking while receiving unique give-aways, perhaps winning a prize with a bit of luck while listening to folk music from different Geoparks' home countries in the background and sampling an array of their delicious traditional food and drinks.

- **Prof. Dr. Nickolas Zouros**, President, UNESCO Global Geoparks Network; Professor, University of Aegean, Lesvos Island UNESCO Global Geopark; Greece
- **Armindo Jacinto**, President, City Council of Idanha-a-Nova; President, Administration Council of Naturtejo, UNESCO Geopark Naturtejo; Portugal

Press Conference Scandlines

Date	Time:	Location
March 5, 2020	09:00 - 10:15	CityCube / Level 3 / R2

The future of the Destination Marketing Companies (DMC) - Tips and trends to future-proof your agency

Date	Time:	Location
March 5, 2020	10:00 - 10:30	Hall 4.1 B / Adventure Stage

As traveller expectations evolve and the demand for personalisation, unique experiences, and “anti-overtourism travel” continues to grow, how can Destination Marketing Companies (DMCs) stay relevant? Will volume-based B2B contracts become passé? Hear from Evaneos experts as they dissect current trends and share tips to future-proof your local agency in terms of sales, satisfaction, and sustainability. As the world’s largest marketplace for local-made tours — representing more than 2000 local agents — Evaneos’ in-house data and consumer insights offer an exclusive perspective on this rapid market evolution. Be inspired by stories from DMCs who are already two steps ahead of this trend and learn what you can do to catch up and ensure that your business will be stronger in 2030 than it is today.

- **Samy Baily**, Head, Destinations Development, Evaneos; France



#SaveSalina – Community and nature-based tourism development in Montenegro

Date March 5, 2020	Time: 10:30 - 11:00	Location Hall 4.1 B / Adventure Stage
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After 15 years and five international conferences, the Ulcinj Salina has finally been declared a Nature Park and a Ramsar Site - Wetland of International Importance. Initiated by the EuroNatur Foundation, Center for Protection and Research of Birds (CZIP) and Dr. Martin Schneider-Jacoby Association (MSJA), the following months and years will be dedicated to the growing involvement and engagement of the local community towards truly sustainable development. Together with the public and private sectors, with engaged and interested individuals, we aim to help form a basis for enhanced environmental accountability and socio-economic development for Ulcinj and its surroundings. We want to make and measure what matters.

Starting in October 2019, the project "Nature Park Ulcinj Salina: Community- and nature-based tourism development" seeks to develop ecotourism products in, around and with the new protected area, in addition to other measures of nature protection.

- One of the most important components is the local community awareness and activity, as well as promotion support to gain new social and economic benefits. Therefore, the people of Ulcinj are invited to engage in measures to protect the area with its unique historical and cultural values, nature and wildlife, and to take part in the joint creation of attractive, market-resonant tourism experiences and offers.
- Such offers are always addressed to the citizens of Ulcinj and domestic visitors as well as new facets for the local quality of life, year-round. The speakers will share experience and lessons learnt from a place in transformation and its people.

- **Kirsi Hyvaerinen**, Managing Director, PRÁTTO Consulting; Partner, ITB Advisory; Board Member, Global Ecotourism Network; Montenegro and Finland
- **Zenepa Lika**, Executive Director, Dr. Martin Schneider-Jacoby Association; Montenegro
- **Janinka Lutze**, Campaigner, EuroNatur Foundation; Germany

Travel Trends 2020 – Where Online, Mobile And Consumer Travel Are Going to.

Date March 5, 2020	Time: 10:30 - 11:00	Location Hall 6.1, eTravel Stage
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- In Travelport's most comprehensive report yet, the experts look at where mobile travel is going in the next 12 months and how travel agencies can use these insights to shape their travel brand's 2020 mobile strategy.
- 23,000 travelers in 20 countries have been asked to answer the survey.
- As a result, Online Travel Trends show a direction towards virtual interlining and the rise of the environmental traveler.
- Mobile Travel is tending towards machine learning, super apps and #voicefirst.
- Damiano Sabatino is highlighting the most exciting trends, inviting the audience to visit Travelport at booth 139 dive into the details.

Speaker:

[Damiano Sabatino](#), Vice President, Managing Director Account Management Europe, Travelport





Panel Discussion: Sustainability in South Africa

Date	Time:	Location
March 5, 2020	10:30 - 11:30	VIP room 1 / Großer Stern / Level 4 (fairground)

At the South African Tourism Panel Discussion on ITB Thursday guests will discuss sustainable tourism in South Africa with well-known representatives of the industry. The focus will be on questions such as: South Africa is known as one of the forerunners in sustainable tourism. What is South Africa doing to become an even more sustainable tourist destination? What are the latest sustainable tourism offers/products in South Africa? How can I as a tourist give back to the country, while travelling South Africa? On the podium are South Africa's Tourism Minister Mmamoloko Kubayi-Ngubane, South African Tourism CEO, Mr. Sisa Ntshona, Incoming CEO of the Airports Company of South Africa (ACSA), Mpumi Mpofu as well as a representative from SanParks.

Admission is only possible with registration via suedafrika@kprn.de.

Press Contact:
Angela Zippelius
 +49 172 631 2966
zippelius.angela@kprn.de

PATA Annual Seminar & Hosted Lunch

Date	Time:	Location
March 5, 2020	10:30 - 14:30	Room Hongkong / Großer Stern / Level 3 (fairground)

Theme:

Destination Resilience and Recovery – facing Global Challenges

Maybe more than any other sector of business, travel and tourism operates in an incredibly complicated, interconnected and globalised world. As well as its own internal challenges, travel is constantly having to face new, unpredictable regional and global external shocks that have the capacity to impact on people's propensity to visit foreign countries.

As well as individual crises that come and go, travel is also facing a number of long-term trends, many of which stem directly from its own growth and success, like the issues of so-called over-tourism and the impact on the environment and climate change. However, there are no signs that the human desire to travel and enjoy authentic, life-affirming experiences is about to wane. Indeed, as millions of people enter the middle classes in developing countries travel's prospects look very good.

But destinations and travel companies must be ready for the inevitable challenges that will come and that is what this PATA seminar is all about. Delegates will hear about the key trends in the Asia Pacific market, the impact of the current coronavirus outbreak in China and how destinations need to react to a changing market and consumer demands.

10:30 – 10:45 Introduction and Overview of PATA – 2020 Developments and Priorities

- **Dr Mario Hardy**, CEO, PATA

10:45 – 11:00 Asia Pacific Visitor Forecasts



ITB CSR PROGRAM



- **Professor Haiyan Song**, PhD, CHE, The Hong Kong Polytechnic University

11:00 – 11:30 Session 1: Impact of the Coronavirus outbreak in China

- **Carlos Cendra**, Chief Marketing Officer, Mabrian
- China specialist

11:30 – 12:20 Session 2: Destination Panel - Immersive Authenticity: Evolving Destination Management"

- Moderator: **Oliver Martin**, Partner, Twenty31 Consulting Inc.
- Panellist: **Gloria Loree**, Chief Marketing Officer, Destination Canada
- Panellist: **Saeed Rashed Al Saeed**, Destination Marketing Director, Abu Dhabi Department of Culture and Tourism
- Panellist: **Ted Sullivan**, Vice President Destination Analytics, Adara

12:20 – 12:30 Introducing the hosts of upcoming PATA events

- **Raki Phillips**, CEO, Ras Al Khaimah Tourism Development Authority
- **Antonio Jiménez Ruiz**, Turismo de Sevilla

12:30 - 14:30 Lunch

Press Contact:

Alissia Genco-Russo

+44 7870 975 880

alissia@pata.org

This event is invitation only. However, if you are interested in attending please email alissia@pata.org.

ITB Business Travel Forum

Date	Time:	Location
March 5, 2020	10:45 - 14:45	Convention Hall 7.1a, Auditorium New York 1

Valuable know-how for travel and event managers.

More information about the ITB Business Travel segment can also be found here: www.itb-convention.com/businesstravel

Companies want reliable, effective and cost-effective business travel that meets legal and security requirements. Employees expect flexible mobility offerings that are available at all times. Everyone is looking for smart, interconnected mobility that is fit for the future and conserves resources. This is why this year, the ITB Business Travel Forum by VDR is focusing on the mega topics of digitalization, smart mobility and sustainability. Door-to-door solutions for urban mobility will be presented, how the bureaucratic monster of EU reporting obligations came about and how it can be tamed, which possibilities the use of NDC (New Distribution Capability) offers and how even small changes in company travel guidelines can have major effects on the environment.

Hosted by:

[Viola Eggert](#), Senior Business Travel Manager, German Business Travel Association, VDR

Official Partner Country
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EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



Iran - Dance of life!

Date March 5, 2020	Time: 11:00 - 11:30	Location Hall 4.1 B / Adventure Stage
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Iran is a vast country with magnificent history, breath-taking ancient monuments and remarkable natural attractions. Majestic mountains, green forest, golden deserts and tranquil beaches. All comes together in Iran to present a perfect example of what we call "Four Seasoned" country. But there is much more than historical and natural attractions to Iran!

Iran is home to people from different cultural and historical backgrounds. From north to south and east to west, people of Iran speak different languages, feature different traditions and display an interesting diversity in lifestyle. Of course, the local cuisine, way of dressing and managing daily life in a cold town on top of a mountain cannot be similar to one in a warm island next to the sea. But all of these people with their respectfully different cultures have one trait in common: They all display a special and unique quality of hospitality! Persian Hospitality is definitely an artful way of hosting guests and making them comfortable during their stay. Iranians are always willing to host others (especially travellers) with tea and tasty meal, and try to make them feel at home while being their guests. An Iranian will never let you leave their home hungry or bored!

In this presentation, we aim to introduce the traditions of Iranians with a focus on Persian Hospitality. The presentation opens with a short video clip of Land of Turquoise Domes Company and continues with a discussion about the rich culture of Iranians and the way hosting guests have become part of Iranian culture throughout history. Towards the end of the presentation, Persian sweets and snacks will be served to the audience as examples of Persian culinary culture, which will be followed by conversations about Iran's limitless potentialities as an ideal tourism destination.

- **Mahmood Daradel**, Head of Operation, Land of Turquoise Domes - Tour and Travel Company; Iran

Keynote Panel: Experiencing Sustainability: Tourism As An Opportunity For Destinations - The Wise Dodo In Mauritius

Date March 5, 2020	Time: 11:00 - 11:45	Location CityCube Berlin, Cube Club
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- The Wise Dodo Mauritius pilot project: Innovative sustainable product development that inspires tourists and addresses local social and environmental challenges
- Paradigm shift in tourism: positive influence of travel vs. reduction of negative impacts - from the ecological footprint to the handprint
- Sustainability thought positively: experience and enthusiasm instead of renunciation and avoidance.
- With united forces to the goal: unprecedented cooperation of tour operators, hotel industry, destination agencies and politics

Keynote Speakers:

[Sören Hartmann](#), CEO, DER Touristik Group, Member of the Management Board, REWE Group

[Hon. G.P. Lesjongard](#), Minister of Tourism, Mauritius

Moderated by:

[Andreas Koch](#), Managing Director, blueContec

Panel guests:

[Arvind Bundhun](#), Director, Mauritius Tourism Promotion Authority (MTPA)



[Jörn Krausser](#), Director Product Management, Indian Ocean & Asia, DER Touristik Germany
[Deyna Marianen](#), Commercial and Project Manager, Mautourco Ltd
[Daren Moodely](#), Project Coordinator, Sus-Island Mauritius project, Mauritius Tourism Authority (MTA)

LGBT+ Tourism in the age of Overtourism and Climate Protection

Date	Time:	Location
March 5, 2020	11:00 - 11:45	Palais am Funkturm, ITB Convention Awards

- In the past years, we have seen a very positive development of LGBT+ Tourism in many regions worldwide
- LGBT+ Tourism seems to be a growth engine, a highly appreciated niche market with high economic benefit
- By now, some of these destinations suffer from “overtourism”, the climate protection debate also effects the LGBT+ segment
- Will there be negative consequences, what can we done to prevent this, which sustainable solutions exist?
- Experts will give a short overview of the current situation, discuss future challenges and look for sustainable solutions and best practices

Followed by ITB LGBT+ Pioneer Award Ceremony

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Moderated by:

[Dipl.-Kfm. Thomas Bömkes](#), Managing Director, LGBT Consultant of ITB Berlin, Germany, Diversity Tourism GmbH

Speaker:

[Kristin Hansen](#), CEO & Founder, Hansen&Partner
[Peter Jordan](#)

Games People Play: Sustainable Ways To Explore The Destination Nouvelle-Aquitaine

Date	Time:	Location
March 5, 2020	11:15 - 11:45	Hall 7.1b, eTravel Lab

- Best Case: How to use geocaching to support a sustainable tourism?
- With more than 720,000 players in 2018, "Terra Aventura" has won the hearts of many tourists

Presentations:

[Michel Durrieu](#), General Director Nouvelle-Aquitaine Regional Tourist Board, Nouvelle-Aquitaine Regional Tourist Board





Best Practice: Concepts For Active And Sustainable Lifestyle Changing Processes

Date March 5, 2020	Time: 11:25 - 11:45	Location CityCube Berlin, Hall A1
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- Supporting self-healing skills through:
- Natural Food - What is natural food and what does denatured food do in our body
- Natural remedies and their effects
- Biomechanical balance - What are the consequences of permanent sitting on our physical and psychological state?
- The importance of the parasympathetic nervous system - what possibilities are there to support recovery.

