

5 Stars - 8 Points - 25 Years. Impulses for the Future.

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 12:30	CityCube / Level 3 / M2

Asia On Stage - daily short presentation about Asia

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 26 / 107

We are proud to present "Asia On Stage" at our ITB stand at BOOTH #107, HALL 26A. Daily from Wednesday 6th of March to Friday 8th of March we will feature short and concise presentations followed by 10 minutes Q&A Sessions. Covering important topics, we intend to share up-to-date International Tourism trends with you. We are proud to introduce a great line up of Travel and Tourism Experts from all over the world! Get to know a bit more about them and hear their talks by Registering via email to sales@asia-reps.com

Boom: Industrial Heritage Saxony

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 11.2 / 102

Caribbean - Challenge

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 22 / 124

Goldsmithing by Mamma Bavaria

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 6.2 / 301

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Interactive Touchscreen - KNAPPSCHAFT

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 26 / 327

Visit us in hall 26C / stand 327 and receive important information about the free of charge travel immunizations of KNAPPSCHAFT! Explore the interactive map or let yourselves be inspired by the fantastic motifs from the holiday regions of the world! KNAPPSCHAFT for my health!

Kürtőskalács tasting

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 1.1 / 204

The sweet bread-like kalács [kalaats] is a traditional Hungarian dessert. The most well-known and unique type of it is kürtőskalács (chimney cake or spit cake), baked over glowing coals. It is usually the favourite cake of Christmas fairs with its irresistibly appetising smell. Spit cake is a cylindrical shaped, shiny, sticky, crispy dessert. The sweet batter is stretched, cut into stripes, twisted around the spit as spiral threads and then baked on charcoal. Finally, while the cake's surface is still hot, it is covered with caramelised sugar, traditionally flavoured with cinnamon, ground walnuts, chocolate or shredded coconut.

Registration for information tour to the Kaliningrad region at the end of spring

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 3.1 / 610

Shoot great holiday photos - Fotobox KNAPPSCHAFT

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 26 / 327

Visit us in hall 26C / stand 327 and make fantastic holiday photos with our photo box. Right in Berlin and - CLICK - already on holiday! Let us advise you on the free of charge travel immunization of KNAPPSCHAFT and receive further comprehensive information about our services. KNAPPSCHAFT for my health!

Tastings of Bavarian Schmankerl ("delicacies")

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 6.2 / 301

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Your ITB Moment to keep

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 10.2 / 107

Visit our MyPostcard stand (Hall 10.2; Stand 107) and create a memory to keep. Take a picture in our photo booth, we'll print it out (for FREE – of course) and you get to walk away with a smile, remembering the fun times you had at ITB 2019.

“Aufbrezeln” (“tarting up”): Chic Dirndl Hairstyles

Category	Date	Time:	Location
Presentation	March 6, 2019	10:00 - 18:00	Hall 6.2 / 301

14th POW-WOW For Tourism Professionals

Category	Date	Time:	Location
Presentation	March 6, 2019 - March 8, 2019	10:00 - 20:00	Hall 4.1 B / Adventure Stage

At the **14th Pow-Wow for Tourism Professionals**, exhibitors and partners will showcase their products and services, make business and shed light on their responsible and sustainable tourism practices. In the same manner, internationally renowned guest speakers from all fields of tourism, economics and science among others will share their insights and experiences. **Mr. Peter DeBrine**, Senior Project Officer, UNESCO World Heritage and Sustainable Tourism, will kick-start the **14th Pow-Wow for Tourism Professionals** with an inspiring keynote address at the Opening Ceremony.

The spotlights will shine upon a wide range of interesting tourism industry topics such as destinations, astro-tourism, cycling tourism, adventure travel, wildlife watching tourism, culinary experiences, travel and technology, climate change, socially-responsible and sustainable tourism, certification, community-based tourism, geoparks among others. These topics will be featured by means of presentations, panel discussions, workshops, master classes, press conferences and networking events. “**Delving into the vast realm of Earth’s wildlife**” will be one of the theme blocks on the second day of the **14th Pow-Wow for Tourism Professionals**, addressing issues and challenges of wildlife watching tourism.

On Friday, 8 March 2019, the **14th Pow-Wow for Tourism Professional** will host the second edition of the **Cycling Tourism Day** inspired by the motto “**Gran Fondo towards biodiversity conservation**”, friendly supported by **The European Cycle Route Network**, **EuroVelo**, and the **German Cyclist’s Association (ADFC)**.

Ride on our scenic roads and trails from around the world. Enjoy and cherish the view!

Events

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10:00 - 10:30

Opening Ceremony - 14th Pow-Wow for Tourism Professionals

Scenic roads and Trails – Cherishing Earth’s natural and cultural landscapes

The Opening Ceremony marks the official inauguration of the **14th Pow-Wow for Tourism Professionals** in Hall 4.1b – Adventure Travel · Responsible Tourism at ITB Berlin 2019, featuring inspiring keynotes related to this year’s motto “**Scenic roads and trails - Cherishing Earth’s natural and cultural landscapes**”.

Welcome Address:

Earth’s natural, cultural and geological wealth – Envisioning a responsible, sustainable and regenerative tourism

- **Mariana McGill**, Consulting Partner, ITB Berlin, Hall 4.1b and Pow-Wow for Tourism Professionals, Founder and Managing Director, Latin America World; Germany

KeyNote Address

World Heritage Journeys of the European Union – New ways to experience Europe’s cultural world heritage

- **Peter DeBrine**, Senior Project Officer, UNESCO World Heritage Nature, Sustainable Tourism and Outreach Unit (CLT/HER/WHC/NT), France

10:30 - 11:30

Messel Pit UNESCO World Heritage Site – Storytelling about a unique natural landscape

- **Dr. rer. Nat. Marie-Luise Frey**, Business Manager, Messel Pit UNESCO World Heritage Site; Germany

The landscapes we know have undergone a long period of time and they have seen many changes since the Earth had got a lithified rim that carries our landscapes. However, up to today many people in our society have the impression and think that they are beautiful, but dead. In human time, relation of about 100 years of time they may not be able to see a change as our Earth counts in thousands and millions of years. Nevertheless, there are witnesses in our lithified landscapes that show directly or show by discovery their treasures hidden below a pile of rock layers or below our feet.

Messel Pit is one of these locations with such witnesses where the secret of dynamic processes of the formation of this locus spiritus is imprisoned within a volcanic crater, covered by a forest area and hidden inside a sequence of black claystone rocks. By walking inside the area of the former Messel Pit, an exploitation site for oil shale, the visitor can feel the spirit and the stories, which are around in the former volcanic crater. A team of professional guides revives this unique spot by stories following the “Thousand and one night stories” metastory structure: Fire, water, light and life are the frame for this challenge.

Join the exciting moments of the elements that have created this natural landscape and accompany our ancient life precursors at a place with a unique atmosphere yesterday, today and tomorrow. Our tourism products will surprise you.

11:00 - 11:30

Unknown winter adventure across Trans-Siberian Railway

- **Olga Sitnik** Co-founder, ExploRussia; Russia
- **Anna Mikheikina**, Co-founder, ExploRussia; Russia

Presentation of ExploRussia traditionally will tell about traveling across Trans-Siberian Railway. This year our speech will be around such exciting subtopics as winter travel to Russia and travel to least known destinations such as republic Buryatia and eastern side of lake Baikal. We love fighting stereotypes and of course on of the strong ones connected with Russia are about severe winters. And our team went even further by making winter tours across Trans-Siberian railway. Why it is worth that? And what are the super cool things we do in winter? Also, we propose you to discover less known cities of Trans-Siberian Railway, this time we will tell you about republic Buryatia and Ulan Ude, its capital. It is so special as it lies to the east from famous lake Baikal. What is more, its population confesses Buddhism and practice Shamanism, along with Russian speak their own language and sure has very strong local traditions and food. It is just so different from what is perceived to be Russia that becomes an absolute pearl across the Trans-Siberian path.

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11:30 - 12:00

An insight into the “Garhwal Himalayas”, Uttarakhand, India – “Dev - Bhoomi”, God’s own land

- Milind Bhide, Managing Director, Countryside Adventure Holidays PVT LTD; India

The Garhwal Himalayas are part of the Indian Himalayas in the Indian state of Uttarakhand. This part of the Himalayas is also called as “Dev-Bhoomi”, meaning “Abode of the Gods”. There are many glaciers and mountains in this region, which feed prominent rivers in India like the Ganges, the holiest of the Indian rivers. Some of the most prominent mountains like Chaukhamba, Shivling, Nanda Devi and Trishul are part of the Garhwal Himalayas. The average height of these mountains is approximately 7 000 m. This part of the Indian Himalayas is closely associated with Indian mythology, scriptures and religion. Our attempt is to introduce you to this part of the Himalayas and talk about the iconic trekking routes in this region.

12:00 - 12:30

Panel Discussion - Scenic Roads and Trails

Long-distance trails and thematic routes: The power of – The value of cultural and adventure itineraries for travellers and hosts alike

- **Thierry Joubert**, Managing Director, Green Visions; Bosnia and Herzegovina / The Netherlands
- **Alex Crevar**, External Expert for Media Outreach, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina
- **Danko Cosic**, Director of Programmes, Danube Competence Centre; Serbia

Moderated by: **Snjezana Derviskadic**, Project Leader, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina
When does a trail, route, or path become more than a line on a map? When the journey’s course goes from logistical necessity to a track connecting points of discovery. When the universe widens in ways you could never have imagined while taking that first step. Hikes, cultural paths, cycling routes, wine roads, and heritage corridors ask us to suspend our realities during discovery. They ask us to become adventurers – physical and mental – to embrace landscapes and their histories. They ask us to expand our world views by taking a direction that is truly reality-expanding.

By definition, trails do this by making community-based, responsible tourism their core enterprise. They highlight local strengths rather than temporarily solving marketplace visibility issues with new, incongruent solutions that overshadowing inherent capacities. The benefit to travellers is immense. They receive new knowledge, skills, friends, recipes, music, and appreciation for all of the planet’s citizens. But the hosts on these trails – often in rural areas where traditions have been maintained for centuries – also receive great value. They are able to share their pride of place, customs, food, wine, and stories. From these community-based activities, they are able to earn a living by utilizing a skill that all humans deserve to capitalize upon: the ability to be themselves while sharing a history that they, and their ancestors, have been earning for centuries.

12:30 - 13:00

The Namibia Crossing – Five days, two African countries, one ancient mountain wilderness

- **Roland Vorwerk**, Marketing Manager, Boundless Southern Africa; South Africa

Two inspiring trails traversing remote transfrontier landscapes in Southern Africa with rich natural and cultural heritage will be presented. The Namibia Crossing is one of a number of cross-border tourism experiences in one of the eighteen Transfrontier Conservation Areas (TFCAs) of Southern Africa. This event is a 200 km, five-day foot race from South Africa to Namibia through the ancient arid landscape of the /Ai-/Ais Richtersveld Transfrontier Park; this unparalleled journey then crosses the Orange River into Namibia and the wild lands of the Fish River Canyon. The Namibia Crossing is the running experience of a lifetime. The Safari-on-the-Run: Mapungubwe is a 92 km, three-day trail running safari experience through the culturally significant and wildlife rich bushveld of the Greater Mapungubwe Transfrontier Conservation Area. From the ancient Mapungubwe citadel in South Africa to the rolling savannah of Botswana’s Tuli Block and finally along ancient elephant trails etched in stone and through the rural villages of the Maramani community in

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Zimbabwe.

Unique multi-country itineraries, incorporating diverse natural and cultural landscapes in these TFCAs are marketed under the Boundless Southern Africa banner.

13:00 - 13:30

ASEAN States – Treasure trove of cultural tourism

- **Michael Bednarek**, Managing Director, Roundtrips.Global; Germany

The member countries of the Association of Southeast Asian Nations (ASEAN) are amongst the fastest developing ones in the world. An ever-growing cross-border cooperation has created one of the most culturally diverse, yet easily accessible regions, which offer its visitors a chance to see a melting pot of cultures, traditions and mentalities that proves hard to find elsewhere in the world. As a responsible tour operator, we should strive to allow our clients a deep insight into those fantastic cultures and take them on a journey of their lifetime.

Let Roundtrips.Global take you on a journey through some of those fascinating countries and discover with us opportunities to extend your portfolio of tours to some of those ASEAN destinations.

