

PRESS RELEASE

December 13, 2017

Debut for the eTravel Startup Day at ITB Berlin

Meeting place for start-ups – the eTravel Startup Day offers newly formed companies a platform to present their innovative business models

On Friday, 9 March 2018 the eTravel Startup Day will be taking place for the first time, providing newly formed companies with a platform at the World's Leading Travel Trade Show®. On the same day startups from Europe, America and Asia will come together on the eTravel Stage in Hall 6.1. The new digital community will be presenting its travel technology innovations at a startup competition and several sessions.

The Startup Day will kick off with an introductory speech, followed by a session on 'How startups and travel innovation are redefining the Chinese market'. Company founders will discuss their future in one of the world's fastest growing travel markets. Afterwards, French startups will present their innovations. The latest edition of the startup Pitch powered by Phocuswright promises to be an exciting event. Four international startups will compete for top spot, closely scrutinised by the jury members, the so-called 'dragons'. Taking as their slogan 'Fun & Technology', seven innovative Spanish startups will give a brief summary to the international audience on how one of the world's most popular travel destinations is coping with the challenges facing the industry.

In the afternoon visitors can look forward to **two highlights**, the Early Stage Startup Panel and the GetYourGuide Panel, all about German startups. The German Startup Panel and Startup Cluster powered by VIR (Verband Internet Reisevertrieb) will open a double session at the eTravel Startup Day. The moderators will be Michael Buller, chairman of the VIR, and Axel Jockwer, a startup coach and digital expert, who will also be the host for the day. After a brief introductory speech there will be a round introducing startup ideas, followed by a panel discussion. Immediately afterwards Johannes Reck, CEO of GetYourGuide, and other globally expanding leading startups will talk about the latest trends and give their forecast on travel technology innovations. At the subsequent networking event on the eTravel Stage all participants will have an opportunity to meet and exchange views.

"Internet search engines, travel apps, data goggles for a virtual holiday experience – digitalisation has had a massive impact on the tourism business. Small, innovative and pioneering companies are among the biggest innovators in the travel technology market. ITB Berlin took the important step of bringing all the players together on a single day to enable experts, investors and trade visitors to engage with a variety of start-ups pursuing different approaches and business models", said David Ruetz, head of ITB Berlin.

Startups will be showcasing their innovations everywhere in the eTravel World at ITB Berlin. On Wednesday, 7 and Thursday, 8 March 2018 presentations will take place honouring the winners of various competitions from Germany and abroad, among them Myhotel.com, Conichi and Bookingkit. **For more information please visit: www.itb-berlin.com/etravel.**

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,



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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 Social Media Newsroom](#).

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