Speaker:
[Sven Huckenbeck](#), Group Spa Director, Ensana Health Spa Hotels

Kayah state and Tanintharyi Region - New and exciting cultural, community tours in Southern Myanmar

Date March 5, 2020	Time: 11:30 - 12:00	Location Hall 4.1 B / Adventure Stage
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In this event, the spotlight will be on Myanmar as a new travel destination in search of innovative and sustainable travel products. The International Trade Centre (ITC), focal point within the United Nations system for trade related technical assistance, is supporting sustainable tourism development in Kayah state and in Tanintharyi Region, emerging travel destinations, respectively strategically located South of Inle lake and at the border with Thailand in the southern Myanmar.

Learn about Kayah state and Tanintharyi Region, their amazing ethnic diversity and spectacular landscapes. Two different and complementary regions that can offer to tourists a very diverse and complete experience in Myanmar. You will be inspired by new and upcoming cultural, adventure and community tourism products, which can be integrated in existing and new Myanmar travel packages.

- **Giulia Macola**, Associate Programme Officer, International Trade Centre (ITC); Switzerland
- **Peter Richards**, Expert, Cultural Community Tours Development and Market Access, International Trade Centre (ITC); Switzerland

Zwischenrufe/Interjections: No Time For Excuses!

Date March 5, 2020	Time: 11:55 - 12:45	Location CityCube Berlin, Cube Club
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Please note: This session is in German!

Greeting and Introduction:
[Claudia Mitteneder](#), Managing Director, Institute for Tourism and Development





Moderated by:

[Andreas Stopp](#), Head of Journals and Media / Travel, Deutschlandfunk (German Radio)

Panel guests:

[Álvaro Blanco Volmer](#), Tourism Expert

[Dr. Susanne Götze](#), Environmental and Science Journalist, Editor and Writer

[Prof. Dr. Harald Pechlaner](#), Chair of Tourism, Catholic University of Eichstätt-Ingolstadt, AIEST (International Association of Scientific Experts in Tourism)

[Petra Thomas](#), General Manager, forum anders reisen e.V.

Live like a Massai - Experiences with impact on foot of Kilimanjaro

Date	Time:	Location
March 5, 2020	12:00 - 12:30	Hall 4.1 B / Adventure Stage

Have you ever seen the sunrise behind Kilimanjaro? Join us in an experience that you will never forget by living in our Original Maasai Lodge. The lodge is led by the Maasai and features free activities such as spear throwing, traditional dances, nature walks and campfire stories that allow you to interact with the tribe. To enable exclusivity and authenticity, there are only 16 earth houses, which stand in different places in a replicated Maasai village. Each bungalow is powered by solar energy and offers European standard. International and traditional Swahili dishes are refined with home-grown herbs and served in the restaurant. To relax, there is a rest area, a massage room as well as a pool and a sauna.

"Experiences with Impact" stands for the experiences that guest have with us and through whose income the local population can be offered improved and lasting support. By staying with us you do not only get the chance to interact with the maasai and the local community, but also do something good. All income that we generate through overnight stays, activities and excursions is directly invested in the social projects on site, such as schools, KinderVilla and the hospital. With a team of over 200 employees, around 100 patients are treated daily and around 1 000 children are cared for. Each of the projects is led by locals with the aim of sustaining themselves in the long-term. The projects can be visited free of charge with an English-speaking guide. Spending your holiday with us does not only give you a unique insight into the country and its culture, it also allows you to have diverse experiences with impact.

- **Dr. Cornelia Wallner-Frisee**, Owner, Africa Amini Life - Original Maasai Lodge; Tanzania
- **Lesse Laizer**, Lodge Manager, Africa Amini Life - Original Maasai Lodge; Tanzania

What's Next? What's Here To Stay? – Current Trends And Forecast For 2020

Date	Time:	Location
March 5, 2020	12:00 - 12:45	Convention Hall 7.1a, Auditorium New York 1

- Current figures on business travel by DRV and VDR
- Where are we headed? The hot topics in the business travel market of today and tomorrow
- How sustainable are German companies traveling?
- Business travel management between digitalization, security and data protection

Moderated by:

[Ludger Bals](#), Owner & CEO, Innovative Business Concepts, VDR Trend Expert



Speakers:

[Prof. Dr. Bernd Eisenstein](#), Director Institute for Management and Tourism, West Coast University of Applied Sciences
[Verena Funke](#), Senior Director EMEA / Global Account Management, Egencia
[Oliver Meinicke](#), Head of Administrative Infrastructure Management / Travel & Fleet, Giesecke+Devrient

Dealing with transgender participants and teamer in children and youth travel

Date	Time:	Location
March 5, 2020	12:00 - 13:00	Hall 4.1 / ITB Center Stage (Big Stage)

Discussion and information session on the topic of transgender in children's and youth travel. Challenges for everyone involved, that need to be identified and eliminated. In order to support this project, Reisenetz e.V. brings various actors on stage to find common solutions and future guidelines.

- Kalle Hümpfner**, Speaker for socio-political work, Bundesverband Trans*
- Hermann Lange**, Federal Ministry for Family, Seniors, Women and Youth, Unit 215 "Same-Sex Lifestyle, Gender Diversity"
- Elena Holling**, Human resource and product development, Voyage Reiseorganisation GmbH
- Jan Vieth**, CEO, Camp Adventure

Accessible Thailand 2020 - Tourism for all

Date	Time:	Location
March 5, 2020	12:30 - 13:00	Hall 4.1 B / Adventure Stage

Our presentation will begin with a short introduction to Nutty's Adventures, our work in the area of community-based tourism and commitment to responsible and sustainable tourism. The main subject, though, will be accessible tourism in Thailand and our commitment to its development. It will cover how we got started, the organizations with whom we first worked and our first customers, a group of blind and partially sighted clients from the United Kingdom. We will then move on to the research and development that we have carried out since then, in partnership with other organizations that share our aims, in order to create a solid foundation of knowledge and expertise on which accessible tourism in Thailand can be successfully built. This includes training, the development of information technology (IT) platforms and also adding wheelchair users to the range of clients that we can welcome to Thailand. We will conclude with a summary of where we are now and what our plans are for the future. These include researching new destinations and suitable accommodations, so we can increase the range of programmes on offer and so appeal to a wider segment of the market and on-going training programmes to increase the number of qualified guides to meet growing demand

- **Nithi Subhongsang**, Managing Director, Nutty's Adventures; Thailand
- **Julian Kappes**, General Manager, Nutty's Adventures; Thailand

Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?

Date	Time:	Location
March 5, 2020	12:45 - 13:15	Hall 7.1b, eTravel Lab

- 7 steps to the effectiveness of sustainability in e-tourism





- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia
[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, curiopia

3rd EDITION: GENDER EQUALITY IN TOURISM: Female Leadership in Travel Technology – why not?

Date	Time:	Location
March 5, 2020	13:00 - 13:30	Palais am Funkturm, ITB Convention Awards

- Which obstacles prevent women from becoming leaders in travel technology?
- What is necessary to make women confident that they are capable of tackling tech jobs in the tourism industry?
- What kind of support is really necessary to overcome the gender gap?
- Which tips can successful female industry leaders give to their peers?
- Which best business practices can be named and how to handle regional differences?

Moderated by:

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

Panel guests:

[Cara Frank](#), Vice President of Marketing
[Muna Haddad](#), CEO, BARAKA
[Roxane Kaempf](#), Innovation, Agile & Design Thinking Coach, Belgium
[Anna Kofoed](#), Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe, Amadeus

Speaker:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network
[Chiara Quaia](#), Vice President Business Developments Travel, Master Card

Welcome note & Introduction:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Discovering Experiential Georgia

Date	Time:	Location
March 5, 2020	13:00 - 13:30	Hall 4.1 B / Adventure Stage

“Discover Experiential Georgia” offers a new look at one of the world’s most remarkable travel destinations. From “a hidden gem” known only to backpackers, this crossroad of Europe and Asia has become one of the world’s fastest growing travel destination in little over a decade.

- **Jack Delf**, Tourism Strategic Development Consultant, Chemonics International Inc.; Georgia





ITB CEO Interview: Trends And Challenges In The Global Cruise Market

Date March 5, 2020	Time: 13:00 - 13:45	Location CityCube Berlin, Hall A4/A5
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- The global cruise market: trends, demand, future potential and its growing place within the overall tourism industry
- The cruise industry's commitment to sustainability – beyond environmental sustainability

Interview guest:

[Pierfrancesco Vago](#), Executive Chairman, MSC Cruises

Interviewer:

[Thomas P. Illes](#), Owner & CEO, thilles consulting GmbH, Cruise Analyst, University Lecturer and Journalist

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

Date March 5, 2020	Time: 13:00 - 13:45	Location ITB VR Lab / Hall 10.2 / Booth 108
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- 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

Holistic Lifestyle Hospitality Concepts And The Rise Of Mental Wellness

Date March 5, 2020	Time: 13:25 - 13:45	Location CityCube Berlin, Hall A1
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- The drastic increase in mental health problems could cost approximately \$ 16 trillion worldwide by 2030
- Which sensible measures can help people on the one hand and reduce costs on the other?
- What opportunities do wellness retreats offer with focus programs on the following topics: mental health, stress acceptance and dealing with anxiety
- Which of the available alternative healing methods can gain importance in the wellness hotel industry?

Speaker:

[Fabian Modena](#), Manager Market Research, Horwath HTL Health & Wellness





Trans-Siberian Railway adventure - Stop by untypical Russian villages

Date March 5, 2020	Time: 13:30 - 14:00	Location Hall 4.1 B / Adventure Stage
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ExploRussia traditionally is willing to tell about countless sites of Trans-Siberian Railway path. We invite you to take local train and stop by most significant places. ExploRussia will share fresh positive case of sustainable tourism along Trans-Siberian Railway. A stopover in tiny village Maly Turysh to support local micro-production of honey products and caramel. This family business gives job to elderly people of the village and surroundings and most importantly give them meaning of life. We will share with you stories of our tourists who went there and were amazed by story of this social entrepreneur! Moreover, we will tell about successful crowd-investing to this village and how it leads to the building of new cultural center, which will create more space for tourists to stay overnight, room for baking bread for locals and some social space for life and memorable moments of locals. As a bonus, we will share our experience on how to create a tourist product around social business, how to make this a success together with your partner.

• **Olga Sitnik**, Co-founder and Chief Executive Officer, ExploRussia; Russia

Oman - The cycling gem of the Middle East

Date March 5, 2020	Time: 14:00 - 14:30	Location Hall 4.1 B / Adventure Stage
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In 2018, Axel Carion organized the first ultra-cycling event of the Middle East in Oman. BikingMan Oman has been acclaimed as a top class international event by the media and television. Oman led clear strategy to promote adventure tourism and outdoor. Between 2018 and 2019, he helped to bring a considerable media attention to the Sultanate of Oman on cross media channels (television, radio, printed press and social media). Mr. Carion will share the BikingMan case study and his experience in Oman and around the world with his expertise of building eleven events and eight expeditions.

• **Axel Carion**, Explorer and Chief Executive Officer, BikingMan; France

Socialbnb - How A Startup Wants To Make Travel Sustainable

Date March 5, 2020	Time: 14:00 - 14:30	Location Hall 6.1, eTravel Stage
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- Socialbnb connects tourists with social and ecological aid organisations (NGOs) around the world. In this way, the Start Up opens up a completely new group of people for tourism: What challenges arise in the cooperation with aid organisations?
- How can a tourism be created from which all sides benefit? How can the local population be better integrated into tourism so that they also profit from it and tourism is not seen as a necessary evil but as an opportunity.
- The origin of the idea of Socialbnb - How the construction of a small school in Cambodia became a worldwide tourism platform.
- Sustainability is also important in the tourism industry: How to deal with this trend? What does sustainability actually mean for a tourist? What can sustainable tourism look like?
- What role does a local and authentic experience play for young travellers and how can this target group best be reached?