13:30 - 14:00

Scenic trails on their way to sustainability – Diving into the traditional world of Andean people

- **Marco Giraldo**, Managing Director, TourCert; Germany and Peru

Be it the world famous historic sanctuary of Machu Picchu, the sacred mountain Apu Ausangate or other scenic trails in the country of Peru, sustainability plays an important role for the conservation and protection of flora and fauna, geological formations, archaeological remains and the beauty of the landscape. Also, the local communities with ancient culture and traditions are of great significance in the development of these magnificent places.

Dive into the traditional world of the Andean people and get to know these natural and cultural landscapes. Partners of TourCert will give you an insight through impressive film material. Enjoy!

14:00 - 14:30

Cherishing Madagascar's natural and cultural landscape

- **Felana Randrianarisoa**, Regional Technician, Accueil Villageois Malagasy (AVIMA); Madagascar
- **Henintsoa Andrea Rakotomalala**, National Coordinator, Madagascar Tourisme Rural (MATOR); Madagascar
- **Natalia Vega Corpuz**, Junior Advisor for the Environmental Programme PAGE / GIZ; Madagascar

Madagascar has always been known and visited for its diverse and singular fauna and flora. While this is a great reason to visit the island, most people don't know that Madagascar is also home to a plurality of ethnic groups that are very particular in the world. The combination of these attributes makes this island a territory full of exceptional natural and cultural landscapes. Therefore, this presentation gives the audience the opportunity to learn about the natural and cultural idiosyncrasy of Madagascar all explained from the perspective of three local associations, which are dedicated and committed to the promotion of a more responsible and sustainable tourism.

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14:30 - 15:00

Global Geoparks Network – Promoting natural and cultural heritage through responsible tourism

Global Geoparks Network

– Promoting natural and cultural heritage through responsible tourism

- **Dr. Nickolas Zouros**, President, UNESCO Global Geoparks Network; University of Aegean, Department of Geography, Lesvos Island UNESCO Global Geopark; Greece

The Global Geoparks Network (GGN) is a not-for-profit organisation and a dynamic network where members are committed to work together, exchange ideas of best practise, promote conservation as well as management and communication to society of the Earth heritage. The GGN is a network existing since 2004 and from this former network started the official partnership with UNESCO for the operation of the UNESCO Global Geoparks, pursuing same objectives.

Global Geoparks are areas of geological significance in Earth history, including landscapes and geological formations, which are key witnesses to the evolution of our planet and determinants for our future and to promote sustainable development, for example through geo-tourism and education. The GGN established a partnership with World Tourism Organization on the International Year of sustainable tourism. The GGN coordinates the Geopark participation and promotion in International Tourism Fairs such as ITB Berlin, to promote Geoparks as sustainable tourism destinations and build new bonds with the international tourism market.

15:00 - 15:30

When the road is the destination – Scenic roads and trails in Iran

One cannot talk about travelling through a country as a tourist and not make references to trade and communication route of its past. In the context of Iran, we cannot separate these from ancient roads such as the Silk Road or the Royal Road. Today's travellers crisscrossing the country encounter many ghostly remnants of caravansaries, communication towers, castles and fortifications as modern roads cross the path of the old or along-side these.

Travellers past and present have noticed, recorded and marveled at natural formations, scenic views and mysteries of natural world. These observations transcend the modern sensibilities brought about tourism. Travelogue of writers such as Naser Khosrow describe scenes of travelling under the canopy of pistachio forests in Mountains of Khorasan and poets praise the majesty of mount Damavand and magical colours of dawn around Nishapur.

Today, one of the most celebrated roads for its scenic value is the road from Asalem in Gilan province to Khalkhal in Ardabi. The Road is one thing, but the intrepid tourists will do well by trying the route on foot and of the tarmacked road. The region is breath takingly beautiful in all seasons.

- **Dr. Reza Mirmiran**, Senior Advisor, Land of Turquoise Domes Tour and Travel Company; Iran

15:30 - 16:00

The Transcaucasian Trail – Connecting regions and connecting people in Armenia

- **Sebastian Falck**, Tourism Development Advisor, State of Tourism Committee, Ministry of Economic Development and Investments; Armenia
- **Tom Allen**, Explorer and Advisor, Transcaucasian Trail Association; United Kingdom

The Transcaucasian Trail (TCT) founders' vision is a world-class, long-distance hiking trail that follows the Greater and Lesser Caucasus Mountains and connects diverse communities and ecosystems, providing lasting and wide-ranging benefits for people and the environment.

By developing, promoting, and maintaining the Transcaucasian Trail, the team behind the project strives to improve access to the region's diverse cultural and natural heritage and encourage its preservation, benefiting local communities and trail users through the development of sustainable tourism.

Over the next ten years, the TCT project aims to develop a well-marked and well-maintained trail network across the Caucasus region, linking roughly two dozen existing and proposed national parks in the region. The network will consist of two linked trail corridors, each roughly 1 500 km long. One corridor will follow the Greater Caucasus Mountains, connecting the Black Sea and the Caspian Sea; the other will follow Lesser

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Caucasus Mountains from the Black Sea to the River Arax at the border with Iran.

The TCT, which be built in several phases, each phase focusing on trails in specific regions, will provide a world-class experience for hikers and other trail users, while increasing economic opportunities for local communities, it will improve access to historic sites and protected areas, and raise their profile, helping to ensure that the natural and cultural heritage of the region can be enjoyed by future generations.

The presentation will introduce the TCT project's activities in Armenia, address challenges and successes and, last but not least, present the first 80 km of built and marked TCT in Armenia's Dilijan National Park.

16:00 - 16:30

World Heritages bridging the Baltic Sea – Development on UNESCO natural and cultural assets

- **Cristina Nazzari**, Project Manager, The Coastal Union Germany (EUCC-D); Germany

The three-year project Development of UNESCO Natural and Cultural Assets (DUNC), funded by the Interreg South Baltic Programme, aims to unlock the potential of the South Baltic Sea region's assets by developing an effective, sustainable tourism strategy for its UNESCO World Heritage Sites and Biosphere reserves.

The focus of the Project is to facilitate networking and clustering of tourism stakeholders (ambassadors and entrepreneurs), create quality activities that help to prolong the tourist season, promote economic growth and bring about a real connection of tourism with the outstanding value of the Baltic Sea's heritage. We believe that a strong and long-lasting cooperation between the different sites is beneficial for the whole Region and crucial for defining the region's Position on the global stage.

Together, we are working on identifying the sustainability challenges of a growing tourism sector and find solutions that allow us to welcome more guests without compromising the environmental, social and economic sustainability of the region.

16:30 - 17:30

Kayah state and Tanintharyi region, Myanmar – Amazing ethnic diversity and spectacular landscapes

- **Peter Richards**, Expert, Cultural Community Tours Development and Market Access, International Trade Centre (ITC); Switzerland
- **Giulia Macola**, Associate Programme Officer, NTF IV Myanmar International Trade Centre (ITC); Switzerland

In this event, the spotlight will be on Myanmar as a new travel destination in search of innovative and sustainable travel products. The International Trade Centre (ITC), focal point within the United Nations system for trade related technical assistance, is supporting sustainable tourism development in Kayah state and, more recently, in Tanintharyi Region, emerging travel destinations, respectively strategically located South of Inle lake and at the border with Thailand in the southern Myanmar.

Learn about Kayah state and Tanintharyi Region, their amazing ethnic diversity and spectacular landscapes. Two different and complementary regions that can offer to tourists a very diverse and complete experience in Myanmar. You will be inspired by new and upcoming cultural, adventure and community tourism products, which can be integrated in existing and new Myanmar travel packages.

17:30 - 18:00

6th Annual Short-Film Showcase

- **Rob Holmes**, Founder and Chief Strategist, GLP Films; United States of America

Join GLP Films and ITB Berlin for this popular annual event! GLP Films will showcase award-winning short-films on sustainable tourism, adventure travel, food travel and more from around the globe. Featured films or videos will be pre-selected from top travel brands and destinations, including recent releases from emerging destinations, along with films on adventure, food, culture, luxury, sustainability and more. Free beer and popcorn, while supplies last. Join us!

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18:00 - 18:45

Networking Cocktail Reception - brought to you by UNESCO Global Geoparks

Meet, connect, have fun and stay in touch! Join us in our effort to foster socially-responsible and sustainable tourism worldwide in the scenic roads and trail themed decoration of **Hall 4.1b**. The special **Welcome Networking Cocktail Reception**, sponsored by **UNESCO Global Geoparks**, provides a great window of opportunities to make new business contacts in a very fast, effective and fun way. Participants can also meet official leaders, decision-makers and high-profile experts of the tourism industry, especially from the **Global Geoparks Network**. The event is open to **Hall 4.1b** exhibitors, trade visitors, partners and sponsors; who should just have the desire to connect, briefly introduce their business, share a good stack of business cards. Enjoy networking while receiving unique give-aways, perhaps winning a prize with a bit of luck while listening to folk music from different Geoparks' home countries in the background and sampling an array of their delicious traditional food and drinks.

10:00 - 10:30

Ownership of the local communities – A successful tourism product

- **Hakim Tamimi Mariño**, Department Head, Adventure Tourism Unit, Jordan Tourism Board; Jordan

Relevantly new in tourism for years, working in tourism or the service sector was not seen as a job to be proud of somewhere in the late '90s. With the opening of the country and the growth of the tourism industry, the opportunities started attracting many new labors, but the rural areas remained skeptical. As adventure tourism started getting introduced in and around rural communities, the main job of the developers was to quickly involve the locals to assure acceptance and learning from mistakes and other examples. The Jordan Trail creation was based on those principles. Now many locals protect, repair and feel proud of being the trail itself.

This is a talk to discuss challenges and success stories and the importance of partnership at all the levels to ensure sustainability of the trail, the income and the fun of the visitors.

10:30 - 11:00

Authentic travel experiences through community-based tourism

- **Günter Koschwitz**, Head of Audit and Development, TourCert; Germany
- **Susana Ceron Baumann**, VSocial Coordinator and CSR Manager, Ventura Travel; Germany

The focus of this session is to draw attention to the topic of community-based tourism. It will give an overview of what exactly community-based tourism is and how it can be clearly distinguished from other tourism offers, especially through the TourCert sustainability certification.

The discussion will highlight the added value for communities and travel industry partners, using examples in Ecuador. The VSocial Foundation and TourCert would like to motivate the travel industry to work with them to support communities on their way to sustainable tourism.

11:00 - 11:30

Changing the storytellers through community-based tourism

- **Muna Haddad**, Founder and Managing Director, Baraka Destinations; Jordan

Travellers today are seeking more meaningful experiences as they roam the world by taking the road less travelled; they want to be moved and want to know that they are leaving behind a positive impact. Baraka is dedicated to creating meaningful travel experiences that bring value to both travellers and local communities, who are often marginalized and left out of the tourism supply chain. Join Muna Haddad to hear about Baraka's community driven destination development approach. She will share the story of Um Qais, a small village north of Jordan, which grew to employ over 100 locals, has attracted over 20 000 tourists, and is continuously validating the local culture by sharing their stories with curious travellers. Hear about the Meaningful Travel Map, commended as an innovative approach in sustainable tourism by the New York Times, and our tourism clinics that are shifting charity driven local enterprises to become viable tourism businesses.

11:30 - 12:00

The last unknown land – Adventure and wildlife watching tourism in the Khabrovskiy krai, Far East of Russia

- **Vladimir Chebanov**, Founder and Managing Director, World of Adventures; Russia

The main goal of this presentation is to introduce a little known destination of the adventure and wildlife watching tourism in the Khabarovskiy krai – the territory in a Far East of Russia. World of Adventures is specialized in individual tourists and small groups for tours and expeditions in a wild nature since 2001.

The key features of the territory is an opportunity to make a long trip in autonomous mode in a really wild open area with the programmes of adventure, wildlife watching, ethnic tourism, expeditions for photographers and film makers who are specialized in wildlife. The unique characteristics of the territory are such famous places, objects and dwellers as Shantar Islands of the Okhotsk Sea, Amur river, Sikhote-Aliny mountain ridge, Amur Tiger, Siberian Taimen. The area of the Khabarovskiy krai is 787 633 km² (3rd place in Russia). It is covered by forest 521 320 km², more than 66%. The highlands dominate more than 70% of the territory. The coast length is about 2500 km. The river network of 205 823 rivers and creeks has a total length of 553 693 km. The population is only 1 328 302 people (less than 2 people on 1 km²).

