



ITB Future Day



Date	Time	Location
March 8, 2017	11:00 - 17:45	Convention Hall 7.1b, Auditorium London

For 14 years, the ITB Future Day has been the most important day of the ITB Berlin Convention. This is where mega trends in economy and society and key topics of the global travel and tourism industry are discussed. Exclusive empirical study results and examples of Best Demonstrated Practices from market and innovation leaders offer valuable insights and concrete decision-making support for entrepreneurial strategies and measures. The international speakers are “hand-picked” - they are top-level managers or specialists with unique know-how. The escalating geopolitical crises and the exponential technological developments in the area of artificial intelligence are this year’s key topics. All ITB Future Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

11:00 – 11:10

Opening Of The Convention

Speaker:

[Prof. Dr. Roland Conrady](#), Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

11:10 – 11:20

Greeting From The Convention & Culture Partner Slovenia

Speaker:

[Hon. Zdravko Počivalšek](#), Minister of Economic Development and Technology, Republic of Slovenia



11:20 – 11:30

Greeting From The Co-Host WTGF

Speaker:

[Yan Han](#), Deputy Secretary-General, World Tourism Cities Federation



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11:30 – 12:00

Keynote 1 – The New Era Of World Disorder: The Multiplication Of Crises

We are currently experiencing a phase in which the world order appears to be coming apart at the seams. The number of regional hot spots is increasing dramatically, conflicts are escalating, globalization is faltering and terror attacks are unnerving people everywhere. Old certainties no longer appear valid – the stability of the current world order is becoming more and more doubtful. In an “Era of World Disorder”, the tourism industry is undergoing massive changes. What is the current geopolitical situation? Where are the most difficult hot spots? Which developments – both positive and negative – are emerging? How can some type of reliable order be restored?

Tags: ITB Berlin, ITB Berlin Convention, ITB Future Day, Keynote, John Christian Kornblum, The New Era Of World Disorder: The Multiplication Of Crises

Speaker:

[John Christian Kornblum](#), Senior Counsellor, Noerr LLP, Former US Ambassador to Germany

12:15 – 12:45

Keynote 2 – Technology Vs. Humanity? Artificial Intelligence Perspectives For The Economy, Society And Mankind

Digitalization continues forging ahead with immense power. Achievements in the development of artificial intelligence will soon be especially influential. Technology giants are investing massively on a global scale in the research and application of artificial intelligence. What is the status quo and where is the artificial intelligence journey heading? How is artificial intelligence changing economic structures, societal processes and personal life?

Speaker:

[Prof. Dr. Hans Uszkoreit](#), Scientific Director & Head of Language Technology Lab, German Research Center for Artificial Intelligence (DFKI)

13:00 – 13:30

ITB Keynote Interview: One-On-One With Influential Industry Leaders

With record numbers of people traveling, especially across international borders, competition to acquire and convert customers has reached unimaginable intensity. Consolidation of brands from Europe to North America and Asia adds further complexities. Consumer behavior and technology change so rapidly now, new strategies can become obsolete in months. Our world, our businesses and our lives are being rearranged in ways we don't fully understand. As part of a series of high-profile interviews granted to travel technology icon Philip C. Wolf, the influential Vice President of Engineering for Travel at Google sheds light on these unprecedented changes and provides invaluable insight for the tourism and hospitality markets of tomorrow.

Interview guest:

[Dr. Oliver Heckmann](#), Vice President, Engineering, Shopping and Travel, Google Inc.

Interviewer:

[Philip C. Wolf](#), Founder, PhoCusWright, Serial Board Director



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13:45 – 14:45

IPK' s World Travel Monitor: Forecasting The Development Of Global And European Tourism - In Cooperation With IPK International

Based on around 500,000 interviews, the ITB World Travel Monitor is considered to be the world's largest travel survey. The Convention presents the latest forecast data about worldwide and European travel – an essential basis for decision-making for the entire tourism industry.