Speaker:

[Alexander Haufschild](#), Chief Marketing Officer, Socialbnb
[Nils Lohmann](#), CEO, Socialbnb

Experiencing Authentic Oman: Experts And Industry Perspectives

Date	Time:	Location
March 5, 2020	14:00 - 14:45	CityCube Berlin, Cube Club

- In cooperation with Official Partner Country ITB Berlin 2020 Oman -

- Establishing itself as the distinctive Middle Eastern destination, Oman has witnessed remarkable transformation in its tourism industry.
- Two decades ago, Oman has embarked on a roadmap toward building a modern and yet an authentic tourism destination.
- Oman, as a destination, was welcomed warmly by the international industry for many reasons, most importantly its diverse and authentic tourism products and experiences as well as its world-leading record of safety and security.
- This session explores international tourism experts and leaders' opinions and perspectives about Oman's leading tourism products and experiences.
- Hearing from the industry and business representatives what they think about best-selling experiences Oman currently offers and ways to enhance Oman's position as the essence of Arabian experiences within a fairly competitive and challenging region.

Introductory presentation:

[Salem Adi Al Mamari](#), Director General of Tourism Promotion, Ministry of Tourism, Oman

Moderated by:

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

Panel guests:

[Abdulkarim Albalushi](#), Assistant Director of Sales, W Muscat, Oman
[Laurent Recoura](#), SVP Sales, Oman Air
[Ralph Schiller](#), CEO, FTI

Virtual Helsinki - Rethinking Destination Experience

Date	Time:	Location
March 5, 2020	14:00 - 14:45	ITB VR Lab / Hall 10.2 / Booth 108

- 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





5TH ITB IPT “CELEBRATING HER AWARDS”

Date	Time:	Location
March 5, 2020	14:00 - 15:00	Palais am Funkturm, ITB Convention Awards

- The 5th IPT India Global “Celebrating Her” Awards acknowledge and felicitate exceptional women in the fields of travel, tourism and hospitality.

Awards Ceremonies

Followed by a 30 min networking reception

Greetings:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Introduction:

[Ajay Prakash](#), President, International Institute for Peace Through Tourism - India

Moderated by:

[Anita Mendiratta](#), Founder & President, Anita Mendiratta & Associates

Sustainability in child and youth travel - discussion and best practice

Date	Time:	Location
March 5, 2020	14:00 - 15:00	Hall 4.1 / ITB Center Stage (Big Stage)

An exciting and informative discussion with representatives from politics and the child and youth industry on the possibilities to offer and implement sustainable travelling.

Reisenetz e.V. offers best practice examples in the areas of sustainable nutrition, disposable packaging, mobility and renewable energy options for accommodation.

Mrs Kerstin Kassner, MdB, Party Die Linke;

Mr Markus Tressel, MdB, Party Bündnis die Grünen;

Mrs Petra Thomas, CEO, forum anders reisen e.V., Petra.thomas@forumandersreisen.de;

Mr Jörn Knissel, ppa. alpetour Touristische GmbH;

Miguel.Gongora, chairman students committee Berlin

World Heritage, Tourism and Local Communities

Date	Time:	Location
March 5, 2020	14:00 - 15:00	CityCube / Level 3 / M8

Tourist numbers usually skyrocket after sites are inscribed on UNESCO's prestigious World Heritage List but most of them are not well prepared for the strain which great numbers of visitors bring. National Tourism Agencies keep promoting them as flagship sites in their destination marketing, but tourism

Official Partner Country
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businesses are increasingly concerned that sites lose authenticity and appeal from overtourism while local populations feel that they lose control over their lives without having a benefit.

This panel discussion will explore what UNESCO, governments, the tourism industry and local communities can do in order to bring the special requirements for protection, the expectations of the industry and the needs of local populations at World Heritage Sites together for the benefit of all.

Moderator:

- Stephan Doempke, Chair World Heritage Watch

Panelists:

- Norbert Barthle, Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (tbc)
- Peter Debrine, World Heritage and Sustainable Tourism Programme, UNESCO World Heritage Centre
- Dr. Ellen Madiker, Director Strategy and Political Communication, German Travel Association (tbc)
- Manana Tevzadze, Chair, Blue Shield Georgia

Press Contact:

Stephan Doempke

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Tajikistan - 5 000 years of adventure

Date	Time:	Location
March 5, 2020	14:30 - 15:00	Hall 4.1 B / Adventure Stage

The Republic of Tajikistan is nature’s adventure playground. Ancient Silk Road travellers, including Marco Polo, crossed the mountain passes and river valleys on their journeys across Central Asia. Rulers built mighty fortresses to keep their lucrative trading routes open, Buddhists and Zoroastrians erected temples and monasteries, and unknown artists left their mark on cliffs and rocks in the form of petroglyphs.

Tajikistan’s dramatic mountainous landscapes still beckon international travellers with a taste for adventure. The high altitude Tajik National Park, a UNESCO World Heritage Site, includes unclimbed peaks and pristine lakes, opportunities to stay with nomads in their yurts, and rare snow leopards and Marco Polo sheep. You can traverse the Murghab Plateau by driving or cycling the Pamir Highway; it’s renowned as one of the world’s greatest road trips.

Sophie Ibbotson and Andrea Dall’Olio will speak about how the World Bank’s \$30m rural and economic development programme in Tajikistan will enable the country to capitalise on its natural, historical, and cultural resources and realise its tourism potential. Their talk will focus on the regions of Khatlon and GBAO (the Pamir), incorporating aspects of both adventure/active and cultural/historical tourism.

- **Dr. Andrea Dall’Olio**, Lead Financial Sector Economist, The World Bank Group; Italy
- **Sophie Ibbotson**, Tourism Development Consultant, The World Bank Group; United Kingdom

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Urban Tourist Mobility: The Future Of Sightseeing In Cities

Date March 5, 2020 **Time:** 14:30 - 15:00 **Location** Hall 6.1, eTravel Stage

- Electric scooters became legal in Germany in 2019. Tourists adopted them quickly, how will this change sightseeing in the coming years?
- Autonomous vehicles such as self driving cars - when are they coming and what will this mean for vehicle based sightseeing
- A look at early autonomous sightseeing vehicle designs, including those operating today or at concept stage
- Feedback from early customer experience trials. Will customers want these new vehicles?

Speaker:
[Alex Bainbridge](#), CEO & CTO, Autoura

Cuxhaven And The Climate Change

Date March 5, 2020 **Time:** 14:30 - 15:30 **Location** CityCube / Level 3 / R2

Session in German only.

Press Contact:
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TourCert Community & Networking Event

Date March 5, 2020 **Time:** 14:30 - 16:00 **Location** Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Opening

Date March 5, 2020 **Time:** 15:00 - 15:05 **Location** CityCube Berlin, Hall A1

Speaker:
[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle





St. Anthony's Channel in Šibenik, Croatia - The place where the river Krka flows over the sea

Date	Time:	Location
March 5, 2020	15:00 - 15:30	Hall 4.1 B / Adventure Stage

This is an exceptional place where Krka river finds its way to the sea through the St. Anthony's Channel. Once it was a canyon; nowadays, it is a channel rich in flora and fauna that belongs to the ecological network Natura 2000 Krka Estuary. As a natural and cultural protected area, the St. Anthony's Channel is also a part of the significant landscape Channel - Port in Šibenik as well as a buffer zone of St. Nicholas' Fortress, the one at the exit of the channel, protected by UNESCO in 2017. All the way through the St. Anthony's Channel stretches a beautiful walking trail with side amenities: training ground, rest areas and children's playground. It is suitable for running, cycling, outdoor gym, kayaking and sailing.

The Minerska bay is extremely popular amongst cyclists and recreationists and it is the place of the future Visitor Center, a presentation and educational center. Together with the St. Nicholas' Fortress and a walking trail, it is the most attractive visitors' destination in Šibenik-Kin County. Special features, in addition to the attractive location in the future center of the protected area, are the future IT solutions and a series of multimedia interactive displays of flora and fauna, especially the underwater world and virtual reality devices, which allow an immediate experience of the natural values in one place.

Anita Babačić Ajduk, Managing Director, Public Institution Nature of Šibenik-Kin County; Croatia

Sustainability Trends In Hospitality

Date	Time:	Location
March 5, 2020	15:00 - 15:30	Hall 7.1b, eTravel Lab

- Can the Fridays for Future hype be used for the industry?
- Is there a stronger awareness among the guests?
- How can sustainability be addressed in sales and marketing?

Speakers:

[Franziska Altenrath](#), Co-founder, TUTAKA

[Suzann Heinemann](#), Managing Director, GREENSIGN

[Moritz Hintze](#), Gründer, bookitgreen

[Uta Janbeck](#), Hotel Management, Janbeck's FAIRhaus

[Moritz von Petersdorff-Campen](#), CEO, Suitepad

Global Luxury Customers And Sustainability: Exclusive Empirical Study By Travelzoo & ITB

Date	Time:	Location
March 5, 2020	15:00 - 15:45	CityCube Berlin, Hall A4/A5

- Latest results from the new global Travelzoo/ITB study
- Customer attitudes on sustainability and climate protection

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- Importance of sustainability and climate protection in luxury travel
- Customer readiness for limiting trips, price increases and changes in travel.

Moderated by:

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

Speaker:

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

„Mindful Travel“ Travel Trend – Detox, Self-Care & Health

Date	Time:	Location
March 5, 2020	15:00 - 15:45	Hall 21b

- Travel trend "Mindfulness and a healthier lifestyle"
- What are the needs and expectations of guests?
- "Health is the new status symbol" - how hotels and tour operators cater to the demand for the new attitude towards life
- How are tailor-made wellness, spa and health holidays created?
- Experts reveal the current trends in health tourism (panel discussion)
- Outlook for future trends in the area of "Mindful Travel"

www.fitreisen.de

Speaker:

[Claudia Wagner](#), Managing Director, Fit Reisen

Podiumsgespräch: Klimafreundliche Jugendreisen

Date	Time:	Location
March 5, 2020	15:00 - 16:00	Hall 4.1 / Booth 136 / YIG Lounge

- Christian Becker (Vorstand Reisenetz e.V.)
- Dr. Ellen Madeker (Deutscher Reiseverband e. V.)
- Burkhard Schmidt-Schönefeldt (ruf reisen)
- Constantin Kuhn (Jugend im BUND e. V.)

Moderation:

- Kerstin Kassner (Bundestagsabgeordnete, Tourismus-politische Sprecherin der Fraktion DIE LINKE. im Bundestag)



Keynote

Date March 5, 2020	Time: 15:05 - 15:25	Location CityCube Berlin, Hall A1
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Speaker:
[Norbert Barthle](#), Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (BMZ)

Talks With Our Partners

Date March 5, 2020	Time: 15:25 - 15:45	Location CityCube Berlin, Hall A1
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Moderated by:
[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

PANEL DISCUSSION - Community-based and sustainable tourism in Myanmar

Date March 5, 2020	Time: 15:30 - 16:00	Location Hall 4.1 B / Adventure Stage
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Myanmar is one of the most inspiring places in Asia. Because of the country's natural and cultural heritage, tourism has become an important economic sector. After the transformation into a democratic system, Myanmar has opened up to visitors. In the first years after the change, more and more international travellers came in. Some places have been exposed to many visitors such as the Shwedagon Pagoda in Yangon or the archaeological area of Bagan with its temples and pagodas. However, there are many other regions in Myanmar where there is no way to participate in economic development. The panel discusses how community-based tourism initiatives support rural people and how responsible tourism can contribute to sustainable development in Myanmar.

Signing Ceremony for a Memorandum of Understanding
 After the presentation, a Memorandum of Understanding to support sustainable tourism development in Myanmar will be signed.

- **Jeanette Schrapenzeel**, Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries; The Netherlands
- **May Myat Mon Win**, Chairlady, Myanmar Tourism Marketing; Myanmar
- **Myo Thwin**, Director, Sweet Memory Travel; Myanmar
- **Giulia Macola**, Associate Programme Officer, International Trade Centre (ITC); Switzerland
- **Yvonne Küppers (T.B.C.)**, Marketing & Plastic-free Travel Expert, Fairway Travel; Germany
- **Petra Thomas**, Managing Director, Business Association for Sustainable Tourism (forum anders reisen); Germany



Adventure tourism in Oman

Date	Time:	Location
March 5, 2020	16:00 - 16:30	Hall 4.1 B / Adventure Stage

- **Hamed Al Raisi**, Oman Ministry of Tourism
- **Nikki Andrew**, Husaak Adventures; Oman
- **Al Muhannad Al Hinai**, Twenty3 Extreme; Oman
- **Hamed Al Saadi**, Rove Adventures; Oman

ITB Hospitality Executive Panel: Luxury And Sustainability: Contradiction Or Prerequisite?