12:00 - 13:00

The Dominican Republic – A nature and adventure paradise

Cultural Prelude with Merengue Music and Dance, UNESCO Intangible Cultural Heritage of Humanity

- **Francisco Javier García**, Minister, Ministry of Tourism; Dominican Republic
- **Petra Cruz**, Director Europa, Dominican Republic Tourist Board; Germany
- **Elmar Mai**, Biologist and Journalist; Germany
- **Svenja Kluge**, Whale Whisperer 2019; Germany

The Dominican Republic boasts 1,600 km of coastline and 600 km of breath-taking beaches. With meanwhile 29 blue flags, the Caribbean island is proud to be able to offer cleanliness and security to 6.6 million travellers from all over the world. Along the beautiful coast, visitors can enjoy a variety of nature in 30 national parks and protected areas. One of them is the desert-like landscape of [Montecristi National Park](#) in the west, where limestone *mesa* tower more than 200 m above the Atlantic Ocean level.

In the mountains near Jarabacoa and Constanza, active holiday-makers can reach the highest point of the Dominican Republic and the Caribbean: the Pico Duarte, the majestic roof of the Dominican Republic at a height of 3 175 m. The Valle Nuevo National Park is one of Constanza's crown jewels, well-known for exceptional bird-watching and mountain trekking. The Dominican Republic is a real adventure paradise, where visitors can discover the opulent and tropical vegetation on exciting canoe and rafting tours or take a memorable boat trip to the so-called Cayos. The grandiose panoramas are unforgettable!

Los Haitises National Park is an exceptional experience along the bay of Samaná in the north-east. Up to 2 000 humpback whales migrate to Samaná Bay every year between January and March to mate and give birth to their young. Since 2010, the Dominican Republic Tourist Board has been running the award-winning online campaign "Whale Whisperer" once a year in order to promote ecotourism in and around Samaná.

The annual winner of the "Whale Whisperer" competition spends four weeks in the Dominican Republic to support the Center for the Conservation and Eco-Development of Samaná Bay and its Surroundings (CEBSE). As ambassador of the humpback whales, he or she shares his or her experiences in stories, videos and photos on the blog [walfleuesterer.de](#).

Cocktail Paradise of Nature afterwards

After the presentation, the Dominican Republic Tourist Board is pleased to invite the attendees to learn more about the country at the stand Nr. 219 - Latin America World, while enjoying traditional drinks and "picaderas".

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13:00 - 14:00

Cultural Fondue (Special Interest) – Authenticity In Diversity

Partner Country Malaysia

- **Nigel Wong**, Hon. Secretary General, Malaysian Association of Tour and Travel Agents (MATTA); Malaysia

Experiential travel is a form of tourism in which people focus on experiencing a country, city or particular place by actively and meaningfully engaging with its history, people, culture, food and environment. Malaysia with its unique cultural make-up and key historical role in the region is rich in story and big on authenticity. The country is a melting pot of cultures; past and present collide creating a unique experience that can't be found in any other region in Asia.

Sarawack

– **More to discover**

Cultural performance by Kumpulan Kebudayaan (KKES) Sarawak Cultural Group

- **Benedict Jimbau**, Marketing Director, Sarawak Tourism Board; Malaysia

A beautiful land set against the fascinating backdrop of history and mystery, culture, festivals and food. Sarawak is rich with adventure and nature, gigantic caves 60 million years in the making, orangutans and proboscis monkeys, underwater jungles and towering rainforests, longhouses, idyllic highlands and the acclaimed Rainforest World Music Festival. In Sarawak, there is always More to Discover!

Malaysia bird-watching paradise

– **Fowl play (bird-watching)**

- **Nigel Wong**, Hon. Secretary General, Malaysian Association of Tour and Travel Agents (MATTA); Malaysia

Strategically positioned in the heart of Southeast Asia, Malaysia is the perfect stopover for travellers who linger in the country to sample its many delights before moving onwards to their next destination. However, not all of these visitors are human. Malaysia plays host to more than 100 species of migratory birds that fly thousands of kilometres annually to escape the winter or to reach breeding grounds. Malaysia itself is home to more than 1,100 species of birds both in Peninsular and East Malaysia. Lush rainforests cover more than 60% of Malaysia with 18.7% (3.82 million hectares) classified as primary forest (the most biodiverse and carbon-dense form of forest). With world-class tourism infrastructure, a wealth of tourism attractions, an active and avid bird-watching community and extensive connectivity options, bird-watchers to the region will not be disappointed with their visit.

14:00 - 14:30

Borneo, One destination, three countries – Where culture and nature blend

- **Ary Suhandi**, Executive Director, Indonesian Ecotourism Network (INDECON); Indonesia

Borneo, the world's third largest island, accounts for just 1% of the world's land, yet holds approximately 6% of global biodiversity in its rich, tropical forests. Its species range from the distinct Bornean orangutans and elephants to the giant pitcher plants and *Rafflesia* flowers. The Heart of Borneo (HoB) refers to the main part of the island where forests remain intact. HoB, not just a treasure of biodiversity, is also a source of life and livelihood, providing ecological services for at least 11 million Bornean, including a million indigenous Dayaks. For this, local community preserves the nature. They remain loyal to their beliefs and local wisdom. Regularly, after harvest time, they will hold a ceremony of thanksgiving to wish an appreciation to God.

Deeper into one site, communities around Danau Sentarum National Park, West Kalimantan, produce forest honey. Their ancestors' tradition, known as *Tikung* (artificial limb), is done to prepare the place for bees to colonize. The honey bee is very sensitive to nature – if it is broken or fire occur, the following year, the bees would not exist. Thus, local communities continually preserve their nature to ensure product sustainability.

"Where Nature and Culture Blend", theme of WWF – HoB programme, is ecotourism that combine biodiversity and local wisdom. The programme supports HoB initiative committing by three countries, namely Brunei Darussalam, Indonesia and Malaysia, to preserve the conservation of 23 million hectares. Ecotourism is one focus of the initiative, because it provides good opportunity to preserve nature and local cultures. The visit will offer memorable memories to travellers.

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14:30 - 15:00

State of Veracruz, Mexico – On the path of regenerative tourism

- **Xareni Favela Lorsch**, Managing Director, Puerto Lobos Dive Cam; Mexico

The State of Veracruz, in Mexico, is located at the East and has 690 km of coastline with the Gulf of Mexico. It is noted for its mixed ethnic and indigenous populations, but it also was the place where the Spaniards founded their first town, and its famous cuisine reflects this. The topography changes drastically, rising from the narrow coastal plains to the highlands to the Pico de Orizaba, Mexico's highest peak. The large variation of altitude results in a mixture of climates. Veracruz has been described as having one of the richest varieties of wildlife in the western hemisphere, the 3rd state in Mexico with most biodiversity. It has 31 environmentally protected areas, and the Veracruz Reef System is also considered to be a national park. It also have worldwide unique diving at oil platforms. And the way we want the world to get to know this beautiful state in Mexico is through the concept of Regenerative Tourism. The core of this new type of vision is a totally new paradigm, the opposite of massive tourism. We want the visitor to reconnect with three main entities: with own self, with the others and with nature. To achieve this, the tourist needs to live transforming experiences, and this is what we offer through indigenous tourism, rural and social tourism, gastronomical tourism and eco or adventure tourism as diving, hiking or rafting. To be on the regenerative path, you need to give back more than you receive.

15:00 - 15:30

The Western Balkans – Authentic culture meets adventure

- **Thierry Joubert**, Managing Director, Green Visions; Bosnia and Herzegovina / The Netherlands
- **Alex Crevar**, External Expert for Media Outreach, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina
- **Snjezana Derviskadic**, Project Leader, Regional Cooperation Council (RCC) Triple P Tourism; Bosnia and Herzegovina

The tourism landscape of the Western Balkans, in South-eastern Europe, has an embarrassment of riches. The region boasts a breath-taking Adriatic coast, untouched mountain chains, dotted with traditional, authentic, and working villages. Travellers find themselves in the middle of centuries-old culture, pristine lakes and rivers, and a cast of hospitable characters.

Over the last decade, the countries in the Western Balkans have strived to make the most of these strengths through camaraderie and by promoting responsible travel. A chief method of cooperation has been to utilize cross-border trails, cycling paths, and historic routes. At the 14th Pow-Wow, visitors will learn more about the Western Balkans, the region's successes and challenges, and communicate with tourism operators about promotion and logistics.

Among the most recognizable cross-border corridors in the region is the Via Dinarica mega-hiking trail, traversing Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Albania, Serbia, Kosovo, and Republic of North Macedonia. The Trans Dinarica, a mountain-biking path, mirrors the Via Dinarica. In recent years, this cadre of countries has developed a series of cultural routes, which focus on existent historical points of interest and pays homage to heritage while keeping the economic benefits of tourism with local residents.

With each path, trail, and route, the goal is multi-faceted yet simple: provide travellers with the best possible level of authenticity; create sustainable ways for residents to make a living and show pride; and develop the tourism landscape in a way that honours both the culture formed over many millennia and the natural environment, for which we must all serve.

15:30 - 16:15

Spotlight on the rise of Chinese adventure travelers

- **David Cheng**, Chief Executive Officer, Benchmark Adventure; China
- **Lydia Li**, Senior Project Manager, ITB China; China

China, the most populated country, is on the threshold for a new era for a new way of travelling. The booming population for adventure traveller starts to look for deeper experience and active programmes. The world is witness of new generation, adventure people. Meanwhile, compared with the already developed industry for adventure for Western countries, China is still in urgent need of advanced and experienced adventure operators

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to bring the new products and help also to train the first generation of adventure tour leaders. Due to the cultural differences and language barrier, China has huge opportunities as well as challenges for adventure tourism.

The latest findings of market development from the Adventure Travel Chapter of ITB China Travel Trends Report, including general market introduction, market insight from Chinese leading travel agencies and market research through hundreds of Chinese outbound travel agencies. Plus, the case study presentation will share the experience and ideas from the product point of view on how to adapt adventure travel to China as one of the biggest source market in the world. It will also provide a glimpse for the way to open the door of Chinese adventure tourism.

16:15 - 16:45

Experience sustainability

- **Pascale Jarlman**, Freelancer, Travel & Plant; Germany
- **Katja Ladage**, Managing Director, Travel & Plant; Germany

How can travellers easily and effectively contribute to environmental and climate protection? How can your business, regardless of its size, become sustainably active and support your travel guests in doing the same? Travel & Plant presents individual concepts adapted to your business.

Together with our ecological partners, we support reforestation programmes world-wide that lead to robust and resilient mixed woodlands. A bridge is being built between tourism and sustainability. It is a special experience to choose your individual project and to see what you and your travel guest have achieved together.

16:45 - 17:15

Dominica – Striving towards climate resilience

- **Colin Piper**, Director, Tourism; Chief Executive Officer and Tourism Director, Discover Dominica Authority; Dominica

The Caribbean island of Dominica is known for its natural environment as well as for being home of the last indigenous people and many rare animals and plants. Sustainable tourism has been practised since the beginning. Dominica has been awarded one of ten ethical destinations three times in consequence by Ethical Traveler (2015, 2016 and 2017).

Hurricane Maria ravaged the island severely in September 2017. Almost 90% of all buildings were damaged. Rainforests were destroyed and all nature sights affected too. Today, Dominica is facing the challenges of recovery, the way back to tourism and of climate-resilient building. In keeping with the vision of Dominica to become the world's first climate resilient nation, the Government of Dominica has started a series of measures.

The presentation will focus on the plastic ban of single use plastics effected by 1 January 2019, the new Tourism Policy and the implementation and work of the Climate Resilient Execution Agency for Dominica (CREAD).

