

WYSE Workshops

Kategorie	Datum	Zeit:	Ort
Workshop	6. März 2019 - 8. März 2019	12:00 - 14:30 Uhr	Halle 4.1 / Stand 100

Veranstaltungen

12:00 - 12:30 Uhr

How to build successful travel partnerships

Eurail.com is a fast-growing ecommerce company that sells Eurail and Interrail train passes worldwide, allowing travellers to see all of Europe with a single pass. Over the last two years the company has expanded its partnership portfolio in order to provide customers with a complete offer as well as to increase revenue. In this workshop, Partnership Manager Maia Rezig shares some key takeaways on building successful partnerships that benefit both sides, including case studies of campaigns with Lonely Planet and World Nomads.

Speaker:

- **Maia Rezig**, Eurail.com

13:00 - 13:30 Uhr

Next stop: In-destination experiences and the youth travel market

The experience hunger of millennial travellers is fuelling a boom in destination-based activities and tours. Drawing on data from WYSE Travel Confederation's New Horizons Survey of global youth travel, Airbnb Experiences, and destination case studies of visitor experience, we will examine the growth in this market in terms of activities, spending and booking patterns. We will also look at what different types of young travellers do and which destinations score highest for cultural activities.

Speaker:

- **Greg Richards**, WYSE Travel Confederation

14:00 - 14:30 Uhr

From Jerusalem food stall to the world: Food tourism goes mobile with bitemojo

Get the best bite of culinary tourism during this session with Michael Weiss, Co-Founder of bitemojo, an award-winning app for local cuisine discovery. Travel by food became a life pursuit for Michael and he'll explain why any tourism business should start caring about its culinary offering. You will gain an understanding of the powerful potential of food tourism and how you can get a bite of this growing market - you may even leave this session a bit hungry.

Speaker:

- **Michael Weiss**, bitemojo

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Kurzfristige Änderungen vorbehalten.

15:00 - 15:30 Uhr
Choose your lifestyle

Join Etienne Matchard of JO&JOE, one of the freshest hostel concepts to hit Europe and the Americas, as he discusses lifestyle marketing for a new brand.

Speaker:

- Etienne Matchard, JO&JOE

16:00 - 16:30 Uhr
Women's expeditions**Speaker:**

- Lynsey Kirk, Intrepid Group

17:00 - 17:30 Uhr
Creating memorable local experiences for inspiration-hungry millennials

Media savvy millennials are seeking inspiration and transformative cultural experiences which speak to them individually. Brands that want to cut through the noise are using innovative technology and creativity to provide hyper-local, personalised content on a global scale to inspire and engage. Join Yaron Saghiv of Culture Trip to find out the key to reaching a new generation of travellers and learn how Culture Trip is connecting millennials with moments that matter through the marriage of creative, diversified content and curated local experiences.

Speaker:

- Yaron Saghiv, Culture Trip

11:00 - 11:30 Uhr
Wellness and adventure

With the global wellness industry skyrocketing over the past 10 years, there's no denying that wellbeing and wellness are buzzwords across many industries. In this talk, Philip d'Afflisio will discuss how wellness can go hand in hand with travel, enhancing travellers' experiences, while exploring how wellbeing can go beyond the traditional yoga retreat to offer a more immersive adventure experience.

Speaker:

- Philip d'Afflisio, G Adventures

15:00 - 15:30 Uhr
The future of ancillary retail for the hospitality sector

Is your hospitality brand ready to access a new era of ancillary revenue beyond the lobby door? Find out during this session with one of the innovators of in-destination intelligence, Simon Dempsey, CEO and Founder of LikeWhere.

Speaker:

- Simon Dempsey, LikeWhere

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16:00 - 16:30 Uhr

Festivals and the youth market for destination development

- Festivals are an increasingly important part of the travel scene, stimulating significant flows of young people to cities and rural destinations worldwide. This workshop examines the profiles, motivations, and behaviour of festivalgoers, and outlines their potential impacts on festival destinations in terms of spending, accommodation use and activities. We identify the favourite cities for festivalgoers and discuss how the youth travel industry can benefit from their presence.

