

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
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The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Better City Life Through Smart Tourism

**Date**  
March 4, 2020

**Time**  
15:00 - 15:45

**Location**  
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.

### Tags

[Asia](#) [China](#) [Data](#) [Digitalization](#) [Artificial Intelligence](#) [Mobile](#) [Mobility](#) [Sustainability](#) [Overtourism](#) [City](#) [Tourism](#) [Technology](#) [WTCF](#)

### 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

[Oded Grofman](#), CEO, Tel Aviv Hotel Association

[Markus Kuhlo](#), Director of Marketing and Strategy, Tencent Cloud Europe

[Helena Lindqvist](#), Project Manager for European Capital of Smart Tourism 2020, Gothenburg & Co