17:15 - 18:00

Cause we care – Enabling sustainability together, locally and worldwide

- **Simone Gruber**, Research Assistant, Institute of Natural Resource Sciences; School of Life Sciences and Facility Management; ZHAW Zurich University of Applied Sciences; Switzerland
- **Urs Wohler**, General Manager Niesenbahn AG, former Tourism Director Engadin Ferienregion; Switzerland
- **Kai Landwehr**, Head of Marketing and Press Officer, myclimate; Switzerland

Moderated by: **Fritz Lietsch**, Editor in Chief; Forum Nachhaltig Wirtschaften; German

Who has to take on responsibility for a sustainable touristic offer? Is it the consumer only, the provider or is shared responsibility the best solution? What's the "willingness to pay" from customer side? Where are main barriers for integration in the payment and booking process from the perspective of a tourism company? The myclimate panel will discuss these questions with the support of a scientific partner from the ZHAW School of Life Sciences and Facility Management (Switzerland) and a player in the Swiss touristic sector. With the program "myclimate Cause We Care", we will showcase an innovative new solution, which has the potential to change tourism in Switzerland and beyond in a more sustainable way. The program enables, with a new and simple mechanism, local sustainable action as well as international climate engagement including the

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commitment of customers and providers.

myclimate Awards

– Celebrating Forerunners in Sustainable Tourism

After the panel discussion, myclimate will honour four sustainability forerunners in tourism with the myclimate awards

Get-together afterwards

After bestowing the awards, myclimate is pleased to invite the attendees to a Get-together with climate-friendly drinks

10:00 - 10:30

Addressing child protection concerns in travel and tourism as a matter of urgency

- **Joyatri Ray**, Programme Coordinator, Society, Culture and Tourism Programme, Equitable Tourism Options (EQUATIONS); India
- **Damian Brosnan**, Programme Manager, The Code of Conduct for the Protection of Children from Sexual Exploitation in Travel and Tourism (The Code); Thailand

As the travel and tourism industry globally has witnessed an exponential growth in the past few years, the same has been happening in India. Undoubtedly, tourism has generated foreign exchange and created jobs, but at the same time it also provides a feeling of anonymity and opportunity for activities that are illegal in nature. Tourism promotion in varied forms of media, has placed greater emphasis on its leisure and recreational aspects without paying much attention to the adverse impact of unplanned, unmonitored tourism development in India. One such adverse impact is sexual exploitation of children in travel and tourism (SECTT).

Acknowledging that child sex offenders use travel and tourism facilities, the industry has a moral obligation to address SECTT. Transportation services are used by offenders to reach the destination. While planning to visit a tourism location in their own country or outside of the country, travelling child sex offenders, accesses the services of travel agencies and tour operators to plan the visit. Each of these points from planning the visit to reaching the destination could be points of intervention by the tourism service providers. Tourism industry is thus in a unique position to address SECTT. The panel discussion will address the issues and trends related to SECTT as well as the challenges in the endeavor to protect children. The gravity of this matter will be illustrated by means of a case study on travelling child sex offenders in India. However, what are the steps that can be taken by tourism service providers and law-makers to curb this problem?

10:30 - 11:00

Single-use plastics in the travel industry – Recognising the problem and implementing effective solutions

- **Rachel McCaffery**, Business Development Director, Travel Without Plastic; United Kingdom

The travel industry, like the rest of the world, is finally waking up to the health, social and environmental problems that our collective love affair with plastics is causing. Plastic is a light, cheap and durable material, so it is hardly surprising it has been so widely adopted in an industry where price and portability are so important. But tourism is also heavily dependent on scenic, litter-free landscapes, clean beaches, healthy oceans and seafood that can be eaten without a toxicity warning and plastic is compromising this!

From the plastic sleeves that cover the plastic cups in hotel bathrooms to the individually plastic wrapped portions of butter at the breakfast buffet, single-use plastics have become so standard in hospitality; they are often used out of habit. But as awareness of the scale of the problem increases, legislation is passed to deal with and consumer expectation evolves, the travel industry must break these habits and fast!

This presentation will look at the current situation and how it has arisen. It will present some solutions that travel companies and hotels can implement to great effect. It will also examine some of the pitfalls and expensive mistakes that businesses have succumbed to by rushing in too quickly, without doing the right research. Finally, it will look to the future and how we as an industry can best cherish Earth's natural and cultural landscapes.

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11:00 - 11:30

Don't waste, eat! – Reducing food waste in a small island states

- **Diana Körner**, Sustainable Tourism Consultant, Seychelles Sustainable Tourism Foundation; Seychelles
- **Hubert Vendeville**, Chief Executive Officer, Betterfly Tourism; France

Seychelles as a small island nation struggles with sustainable waste management. Nearly 50% of the content of its landfill is made up of green and kitchen waste. 2018 recorded more than 350 000 annual tourist arrivals in Seychelles. With the support of Betterfly Tourism, the Seychelles Sustainable Tourism Foundation (SSTF) conducted preliminary research and found that food waste was on average 282 g/meal, which is equivalent to 2 665 tons of food waste ending up at the landfill. In July 2018, the SSTF officially launched its "Don't Waste Eat!" Food Waste Reduction Programme for hotels and restaurants, in cooperation with Betterfly Tourism, thereby directly contributing to Sustainable Development Goal (SDG) 12.3. This event will explain the methodology and EDGAR software used for the programme and outline some of the activities and first results. Hotel partners from Seychelles will give their testimony will give insights into the national food waste reduction programme and share lessons learned.

11:30 - 12:00

Geo-tourism development and sports activities in Lesvos Island UNESCO Global Geopark

- **Dr. Ilias Valiakos**, Deputy Director, Natural History Museum of the Lesvos Petrified Forest, Lesvos Island UNESCO Global Geopark; Greece

The UNESCO Global Geoparks are territories with remarkable geological, biological and cultural heritage, which are managed under a holistic plan to support local development mainly through sustainable tourism. Geoparks often develop common activities and efforts to raise visibility, protect and exploit this unique heritage and use it to build sustainable tourism destinations.

Geo-tourism is the new trend in environmental – alternative tourism. It promotes the value and individualities of the geological heritage of the regions, contributes to the protection and preservation of the natural and cultural environment, increases citizens' awareness on climate change and sustainability as well as mobilizes local population to be part of an integrated social and economic sustainable development.

GEO-IN is a cooperation project financed by E.U. INTERREG Greece-Cyprus that involves four insular Geoparks – three from Greece, namely Psiloritis and Sitia from Crete isl., and Lesvos Island; and Troodos from Cyprus. Partners are the Development Company of Psiloritis - AKOMM SA, the Municipality of Sitia, the Natural History Museum of the Lesvos Petrified Forest, the Natural History Museum of Crete, the Development Company of Troodos and the Cyprus Forestry Department. The INTERREG Greece-Cyprus GEO-IN aims to preserve and protect the natural and cultural heritage, to use it for the development of new geotourist products and destinations and to extend the tourism season, through the implementation of common actions, exchange of know-how, and development of common products and services.

In the frame of GEO-IN project Lesvos Island UNESCO Global Geopark developed sports tourism activities through the organization of sporting events throughout the island that provide visibility to Lesvos as a destination for outdoor activities and sports, both nationally and internationally. Sport activities include Lesvos relay, mountain trail running, mountain bike, water sports such as kayaking, surfing or sailing. The ambition is that these activities will make popular and a great tool to attract visitors. These sports activities are linked to the Geopark of Lesvos and are connected with as many geosites as possible. The great number of participants allows the geopark to introduce to as many people as possible also the very interesting but remote geosites and to organize very popular events.

11:30 - 12:30

Scenic cycling routes and trails through natural and cultural landscapes

This session will take place at the Center Stage, Hall 4.1.

Welcome and Introduction

- **Frank Hofmann**, Deputy National Chairman, German Cyclists' Association (ADFC); Germany

Launch of the new EuroVelo websites

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- **Ádám Bodor**, Advocacy and EuroVelo Director, European Cyclists' Federation (ECF); Belgium

Cycling tourism "Made in Germany" – Developing scenic cycling routes through dramatization

The fact that cycling tourism is booming is no longer a secret. In Germany alone, there are more than 250 long-distance cycle routes. Today, cycling tourists have not only become more travel-experienced, but also more demanding. In order to design attractive destinations for them, it is crucial to invest in convincing product management. Creating themed cycling routes along natural and cultural landscapes, to cultural heritages or around specific themes or main topics is a great opportunity that should be considered. The lecture will present how successful themed cycling routes could be developed to improve the competitiveness of cycling tourism destination by showing best-practice examples from Germany.

- **Louise Böhler**, Head of Tourism, German Cyclists' Association (ADFC); Germany

Panel discussion

Developing scenic cycling routes and trails through natural and cultural landscapes

The debate will focus on the key role cycling tourism can play in giving people the opportunity to enjoy natural and cultural landscapes, while benefiting local communities and ensuring that the negative impact of large numbers of visitors on these sensitive landscapes is limited.

Moderated by:

- **Ádám Bodor**, Advocacy and EuroVelo Director, European Cyclists' Federation (ECF); Belgium

Panel:

- **Peter DeBrine**, Senior Project Officer, UNESCO World Heritage Nature, Sustainable Tourism and Outreach Unit (CLT/HER/WHC/NTO), France
- **Marta Chełkowska**, Director, Pomorskie Region; Poland
- **Pia Zimmermann**, Department of Active Tourism – Römer-Lippe-Route and RuhrtalRadweg, Ruhr Tourismus; Germany
- **Leon Hoogsteen**, Deputy Director, Fietsplatform; The Netherlands
- **Lucijana Natalija Jerković**, Public Relations Manager, Croatian National Tourist Board; Croatia

Annual EuroVelo Cycling Tourism Awards

followed by Networking Cocktail Reception (EuroVelo booth No. 256)

12:00 - 12:30

Discover the Danube GeoTour

- **Oliver Gulas**, Communication Manager, Interreg Danube GeoTour Project, Nature and UNESCO Global Geopark Styrian Eisenwurzen; Austria

UNESCO Global Geoparks are unique, unified geographical areas where sites and landscapes of international geological significance are managed with a holistic concept of protection, education and sustainable development. One of the focal missions of the Geoparks is to raise awareness of the significance of our geological heritage – among tourists and local communities. A UNESCO Global Geopark uses its geological heritage in conjunction with all other aspects of the area's natural and cultural heritage to raise awareness and understanding of key societal issues such as the sustainable use of our earth's resources, mitigating the effects of climate change and reducing the risks related with natural disasters. The Danube GeoTour is a geo-touristic offer that takes visitors through all eight Geoparks of the Danube region. Ready to go on an adventure? We offer travel tips, so you can make the most of your experience. Discover the geological, natural and cultural treasures and the numerous leisure activities along one of the largest rivers in Europe! You get the chance to test your courage on the alpine white water, stand in awe and wonder before the world of the once raging volcanos or go on an underground bike or canoe trip. Don't miss out on the opportunity to experience the Danube's largest scenic canyon and the rich mining heritage of our ancestors, try authentic local cuisines, learn about the legends of giants and dragons or listen to the stories fossils have to tell about millions of years old seas and landscapes!

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12:30 - 13:30

The many facets of astro-tourism – From cultural to responsible natural tourism

- **Dr. Andreas Hänel**, Astronomer and Director, Planetarium in the Museum am Schölerberg, Osnabrück; Leader, Working Group Dark-Sky; Association of Amateur Astronomers; Commission Light Pollution, Astronomical Society; Germany

Astro-tourism and environmental participation on rare insect fauna

- **Dr. Sibylle Schroer**, Scientific Coordinator, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB); Dissemination Coordinator, STARS4ALL Collective Awareness Platform for Promoting Dark Skies in Europe; Germany

European's darkest spots

- **Dr. Andreas Jechow**, Physicist, Ecological Light Pollution and Remote Sensing, Leibniz Institute of Freshwater Ecology and Inland Fisheries (IGB); Germany

Role of planetariums in astronomy education and tourism development

- **Tim F. Horn**, Director, Zeiss-Grossplanetarium Berlin; Director, Stiftung Planetarium Berlin; Germany

Afterwards, Sun-gazing at Entrance South of ITB Berlin

– **Look up! The sky no longer is the limit, and we don't need to be astronomers to wonder the vast universe.**

Let's follow Dr. Andreas Hänel for a daytime Sun-gazing, using his Ha-Telescope. Exhibitors and trade visitors will have the great opportunity to daytime Sun-gazing after the presentation, depending on the weather. The Sun is our star in immediate proximity: the light from the Sun just travels a bit more than eight minutes towards us, while the light from the stars has to travel at least four years mostly several hundred or thousands of years! Although the Sun is 150 million km away, the amount of light is so great that observing the Sun through a telescope is so dangerous that the eyes will be destroyed. However, with the help of special filters, the light is reduced, enabling possible observation, especially of the giant gas explosions.

12:30 - 14:00

CYCLING TOURISM DAY – Gran Fondo towards biodiversity conservation

This event takes place at EuroVelo Stand Nr. 256

Networking Reception

Join the winners of the EuroVelo Cycle Tourism Awards for celebratory drinks and finger food at the European Cyclists' Federation (ECF) / EuroVelo booth, located next to the Adventure Stage and Event Area.