Speaker:

[Rolf Freitag](#), CEO, IPK International

15:00 – 16:00

Travel In Times Of Global Political Uncertainty

In an "Era of World Disorder", the tourism industry is undergoing massive changes. Uncertain economic perspectives, increasing nationalism, Brexit, terrorism and regional conflicts are unnerving travelers worldwide – as well as diminishing wanderlust and purchasing power. Major events create fear and are being increasingly avoided. On the other hand, travel destinations perceived as safe are experiencing remarkable growth. Which regions are particularly vulnerable to crises? Are the crises and observed market shifts only of a temporary nature or are travel market structures undergoing sustainable changes? How do companies have to change in order to remain competitive? After decades of what was considered safe growth, the travel industry is now facing existential questions. Are the foundations of the tourism industry endangered and is the global travel industry threatening to slip into an existential crisis?

Introductory presentation:

[Jörg H. Trauboth](#), Crisis Management and Security Expert, Col. ret.

Moderated by:

[Michael Krons](#), Head of Editorial Department, Phoenix / ZDF German Television

Panel guests:

[Prof. Dr. med. Michael Dettling](#), Fear and Violence Expert, Leading Consultant, Department of Psychiatry and Psychotherapy, Charité-University Medicine Berlin

[Peter Höbel](#), Expert in Crisis Communications, Owner & Managing Director, crisadvice – crisis management consultants, often quoted book writer and university lecturer in the field of crisis communications

[Jörg H. Trauboth](#), Crisis Management and Security Expert, Col. ret.

[Sven Weiland](#), CEO, EXOP

16:15 – 16:45

Exclusive Travelzoo/ITB Study: Travel Safety, Fears And Counterreactions Of Global Tourists

Crises, wars and catastrophes spread fear everywhere, including among tourists. How deep are travelers' worries about the world's most important source markets in the tourism industry? What exactly are they afraid of and how do they react when they are in a state of fear? What measures are suitable for improving tourists' sense of security? What information is both desired and helpful in this respect? For example, what should destinations, hotels, airports, airlines and event organizers do to improve safety & security for tourists? The very latest global market study, conducted exclusively for ITB by Travelzoo, provides valuable information for dealing with the fears of global tourists.

Speaker:

[Richard Singer](#), President, Travelzoo Europe

17:00 – 17:45

The Great Tourism Debate

ITB Berlin asked Industry thought-leaders to go head to head on the latest hot topics -- an entertaining way to get an understanding of the issues. Get a ring-side seat for the big fight. Tourism punches will be thrown and the audience will select the winner of each round by electronic voting. Plus free beer will be served.

Moderated by:

[Nick Hall](#), Founder and CEO, DTTT

Panel guests:



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[Doug Lansky](#), International Tourism Thought Leader, Keynote Speaker, Travel Journalist and Author
[Ted Sullivan](#), Vice President of Tourism and Resort Analytics, ADARA

17:45 – 19:00

GET-TOGETHER

Following this year's ITB Future Day sessions, our gold sponsor mc Group invites you for a get-together in the lobby of hall 7.1b.

ITB Hospitality Day



WORLD OF HOSPITALITY INFORMATION.

Date	Time:	Location
March 9, 2017	10:30 - 18:15	Convention Hall 7.1b, Auditorium London

Since 2006 the ITB Hospitality Day has established itself as one of the top 3 segments of ITB Convention. Its topics reflect the industry trends, its participants are the "Movers & Shakers" of the international hotel industry. This prestigious Think Tank discusses the impulses for the industry – with a critical view, pointing out facts and figures and highlighting the different perspectives. [hospitalityinside.com](#) is the exclusive media partner and organizer of the ITB Hospitality Day. All ITB Hospitality Day sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Maria Pütz-Willems](#), Editor-in-Chief, [hospitalityInside.com](#)

10:30 – 11:30

Hostels - Refreshed

The good old youth hostel has become the social hub for the young at heart: The colorful world of hostels and hotels for globetrotters with every kind of budget. A segment rediscovered by creative minds and chains.