Date	Time:	Location
March 5, 2020	16:00 - 16:45	CityCube Berlin, Hall A4/A5

- Strategies and trends in the global hotel business.
- The hotel product of the future and the role of the mega trend sustainability.
- What does the hotel guest of tomorrow expect? How can competitive advantages be achieved?
- Where is the luxury segment heading?
- Luxury and sustainability: contradictions or a mandatory prerequisite in tomorrow's luxury hotel industry?

Moderated by:

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

Panel guests:

[Marc Dardenne](#), COO Europe Luxury Brands, AccorHotels

[Julian Hagger](#), Executive Vice President, The Lux Collective

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

[Dietmar Müller-Elmau](#), CEO & Managing Partner, Schloss Elmau

Managing Overtourism with Next-Generation Guides

Date	Time:	Location
March 5, 2020	16:00 - 16:45	ITB VR Lab / Hall 10.2 / Booth 108

- 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.

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Speaker:
[Jan Dolezal](#), CEO, SmartGuide

Panel 1: Many Actors, One Goal – Strong Partnerships In Tourism

Date	Time:	Location
March 5, 2020	16:00 - 16:45	CityCube Berlin, Hall A1

- Tourism and development face daunting global challenges that more than ever requires stakeholders from public, private civil society and academic domains to work on solutions together.
- From human rights to biodiversity over changes in technology and digitalization – strong partnerships can lead to success.
- Managing such a diversity of thinking and acting requires diplomatic skill and administrative craft.
- Representatives from European and German multi-stakeholder initiatives and tourism partnerships will discuss how bringing many often-disparate actors together, can achieve common goals through strong partnerships in tourism.

Moderated by:
[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

Panel guests:
[Joerg Boeckeler](#), Member of the Executive Committee, International Tourism Partnership (ITP)
[Antje Monshausen](#), Head of Tourism Watch, Bread for the World, Chairwoman, Roundtable Human Rights in Tourism e.V.
[Kirstin Rossgoderer](#), Programme Leader, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), Sector dialogue on tourism for sustainable development
[Susanne Salz](#), Head of Project, Platform for Multi-Stakeholder Partnerships for Implementing the 2030 Agenda, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
[Masaru Takayama](#), Chair & Founder, Asian Ecotourism Network (AEN)

Stop The Flood Of Plastic

Date	Time:	Location
March 5, 2020	16:00 - 16:45	CityCube Berlin, Cube Club

Time to act is now: How governments and tourism industry can stop plastic leakage into the sea

-In Cooperation with WWF-

- Every minute a truckload of plastic waste makes its way into the world’s oceans and causes a lot of damage to the environment.
- But the flood of plastic also comes with the tourists.
- In the summer months, the increasing volumes of plastic push waste management to its limits in our favorite holiday destinations.
- The tourism industry is under pressure to act. Holidaymakers don’t want to lie on littered beaches and swim between plastic bags. Sensitive guests urge their hotels and tour operators to change quickly. What answers do they get?
- But the industry cannot operate independently of its conditions in the country and holiday region.
- A motivated hotel and tour operator quickly reaches its limits when political will and laws are insufficient. If the overall conditions are not favorable, campaigns and initiatives will fail.





- Unlike many other holiday regions, the Government of the Balearic Islands are now taking radical action to combat the plastic waste pollution. The hotel sector will be fundamentally affected. Does Mallorca become the model for other tourism destination worldwide?

Introductory presentation:

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Moderated by:

[Nicola Koschel](#), Freelance Sustainable Tourism Consultant

Panel guests:

[Gloria Fluxà](#), Vice-Chairman & Chief Sustainability Officer, Iberostar

[Sebastià Sansó i Jaume](#), Director General for Environmental Education, Environment and Waste Policy, Balearic Islands

[Christian Schröder](#), Quality & Sustainability Manager, Wikinger Reisen

[Martina von Münchhausen](#), Sustainable Tourism, WWF Germany

Partnerships For Health & Medical Tourism: Identifying Opportunities For Growth And Sustainable Development In Europe And China

Date	Time:	Location
March 5, 2020	16:30 - 17:00	Hall 21b

Speaker:

[Paulo Moreira](#), Editor-in-Chief, International Journal of Healthcare Management

Aviation and climate protection – today and tomorrow?

Date	Time:	Location
March 5, 2020	16:30 - 17:15	Hall 4.1 B / Adventure Stage

If there is one industry blamed for contributing to climate change the most, then it is probably the airline industry. In spite of its current indisputably large CO2 footprint, airlines like Lufthansa invest and innovate in a more sustainable business for the future. How can we further benefit from all positive achievements related to global travel and connectivity, and take on our responsibility for global climate? What is the future of sustainable air travel if there is any? Bio-kerosene, electrical aviation and Offsetting? Moderator Fritz Lietsch will challenge Jan-Ole Jacobs (Lufthansa) and Kai Landwehr (myclimate) on this topic.

After the discussion and the award ceremony, myclimate invites all participants and guests to a "climate get together" with sustainable drinks at the myclimate stand 245 (hall 4.1).

myclimate Award Ceremony 2020 - Celebrating Forerunners in Sustainable Tourism

myclimate will honour corporate forerunners in sustainable travel and tourism with the myclimate Awards 2020.

- Pioneer in Sustainability in the Premium Hotel Industry
- Pioneer of Climate-neutral Cruise Booking
- Pioneer of Customer-friendly Integration of Climate Protection in Flight Bookings
- Pioneer of Holistic Sustainability River Cruises

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Kurzfristige Änderungen vorbehalten.



- **Jan-Ole Jacobs**, Environmental Manager, Lufthansa Group; Germany
 - **Kai Landwehr**, Head of Marketing, myclimate; Switzerland
- Moderated by: Fritz Lietsch**, Editor in Chief, Forum "Nachhaltig Wirtschaften"; Germany

Get-together afterwards

After the panel discussion and award ceremony, myclimate invites all participants and guests to a "climate get together" with sustainable drinks at the myclimate Stand Nr. 245 (Hall 4.1b).

TO DO Award 2020 Award Ceremony + Human Rights in Tourism Award

Date	Time:	Location
March 5, 2020	16:30 - 18:00	Palais am Funkturm, ITB Convention Awards

- International contest since 1995. The prize is awarded for tourism related projects which respect the interests of the local population during planning and implementation.
- Additionally, the TO DO Award Human Rights in Tourism is awarded for the fourth time, under the patronage of the German Commission for UNESCO.

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Preisverleihung - "Ideenwettbewerb für Reisegadgets"

Date	Time:	Location
March 5, 2020	17:00 - 17:30	Hall 4.1 B / Adventure Stage

Panel 2: Entrepreneurship In Tourism – A Chance Towards Female Empowerment

Date	Time:	Location
March 5, 2020	17:00 - 17:45	CityCube Berlin, Hall A1

- The empowerment of women is one of the most effective methods to foster positive change in emerging and developing economies.
- Female entrepreneurs tend to be discouraged by social and cultural constructs, lacking access to start-up financing, knowledge about business management and political conditions.
- Unfortunately, the tourism industry is no exemption.
- Yet, although women account for the biggest share of workers in the tourism industry, there is a clear lack of women in leadership positions in this sector.
- With the female panelists we discuss how tourism can be an industry of change for women entrepreneurs in our partner countries.
- Experience has shown, the more dynamic a sector is, the more opportunities for an inclusive participation arise, especially in times of

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Kurzfristige Änderungen vorbehalten.



rapid transformation in technology and digitalization.

- Moreover, we debate questions about gender equality in business, participation and access opportunities to tourism markets and leadership from the perspective of female champions and experts in tourism.

Introductory presentation:

[Johanna Klotz](#), German Federal Ministry for Economic Cooperation and Development (BMZ)

Moderated by:

[Dr. Merjam Wakili](#), Freelance Moderator, Trainer and Consultant

Panel guests:

[Neha Arora](#), Founder, Planet Abled

[Karla Luzette Beteta Brenes](#), Agency for Economy & Development

[Angela Kalisch](#), Chair, Equality in Tourism International

[Julia Karst](#), Head of Project, Economic Empowerment of Women Entrepreneurs and Start-ups by Women, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

[Navchaa Myagmarjav](#), Director, Tsolmon Travel LLC, Mongolia

Plastic-Free Holidays – But How? The Deep Dive Into Practice In Hotels And On Cruise Ships

Date	Time:	Location
March 5, 2020	17:00 - 17:45	CityCube Berlin, Cube Club

-in Cooperation with Futouris-

- The awareness of the problem of marine pollution from plastic waste has reached the tourism industry.
- In Futouris' current industry project, member companies, the Balearic government and local partners are working together to reduce plastic waste in tourism.
- How do processes need to be changed so that less waste is generated and not just shifted from plastic to other materials?
- Are alternative solutions for the currently used disposable plastic products really more sustainable?
- How can employees and guests be actively involved in the programs to motivate them to make their own contribution?

Introductory presentation & Moderation:

[Prof. Dr. Harald Zeiss](#), Chairman of the Executive Board, Futouris

Panel guests:

[Mike Brauner](#), Senior Manager Sustainability, TUI Group

[Jo Hendrickx](#), Founder & CEO, Travel Without Plastic

[Hansjörg Kunze](#), Vice President Communication & Sustainability, AIDA Cruises

[Karina O'Gorman](#), Head of CR EMEAA, InterContinental Hotels Group

When Crises Weld Together – Crisis Management Program Of visitBerlin Convention Partner

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Kurzfristige Änderungen vorbehalten.

ITB CSR PROGRAM



Date
March 5, 2020

Time:
17:00 - 17:45

Location
Convention Hall 7.1a, Auditorium New York 1

- In crisis situations, how can different trades work together in the best possible way?
- How does a city implement a professional crisis management program in the event of terrorist attacks, natural disasters and other cases of force majeure?
- How can the necessary resources be secured across companies?

Speaker:

[Bernd Wiedemann](#), Member of the Board, visitBerlin Convention Partner

Hospitality 2025

Date
March 5, 2020

Time:
17:00 - 18:00

Location
Hall 7.1b, eTravel Lab

- How do processes in the hotel industry change due to the use of new technologies?
- Will there still be a need for personnel in the future?
- How will the expectations of different target groups change?
- Which hotel product is the promising model for holidays, which for business trips?

Moderated by:

[David Turnbull](#), Hospitality Entrepreneur & Advisor, Board Member, techtalk.travel

Speakers:

[Ian Di Tullio](#), SVP of Guest Services, ACCOR

[Stefan Matthiessen](#), Chief Brand Officer, Konzept Hotels

[Simone Puerto](#), CEO, Travel Singularity

[Christian Schwarz Lausten](#), EMEA Lead, Airbnb for Work

Award Ceremony of the Student Contest for Travel Gadgets

Date
March 5, 2020

Time:
17:15 - 18:00

Location
Hall 4.1 B / Adventure Stage

ECPAT Germany in cooperation with the Child Protection Working Group of the German Travel Association (DRV) has initiated a competition for future tourism professionals. Trainees and students created a travel gadget with a child protection message for a cooperating tourism company within 15 weeks. The travel gadgets that received the best evaluation from a distinguished jury will now be awarded at the ceremony on stage with prizes provided by members of the DRV. Representatives of the companies for which travel gadgets were designed as well as representatives of DRV members and the prize winners themselves will be present during the event.

The award ceremony will be held in German.

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Kurzfristige Änderungen vorbehalten.



Wrap Up

Date March 5, 2020	Time: 17:45 - 17:55	Location CityCube Berlin, Hall A1
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Speaker:
[Monika Jones](#), International Conference Moderator, TV Anchor, Deutsche Welle

One-on-One with Grand Prize winner of the “Social Entrepreneurship in Tourism” Competition Weview - A virtual tourism

Date March 6, 2020	Time: 10:00 - 10:20	Location Hall 4.1 B / Adventure Stage
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In a brief interview with the Grand Prize winner of “Social Entrepreneurship in Tourism”, the audience will learn how Ms. Niky Gharahgzlouyan came up with the idea that brought her this achievement and what the purpose of her application was.

- **Niky Gharahgzlouyan**, Founder, Weview; Iran
- **Dr. Claudia C. Brözel**, Professor, Eberswalde University for Sustainable Development; Germany

Planet Earth - Its past is forming our present and creating our future

Date March 6, 2020	Time: 10:00 - 10:20	Location Hall 4.1 / ITB Center Stage (Big Stage)
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Please note that this session will take place on the ITB Central Stage (hall 4.1b).