13:00 - 13:30

Iran – Lut Desert, Sistan and Bluchestan

- **Bernard Phelan**, Marketing Manager, Caravan Kooch Adventure Travel; Iran

Where in one region can you visit the world's hottest desert, a Persian garden, active volcanos, ancient cities founded around 3200 BC, active dune fields, organic banana orchard, wildlife like the mugger crocodile, seven thousand old pottery, penetrate amazing mountain ranges with summits climbing to almost 4 000 m, 100's km of dunes by the ocean? Only in the Sistan and Baluchistan province of south east Iran. This sparsely populated province covers nearly 181 000 km² (larger than Switzerland, Netherlands, Belgium, Denmark and Slovenia combined) and with just a population of 2.5 million.

There is some amazing scenery like the landforms called « kaluts ». These are ridges up to 155 m high and can extend for more than 40 km. They are created by strong winds propelling sand at great velocity against the bedrock. The region includes what UNESCO regards as some of the « best developed active dune fields in the world ». This comprises UNESCO sites, visits to fishing villages, remote mountain castle and ancient inhabited fortified villages, mangrove forests, bird watching, eating local food and staying with locals in their home and in local guest houses.

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13:30 - 14:00

E-Bike travel trends – New target groups for bicycle tourist

- **Susanne Brüsch**, E-Bike Ambassador, Chief Executive Officer, Pedelec Adventures; Germany

E-bike travel is getting more and more popular. This brings a huge potential to the tourism industry. And, it brings challenges too. E-bike expert and journalist Susanne Brüsch provides insight into the latest market trends in e-bikes and first experiences of e-bike tour operators. Based on the experiences of her own Pedelec Adventures trips in Europe, Asia, Africa and USA, crossing deserts, mountains, grasslands and snow, she will answer key questions on e-bike transport, energy management and battery charging while on the road. She also will show why a pedelec is the perfect touring vehicle for anyone, especially when they come in groups.

14:00 - 16:30

Developing successful scenic cycling routes and trails through natural and cultural landscapes with examples from Germany and beyond

In the following sessions, The European Cyclists' Federation (ECF) and the German Cyclists' Association (ADFC) will present examples from across Europe of successful cycling routes through natural and cultural landscapes. Each session will highlight challenges and opportunities, best practices and success factors. One of the highlights will be the EuroVelo 13 - Iron Curtain Trail, a 10 000 km cycling route that follows the former border that divided Europe into east and west for nearly half a century. 2019 will mark the 30th anniversary of the fall of the Berlin Wall, so a particularly poignant time to consider this route and a number of events will be planned during the year to commemorate the occasion. The aim of the three following interactive workshops is to provide a more detailed insight into how to develop successful cycle tourism products. Looking at different aspects of product development – from route infrastructure to communication and marketing, the workshops will use existing examples of successful cycle tourism products on the European, national and regional levels to provide practical advice on the measures that can be implemented to attract cycle tourists.

14:00-14:30: Via Claudia Augusta – Connecting Europe across the Alps

- **Christoph Tschakner**, Director, Via Claudia Augusta Transnational E.E.I.G., Germany

14:30-15:00: 30 years since the fall of the Iron Curtain – The story of EuroVelo 13

- **Michael Cramer MEP**; Germany
- **Daniel Mourek**, Coordinator, International Projects, Nadace Partnerství; Czechia
- **Hannes Weitschacher**, Managing Director, Weinviertel Tourismus GmbH; Austria

15:00-15:30: Cycling tourism through cultural landscapes

- **Javier Navarrete Mazariegos**, Technician, Ministry of Environment and Territorial Planning, Junta de Andalucía; Spain
- **Henrik Lythe Jorgensen**, Project Manager, Dansk Cykelturisme; Denmark
- **Carmen Pita**, Promotion Director, Galicia Tourist Board; Spain

15:30-16:00: Cycling tourism between maps and apps

- **Thomas Froitzheim**, Member, German Cyclists' Association (ADFC) Cycle Tourism Steering Group; Germany

16.00 – 16.30: Panel discussion

Developing successful cycle tourism products

- **Leon Hoogsteen**, Deputy Director, Fietsplatform; The Netherlands
- **Sebastian Hugo Witzel**, Project Manager Baltic Sea Cooperation, Mecklenburg-Vorpommern Tourismus; Germany

16:30 - 17:00

The Booking Cares story – Driving innovation in sustainable tourism

- **Tuan Pham**, Project Manager, Corporate Social Responsibility, Booking.com; The Netherlands

Hear from Booking.com about their various programmes to mentor and fund start-ups, projects and organisations working to protect destinations through innovative and ground breaking ideas in sustainable travel. Whether it is finding and supporting a startup that combines energy access and adventure travel high in the Himalayas or an app for travellers to contribute to vital research in polar regions, Booking.com is creating a network of change-makers that leverage technology to make a positive, lasting impact on the tourism industry in a scalable and effective way.

With a mission to empower people to experience the world, at Booking.com we want to help travellers explore and enjoy thousands of unique destinations in every corner of the globe. We also seek to contribute to the ongoing health of these same destinations, so that future generations can continue to enjoy them for years to come.

At Booking.com, we believe that by investing our time, energy and passion in the right projects and backing the right people with the right ideas, we can help accelerate discovery and scale solutions to communities and destinations worldwide. We mobilise the early movers that identify opportunities where others cannot, find allies, creatively align resources, and build momentum towards addressing complex issues that need to be tackled. We champion sustainable tourism change-makers and support their work to strengthen local communities, to preserve and promote culture, to help disperse tourism more evenly and to protect our valuable natural resources.

From our employee-driven volunteer programme to our accelerator for social enterprise scale-ups, our three-day programmes for early-stage startups to our fund for non-profit change-makers, we support people who share our belief in the power of technology to have a positive impact on the world and the destinations that we love. Hear about some of our amazing case studies and how these ideas are disrupting sustainable tourism.

17:00 - 17:30

Accessible and inclusive travel solutions for people with disabilities

- **Neha Arora**, Founder; Planet Able; India

There are over a billion people with different disabilities in the world, but the percentage of them travelling is miniscule, owing to lack of accessible travel options available. Planet Able identified this gap and came forward to give them the freedom to travel no matter what their disability is!

Whether they want to experience a small facet of the city they are in or they want to travel across multiple cities of their interest, Planet Able has something unique, safe and enjoyable for them. This organization provides accessible travel solutions and leisure excursions for people with disabilities and the elderly, primarily in India. It is the only organisation in the world that implemented Universal Design in travel, where people with and without disabilities are mixed into one group and travel together. In this regard, Planet Able had won multiple awards on the national and international sphere.

Since the topic of barrier-free travel is so important and that too from a perspective of a developing country like India, where today people of all disabilities are travelling from across the world, the travel fraternity needs to be more aware about it. Addressing these issues is important not just from a business perspective but also from the aspect of social impact. It is an industry potential, which is still lying very much untapped by all means.

17:30 - 18:00

Chekkutty dolls – Symbol of solidarity, resilience and hope after Kerala floods

- **Gopinath Parayil**, Founder and Chief Executive Officer, The Blue Yonder; India

Chekkutty is a mascot of resilience and solidarity shown by the people of Kerala after once in hundred-years flood hit the state. An initiative that became so much part of rebuilding a better state, Chekkutty proved that effective collaboration through crowdsourcing can have a powerful impact in sustainable destination development. A doll made by thousands of volunteers in nine different countries has transformed into an ecosystem that manages responsible tourism, supplementary livelihood options and diverse tourism attractions like flood museums and musical gardens.

The interactive session will also screen a short film called, "Kerala - The Land of Chekkutty".

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18:00 - 20:00

11th ITB Berlin Responsible Tourism Networking Event

- **Rika Jean-François**, Commissioner, ITB Berlin Corporate Social Responsibility; Germany
- **Gopinath Parayil**, Founder and Chief Executive Officer, The Blue Yonder; India

This special networking event brings together international responsible tourism practitioners including exhibitors, trade visitors, sponsors and partners. Everybody can step on stage and describe in a 2-minute-pitch in what kind of responsible tourism initiative he or she is involved, interact with the crowd and find new business partners.

Presentation of Traditional craft at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 6, 2019	10:30 - 12:30	Hall 15.1 / 101

Presentation of traditional craft - braids, a complex pattern formed by interlacing three or more strands of flexible material such as textile yarns.

ITB Virtual Reality (VR) Lab

Category	Date	Time:	Location
Presentation	March 6, 2019 - March 8, 2019	10:55 - 15:00	Hall 10.2 / 108

The new **ITB Virtual Reality Lab** in hall 10.2 is the platform for providers and users of virtual and augmented reality applications in the fields of Tourism and Marketing.

- Market insights into the latest technologies and projects on stage
- Exchanging ideas and trends in the Networking area
- Experiencing technologies at the exhibitor booths

Events

11:00 - 11:30

DESTINATION VR

Experiences in newly created realities between sales promotion and independent worlds. An introduction with many examples and an outlook on the ITB VR Lab's three-day program.

Speaker:

- **Robert Eysoldt**, Creative Consultant, ZEROOVERHEAD CONSULTING

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IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

11:30 - 12:00

The use of augmented reality and virtual reality for immersive tourism experiences

The CreativeARVR Hub will introduce AR and VR for the tourism and cultural heritage context, discuss its opportunities and challenges and provide a number of use cases, its outcomes and lessons learned. Future scenarios and possible developments will be highlighted as part of this talk.

Speaker:

- **Dr. Mandy tom Dieck**, Project Manager, Creative AR & VR Hub, Manchester Metropolitan University
- **Dr. Timothy Jung**, Founder and Director, Creative AR & VR Hub, Manchester Metropolitan University

13:30 - 14:00

Effectively implementing virtual reality in the travel industry

VR is a miracle for the travel industry, but how can it be implemented effectively and fairly for all travel businesses.

Speaker:

- **Adrian Kalcic**, Jump tp

14:30 - 15:00

Virtual Reality in the Tourism Sector – Established Applications and Case Studies

Synopsis: This lecture is dedicated to the various fields of application of Virtual Reality in the tourism industry. It will cover a wide range from VR applications in B2B contexts to in-flight entertainment and sight-seeing tours. Using practical examples, possibilities and challenges will be illustrated and discussed.

Speaker:

- **Sönke Kirchhof**, CEO, INVR.SPACE GmbH

15:00 - 15:30

VR Raffle

Win an Oculus!

The VR raffle takes place at the ITB Virtual Reality Lab in Hall 10.2, booth 108 on each trade visitor day. Throw your business card in the lottery drum between 10:00 and 2:30 to take part at the raffle. The draw takes place every day at 3 pm among the present participants. The prize will be handed out on-site. The conditions of participation are available at itb-berlin.de/virtualreality.

11:00 - 11:30

VR Trends im Tourismus

Speaker:

- **Michael Faber**, Tourismuszukunft

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11:30 - 12:00

Augmented Reality Games meet Tourism

Ingress Agents and Pokémon GO Trainers - traveling the world with the help of AR games. How Niantic manages to motivate players to travel to other countries and cities and what the tourism industry can learn from it.

Speaker:

- **Anne Beuttenmüller**, Head of Marketing EMEA, Niantic Inc.

12:00 - 12:30

Digitalisierung auf Messen und Events - Stand der Dinge unter besonderer Berücksichtigung von AR und VR

Speaker:

- **Prof. Dr. Cornelia Zanger**, Inhaberin des Lehrstuhls für Marketing und Handelsbetriebslehre, TU Chemnitz
- **David Ruetz**, Head of ITB, Messe Berlin/ITB

14:00 - 14:30

Virtual Timetravel: A new way to experience history

We create smart tourism experiences to make tourists to travel in time.

Referring to our project in Luxembourg we will show you what's possible today and what we believe is possible tomorrow.

Guy Breden from the city of Luxembourg will also join us to represent the customers site.

He will explain why Luxembourg supports this project and took the decision to include VR and AR in their smart city concept.

Speaker:

- **Johannes Berdin**, CEO, Urban Timetravel S.A, Urban Time Travel
- **Guy Breden**, Projektleiter VR-Timetravel Luxembourg

14:30 - 15:00

Immersion: ein besonders Erlebnis!?

People always experience, people discover always in their own worlds, people are always in something - because people are very specifically equipped reception organisms. The lecture gets to the bottom of the topic immersion, asks for the equipment of the human being, looks at what constitutes immersion beyond technology. What can the brain do, what is the body? What are they doing with us? Why does our brain enjoy ideas, why would it be entertained? Dream, nightmare, media - all immersion preparers, to give us pleasure and to engage us. Today on technically advanced channels - rail fiction prophecies greet: from Matrix to spaceship Enterprise the journey goes through endless immersion worlds. The tourist worlds are just one of them.