Speaker:

- **Greg Richards**, WYSE Travel Confederation

17:00 - 17:30 Uhr

Checking the vital signs of today's youth traveller

- **Dave O'Malley**, World Nomads

11:00 - 11:30 Uhr

Empowering women through travel

Women make up over 60% of the tourism industry and in many countries, tourism is an opportunity for women to enter the formal economy, often gaining independence for the first time. In this talk, Kelly Galaski of Planeterra Foundation will look at how tourism can be a force to generate employment and empower women around the world.

Speaker:

- **Kelly Galaski**, Planeterra Foundation

12:00 - 12:30 Uhr

Threat level: Critical. Effective real-time risk management training for the student & youth travel industry

Parents take a leap of faith when entrusting travel companies with their children. How well prepared are you for this challenge? How well trained are your employees and contractors? Do you electronically record your training data? Can you produce evidence in the event of an audit or incident?

A leading-edge mobile software platform, Learn-WiseGo, provides the ISO 3100-compliant solution. Join Kristin Leeman and Glenn Abel for insights on how Learn-WiseGo can bring you into compliance vis-à-vis risk management training and give your company a competitive edge.

Speaker:

- **Glen Abel & Kristin Leeman**, MAGNIFI Group

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13:00 - 13:30 Uhr

Sound cities: What is music tourism?

Speaker:

- **Luke Jones**, Sound Diplomacy

14:00 - 14:30 Uhr

Making travel safer for Generation Invincible

Speaker:

- **Walker Pappin**, Vagaband

High-Level Dialogue on Digital Skills in Tourism

Kategorie	Datum	Zeit:	Ort
Workshop	7. März 2019	10:00 - 11:30 Uhr	Raum Berlin 1 / Halle 7.3a

Organized in the framework of the “UNWTO 2019 year: Education, Skills Development and Jobs,” in collaboration with Google, the High-Level Dialogue on Digital Skills in Tourism will bring together high-level representatives from across the European region to discuss the importance of digital education in tourism, a topic that remains a major challenge for many European destinations nowadays. Through a stimulating debate, participants will explore the role that governments and national tourism organizations must play in building the digital capacity of the sector, shedding the light on examples of policies and best practices that contribute to strengthening the sector and ensure the many opportunities brought by digital transformation are fully harnessed.

- **Official website:** <http://europe.unwto.org/event/high-level-dialogue-digital-skills-tourism>
- **Registration form:** <http://europe.unwto.org/webform/high-level-dialogue-digital-skills-itb-2019>

Forum für Seidenstraßen-Reiseveranstalter

Kategorie	Datum	Zeit:	Ort
Workshop	7. März 2019	14:00 - 16:00 Uhr	Palais am Funkturm / Empore West

Der zweistündige UNWTO-Workshop richtet sich an Veranstalter von Seidenstraßenreisen und soll diese in die Lage versetzen, den internationalen Reisemarkt besser zu verstehen und erfolgreich an diesem teilzunehmen. Die diesjährige Veranstaltung beinhaltet ein Training, bei dem Sie lernen, wie man verfügbare Produkte besser vermarktet und kommuniziert. Es folgt eine Diskussion am Runden Tisch darüber, wie man die Synergien zwischen den verschiedenen Beteiligten, die im Bereich der kulturtouristischen Routen tätig sind, fördern kann.

Für weitere Informationen und zur Anmeldung klicken Sie bitte [hier](#)

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1. International LGBT+ Leadership Summit

Kategorie Workshop	Datum 9. März 2019	Zeit: 10:00 - 12:30 Uhr	Ort M1+2+3 / Level 3 / CityCube Berlin
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Diese Veranstaltung richtet sich an Fachbesucher, LGBT+ Firmennetzwerke und Organisationen, sowie LGBT+ Führungskräfte aus aller Welt. Die Konferenz beleuchtet die Herausforderungen aber auch das Potential für Unternehmen und Mitarbeiter, die weltweit sehr unterschiedlichen Rahmenbedingungen in der Arbeitswelt, dem privaten Umfeld und der Familie ausgesetzt sind.

Kontaktperson: Thomas Bömkes

T.: 0179-5239865

E.: TB@diversitytourism.com

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