Geoparks are communicating the exciting and extremely long history of Mother Earth, celebrating the links between geological and biological heritage and our human culture and history. Main goals are to protect and conserve our heritage through scientific work and enhanced understanding, educate local inhabitants and visitors and open possibilities for a more environmental friendly and knowledge based tourism, especially in rural areas.

In 2000 at ITB Berlin, European Geoparks Network was created by four geoparks, in Greece, Spain, France and Germany. In 2019, 147 UNESCO Global Geoparks from different parts of the world are participating in the strong Global Geoparks Network, forming this third UNESCO Site designation. Compared to the other UNESCO Site designations, Geoparks are not protected areas but about living communities. The defining geological heritage needs to be protected, but the protection can be of different levels. Local development and knowledge dissemination are main activities for geoparks – guided tours where the vivid history of Mother Earth is revealed as a common tourist activity geoparks offer. This presentation will explain “geoparks” and what we do by showing examples of best practice tourism in geoparks and the different roles geoparks can play in a society.

As part of UNESCO geopark, activities are also strongly linked to the United Nations Sustainable development goals. UN and geoparks: E for the education, lifelong learning, for boys and girls, women and men, young and old, disabled or not + S for the science, not only geoscience, it is about the connections + C for the culture, our need for geological resources, our building materials, in the past, present and future. And O for the organization.





UNESCO and Global Geoparks Network!

Dr. Kristin Rangnes, Treasurer, Global Geoparks Network; Managing Director, Gea Norvegica Geopark; Norway

Sustainable tourism destination - Examples from Asian Pacific Geoparks Network

Date	Time:	Location
March 6, 2020	10:20 - 10:40	Hall 4.1 / ITB Center Stage (Big Stage)

Please note that this session will take place on the ITB Central Stage (hall 4.1b).

UNESCO Global Geopark is a prestigious designation. There are altogether 147 UNESCO Global Geoparks around the world, scattered across different countries and regions. 57 of them belong to the Asia Pacific Geoparks Network (APGN).

The 57 APGN Geoparks contain vastly diverse landscapes, from volcanic islands to tall mountains, from arid desert to exotic beaches, and from tranquil lakes to active volcanos. Tourists visiting these Geoparks are greeted by beautiful outcrops and topographical features, coastal landforms, inlets, waterfalls, gorges, caves, caverns and lava tubes, to name a few. They may also catch glimpses of Earth's history in fossils, dinosaur footprints and trackways as well as a variety of other fascinating earth formation features.

The gorgeous, enticing landscape and scenery is not the only thing Geoparks offer, as UNESCO Global Geoparks are not only about geology and landscape, but also about connecting the geological heritage with the area's natural and cultural heritages. No matter how big or small a Geopark is, each one is a one-of-a-kind fusion of its environment and culture, which brings about their own traditional art, music and festivities. And together with exclusive local food and products, there is sure to be something for everyone to enjoy.

APGN Geoparks are a healthy mixture of Earth history, nature and landscape combined with cultural and regional traditions. With sustainability being a main management goal, APGN Geoparks are excellent green tourism destinations not only for tourists interested in geoheritage of international significance, but also for all others who can appreciate the related cultural heritage and natural beauty.

• **Dr. Ka Ming Yeung**, Head, Hong Kong Global Geopark; China

World Heritage Explorer - Walking and hiking in the Wadden Sea region

Date	Time:	Location
March 6, 2020	10:20 - 10:40	Hall 4.1 B / Adventure Stage

Explore the Wadden Sea World Heritage region on a natural and cultural hike! The Wadden Sea World Heritage is a unique nature area and the coastal region is rich in culture and tradition. The new online and app-based hiking platform "World Heritage Explorer" offers a range of route suggestions on the mainland and islands, from a short walk to a full-day tour. The tours take visitors of all ages through scenic areas along or near the coast. Numerous waypoints feature interesting facts about the nature and culture of the respective region.

The presentation gives an introduction to the new offer and highlights some of the most interesting routes. As part of the German-Danish Interreg project "NAKUWA - Nature and Cultural Tourism on the Wadden Sea" routes are first developed in the North Frisian and Danish Wadden Sea region. Later, the offer will be extended to the entire World Heritage region.

• **Anja Szczesinski**, Senior Advisor Wadden Sea Protection, World Wide Fund (WWF); Germany





1st Astro-tourism Meet-up

Date	Time:	Location
March 6, 2020	10:30 - 12:15	Hall 4.1b / Booth 242a

Join Dr. Andreas Hänel, Etta Dannemann, Bernd Pröschild and other astro-tourism enthusiasts at the National Park Eifel stand. They will gladly welcome exhibitors and trade visitors, especially tour operators, nature parks and hotel owners, who are interested in astro-tourism. Network and learn more about the wonders of the universe.

- **Dr. Andreas Hänel**, Astronomer, Fachgruppe Dark Sky, Vereinigung der Sternfreunde e. V.; Germany
- **Etta Dannemann**, Founder, Visit Dark Skies GmbH; Germany
- **Bernd Pröschild**, Astro-photographer, Sternstunde; Germany

Accessible Tourism Day

Date	Time:	Location
March 6, 2020	10:30 - 14:00	CityCube A / A7

The 9th Accessible Tourism Day will take place on Friday, 6 March 2020 at the ITB travel fair in Berlin.

How can touristic offers respond to the needs of holidaymakers with disabilities? Which attractive possibilities do already exist for the different target groups of barrier-free tourism? And what are the chances and challenges for tourism service providers and DMOs related to this topic?

The programme included presentations and a panel discussion, at which experts looked closely at these issues in practical terms and from a range of perspectives.

The event is being funded by the Federal Ministry for Economic Affairs and Energy. It was organised with the support of the Tourism for All working group of the German federal states, the working group "Accessible Travel – Barrier-free Destinations in Germany" and the Messe Berlin exhibition centre.

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Gamification smart marketed - Watten-Game

Date	Time:	Location
March 6, 2020	10:40 - 11:00	Hall 4.1 B / Adventure Stage

The Game App "Watten-Game" shows how the Wadden Sea with digital measures and gamification applications playfully point out the topic of littering of the entire Wadden Sea and coastal landscapes. In addition to narrative parts, which contain more detailed information on ecological aspects of the

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topic, tasks will be played in the form of mini-games.

- **Oliver Knagge**, Online Marketing Manager, East Frisia Tourism GmbH; Germany

United Nations Agenda 2030 Sustainable Development of UNESCO Global Geopark Bergstrasse-Odenwald

Date	Time:	Location
March 6, 2020	10:40 - 11:00	Hall 4.1 / ITB Center Stage (Big Stage)

Please note that this session will take place on the ITB Central Stage (hall 4.1b).

Agenda 2030 has defined 17 Sustainable Development Goals, which the UNESCO Global Geopark Bergstrasse-Odenwald has picked up for the regional development of its territory. Some examples given in the presentation raise their importance for a Global Geopark of UNESCO and for the people living inside the territory.

- **Dr. Jutta Weber**, Managing Director, UNESCO Global Geopark Bergstrasse-Odenwald e. V.; Germany

Greeting

Date	Time:	Location
March 6, 2020	10:45 - 11:00	CityCube Berlin, Hall A1

Speakers:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

ITB CSR Day

Studiosus

Date	Time:	Location
March 6, 2020	10:45 - 14:45	CityCube Berlin, Hall A1

Potential and best practice examples of sustainable tourism.

Hosted by:

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University





Keynote: Climate Change, Global Warming, Weather Extremes: Status Quo And Constraints To Action

Date March 6, 2020	Time: 11:00 - 11:45	Location CityCube Berlin, Hall A1
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- A hot summer and concerning climate reports: To continue on will lead into the abyss.
- How can we still prevent the climate emergency?
- Which measures to contain global warming and climate change are effective?
- Which policy measures are unavoidable and to be expected?
- To what extent is the global tourism industry affected?
- Hans Joachim Schellnhuber, the world's leading climate researcher, explains the status quo and the need for action.

Interviewer:

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University

Speaker and Interview Guest:

[Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber](#), Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)

The marine wildlife wonders of the Dominican Republic

Date March 6, 2020	Time: 11:00 - 11:45	Location Hall 4.1 B / Adventure Stage
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The underwater world of the Dominican Republic, some of it protected as national parks, is fascinating, revealing features such as coral reefs, caves, remains of galleons, shipwrecks, and a world of multi-coloured marine life. In the beginning of each year, thousands of humpback whales migrate to the waters of the Samaná Bay on the Dominican Republic's North coast to mate and give birth.

Tim Philippus, 2020 Walflüster [Whale Whisperer], will take the audience in a stunning multimedia presentation about the marine wildlife wonders of the Dominican Republic and share updates from interviews with selected partners on the initiatives in the eco-tourism sector. The Whale Whisperer is a project of the Dominican Republic Tourist Board with the support of the Center for the Eco-Development of Samaná Bay and its Surroundings (CEBSE) and Whale Samaná. Both organizations are pleading for the protection of whales, original landscapes and sustainable tourism development in the Dominican Republic.

Marion Hammerl has worked on several conservation projects in the Dominican Republic. One of the initiatives, supported by the European Commission and coordinated by the German Cooperation Agency (GIZ), focused on the "contribution of the tourism sector to the restoration and protection of the coastal and marine biodiversity of the Caribbean", like the coral reefs and mangroves, which belongs to the most threatened ecosystems worldwide. Marion will give some insights on the fragile coastal eco system and corals and what is done to protect it.

Cocktail Marine Wonders afterwards

After the presentation, the Dominican Republic Tourist Board is pleased to invite the attendees to learn more about the country at the stand Nr. 214 - Latin America World, while enjoying traditional drinks and "picaderas".

- **Petra Cruz**, Director Europe, Dominican Republic Tourist Board; Germany



- Marion Hammerl, President, Global Nature Fund; Germany
- Tim Philippus, Whale Whisperer 2020; Germany

Making a difference - Cycling tourism in numbers

Date	Time:	Location
March 6, 2020	11:00 - 12:00	Hall 4.1 / ITB Center Stage (Big Stage)

Please note that this session will take place on the ITB Central Stage (hall 4.1b).

Tourism is one of the world's largest economic sectors, supporting one in 10 jobs (319 million) and generating 10.4% of GDP globally. The tourism industry nevertheless faces some significant challenges, including unsustainable transportation patterns, overtourism in major destinations and seasonality; for which cycling tourism can provide solutions. This growing segment of the market already contributes over €40 billion to the European economy alone and most destinations now provide offers and products to encourage visitors to discover their attractions more sustainably by bike.

This session brings together some of the latest data from across Europe to demonstrate the growing impact that cycling tourism is having: whether it be GIS data, quality assessments of routes, usage monitoring or trends such as multi-day cycling tours or excursions. Such data can be used to communicate the current status of cycling tourism products; to assess the impact of new developments; and also to lobby for further investment. The session will combine short presentations of the data followed by a panel discussion. It will end with the latest announcements from the EuroVelo network.

Presentations and panel discussions

- Ed Lancaster, Senior Policy Officer, European Cyclists' Federation (ECF); Belgium
- Fong Choo Leong, Bicycle Tourism Officer, German Cyclists' Association (ADFC); Germany
- Jesper Pørksen, Director, Danish Cycle Tourism; Denmark
- Daniela Serrão, AMAL - Comunidade Intermunicipal do Algarve; Portugal

Moderated by:

- Frank Hofmann, Deputy Chairman, German Cyclists' Association (ADFC); Germany

Whales and dolphins in tourism: transitioning to a responsible future

Date	Time:	Location
March 6, 2020	11:00 - 12:00	Palais am Funkturm, ITB Convention Awards

How travel industry leadership and support is vital to phase out captivity of cetaceans for entertainment purposes and increase responsibility of wild whale and dolphin watching operations.

The captive dolphin entertainment industry and whale and dolphin watching are both multi-billion-dollar industries. But what does a responsible future for whales and dolphins in tourism look like? This event will present the issues of exploiting captive whales and dolphins for entertainment purposes and the essential role the travel industry can play in supporting change. Ocean sanctuaries for whales and dolphins currently in captivity are one part of the solution, but only an end to captive breeding, imports and wild-capture with an increased availability of responsible alternatives will ensure this is the last generation of whales and dolphins in captivity.

Highlights will include key findings from World Animal Protection's recent Behind the Smile report; World Cetacean Alliance presenting the opportunities



for responsible whale and dolphin watching including turning whale destinations into Whale Heritage Sites and beacons of best practice; and Whale and Dolphin Conservation introducing the world's first open water sanctuary for beluga whales and their goal to provide alternative, more natural homes for captive whales and dolphins. A leading travel brand will also present their perspective on corporate leadership and travel industry support for a dolphin-friendly future. Presentations will be followed by a moderated panel discussion on how a vision for a responsible future can be achieved.