Speaker:

- **Prof. Dr. Ulrich Wunsch**, Consultant, Former Founding President/ Rector of Berlin hdpk, Congruens GmbH

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15:00 - 15:30**VR Raffle**

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11:00 - 11:30**New Realities in Tourism – from Sales to VR In-flight Entertainment**

3spin, entirely focused on virtual and augmented reality, works with numerous tourism & travel companies such as Lufthansa, Sixt & Visit California. In this slot Thomas Hoger, one of 3spin's owners, talks about how VR drives sales and creates game changing customer benefits. He will also provide an outlook on where this journey may take us in the future.

Speaker:

- **Thomas Hoger**, Co-Inhaber, 3spin

11:30 - 12:00**Exploring Virtual Location Techniques for VR/AR**

In this talk, we will give an overview over current VR/AR research in the DE:HIVE institute at the HTW Berlin regarding location scanning and VR/AR interaction techniques and how they may apply to the tourism industry.

Speaker:

- **Sebastian Plesch**, Research Associate at the HTW Berlin, HTW Berlin

14:00 - 14:30**Destinationsmarketing in VR für das Reiseland Deutschland mit Beethoven VR**

Speaker:

- **Thomas Bedenk**, Director Immersive Media, EXOZET

14:30 - 15:00**Casestudy - Virtual Reality in der Kreuzfahrtbranche**

Speaker:

- **Andreas Weigel**, CEO, digitnetmedia

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15:00 - 15:30

VR Raffle

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All you need is ... – Packing Your Suitcase for the West Coast

Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 11:15	Hall 11.1 / 104

Whats New @ Cloudbeds

Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 11:20	Hall 8.1 / 129

Cloudbeds announces the expansion of its hospitality management suite with the launch of an App Directory and the release of new features and partnerships. Through its powerful and simple suite of tools, Cloudbeds gives all properties, regardless of size, access to the best hospitality management technology. This means any and all hoteliers can grow reservations and automate their workflows with confidence and ease. Recognized as one of the fastest-growing companies, Cloudbeds brings together everything these hoteliers need - from channel and property management to workflow automation, payments and pricing intelligence. Presented by: Andre Sovgir, Director Product Management Chad Brubaker, Director Product Management Rafael Blanes, VP Sales

Alexa, Siri etc. - My Colleagues or Successors?

Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 12:00	Room Hongkong / Großer Stern / Level 3 (fairground)

As our society changes, we are increasingly dealing with digitalisation and voice control in our daily and professional lives.

What role does the hotel industry play in this?

Can digital media provide for greater efficiency or become competitors?

We will be happy to discuss these and other questions together with you at the ITB 2019.

We would therefore like to cordially invite YOU to our exciting and extremely topical panel discussion at the ITB 2019 in Berlin.

Panel discussion participants as of November 2018

Florian Bauhuber * Tourismuszukunft

Dirk Klein * GreenLine Hotel Haffhus

Representatives from Google, Amazon, and Accor Hotels have been approached

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What is your position? Do you already use Alexa, Siri etc. in your hotel or are you sceptical about voice control and rely instead on human intelligence?

At our panel discussion, you can let yourself be inspired and prepare yourself for the future.

You can register directly without charge at the following link:

www.greenline-hotels.de/itb-podiumsdiskussion

Contact Person: Suzann Heinemann

T.: 01723210832

E.: sh@greenline-hotels.de

LGBT+ Media Brunch

Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 12:30	CityCube / Level 3 / M6

Members of the media and bloggers can gather in a relaxed atmosphere to meet with destinations and suppliers of specific products to discuss the latest trends and LGBT topics.

- **The LGBT Media Brunch is presented by:** Argentina [travel/lgbt](#)
- **Other exhibitors include:** Costa Rica, Dresden, ELLA Travel, Ibiza LGBT, IGLTA – International Gay & Lesbian Travel Association, Keihan Hotels, Japan, Malta Tourism Authority, New York City & Partners, TomOnTour.com, Tourism Authority of Thailand, US Travel Association

The annual LGBT+ Media Brunch is for all journalists and media who are interested in LGBT+ tourism. Different tourism exhibitors present their LGBT+ products to the media. Argentina will be the presenting partner while other partners like Thailand, Ibiza, New York, Malta, IGLTA and others will be available for networking.

Registration via:

www.otseinladung.de/event/71f0d687fc

Contact Person: Thomas Bömkes

T.: +49 (0)179-5239865

E.: TB@diversitytourism.com

Presentation ADAC Travel Monitor 2019

Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 12:30	Funkturm Lounge (fairground)

Contact Person: Maxi Hartung

E.: marion-maxi.hartung@adac.de

UNESCO and Youth

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Category	Date	Time:	Location
Presentation	March 6, 2019	11:00 - 16:00	Hall 4.1 / 230

Today, more than ever, young women and men are change-makers, building new realities for themselves and their communities. All over the world, youth are driving social change and innovation, claiming respect for their fundamental human rights and freedoms, and seeking new opportunities to learn and work together for a better future.

ITB Medical Tourism Conference

Category	Date	Time:	Location
Presentation	March 6, 2019 - March 8, 2019	11:00 - 16:00	Hall 21 / 214

Medical Tourism is one of the fastest growing tourism segments worldwide with new opportunities but also challenges for tourism suppliers and medical facilitators. What are the best strategies for selling medical and health tourism packages? How can clinics offer their special expertise to medical tourism patients? Which are the social and cultural challenges waiting for medical tourism destinations around the world? The ITB Medical Tourism Conference shows industry trends with best practices and is discussing challenges and solutions for suppliers and buyers.

Hosted by: Dr. Francisco Suarez Sanchez, Medical Advisor, Diversity Tourism GmbH

Events

11:00 - 12:30

EBI Forum: European Buyer's initiative

Membership and Certifications, Educational Session dedicated to Medical Tourism Buyers only!

- **Zdeslav Radovčić**, CEO & Founder, HTI Conference

12:30 - 12:45

Official Opening of the ITB Medical Tourism Conference

- **Rika Jean-Francois**, Commissioner of Corporate Social Responsibility ITB Berlin
- **Thomas Bömkes**, Consultant ITB Berlin, Diversity Tourism GmbH, Munich

itb-berlin.com/medicaltourism

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12:30 - 14:00

Medical Media Lunch

The huge prospects that **medical tourism** has to offer the global tourism industry will be highlighted at ITB Berlin. Medical tourism has been increasing for many years. For the third time we are organising a Medical Tourism Pavilion in Hall 21b which is devoted entirely to this rapidly expanding and important segment.

- Rika-Jean Francois and Thomas Bömkes (ITB Berlin) will officially open the event
- Announcing 2019's Top 10 World's best hospitals for medical tourists by the Medical Travel Quality Alliance www.mtqua.com
Julie Munro, president of the Medical Travel Quality Alliance, mtqua.org
- The event is presented by Turkeyana Clinic, Istanbul and Dormo-Med, Kraków, two hair transplant clinics.
- **Other exhibitors include:** HTI Health Tourism Industry, Brussels (Belgium); Dalmatia Health Cluster (Croatia); Dentexperts, Bucharest (Romania); Stomatologia, Warsaw (Poland); Allmedica Clinic, Warsaw (Poland); EHTTA - European Historic Thermal Towns Association, CGH Earth (India); Viaggiare & Sonidore (Albania); Dünyagöz Eye Clinic, Istanbul (Turkey); European Spas Association, MKT (Poland)

Registration via:

www.otseinladung.de/event/002245d376

Contact Person: Thomas Bömkes

T.: +49 (0)179-5239865

E.: TB@diversitytourism.com

12:45 - 13:00

Announcing 2019's Top 10 World's Best Hospitals for medical tourists

- **Julie Munro**, President Medical Travel Quality Alliance, mtqua.org

14:00 - 15:00

Panel Discussion: How Agencies can best market and sell medical and health tourism packages and services**Moderated by:**

- **Julie Munro**, President Medical Travel Quality Alliance

Panel guests:

- **Sheriff Hassan**, MD, Ceo & Founder Tripsetc Travel Company, USA
- **Mert Demirsoz**, International Business Development Assistant Manager, Turkey
- **Claudia Wagner**, Managing Director, FIT Reisen, Germany

15:00 - 15:30

The success of turkey in hair transplantation and Turkeyana experience #TrustTheExperts

- **Muhammed Halid Hayani**, Operations Manager
- **Mine İstanbullu**, Business Development Manager

turkeyanaclinic.com/en

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www.malaysia.travel

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15:30 - 16:00

Medintegration for effective hair restoration

- **Dorota Kowalczyk MD**, Physician & Clinic Owner
ihairmed.com

16:00 - 16:30

Dünyagöz and medical tourism Strategy

- **Mert Demirsoz**, International Business Development Assistant Manager
dunyagoz.com/en

16:30 - 18:00

Medical Networking Reception

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

10:30 - 11:00

Experience Malaysia Healthcare: Malaysia Year of Healthcare Travel 2020

- **Sherene Azli**, Chief Executive Officer Malaysian Healthcare Travel Council (MHTC)
mhtc.org.my

11:00 - 12:00

Panel discussion: Challenges of social and cultural diversity for medical tourism destinations and medical travelers

Moderated by:

- **László Puczkó**, Director of Industry Intelligence, Resources for Leisure Assets

Panel Guests:

- **Sigrid de Mazieres**, Director Gulf Countries, German National Tourist Office, United Arab Emirates
- **Sidharth Dominic**, Managing Director CGH Earth Health and Wellness, India
- **Sherene Azli**, Chief Executive Officer Malaysian Healthcare Travel Council (MHTC), Malaysia

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12:00 - 12:30

Importance of Ayurvedic panchakarma treatments in chronic disorders

- **Karan Jouhar**, Chief Medical Officer, Kalari Kovilakom, India

cgheartstayurveda.com

12:30 - 13:00

How to avoid seasonality via health tourism, prevention & corporate health services

- **Martin Plachy**, Royal Spas, Czech Republic
- **Siyka Katsarova**, BUBSPA, Bulgaria
- **Maik Fischer**, Bad Pyrmont, Germany

europeanspas.eu

13:00 - 14:00

Medical hotels and their future perspective in medical tourism

Moderated by:

- **Leila Krešić-Jurić**, Executive Director, EHTI Summit / HTI

Panel Guests:

- **Dr. Kai Illing**, Tourism Development HealthCare TDC
- **Dr. Beck**, Health Service Provider
- **Sidharth Dominic**, Managing Director CGH Earth Health and Wellness, India

14:00 - 14:30

Exploring Health Tourism - Study by ETC / UNWTO

- **László Puczkó**, Director of Industry Intelligence, Resources for Leisure Assets

resourcesforleisureassets.com

14:30 - 15:00

Discussion on: Cooperation between China and Europe in health tourism

- **Viktor Vereb**, Representative OBOR Culture and Tourism Development Committee, Brussels

HiSEAS International Tourism Group, Beijing

europeanspas.eu

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15:00 - 16:00**HTI Roundtable: Building up global medical tourism Cities**

Moderated by:

- **Leila Krešić-Jurić**, Executive Director, EHTI Summit / HTI Conference

Panel Guests:

- **Miguel Angel Perez**, Brand Manager, Turismo Valencia, Spain
- **Simone Zagrodnik**, Head of Marketing, Wiesbaden Tourism, Germany
- **Representative of Zagreb Tourist Board**, Croatia

16:00 - 16:30**HTI Conference: Think big or Think smart**

- **Irena Rapoport**, HTI Regional Manager for CIS & Israel

hticonference.com/hti-programme-at-itb-berlin**16:30 - 18:00****Medical Networking Reception**

Join our exhibitors for relaxed conversations in the Medical Pavilion Lounge

10:00 - 10:30**Evex Medical Corporation - Largest chain of hospitals in Georgia**

- **Anri Kapanadze**, Commercial Director

evex.ge**10:30 - 11:00****Use of natural resources to create sustainable health tourism destinations**

- **Dr. Christian Steckenbauer, MSc.**, Faculty Dean, European Campus Rottal-Inn TH Deggendorf

th-deg.de/en

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11:00 - 11:30

Holiday in Romania - Quality dental & Aesthetic care

- **Maria Alionte Ruxandra**, General Dentist

dentexpert-magic.ro

11:30 - 12:00

Why travel & Smile in Albania

- **Dritan Gremi**, CEO & Founder
- **Anduena Cela**, Executive Director

dentistiinalbania.com

12:00 - 13:00

Do clinics need tour operator or is it enough to be active in social media and online

Moderated by:

- **Dr. Francisco Suarez Sanchez**, Medical Advisor, Diversity Tourism GmbH

Panel:

- **Emre Ali Kodan**, Founder Baki International Health & Travel Solutions, Turkey
- **Mert Demirsoz**, International Business Development Assistant Manager, Turkey
- **Irena Rapoport**, HTI Regional Manager for CIS & Israel

13:00 - 13:30

Closing the gap between medical evidence and marketable products. A model for the future in the training of employees in health tourism?

