

PRESS RELEASE

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eTravel World 2019 at ITB Berlin: Call for papers online

Searching for the latest travel Technology topics – New session on tours and activities at the eTravel Lab

Berlin, 25 September 2018 – At the eTravel World 2019, ITB Berlin will again be hosting a three-day seminar programme on the topic of digital trends in the travel industry. As in previous years, a certain number of sessions is open to candidates who can apply for them via the call for papers. Speakers have until **31 October 2018** to submit their ideas for fascinating topics. In the course of eTravel World, ITB Berlin is looking for case studies and examples of best practices relevant to digital marketing/eCommerce, sales, social media content, as well as innovative developments ranging from the digital transformation within SMEs to artificial intelligence and robotisation. Topicality and relevance will be among the main selection criteria.

On ITB Wednesday, as part of at the event program of the new **Technology, Tours & Activities** (TTA) segment, a session under the same heading – the TTA Forum – will be held for the first time at the eTravel Lab in Hall 7.1b. This will take a look at apps and technologies for the online tour operator market and also examine the sensitive area of transaction costs and margins. With the number of reservations via mobile devices rising all the time, industry experts will be highlighting how traditional booking platforms can secure their share of the existing market.

Applicants are also invited to suggest examples of best practices and topics for discussion at the **Hospitality Tech Forum**, which will take place at the eTravel Lab as well. Potential topics include the use of new technologies in the hotel room of the future, customer journey experiences, review and rating management strategies, and how digitalisation is affecting guests and employees.

The eTravel World is part of the ITB Berlin Convention and has established itself as an important think tank for innovative ideas on mobile solutions, travel technology, social media and digital marketing. During the show specialists will be meeting up with decision-makers and executives, media professionals and bloggers, start-ups and new media specialists from 85 countries. Overall, ITB Berlin expects around 11,000 visitors to attend the eTravel World next year.

Full details of the eTravel World's call for papers and a link to the application forms can be found at www.itb-berlin.com/etravel. Candidates have until 31 October 2018 to submit their ideas for topics.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2019 will be taking place from Wednesday, 6 to Sunday, 10 March, and from Wednesday to Friday will be open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2018 a total of 10,000 companies and organisations from 186 countries exhibited their products and services to around 170,000 visitors, including 110,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 6 to Saturday, 9 March 2019. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. For more information please visit www.itb-berlin.com, www.itb-convention.com and the [ITB Social Media Newsroom](#).

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Press contacts: Messe Berlin

Emanuel Höger
Press Spokesman and
Press and Public Relations
Director
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: @messedamm22

ITB Berlin / ITB Asia / ITB China:

Julia Wegener
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
j.wegener@messe-berlin.de
www.messe-berlin.com

Additional information:

www.itb-berlin.com
www.itb-convention.com

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