Moderated by:

[Sarah Douag](#), Senior Journalist in Travel & Tourism

Panel guests:

[Frédéric Fontaine](#), Senior Vice President Global Marketing Innovation Lab, AccorHotels

[Paul Halpenny](#), Group Director of Supply, Hostelworld Group

[Frank Uffen](#), Director Marketing & Partnership, The Student Hotel

[Eric van Dijk](#), Chief Operations Officer, Meininger Hotels

11:45 – 12:45

Is The Hotel Industry Prepared To Welcome Digitalization, With Its Innovations In Automation, Internet Of Things And Artificial Intelligence?

Who will be most affected and how? Which ideas and interfaces might create new freedom and satisfaction for the service industry? One of the biggest sectors in tourism is facing the challenges of the century.

Moderated by:

[Dr. Andrew Lim](#), Professor of Technopreneurship and Innovation in Hospitality, Hotelschool The Hague

Panel guests:



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[Sarah Kennedy Ellis](#), Vice President Global Marketing & Portfolio Strategy, Sabre
[Andreas Pröfrock](#), Director Strategic Alliances and Technology Partnerships WW, Alcatel-Lucent Enterprise International
[Mareike Rossmann](#), Senior Manager Hospitality, IgnitionOne/Lindner Hotels
[Rohan Thakkar](#), Vice President Development & Strategy, YOTEL

12:45 – 13:30

Break

13:30 – 14:30

From Foodies To Food Design To No Food: How Hotels Are Dealing With F&B Challenges

Which opportunities and alternatives do technology and New Culinary Art open?

Moderated by:

[Maria Pütz-Willems](#), Editor-in-Chief, hospitalityInside.com

Panel guests:

[Urban Denk](#), Director Culinary Innovation and Development, Deutsche Hospitality

[Christoph Hoffmann](#), Co-Founder & CEO, The 25hours Hotel Company

[Jean Georges Ploner](#), Consultant, Trend Expert & Founder, Global F&B Heroes Network

14:45 – 15:45

Safety First

Terror and catastrophes hurt people and hit destinations hard. How can cities, hotel groups and other business partners win back tourists' and business travelers' trust? A sober, practical talk with professional crisis managers, experience-proven hotel managers and a representative from the crisis-shaken city of Paris. The goal: networked safety & security.

Moderated by:

[Prof. Stephan Gerhard](#), CEO, Solutions Holding

Panel guests:

[Georges-Pierre Cladogenis](#), Global Product Manager for Safety and Security, Carlson Wagonlit Travel

[Sébastien Maire](#), Chief Resilience Officer, City of Paris

[Paul Moxness](#), Vice President, Corporate Safety and Security, The Carlson Rezidor Hotel Group

[Gerhard Struger](#), Regional Vice President Turkey & Eastern Europe, FRHI Hotels & Resorts/Swissôtel

16:00 – 17:00

The Blessed And The Cursed

Hotel managers and tourism experts discuss hotel performance in good times and bad times. In focus: Iran, Russia, Georgia and Greece.

Moderated by:

[Siniša Topalović](#), Managing Partner, Horwath HTL Zagreb

Panel guests:

[George Chogovadze](#), Head, Georgian National Tourism Administration

[Dr. Aris Ikkos](#), Research Director, Insete

[Omer Z. Kaddouri](#), President and CEO, Rotana Hotels

[Walter C. Neumann](#), CEO, Azimut Hotels



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ITB BERLIN CONVENTION

08 – 11 MARCH 2017

THE LEADING TRAVEL INDUSTRY THINK TANK

17:15 – 18:15

Metasearch & Co. : The Invisible Battle For The Guest

How much influence do platforms have on the online performance of hoteliers?