Greeting and Introduction:

[Nick Stewart](#), Global Head of Campaign, World Animal Protection

Keynote Speaker:

[Rob Lott](#), End Captivity Policy Manager, Whale and Dolphin Conservation

[Rachel McCaffery](#), Senior Advisor, Responsible Travel, G Adventures

[Dr. Jan Schmidt-Burbach](#), Global Head of Research and Animal Welfare, World Animal Protection

[Dylan Walker](#), CEO, World Cetacean Alliance

Moderated by:

[Jeremy Smith](#), writer, speaker and sustainable tourism consultant

South Outdoor Festival (SOF) – A project of the German Cooperation Agency (GIZ) in Albania

Date	Time:	Location
March 6, 2020	11:45 - 12:15	Hall 4.1 B / Adventure Stage

The South Outdoor Festival (SOF) will take place from on April 30th to May 3rd, 2020. This will be the 4th edition. SOF is a celebration of everything that can be enjoyed outdoors, sports, culture, tradition, music, nature and culinary activities. The festival invites participants from all over the country and the whole Europe to join, compete and have fun. Spread the joy and experience the unique beauty of nature, food, culture, tradition of the South Albania.

- **Dhurata Gazulli**, Tourism Advisor, German Cooperation Agency (GIZ); Albania

The Hot Seat: Tourism Between Fridays for Future And Flight Shaming

Date	Time:	Location
March 6, 2020	12:00 - 12:45	CityCube Berlin, Hall A1

- In the Hot Seat: Fridays for Future and tourism providers
- New: Fact check with climate experts
- Goals and objectives of the Fridays for Future movement.
- What should happen in tourism?
- Can we still travel as we are used to?
- What do tourism providers like hotels and cruise lines and is that enough?
- The positions of Fridays for Future and tourism providers: Are they irreconcilable or can compromises be found?

Climate Experts:

[Dr. Dietrich Brockhagen](#), Executive Director, atmosfair

[Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber](#), Director Emeritus, Potsdam Institute for Climate Impact Research (PIK)





Debaters:

- [Lucienne Damm](#), Senior Environmental Manager, TUI Cruises
- [Julia Massey](#), Vice President Global Sustainability, Kempinski
- [Clara Mayer](#), Fridays for Future
- [Quang Anh Paasch](#), Spokesman of the Berlin section, Fridays for Future
- [Hermann-Josef Tenhagen](#), Editor-in-chief, Finanztip

Moderated by:

- [Eike Otto](#), Consultant for Tourism and Regional Development, sustainable-tourism.com, Traumdestinationen.de

Pushing the boundaries: Reimagining and repackaging destinations across Southern Africa

Date	Time:	Location
March 6, 2020	12:00 - 13:00	Hall 4.1 / ITB Center Stage (Big Stage)

Cross-border tourism, investment opportunities and rural economic inclusion...

How can tourism be leveraged to address these imperatives within the context of Southern Africa's Tranfrontier Conservation Areas?

- Female, Netsai Bollmann, Regional Senior Tourism Expert and Team Leader, AFC/Gopa for SADC/GIZ Transboundary Use and Protection of Natural Resources

New trends in astro-tourism

Date	Time:	Location
March 6, 2020	12:15 - 12:30	Hall 4.1 B / Adventure Stage

After giving an updated general overview over astro-tourism, we will discuss a connection to the ongoing developments of archaeological remains from the Neolithic and bronze age such as Carnac, Stonehenge etc. One of these projects is the European Culture Megalith Route. Our ancient ancestors often observed stars - undisturbed by artificial lighting. Protecting these sites from obtrusive lighting could help visitors to experience such sites like many centuries or thousands of years in the past.

- **Dr. Andreas Haenel**, Astronomer, Working Group Dark Sky, Fachgruppe Dark Sky, Vereinigung der Sternfreunde e. V.; Germany

Astro-tourism events in Europe - Travel inspiration for individuals and tour operators

Date	Time:	Location
March 6, 2020	12:30 - 12:45	Hall 4.1 B / Adventure Stage

A global survey on light pollution in 2018 showed that most people have joined activism against light pollution after experiencing truly dark skies. Being exposed to the natural amount stars with an embedding cultural programme is a unique travel experience. In this talk, we will share information about selected dark sky events in Europe. Topics include the WATT Westhavelländer Astro-Treff in Germany, Chasseurs des Nuits in France and Mayo Dark Sky Festival in Ireland. A list of selected dark sky events will be available.





- **Etta Dannemann**, Founder, Visit Dark Skies GmbH; Germany

Dark sky expedition - Looking for the best destinations for stargazing in Europe

Date	Time:	Location
March 6, 2020	12:45 - 13:00	Hall 4.1 B / Adventure Stage

Did you ever witness a dark night with thousands of stars twinkling in the sky and with the Milky Way stretching from horizon to horizon? If you ever did so, it has probably been a unique experience, which you will never forget. And it has probably been an experience you made during a holiday trip. The darkest skies can be found in distant mountain areas and on remote islands far away from our light polluted cities. Today, more and more people are looking for holiday destinations where they can experience phenomena such as the Northern Lights, the Milky Way and a sky covered with thousands of stars.

- **Bernd Pröschold**, Astro-photographer and Author; Germany

Combining cycling tourism with cultural and natural heritage sites

Date	Time:	Location
March 6, 2020	13:00 - 13:30	Hall 4.1 B / Adventure Stage

EuroVelo 13 - Iron Curtain Trail on the Slovakia-Austria border

- **Dominik Hiller**, Project Manager, Weinviertel Tourism GmbH; Germany

ECOCICLE - European network for the promotion of cycling tourism in natural areas

- **Rafat Modrzewski**, Deputy Director of the Strategic Planning and Economic Development Department, Marshal's Office of Kujawsko Pomorskie Voivodeship; Poland

EuroVelo 15 - Rhine Cycle Route

EuroVelo 19 - Meuse Cycle Route

- **Eric Nijland**, Director, Fietsplatform (Dutch Cycling Platform); The Netherlands

Cultural and natural heritage sites are often very attractive points of interest for tourists but they can be sensitive to pollution and high levels of demand. Cultural sites were mostly built before the age of mass travel and are located in areas not suitable for large numbers of visitors, especially when the private car is the dominant mode of arrival. Equally, the environment in natural sites can be damaged by car-based tourism. Cycling provides a remedy for these problems. Moreover, from a cycle tourist's perspective, combining a route with cultural and natural heritage sites will greatly increase the route's attractiveness. This session will provide examples from different projects and routes on how this combination can work.



How To Create A Sustainable Health Resort – Best Case From Bulgaria

Date March 6, 2020	Time: 13:00 - 13:30	Location Hall 21b
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- The Bulgarian resort Albena (owner and operator of 43 hotels) is fully committed to environmental protection and is characterized by his "green mission"
- You will hear the latest sustainable innovations and the combination with Health tourism offers

Speaker:

[Dimitar Stanev](#), Deputy Director Business Development, Pilot leader, INVADE Horizon 2020 Project

Studiosus Talk: Sustainable Tourism And Climate Change: It Makes Sense To Travel! But Does It Really?

Date March 6, 2020	Time: 13:00 - 13:45	Location CityCube Berlin, Hall A1
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- Sustainability in the triangle of ecology, economy and social responsibility
- Can we still continue to travel in the wake of climate change?
- What would be the consequences of not traveling?
- Is carbon offsetting the solution?
- Which SDGs (Sustainable Development Goals) can tourism contribute to?
- What responsibilities do tour operators have?
- Is greed really good when it comes to traveling?

Moderated by:

[Martin U. Müller](#), Journalist, Der Spiegel

Panel guests:

[Helena Marschall](#), Climate Activist, Fridays for Future [Antje Monshausen](#), Head of Tourism Watch, Bread for the World, Chairwoman, Roundtable Human Rights in Tourism e.V. [Peter Mario Kubsch](#), Managing Director, Studiosus [Lars Nielsen](#), Member of the Board, Vamos Eltern Kind Reisen

VR And AR For The Digitalization Of The Tourism Industry – An Opportunity For More Sustainability

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ITB CSR PROGRAM



Date
March 6, 2020

Time:
13:00 - 13:45

Location
ITB VR Lab / Hall 10.2 / Booth 108

Session in German only!

Speaker:

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

INTERNATIONAL WOMEN'S DAY SPECIAL: SheTrades Workshop: EMPOWERING WOMEN THROUGH TOURISM, WORLDWIDE

Date
March 6, 2020

Time:
13:00 - 14:30

Location
Palais am Funkturm, ITB Convention Awards

- This Female Social Entrepreneurship Workshop brings together women from all over the world who are -or want to become- social entrepreneurs in tourism
- The goal is to exchange experiences and learn, how to do better
- In the 1st part we will share best practices of successful women
- In the 2nd part we will discuss in small units (for support we have invited female mentors helping with words and deeds)
- In the 3rd part we will share results

Mentors:

[Tamari Bichashvili](#), Representative, International Trade Centre (ITC), SheTrades Commonwealth Programme

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

[Kirsi Hyvaerinen](#), Managing Director, PRÁTTO Consulting Partner, ITB Advisory

[Dr. Mihee Kang](#), Director Asia-Pacific, GSTC

[Chiara Quaia](#), Vice President Business Developments Travel, Master Card

[Dr. Amina Tall](#), Director Branch Office, German Arab Association (D.A.G.)

Moderated by:

[Rika Jean-Francois](#), CSR Commissioner, ITB Berlin

Speaker:

[Dana Artz](#), Sustainability Manager, Evaneos

[Gifty Mensah](#), CEO, Teyy-Net Travel and Tours & Recruitment Limited

[Rose Topisian Belo](#), CEO, Luxury Safaris

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Alpine crossing “Cycling route Munich-Venezia” - An example of successful trinational cooperation

Date March 6, 2020	Time: 13:30 - 14:00	Location Hall 4.1 B / Adventure Stage
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The Munich-Venezia cycle route is the fourth major Alpine crossing track for cyclists. It was launched within two European projects within the frame of INTERREG in 2015. After finishing the INTERREG programme, the partners on the route decided to engage a professional management for the route. The Route Management coordinates marketing activities, quality management and product development. It is financed by thirteen partners along the whole route such as public tourism organisations and private networks. All activities are organised in mutual agreement, which represents some challenges in communication and interaction as well as in intercultural knowledge and sensitivity. The presentation will focus on the experiences and lessons learned within this trinational cooperation.

- **Andreas Wüstefeld**, Managing Director, DMO Tölzer Land Tourism; Germany
- **Claudia Tscheme**, Founder, Weitblick Beratung und Marketing and Alps 2 Adria Touristik; Austria
- **Dr. Marco Oss**, President, Adria Bikes Hotel; Italy

Discussion: Where are the tourists? How a developing country manages to redefine itself as a tourism destination

Date March 6, 2020	Time: 13:45 - 14:30	Location Hall 4.1 / ITB Center Stage (Big Stage)
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Moderated by **Christine Mhundwa**, Deutsche Welle

Panel guests:

- **Holger Baldus**, Managing Director Marco Polo Reisen GmbH
- **Jeanette Buller**, Sales Director G-Adventures (tbc)
- **Dr. phil. habil. Ludwig Ellenberg**, Professorship for Landscape Ecology and Landscape Research, Humboldt University Berlin (tbc)
- **n.n.** representative from embassy or development cooperation

A new way to travel sustainably in Israel

Date March 6, 2020	Time: 14:00 - 14:30	Location Hall 4.1 / Booth 117
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Travelling by train and public transportation in Israel are sustainable and affordable options for young visitors to Israel, but perhaps not commonly chosen options. During this session Henry Jakubowicz of IsraelRail.com will share some of the secrets of discovering sustainable travel choices in Israel, particularly for city breaks. He'll explain the pros, but also the cons so that individual travellers can make their own informed decisions.

Mr. **Henry Jakubowicz**



Founder
IsraelRail.com

Cycling tourism in coastal regions - MEDCYCLETOUR (EuroVelo 8) Project

Date	Time:	Location
March 6, 2020	14:00 - 14:30	Hall 4.1 B / Adventure Stage

Mass tourism has had marked effects on coastal regions. It has raised the pressure on natural resources and the environment. Cycling is an alternative model that offers many advantages in this context. This session will take a look at how cycling tourism can have a positive impact in coastal regions. The speakers will present experiences from EuroVelo 1 – Atlantic Coast Route, EuroVelo 8 – Mediterranean Route, and EuroVelo 10 – Baltic Sea Cycle Route.