- **Dr. Marcus Herntrei**, TH Deggendorf

th-deg.de/en

13:30 - 14:00

Institut of research and development of medical tourism: New developments of medical tourism in Poland

- **Dr. Anna Bialk-Wolf**, Chairwoman of the Institute for Medical Tourism Research and Development.

ibirtm.pl

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14:00 - 15:00

Panel discussion on: How can Europe ride the medical and health tourism wave?

Moderated by:

- **Dr. Francisco Suarez Sanchez**, Medical Advisor, Diversity Tourism GmbH

Panel:

- **Anna Bialk-Wolf**, Institut of Research and Development of Medical Tourism, Poland
- **Ernest Svažič**, Mayor of Krapinske Toplice, Croatia
- **Ivana Kolar**, Advisor at Terme Olimia, Slovenia

15:00 - 15:30

Dalmatia - New health tourism destination

- **Biljana Mančić**, President
- **Vesna Schvorc**
- **Nela Travas**
- **Katarina Jelčić**

dalmatia-health.com

15:30 - 16:00

Health tourism in Spain. Much more than just sun and beaches

- **Carlos Abella**, General Manager of Spaincares

spaincares.com/es

Dance Show of the Huli Dancers (Papua New Guinea)

Category	Date	Time:	Location
Presentation	March 6, 2019	12:00 - 12:15	Hall 5.2 / 115

MALAYSIA – Discover the beauty and secrets of the Malaysian States Penang, Selangor and Putrajaya

Category	Date	Time:	Location
Presentation	March 6, 2019	12:00 - 13:00	Hall 4.1 / ITB Central Stage (Big Stage)

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Events

12:00 - 12:20

Experience Penang 2020

Penang's capital George Town, was inscribed onto UNESCO's World Heritage list in 2008 where it features Malaysia's best restored traditional architecture plus a multitude of heritage trades and arts. According to UNESCO, the city represents an exceptional example of a multicultural trading town in Southeast Asia forged from the mercantile and civilisation exchanges of Malay, Chinese, Indian and European influences. Amid the city's fascinating colonial buildings and century old trading shophouses, you will find its characteristics of past and present, places of worship displaying the peoples' rich and diverse spiritual faith, clan houses and its much raved about culinary cuisines.

The people in Penang celebrate all year round festivals including religious, cultural and arts. They happen almost every month such as the acrobatic lion dances during Chinese New Year, the intricate weaving of ketupat (rice dumplings) during Hari Raya Aidilfitri (Eid Mubarak) and the unbelievable body piercings that are seen during Thaipusam (a Hindu religious festival).

- **The Hon. Yeah Soon Hin**, Minister of Development, Arts, Culture and Heritage

12:20 - 12:40

Where to go Next? 10 Best Places to Visit in Selangor, in 2019

The tourism business here in Selangor has portrayed a positive stand in the tourist eyes. Tourist-related revenue here has generated more than RM 5 billion since last 5 years. That growth is also fueling a welcome boost in the employee appointment in Selangor as new businesses and attractions emerge thus enticing visitors to spend. Selangor is well known for its famous beautiful natural landscape and there's no better way to see it than on foot.

So, get ready to fill your travel bucket list to be filled for the upcoming year with our swoon-worthy selection of destinations in Selangor to visit in 2019 which is hand-picked by Tourism Selangor. Buckle up for a year filled with terrific travel adventures.

- **YB Datuk Andul Rashid Bin Asari**, Chairman Of Standing Committee On Culture And Tourism , Malay Civilization And Heritage Of Selangor

12:40 - 13:00

Putrajaya – Urban Paradise For Creatures Great And Small

The city of Putrajaya has come a long way since its conceptualisation in 1995. Putrajaya has grown and matured into a vibrant, well-planned modern city equipped with world-class facilities. Landmark buildings now stand tall in the heart of the city, portraying Malaysia as a modern and developing country.

Putrajaya probably isn't the first place you think of when it comes to eco-tourism. Surprisingly, this city is home to one of the most unique green spaces in the world. Almost 40% of the city area are allocated for lakes, parks and open spaces, creating a perfect balance between development and nature. Our famous man-made wetlands boast an amazing and diverse flora and fauna species. Putrajaya lake and wetlands are recognised as one of the Ecohydrology Demonstration Site by UNESCO-IHP Ecohydrology Programme and Putrajaya lake is classified as Class II (safe for body contacts).

Despite the city urban fabric, Putrajaya manages to attract migratory birds, which have made Putrajaya their home. There are 200 species of birds and Putrajaya is also home to multiple species of insects, amphibians, reptiles and mammals that provides a symbiotic relationship between man and nature. If you are looking for rich and unique urban ecotourism experiences, the time is now, the place is PUTRAJAYA.

- **Mdm Tengku Aina Binti Tengku Ismail Shah**

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Tourism in Development Cooperation for Young Professionals

Category	Date	Time:	Location
Presentation	March 6, 2019	13:00 - 13:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Forum Tourism, Sustainability and Research for Europe

Category	Date	Time:	Location
Presentation	March 6, 2019	13:00 - 15:00	Hall 4.1 / ITB Central Stage (Big Stage)

Where do small and medium-sized companies in tourism and hospitality move today? Entrepreneurship, sustainability and innovation are the main topics of the Fachhochschule des Mittelstands (FHM) University of Applied Sciences, founded 18 years ago in Bielefeld, with eight campuses in Germany today. FHM teaching and research focus the "Mittelstand" - in English "small and medium-sized companies". 50 projects with European, national and regional research funding, individual research fields of the professorships and student projects currently represent a third-party funding volume of about eight million euros at the FHM. The forum discusses research results of the FHM and its research partners in the light of the discussion about the questioned role of the European Union, in a united Europe.

Events

13:00 - 13:10

Opening- Forum Tourism, Sustainability and Research for Europe

- **Prof. Dr. habil. Torsten Fischer**, Prorektor „International Affairs“, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld
- **Landrat a.D. Friedel Heuwinkel**, Managing Director FHM-Institute, President Verband Deutscher Naturparke/German Nature Parks Association, Bielefeld

13:10 - 13:20

Introduction to current challenges in European tourism and hospitality

- **Prof. Stephan Gerhard**, Professorship for Hospitality Development, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Berlin and Treugast Solutions Group, München

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13:20 - 13:35

EU-Project "Job to stay" for the integration of refugees into the tourist labour market - first results

- **Prof Dr. Ulrike Fergen**, Professorship for Leisure Management with the focus on Health & Tourism, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

13:45 - 14:00

Interpretations of cultural heritage for a sustainable european tourism

- **Prof. Dr. Johannes Treu**, Professorship for Business Administration & Management, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin
- **Valerie Isabel Elss**, Research Assistant , Department "Research and Development", Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

14:00 - 14:15

Archaeological tourism products and services in Europe through heritage interpretation

- **Ass.-Prof. Dr. Alberto Moreno Melgarejo**, Faculty of Social and Communication Sciences, Department of Marketing and International Business, Universidad Europea Madrid, Spain

14:15 - 14:30

Crosscultural dimensions in international tourism and hotel management in Iran and Germany - Challenges and solutions

- **Prof. Dr. Hamid Doost Mohammadian**, Professorship for International Management, Fachhochschule des Mittelstands (University of Applied Sciences), FHM Bielefeld

14:30 - 15:00

Discussion "Tourism, Sustainability and Research for Europe"

Moderated by: **Prof. Dr. Heike Bähre**, Professorship for International Management & International Business Administration, Fachhochschule des Mittelstands (University of Applied Sciences), FHM Berlin

Panel guests:

- **Prof. Dr. Ulrike Fergen**, Professorship for Leisure Management with the Focus on Health & Tourism, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin
- **Prof. Dr. habil. Torsten Fischer**, Prorektor "International Affairs", Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld & Scientific Director of FHM Berlin
- **Landrat a.D. Friedel Heuwinkel**, Managing Director FHM-Institute, President Verband Deutscher Naturparke/German Nature Parks Association, Bielefeld

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- **Prof. Dr. Johannes Treu**, Professorship for Business Administration & Management, Fachhochschule des Mittelstands (University of Applied Sciences) FHM Schwerin

Afterwards

15:00 – 16:00 Get together in the course of the Forum Tourism, Sustainability and Research for Europe

Different location: Hall 4.1, Booth 107a/YIG-Lounge

Wine tasting degustations at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 6, 2019	13:00 - 15:00	Hall 15.1 / 101

Degustations of Bulgarian indigenous wines presented by a sommelier.

ITB LGBT+ Tourism Conference

Category	Date	Time:	Location
Presentation	March 6, 2019 - March 8, 2019	13:00 - 15:30	Hall 21 / 215

LGBT+ Tourism is still a growing tourism segment worldwide with new opportunities but also challenges for tourism suppliers. What are the best strategies for promoting and selling LGBT+ tourism packages? Which products does destinations position in the market and how does the hospitality industry get their market share in this niche market? The LGBT+ Tourism Conference shows industry trends with best practices and is discussing challenges and solutions for suppliers and buyers.

Moderated by:

- **Ed Salvato**, Chief Content Officer of HospitableMe

Events

13:00 - 13:30

Official Opening of the ITB LGBT+ Travel Conference

- **Rika Jean-Francois**, Commissioner of Corporate Social Responsibility ITB Berlin
- **Thomas Bömkles**, Consultant ITB Berlin, Diversity Tourism GmbH, Munich

Special Guests:

- **Reyes Maroto**, Minister of Industry, Trade and Tourism, Spain
- **Fred Dixon**, President & CEO, NYC & Company, USA

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14:00 - 15:00

All eyes on World Pride: Destinations leveraging big LGBT+ Events to create lasting political, economic, social and cultural change

Moderated by:

- Billy Kolber, Co-Founder HospitableMe

Panel:

- **Fred Dixon**, President & CEO, NYC & Company, USA
- **Dan Rios**, LGBTQ Marketing, Greater Miami CVB, USA
- **Shiho Ikeuchi**, President Pink Soleil & IGLTA Global Ambassador Japan

15:00 - 15:30

Go Thai be free - in Thailand we believe diversity is amazing

- **Steve Johnson-Stevenson**, Marketing Manager – TAT- NY Office
gothaibefree.com

15:30 - 16:00

1719 reloaded - Dresden celebrates the 300th Anniversary of a royal wedding

- **Christoph Münch**, Tourism Marketing Manager - Dresden Marketing Board

dresden.de/1719
dresden-elbland.de

16:00 - 16:30

Networking Reception sponsored by the City of Dresden

Invitation for trade visitors, buyers, media and exhibitors in the LGBT+ Travel Pavilion Lounge

10:15 - 10:45

Region of Valencia - a welcoming destination

- **Lucho Pérez Sánchez**, Tourism Promotion

regionofvalencia.com

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12:00 - 12:30

Malta: More than we could ever tell - #1 on the ILGA . Europe Rainbow Map for the third year running

- **Anthony Briffa**, Marketing Executive – Germany, Austria, Switzerland

visitmalta.com

12:30 - 13:00

Ibiza, a paradise for the LGBT Tourism

- **Vicente Torres Ferrer**, Director of Tourism for Ibiza

ibizalgtbi.com

13:00 - 14:00

LGBT+ Influencers, Travel & Social Media

Moderated by:

- **Matt Skallerud**, President Pink Banana Media

Panel:

- **Daan Colijn**, Chief of Creatives, com
 - **Birgit Völkel**, Blogger giraffe13.de
 - **Stefanie Heyduck**, Blogger giraffe13.de
-

14:00 - 14:30

Love wins, Landscapes inspire

- **Silvia Magino & Marco Albertini**

friendlypiemonte.com

14:30 - 15:00

How training focusing on experience and engagement with LGBTQ travelers will help your customer-facing staff provide better service to all customers