Moderated by:

[Carolin Brauer](#), Managing Director, Quality Reservations

Panel guests:

[Marius Donhauser](#), Owner, Hotel Der Salzburger Hof, Founder, hotelkit

[Tobias Ragge](#), CEO, HRS Group

[Johannes Thomas](#), Managing Director, Trivago

ITB Marketing and Distribution Day

Date	Time:	Location
March 10, 2017	10:30 - 17:30	Convention Hall 7.1b, Auditorium London

The ITB Marketing and Distribution Day provides valuable know-how for innovative marketing and distribution strategies. The focus of this day of the convention is on keynotes from CEOs and new findings about the important luxury and air transport market segments. The potential of artificial intelligence for marketing and distribution purposes is one key focal point. Furthermore, future prospects and best practice examples about the most important marketing instrument – pricing – will be discussed. All sessions will be available as a webcast via live-stream, selected sessions will be documented via Graphic Recording and shared on Social Media.

Hosted by:

[Hans-Harry Bittner](#), Owner, Bittner International Training

10:30 – 10:40

Opening Of The Convention

Speaker:

[Hans-Harry Bittner](#), Owner, Bittner International Training

10:40 – 11:05

ITB Keynote Interview: One-on-One with Influential Industry Leaders

The Managing Director Central Europe of Expedia provides invaluable insights into a changing tourism industry – a one-on-one interview with travel technology icon Philip C. Wolf. It will also be discussed what Brand Expedia is doing these days in terms of packages, testing new 3rd party inventory including HomeAway, chat bot and MICE bookings. How does Expedia scale European offers globally?

Interview guest:

[Andreas Nau](#), Managing Director Central Europe, Expedia

Interviewer:

[Philip C. Wolf](#), Founder, PhoCusWright, Serial Board Director



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11:10 – 11:35

ITB Keynote: The Future of European Tourism

After Ryanair fundamentally changed the European air transport market, the company has now entered the package tour market with Ryanair Holidays. How far will Ryanair expand the products and services it offers, when will it exploit other European markets, and what are the industry's future prospects?

Speaker:

[Kenny Jacobs](#), Chief Marketing Officer, Ryanair

11:45 – 12:10

Digital Nomads: Market Potential Of A Global Trend Segment

In recent years a new trend has emerged – currently it is gaining momentum worldwide: Digital Nomadism. In addition to funky millennials, more and more people from all age-groups have developed a new travel-, work-, and lifestyle. A changing society has transformed the interpretation of our existence. For Digital Nomads, life is an exciting journey. It's their job and their calling to be "on tour". The two speakers promote and advocate the "Nomadical", formerly known as sabbatical. Co-living and co-working spaces make it easier for people to experience a "workation lifestyle" (work & vacation). More and more business travellers define themselves as Global Nomads. The social media communities now also meet and network in real life and become regular travellers. Latest studies reveal how relevant this growing trendsetter segment has become and how it will develop in the future. So what are the products and services that the tourism industry should introduce in order to tap into this Global Nomad segment? Best practice examples show how destinations, hotels, tour operators, travel agents and start-ups can exploit the growing market potential. And last but not least: The two founders of Nomadical.org, who have worked and lived in more than 50 countries, do prove that digital nomadism can be practiced in even the remotest regions, such as in Mongolian yurts and along the Silk Road.

Speakers:

[Christine Papadopoulou](#), Futurist, Consultant, Business Coach and Keynote Speaker, Founder Nomadical.org, a project of RealMakers.org

[Christoph Santner](#), Futurist, Consultant, Author and Keynote Speaker, Founder of Nomadical.org, a project of RealMakers.org

12:25 – 13:15

New Luxury – What Top-End Customers Really Want

The things people aspired to have 20 years ago are now commonplace: Material luxury has become mainstream. At best, well-known, high-priced brands still manage to attract the upper middle class. But how does the top-end market behave – and where is it heading? What are top end guests' critical decision-making factors? Of course the new luxury segment will require flawless infrastructure and demand a wide range of intangibles as well: sanctuary, exclusivity, space and time, a low profile, the ability to go incognito and personalized services – instead of "bling bling". In the future, what exactly will people aspire to have, what do opinion leaders say, and will the industry react properly?