- **Michael Carty**, Atlantic on Bike (EuroVelo 1) Project, Senior Executive Engineer, Sligo County Council; Ireland
- **Dr. Vaggelis Mourelatos**, MedCycleTours (EuroVelo 8) Project, Region of Western Greece
- **Łukasz Magrian**, General Manager, Biking South Baltic (EuroVelo 10) Project, Pomorskie Tourist Board; Poland

Business Case Sustainability: Fact Or Fiction?

Date	Time:	Location
March 6, 2020	14:00 - 14:45	CityCube Berlin, Hall A1

- Is the business case of sustainability all about efficiency, and thus cost-savings?
- Where is the added value of sustainability in travel, tourism and hospitality and are consumers going for it?
- What are the best ways to move forward?
- To invest in initially more-expensive buildings and sustainable operations that eventually lead to dramatically-low costs and a higher yield?
- To reap the low-hanging fruits, creating substantial savings to fund advanced technologies down the road?
- Or to spread sustainability efforts across the value network, creating a new business model that is attractive to travelers?

Moderated by:
[Eric Ricaurte](#), Founder, Greenview

Panel guests:
[Randy Durband](#), CEO, GSTC
[Karina O’Gorman](#), Head of CR EMEAA, InterContinental Hotels Group
[Brian Young](#), Managing Director EMEA, G Adventures





ITB Market Research: Fridays for Future = Future of Travel? Travel Behavior Of Millennials And Product Development In Tourism

Date March 6, 2020	Time: 14:00 - 14:45	Location CityCube Berlin, Cube Club
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Please note: This session is in German!

Introductory presentation & Moderation:

[Matthias Beyer](#), Founder and Managing Director, mascontour GmbH

Panel guests:

[Gabriela Ahrens](#), Senior Director, Sales, Lufthansa Group

[Lucienne Damm](#), Senior Environmental Manager, TUI Cruises

Costa Rica: Pioneer in sustainable tourism management

Date March 6, 2020	Time: 14:05 - 14:25	Location Hall 11.1 / Career Center Stage
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- María Amalia Revelo, Minister of Tourism Costa Rica

Iranian Coast to Coast by bicycle - Cycling from the Persian Gulf to the Caspian Sea

Date March 6, 2020	Time: 14:30 - 15:00	Location Hall 4.1 B / Adventure Stage
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Where in one country can you cycle from unspoilt beaches with palm trees, wooden ocean-going vessels to 27 m below sea level; cycling across deserts, forests, mountain passes over 3 000 m, passing snow-capped mountains (5 610 m Damavand), through eight of Iran's provinces, crossing National Parks, visiting UNESCO World Heritage Sites like Shiraz, Persepolis, Esfahan...?

A 2 850 km route from south to north, cycling 650 km that will allow you to visit an incredible amount of different places and people; from the Arab tribes on the coast, the Qashqai and Bakhtiari tribes in the Zargos mountains in western Iran to the Mazanis tribes in the Alborz mountains in the north. You will cycle on mountain bikes through towns, remote villages along a variety of good quite tarmac roads, dirt roads and tracks. You will stay in traditional hotels, Caravanserai (small forts along the Silk Road that were a sort of "hotel" and camel stable for travellers), homestays and small hotels.

In a combination of cycling, car and night-train transfers, you can cycle along the deep blue Persian Gulf coast, cross the northern part of the "Dasht – e Kavir" desert, cross Iran's two main mountain ranges; the Zagros mountains in the south west and the Alborz mountains along the north, including Asia's highest extinct volcano Mt. Damavand (5,610 m), pass ancient 2,000 year old mountain top castles, deep little known canyons among others. Iran's most important cultural centres are included; Shiraz, Persepolis, Pasargadae, Esfahan, Kashan and Tehran.

- **Bernard Phelan**, European Marketing Manager, Caravan Kooch Adventure Travel; Iran

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An Insight from Experts: Value Chains in Tourism as a Tool towards a Sustainable Development

Date March 6, 2020	Time: 14:30 - 15:30	Location Hall 4.1 / ITB Center Stage (Big Stage)
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As one of the largest economic sectors worldwide, tourism has an enormous potential to contribute to a sustainable development and improve the living conditions of people in developing and emerging countries. Since tourism is closely connected to other economic sectors, it can provide strong development impulses even beyond the industry itself. But this also explains the complexity of the tourism value chain.

For the third time, we are taking a closer look into the work of German Development Cooperation in the field of tourism. After presenting a new handbook on value chains in tourism by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, this event will dive into the practical experiences of development experts working with the tourism value chain to promote a sustainable development.

Moderated by: Nadine Kreutzer

Presentation: "Handbook: The Tourism Value Chain", Kai Partale, General Manager, Benchmark Services

Panel guests:

- **José Fröhling**, Advisor, Project Promotion of Sustainable Tourism Tunisia, GIZ
- **Frans de Man**, Advisor, Project Sustainable Development of Rural Areas in Albania, GIZ
- **Elizabeth Bailie**, Advisor, Project More Income and Employment in Rural Areas through selected Value Chains / Malawi, GIZ
- **Sebastian Ploetzgen**, Advisor, Private Sector Development Programme / Palestinian Territories, GIZ

Discover unassisted ultra-cycling race - The game changer of adventure cycling tourism

Date March 6, 2020	Time: 15:00 - 15:30	Location Hall 4.1 B / Adventure Stage
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Axel Carion is a record breaking French explorer. He also has founded the BikingMan adventure series, the 1st ultra-cycling championship ever organized, taking place in Oman, France, Brazil, Peru, Portugal, Laos and Taiwan. He will share his experience after running eleven international cycling events and eight professional expeditions across the globe and give insights on how adventure cycling tourism is a game changer for countries.

- **Axel Carion**, Explorer and Chief Executive Officer, BikingMan; France

Innovating Cultural Heritage Tourism Products

Date March 6, 2020	Time: 15:00 - 15:45	Location CityCube Berlin, Hall A4/A5
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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.

Introductory presentation:

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

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

Moderated by:

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

Panel guests:

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

[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

Adventure travel with E-Bikes around the world – Project E-Traction “The Trip”

Date	Time:	Location
March 6, 2020	15:30 - 16:00	Hall 4.1 B / Adventure Stage

E-bike travel is getting more and more popular – and for good reasons. This brings a huge potential to the tourism industry, and challenges too. E-bike expert and journalist Susanne Brüsche, also known as “Lady Pedelec”, will provide insight into the latest market trends of the e-bikes and first experiences of e-bike tour operators. Based on the experiences gained as an E-Bike Ambassador and pedelec traveller in Europe, Asia, Africa and U.S.A., of crossing deserts, mountains, grasslands and snow, Susanne will answer key questions on e-bike transport, energy management and battery charging while on the road. She will also show why a pedelec is the perfect touring vehicle for anyone, especially when travelling in groups. Thereafter, she will briefly present her long-term travel project “E-Traction – The Trip” and introduce her travel and project partner Silvio Züllig, an experienced all-rounder and motorcycle rider. The two-wheel-proven team will share insights of the planning of their joint venture project and challenges they have been facing during the process.

- **Susanne Brüsche**, Founder and Chief Executive Officer, Pedelec Adventures; E-Bike Ambassador; Germany

How Local Agencies Can Future-Proof their Destinations

Date	Time:	Location
March 6, 2020	15:30 - 16:15	Hall 4.1 / ITB Center Stage (Big Stage)

As an industry we often talk about overtourism as a destination management issue to be addressed through regulation and policy—essential, but slow. In the meantime what can DMCs do to protect their travelers and the communities they rely on for their business? Answer: a lot! Attend this discussion and Q&A to get inspired by the concrete ways DMCs around the world are tackling big challenges in their destinations, and hear from the in-house sustainability experts at ATTA and Evaneos—one of Europe’s fastest growing OTAs—to imagine how your agency can take a leading role to protect your destination.

- **Ms. Dana Artz**





Sustainability Manager

Evaneos

Sustainable@Evaneos.com

• **Ms. Milena S. Nikolova, PhD**

Director Knowledge and Adventure EDU

ATTA (Adventure Travel & Tourism Association)

milena@adventuretravel.biz

Sustainable mobility in tourism – Showcasing the North Sea Region Wadden Sea

Date	Time:	Location
March 6, 2020	16:00 - 16:30	Hall 4.1 B / Adventure Stage

The aim of the project is to support interested cities, municipalities and regions of the North Sea Region in a targeted implementation of sustainable mobility concepts and to effect behavioural changes on the part of tourism demand for a more intensive use of environmentally friendly public transport.

In the Wadden Sea region are numerous tourist hotspots such as the West Frisian Islands (Ameland, Schiermonnikoog, Terschelling and Vlieland), the coastal region on the Wadden Sea and the IJsselmeer in the province of Friesland, the Wadden Sea coast in the province of Groningen (all in the Netherlands), the East Frisian Islands (Borkum, Juist, Norderney, Baltrum, Langeoog, Spiekeroog and Wangerooge) and the coastal towns on the Wadden Sea and the touristically important cities such as Wilhelmshaven and Cuxhaven in Lower Saxony and Bremerhaven in the state of Bremen.

For the Wadden Sea region, this study showed ways in which the transition from arrival by car to more sustainable means of transport can be arranged. In order to ensure the accessibility of attractions and places in tourist destination areas, the focus is not only on the “classic” public transport, e.g., bus and train. In order to be able to offer attractive mobility solutions away from one’s own car in the future, holistic, economically viable and target group-oriented mobility concepts are increasingly required in the municipalities.

• **Dr. Johannes Theissen**, Project Manager, Die Nordsee GmbH; Germany

ITB Market Research: Future of Travel 2040?

Date	Time:	Location
March 6, 2020	16:00 - 16:45	CityCube Berlin, Cube Club

- As the climate emergency unfolds and the 2030 deadline for the Sustainable Development Goals passes, Euromonitor International asks what will the future of travel be in 2040?
- Join us to fast forward to the future to consider the potential impact of drivers like geopolitics, demographics, technology, sustainability and consumer values on destinations and travel brands.
- Assessing the impact of megatrends also helps to take a long term view of potential disruptors to the status quo.
- What will consumers of 2040 look for in travel experiences? How will the path to purchase change and where should suppliers focus their efforts? How will lodging, transport, distribution and payments change in terms of customer experience and service delivery?
- Euromonitor International will pose these bold questions to help steer a path through the unknown by focusing on what is more certain.

Speaker:

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[Caroline Bremner](#), Head of Travel Research, Euromonitor

Opening and introduction to the topic "MIECAT - Interpretations of the cultural heritage at the intersection of sustainability and digitization"

Date	Time:	Location
March 6, 2020	16:15 - 16:25	Hall 4.1 / ITB Center Stage (Big Stage)

- **Valerie Isabel Elss**, M.Sc. Scientific Assistant - Research and Development, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin
- **Prof. Dr. Johannes Treu**, professorship for Business Administration & Economic Management, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin
- **Prof. Dr. Ulrike Fergen**, Head of the study programme hotel and tourism management, professorship for Leisure management with the focus on Health & Tourism, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin

Promoting cultural heritage - digitalisation instead of travel?

Date	Time:	Location
March 6, 2020	16:15 - 17:00	Hall 4.1 / ITB Center Stage (Big Stage)

The ITB Berlin and the Fachhochschule des Mittelstands, University of Applied Sciences, FHM Schwerin and FHM Berlin are inviting to the forum "Marketing Cultural Heritage - Digitization instead of Travelling? The focus of the event is on linking sustainability concepts in relation to the marketing of cultural heritage. The aim is to discuss trends and developments in the field of marketing cultural heritage with representatives from science and industries. Are digital developments representing an alternative to travelling?

See the following topics:

- Interpretation methods of cultural heritage at the intersection of sustainability and digitization using MIECAT as an example
- Cultural heritage in the travel industry at the example of GEBECO
- Cultural tourism as a sustainable platform for intercultural dialogue
- Panel discussion - "Marketing cultural heritage sustainably - digitalisation instead of travel?"

Cultural heritage in tour operation on the example of GEBECO

Date	Time:	Location
March 6, 2020	16:25 - 16:32	Hall 4.1 / ITB Center Stage (Big Stage)

Session in German only!

Prof. Dr. Rulf Treidel, professorship for



Management in Tourism, Fachhochschule
des Mittelstands (FHM) GmbH (University
of Applied Sciences), Bielefeld, Authorised
Officer - Area Manager America - Europe - Africa - Gebeco GmbH & Co.KG

PANEL DISCUSSION - Find it, travel it! Western Balkans - Via Dinarica and Balkan Monumental Trail

Date	Time:	Location
March 6, 2020	16:30 - 17:00	Hall 4.1 B / Adventure Stage

In this presentation, attendees will learn more about the Western Balkans, the region’s successes and challenges, and communicate with tourism operators about promotion and logistics. The Western Balkans, in South-eastern Europe, boasts a breath-taking Adriatic coast, untouched mountain chains, dotted with traditional, authentic, and working villages. Travellers find themselves in the middle of centuries-old culture, pristine lakes and rivers, and a cast of hospitable characters.

