

PRESS RELEASE

October 18, 2017

Apply now to speak at the eTravel World of ITB Berlin!

ITB Berlin is searching best practices and case studies on mobile solutions, travel technology, social media and digital marketing, as well as inspirations for the new Special Hospitality Tech Forum – the application deadline is 31 October 2017

eTravel experts and startups still have until **31 October 2017** to apply for a speaking opportunity on the stages of the eTravel World, where the focus will be on the digital future of travel.

The search is on for contributions, case studies and examples of best practices on topics such as the digital transformation, digital marketing and eCommerce/sales. Applicants are also encouraged to address trends such as artificial intelligence, virtual reality and omnichannel solutions in their papers and discuss them with the audience.

Aspiring startups are also invited to apply, so that they can present their forward-looking ideas and solutions to expert audiences. On Friday, 9 March 2018 in particular, the programme will include fascinating topics by startups. Among others, companies from Argentina, China, France and Spain will highlight their business ideas.

Taking place on 8 March 2018, the **Special Hospitality Tech Forum** is a new feature at the eTravel Lab. The following topics will be discussed: innovations and the impact of digitisation on visitors and employees, the hotel room of the future, the use of language assistants in hotel rooms, website connectivity for small hotels, and the customer journey. In each case special emphasis will be placed on topicality and relevance to the industry.

The eTravel World is part of the ITB Berlin Convention. With over 11,000 visitors from around the world at the last event, it has established itself as an important platform for innovative ideas on mobile solutions, travel technology, social media and digital marketing. From 7 to 10 March 2018 technology experts, new media specialists and influencers will have the chance to meet senior executives and decision-makers from around 85 countries on the stages in Halls 6.1 and 7.1c. Audiences can broaden their knowledge at lectures which will provide examples of best practices, and at the sessions experts will focus on special topics such as management experience of the digital transformation and forward-looking marketing strategies.

Full details of the call for papers for the eTravel World and on how to apply for a place as a speaker can be found at: www.itb-berlin.com/etravel.

Applicants are invited to submit their topics by emailing etravel@itb-berlin.de no later than 31 October 2017.

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2018 will take place from Wednesday to Sunday, 7 to 11 March. From Wednesday to Friday ITB Berlin is open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2017 a total of 10,000 companies and organizations from 184 countries exhibited their products and services to around 169,000 visitors, who included 109,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 7 to Saturday, 10 March 2018. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. More details are available at www.itb-berlin.com, www.itb-convention.com and at [ITB](#)



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