Moderated by:

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

Panel guests:

[Jillian Blackbeard](#), Executive Manager Marketing, Botswana Tourism Organisation, Secretary, Tlhokomela Botswana Endangered Wildlife Trust

[Sergio Comino](#), Director, Jesolo International Club Camping

[Hon. Maurice Loustau-Lalanne](#), Minister for Tourism, Civil Aviation, Ports and Marine, Republic of Seychelles

[Samih Sawiris](#), Chairman, Orascom HD

13:30 – 14:45

The Rise Of Artificial Intelligence In Travel

Artificial Intelligence (AI) is all around us. Countless applications are deploying techniques such as Machine Learning and Natural Language Processing to improve the performance of their travel solutions. Will AI augment human intelligence or replace it? How will AI improve the travel experience for all everyone? This session reviews various AI techniques with presentations from several travel solution providers using AI today. A panel discussion hosted by Philip Wolf, former CEO and Founder of Phocuswright, concludes the session with a focus on the long term impact of AI on the travel industry.

13:30-13:50 Presentation:



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[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

13:50-14:10 Interview:

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

[Philip C. Wolf](#), Founder, PhoCusWright, Serial Board Director

14:10-14:45 Panel discussion:

[Thomas Houriez](#), Co-founder & VP Marketing, Sépage S.A.S.

[David Low](#), Developer Advocate, Skyscanner

[Dave O'Flanagan](#), CEO, Boxever

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.

[Philip C. Wolf](#), Founder, PhoCusWright, Serial Board Director

15:00 – 15:40

From Connected Intelligence To Digital Realities: Major Trends In A Shifting Technology Landscape

Technology research institutes like Sabre Labs investigate innovative technology trends and their impact on travel patterns in the coming decade. For example, how will artificial intelligence, connectivity, human-machine interfaces and digital realities change the future of travel? What solutions will global distribution systems develop for the travel industry, and how will the travel industry change in the next ten years?

Interview guest:

[Mark McSpadden](#), Director of Technology, Sabre Labs

Interviewer:

[Brekke Fletcher](#), Travel Executive Editor, CNN

Introductory presentation:

[Mark McSpadden](#), Director of Technology, Sabre Labs



15:50 – 16:15

Innovative Aircraft Types: Basis for Gaining New Customers

"It doesn't matter which plane you're in" – according to the latest research results this is a misperception. Aircraft types, as well as equipment and amenities, are important for gaining and keeping new customers. Furthermore, innovative aircraft can really shake up the structures of the global airline industry. The bestseller A321neoLR makes it possible for low cost carriers to offer very economical, profitable long-haul flights. Will low cost carriers now gain a foothold in the long distance market? And what will this mean for the established airlines, tour operators and travel agencies?

Speaker:

[Bob Lange](#), Senior Vice President, Head of Market and Product Strategy, Airbus

16:30 – 17:30

The Future Of Pricing: Personalized And Dynamic?

Artificial intelligence is revolutionizing pricing. Big Data and Smart Analytics make innovative pricing strategies and models possible. What is the economic potential of "Personalized Dynamic Pricing" (PDP)? What are the disadvantages and what risks are associated with personalized pricing? What solutions do global distribution systems offer? How can customers' price acceptance levels be developed more effectively and how much price differentiation, if any, will customers accept?

Interview guest:

[Kartik Yellepeddi](#), Pricing Expert, Sabre Airline Solutions, Managing Director, Sabre Iceland

Interviewer:

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.



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ITB BERLIN CONVENTION

08 – 11 MARCH 2017

THE LEADING TRAVEL INDUSTRY THINK TANK

Introductory presentation:

[Norm Rose](#), President, Senior Technology and Corporate Market Analyst, Travel Tech Consulting, Phocuswright Inc.



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