Over the last decade, the countries in the Western Balkans have strived to make the most of these strengths through camaraderie and by promoting responsible travel. A chief method of cooperation has been implemented with the purpose of utilizing cross-border trails, cycling paths and historic routes. Among the most recognizable cross-border corridors in the region is the Via Dinarica mega-hiking trail, traversing Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Serbia, Kosovo, and Macedonia. The Trans Dinarica, a mountain-biking path, mirrors the Via Dinarica. In recent years, this cadre of countries has developed a series of cultural routes, which focus on existent historical points of interest and pays homage to heritage while keeping the economic benefits of tourism with local residents. With each path, trail and route, the goal is multi-faceted yet simple: provide travellers with the best possible level of authenticity; create sustainable ways for residents to make a living and show pride; and develop the tourism landscape in a way that honours both the culture formed over many millennia and the natural environment, for which we must all serve.

- **Thierry Joubert**, Managing Director, Green Visions; Bosnia and Herzegovina
- **Donald Niebyl**, Author, Spomeniks Database; Bosnia and Herzegovina
- **Thomas Bullmann**, International Business Development Manager Outdoor Active; Germany

Moderated by:

- **Snjezana Derviskadic**, Project Leader, Regional Cooperation Council; Bosnia and Herzegovina

Cultural Tourism as a sustainable platform for intercultural dialogue

Date	Time:	Location
March 6, 2020	16:33 - 16:40	Hall 4.1 / ITB Center Stage (Big Stage)

Ing. Liběna Jarolímková, Ph.D., Head of Department of Tourism, University of Economics, Prague (VŠE)

PhDr. Zuzana Mišková, Assistant Professor - Department of English (FMV), University of Economics, Prague (VŠE)





Panel Discussion - "Sustainable Promotion of Cultural Heritage sustainable promotion - digitization instead of travelling?"

Date March 6, 2020	Time: 16:40 - 17:00	Location Hall 4.1 / ITB Center Stage (Big Stage)
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Session in German only!

Podium guests, among others:

- **Prof. Dr. Rulf Treidel**, professorship for Management in Tourism, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld, Authorised Officer - Area Manager America - Europe - Africa - Gebeco GmbH & Co.KG
- **Henry Bauer**, Partner & Key Account Manager Exozet Berlin GmbH
- **PhDr. Zuzana Míšková**, Assistant Professor - Department of English (FMV), University of Economics, Prague (VŠE)
- **Elle Langer**, Board Member VRBB, AR/VR Executive Creative Producer | AR/ VR Strategy | AR/VR Communication Pimento Formate

Moderated by:

- **Valerie Isabel Elss**, M.Sc., Scientific Assistant - Research and Development, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin

RESPONSIBLE TOURISM CLINIC - Tourism Declares Network

Date March 6, 2020	Time: 17:00 - 17:30	Location Hall 4.1 B / Adventure Stage
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In January 2020, the Tourism Declares a Climate Emergency (TDCE) initiative was launched. One of the founding signatories (T.B.C.) will update on progress, explain what the aims are, and how everyone in industry can get involved.

- **Alex Naracott**, Co-founder and Chief Executive Officer, Much Better Adventures; United Kingdom

How can tourism protect the world's treasures so they're still worth visiting in 2030?

Date March 6, 2020	Time: 17:00 - 18:00	Location Hall 4.1 B / Adventure Stage
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As tourism continues to grow apace in the 2020s, and the impacts of climate change and other social and environmental pressures are increasingly felt, the Travel Foundation and Intrepid Travel ask: How can tourism be developed so that destination assets are protected? They will introduce speakers (to be announced soon) with a range of perspectives to consider:



- What “assets” are needed for tourism to thrive.
- The pressures facing tourist destinations over the coming decade.
- The need to identify the most “at risk” assets.
- How to get the right investment and stewardship in place.
- Demand management and bringing new assets to the market to meet demand.

- a) The Travel Foundation / tba
- b) Intrepid Travel Group / **Robyn Nixon** (f), General Manager The Intrepid Foundation at The Intrepid Group
- c) Rep. of a destination / tba
- d) Rep. of a DMC / tba
- e) Rep. of an asset manager / tba
- f) Rep. of a GSTC

RESPONSIBLE TOURISM CLINIC - In this time of climate crisis, how can tourism industry help create resilient destinations

Date	Time:	Location
March 6, 2020	17:30 - 18:00	Hall 4.1 B / Adventure Stage

The speaker will give insight into possibilities of how tourism industry can co-create destinations that are resilient to climate crisis. With more natural disasters increasing in frequency across the world, how can tourism industry work in partnership with development and humanitarian sectors?

- **Gopinath Parayil**, Founder and Chief Executive Officer, The Blue Yonder; India

12th ITB Berlin Responsible Tourism Networking Event

Date	Time:	Location
March 6, 2020	18:00 - 20:00	Hall 4.1 B / Adventure Stage

This annual gathering of peers in responsible tourism will focus on climate crisis. Organisations and individuals are invited to make short pitches about their initiatives in climate change adaptability.

- **Rika Jean-François**, Commissioner, ITB Berlin Corporate Social Responsibility; Germany
- **Gopinath Parayil**, Founder and Chief Executive Officer, The Blue Yonder; India

LGBT+ Leadership Summit

Date	Time:	Location
March 7, 2020	09:00 - 16:00	M1+2+3 / Level 3 / CityCube Berlin

The political, economic and social situation of the LGBT+ community differs from country to country. Fully accepting and inclusive cultures exist alongside countries where being part of the LGBT+ community is reason enough for stigmatism, legal prosecution or even death penalty.





But business leaders as well as political key figures are more and more taking a stand for diversity and inclusion of LGBT+ community. How do they use their influence on a global scale? What lessons have they learnt and how can they advise us to become an active supporter for equality?

Leadership experts and practitioners will share insights, present and discuss best practices on stage and in break-out sessions.

Host: Dr. Stephan Gellrich, Leadership Expert, Munich, Germany

Schedule:

09.00 h: REGISTRATION OPENING

FULL BUFFET BREAKFAST

sponsored by pink pillow Berlin Collection® by *visitBerlin*

10.30 h: WELCOME

10.35 h: GREETINGS

10.40 h: KEY NOTE SPEECH

TBA

10.55 h: INTERVIEW

Rick Grenell

11.10 h: BEST PRACTICE

HOW TO CREATE AN INCLUSIVE WORKPLACE IN TRAVEL

11.30 h: PANEL DISCUSSION

EFFECTIVE WAYS TO SHAPE THE WORLD TOWARDS A MORE LGBT+ INCLUSIVE PLACE

12.30 h: LUNCH BREAK

sponsored by ENIT – Italian Tourist Board

13.30 h: BREAK OUT SESSIONS

- BREAK OUT 1: HOSPITALITY INDUSTRY
- BREAK OUT 2: THE ECONOMICAL IMPACT OF LGBTI INCLUSION IN THE CEE
- BREAK OUT 3: THRIVE THINK TANK USA

15.00 h: COFFEE BREAK

15.30 h: BREAK OUT SUMMARY & CONCLUSION

16.00 h: END OF SUMMIT

ITB Berlin invites all delegates to visit the travel trade show.
Complimentary day tickets will be provided.

16.30 – 18.00 h: NETWORKING RECEPTION

LGBT+ TRAVEL PAVILION

Hall 21b

Enjoy complimentary drinks & refreshments with the exhibitors in the LGBT+ Travel Pavilion

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EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.



19.00 – 23.00 h: ITB DIVERSITY GALA 2020

The summit will be followed by the ITB Diversity Gala 2020 under the patronage of the Governing Mayor of Berlin, Mr. Michael Müller at the Ritz Carlton, Berlin, with a silent auction to benefit the IGLTA Foundation. Individual & company tickets available [here](#).

Sängerin Lary im Interview: Kann man als Vielreisende und Frequent Traveler Reisen auf „Grün“ umstellen

Date March 7, 2020	Time: 11:00 - 11:30	Location Hall 11.1 / Career Center Stage
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- Peter Zimmer, Geschäftsführer, Futour
- Lary, Sängerin
- Dr. Heike Bähre, Professur International Management, FH Mittelstand

Veganes Essen auf Reisen – Zeichen für mehr Nachhaltigkeit

Date March 7, 2020	Time: 15:00 - 15:30	Location Hall 11.1 / Career Center Stage
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- Jan Bredack, Gründer, Veganz
- Dr. Markus Keller, Studiengangsleiter Vegan Food Management, FH Mittelstand

Welcome to Arabia - A Cultural Expression

Date March 7, 2020	Time: 15:00 - 15:30	Location Hall 4.1 B / Adventure Stage
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Saudi Arabia is where ancient traditions meet a vibrant contemporary culture set against the most stunning natural landscapes. The diverse landscape of our cultural heritage is illustrated through performance - varying from one province to the next and offering an introduction to how different regions express themselves through dance and performance.

Weltreise ohne Flugzeug

Date March 8, 2020	Time: 11:00 - 11:30	Location Hall 4.1 B / Adventure Stage
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Leo Sibeth und Sebastian Ohlert umrundeten in knapp 3 Jahren unsere Erde einmal vollständig und verzichteten der Nachhaltigkeit zuliebe dabei



komplett auf das Flugzeug. In Ihrem Beitrag berichten die beiden von unerwarteten Begegnungen beim Überlandreisen, durch die sie einen Einblick in das Leben der Menschen in Asien und Mittelamerika bekamen. Eine Hausparty in Teheran, das Sankranti-Fest bei einer indischen Großfamilie oder zwei Wochen auf einer Kaffee- und Kakaopflanzung in Nicaragua. Mit eindrucksvollen Bildern und spannenden Anekdoten aus ihrem Reisealltag nehmen Leo und Sebastian ihr Publikum mit auf eine ungewöhnliche Reise. Neben Erlebnissen und Geschichten teilen die beiden praktische Tipps zum nachhaltigen Reisen und verraten, weshalb auf das Flugzeug zu verzichten eine echte Bereicherung ist.

Die Welt per Pedelec entdecken

Date March 8, 2020	Time: 11:30 - 12:00	Location Hall 4.1 B / Adventure Stage
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Praxistipps und ein Blick hinter die Kulissen des neuen Pedelec Adventures „E-Traction – The Trip“
Gemeinsam mit Reisepartner Silvio Züllig stellt Susanne Bruschi, als „Lady Pedelec“ bekannt, ihre neue Projekt „E-Traction – The Trip“ erstmals öffentlich vor und bietet einen Blick hinter die Kulissen dieses mehrjährigen Abenteuers. Mit E-Bikes und Fernreisemobil will das Zweirad-erprobte Duo alle Kontinente bereisen und berichtet, worauf es bei den Vorbereitungen ankommt.

Welcome to Arabia - A Cultural Expression

Date March 8, 2020	Time: 12:00	Location Hall 4.1 B / Adventure Stage
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Saudi Arabia is where ancient traditions meet a vibrant contemporary culture set against the most stunning natural landscapes. The diverse landscape of our cultural heritage is illustrated through performance - varying from one province to the next and offering an introduction to how different regions express themselves through dance and performance.

1 Jahr mit Familie im Bulli durch Europa

Date March 8, 2020	Time: 14:30 - 15:00	Location Hall 4.1 B / Adventure Stage
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Monika Rech-Heider und ihr Mann machen, was sich nur wenige trauen: Sie lassen alle Verpflichtungen hinter sich, brechen aus dem kraftraubenden und hektischen Alltag aus und fahren mit ihrem Bulli ein Jahr lang durch Europa. Mit dabei sind ihre drei Kinder und auch ihr Hund. Die Erfahrungen, die sie auf der Reise machen, verändern ihr Leben als Familie auf radikale Weise: die Begegnungen mit anderen Menschen, mit europäischen Nachbarkulturen, die nicht länger fremd bleiben, insbesondere die gewonnene Freiheit.



Welcome to Arabia - A Cultural Expression

Date
March 8, 2020

Time:
15:00 - 15:30

Location
Hall 4.1 B / Adventure Stage

Saudi Arabia is where ancient traditions meet a vibrant contemporary culture set against the most stunning natural landscapes. The diverse landscape of our cultural heritage is illustrated through performance - varying from one province to the next and offering an introduction to how different regions express themselves through dance and performance.

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