- **Billy Kolber**, Co-Founder HospitableMe

hospitable.me

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15:00 - 16:00**Panel discussion on PR & Marketing Boot Camp - Lessons for LGBT+ Travel companies****Moderated by:**

- **Ed Salvato**, Chief Content Officer of HospitableMe

Panel:

- **Leah Chandler**, Chief Marketing Officer, Discover Puerto Rico
- **Meg Cale**, Blogger dopesontheroad.com
- **Leon Avigad**, Owner, Brown Hotels, Israel

16:00 - 16:30**A new organization to support and develop LGBT Media in Europe**

- **Alfonso Lippart**, President of ELMA

16:30 - 18:00**LGBT Networking Reception sponsored by Visit Brussels**

Invitation for trade visitors, buyers, media and exhibitors in the LGBT+ Travel Pavilion Lounge

10:30 - 11:00**The evolution of IGLTA & LGBTQ + Travel**

- **John Tanzella**, President / CEO IGLTA

igлта.org

11:00 - 12:00**Panel discussion on The pink crystal ball: The future of LGBT+ Tourism & Hospitality marketing****Moderated by:**

- **Kenny Porpora**, HospitableMe

Panel:

- **Philip Ibrahim**, General Manager Mercure Hotel Berlin City, Pink Pillow Berlin
- **Richard Gray**, SVP, Diversity & Inclusion, Greater Fort Lauderdale CVB, USA
- **David Meany**, Director Partner Marketing at The Travel Corporation
- **Shiho Ikeuchi**, President Pink Soleil, IGLTA Global Ambassador to Japan

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12:00 - 12:30

LGBTQ Destination Marketing - Tips & Techniques for 2019

- **Matt Skallerud**, President Pink Banana Media

pinkbanana.media

12:30 - 13:00

The LGBTQ heart of Central Europe - the LGBTQ Potential of Budapest

- **Zsolt Erdei**, CEO & Founder Humen Media Group, President - Humen Travel Tourism Association, LGBTQ Tourism Expert

pinkbudapest.com

13:00 - 13:30

O Canada!

- **Armando Mendonca**, Director Tourism

cglcc.ca

13:30 - 14:00

Thousand ways of Love: New destination wedding packages in Kyoto, Japan

- **Shiho Ikeuchi**, Advisory Director, Keihan Hotels & Resorts

Keihanhotels-resorts.co.jp

14:00 - 14:30

The new luxury guide: TomOnTour - inspired by dreams

- **Thomas Bömkes**, Managing Director, Diversity Tourism GmbH

- **Karl Krause**, Editor-in-Chief Blog/Social Media, TomOnTour.de

tomontour.com

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14:30 - 15:00**Exploring Brussels from a lesbian and feminist angle**

- **Jessica Gysel**, Founder & Programmer

girlsheartbrussels.be

15:00 - 15:30**Colombia: Feel the rythm of diversity**

- **Pascual Martínez Munárriz**, Representative Procolombia Italy

procolombia.co

colombia.travel

Welcoming LGBTQ Travel & Worldpride 2019

Category	Date	Time:	Location
Presentation	March 6, 2019	13:30 - 14:00	Hall 21 / 215

- **Fred Dixon**, President & CEO, NYC & Company

nycgo.com/worldpride

From Wacken to the USA: Practical Experience in the Course of Studies

Category	Date	Time:	Location
Presentation	March 6, 2019	14:00 - 14:15	Hall 11.1 / 104

GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 6, 2019	14:00 - 14:30	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspo

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Kurzfristige Änderungen vorbehalten.

E.: kaspok@iata.org

Sustainable Tourism Development in fragile Contexts - An Example from the Palestinian Territories

Category	Date	Time:	Location
Presentation	March 6, 2019	14:00 - 14:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

9th Silk Road Ministers Meeting

Category	Date	Time:	Location
Presentation	March 6, 2019	14:00 - 16:00	Room Berlin 1 / Hall 7.3a

9th Silk Road Ministers Meeting
(Attendance is by invitation only)

To be attended by countries from the Silk Road and beyond, the meeting will focus on collaborative tourism opportunities aimed at strengthening regional cohesion. In addition to the presentation of project proposals in the areas of marketing and promotion, tourism research and capacity building, participating countries will be able to outline their own Silk Road ideas and initiatives during an open discussion.

For more information, please click here or contact silkroad@unwto.org

Reiseanalyse 2019: How Germany travels.

Category	Date	Time:	Location
Presentation	March 6, 2019	14:30 - 15:30	CityCube A / A6

At ITB 2019, Guido Wiegand (Studiosus Reisen, CEO of FUR e.V., Munich) and Prof. Dr. Martin Lohmann (FUR e.V. and NIT, Kiel) together with Dr. Petra Stolba (Managing Director of Österreich Werbung, Vienna) will present the latest developments in holiday demand on the German travel market, highlight current trends and dynamics and explain future prospects from a consumer perspective.

It is not necessary to register to attend the event. The number of seats is limited.

The Reiseanalyse 2019 is the latest survey of the longest-running study on holiday travel demand in Germany. Further information on the Reiseanalyse and the event can be found at www.reiseanalyse.de

Launch of Vitalpin - The New Physical Activity in the Alps

Category	Date	Time:	Location
Presentation	March 6, 2019	14:30 - 16:00	VIP room 1 / Großer Stern / Level 4 (fairground)

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The importance of the modern zoo

Category	Date	Time:	Location
Presentation	March 6, 2019	14:30 - 16:30	CityCube / Level 3 / M2

The importance of the modern zoo: Loro Parque, the best zoo in the world according to TripAdvisor, informs about the growing importance of modern zoological gardens for conservation and animal welfare, research and education, as well as for the tourism industry.

14.30-15.00 Arrival of the attendees and networking

15.00-16.00 Presentation

Introduction and moderation: Wolfgang Rades, Wildlife Conservation Officer, Loro Parque, Tenerife

Greetings: Dr. Michael Frenzel, President of the Federal German Association of the Tourism Industry (BTW)

47 years of Loro Parque - 25 years of exemplary conservation engagement of the Loro Parque Fundación: Christoph Kiessling, Vice President of Loro Parque, President of Loro Parque Fundación, Ambassador of the Loro Parque Group, Tenerife

Why orcas & dolphins are ideal ambassadors for the protection of the oceans and why they are better taken care of in modern zoos than in sea pen sanctuaries: Prof. Dr. Boris Culik, GEOMAR Helmholtz Centre for Ocean Research Kiel

If there were no zoos, you would have to invent them: Dr. Matthias Reinschmidt, Director, Zoo Karlsruhe

Contact Person: Jorge Vega Garcia

T.: +34 630 438 389

E.: dir.comercial@loroparque.com

GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 6, 2019	14:45 - 15:15	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

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Green Tourism in Georgia

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 15:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Opening ceremony Colombia, Feel the Rhythm at ITB

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 15:30	Hall 23 / 106

Digitalisation and Sustainability in Tourism

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 16:00	Weimar 2 / Meeting Bridge B / Mezzanine Level (fairground)

Human rights in practice: Working Conditions in Tourism

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 16:00	Hall 4.1 / ITB Central Stage (Big Stage)

Tourism's extensive international supply chain, high dependency on seasonality, day and night service supply and a high share of outsourced temporary staff, present challenges in the respect of labour rights. How can tour operators create decent and fair working conditions, and how can challenges be addressed?

Moderated by:

- **Antje Monshausen**, Senior Policy Advisor, Bread for the World, Chairwoman Roundtable Human Rights in Tourism

Panel guests:

- **Myriam Barros**, President Association of the chambermaids "Las Kellys", Lanzarote
- **Sibylle Baumgartner**, Director and Co-Founder, focusright
- **Susana Ceron Baumann**, CSR Manager, VENTURA Travel
- **Madhu Rajesh**, Director, International Tourism Partnership (ITP)

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Presentation of Traditional craft at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 17:00	Hall 15.1 / 101

Presentation of traditional craft - braids, a complex pattern formed by interlacing three or more strands of flexible material such as textile yarns.

Kava Ceremony

Category	Date	Time:	Location
Presentation	March 6, 2019	15:00 - 18:00	Hall 5.2 / 114

Experience a real Kava Ceremony, which in Fiji is celebrated to greet guests to a village or for formal events. Kava is made out of the Yaqona root (a pepper root) and has a slightly earthy taste.

GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 6, 2019	15:30 - 16:00	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspo

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E.: kaspok@iata.org

Success Stories from Luang Prabang, Laos: Eco-Friendly Business Practices for Hotels

Category	Date	Time:	Location
Presentation	March 6, 2019	16:00 - 16:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

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Kurzfristige Änderungen vorbehalten.

Human rights in practice: Working Conditions in Tourism

Category	Date	Time:	Location
Presentation	March 6, 2019	16:00 - 17:00	Hall 4.1 / ITB Central Stage (Big Stage)

The problem of tourism related land grabs and resulting human rights violations is a global phenomenon. How can tourism businesses respect land rights as an integral part of their human rights due diligence practices?

Moderated by:

- Dr. Minu Hemmati, Consultant

Panel guests:

- **Prof. Andreas Neef**, Department Development Studies, University of Auckland, New Zealand
- **Dr. Mary Kristerie Baleva**, External Relations and Policy Specialist, ASEAN Centre for Biodiversity, Philippines
- **Sibylle Baumgartner**, Director and Co-Founder, focusright, Switzerland

Tourcert - 10 Years of commitment to sustainable tourism: Jubilee celebration & certification ceremony

Category	Date	Time:	Location
Presentation	March 6, 2019	17:00 - 17:30	Hall 4.1 / ITB Central Stage (Big Stage)

Since 2009, TourCert promotes more responsible travel. The event will showcase and celebrate the development and its actors, including a poetry presentation.

Opening:

- **Marco Giraldo**, TourCert Managing Partner

Moderated by:

- **Nadine Kreutzer**, Journalist & Radio Presenter

Stage guests:

- **Günter Koschwitz & Angela Giraldo**, Founders of TourCert
- **Jessy James LaFleur**, Spoken Word Artist

Get-together & live jazz music

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ADFC - Travelbike - Bicycle Travel Analysis 2019

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 11:00	CityCube A / A7

Bicycle tourism is booming and is an integral part of German active tourism!

Which routes and regions have won over bike travellers? And which ones will they want to head to in 2019? The ADFC Travelbike Cycling Tours Analysis will reveal the answers. It will also show what other activities are combined with cycling holidays and leisure time, what the regions should be prepared for and what impact electric bikes are having. In addition, the Analysis will provide information about excursion patterns.

This year the Cycling Tours Analysis is celebrating its twentieth anniversary. As the only systematic analysis of cycling tour patterns for many years, it provides tourism professionals a solid foundation for designing cycling tour offerings for specific target groups.

Furthermore, the Analysis will reveal which bike routes and regions have been honoured for their quality.

Speakers:

Louise Böhler, German Cyclists' Federation (ADFC)

Frank Hofmann, German Cyclists' Federation

About the ADFC

With more than 175,000 members, the German Cyclists' Federation (ADFC) is the largest interest group of cyclists in Germany and world-wide. It provides advice on all questions that have to do with the bicycle: law, technology, and tourism. The ADFC is politically active at the regional, national and international level for the consistent promotion of bicycle traffic.

Contact Person: Stephanie Krone

T.: 0049 (0)30 209 1498 65

E.: presse@adfc.de

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 11:00	Hall 25 / 156

How passengers' expectations have changed within the last years and how Brussels Airlines meets these expectations with its flying boutique hotel concept.

Press Contact

Kai Peters

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M: kai.peters@dlh.de

Asia On Stage - daily short presentation about Asia

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 26 / 107

We are proud to present "Asia On Stage" at our ITB stand at BOOTH #107, HALL 26A. Daily from Wednesday 6th of March to Friday 8th of March we will feature short and concise presentations followed by 10 minutes Q&A Sessions. Covering important topics, we intend to share up-to-date

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International Tourism trends with you. We are proud to introduce a great line up of Travel and Tourism Experts from all over the world! Get to know a bit more about them and hear their talks by Registering via email to sales@asia-reps.com

Boom: Industrial Heritage Saxony

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 11.2 / 102

Caribbean - Challenge

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 22 / 124

Goldsmithing by Mamma Bavaria

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 6.2 / 301

Interactive Touchscreen - KNAPPSCHAFT

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 26 / 327

Visit us in hall 26C / stand 327 and receive important information about the free of charge travel immunizations of KNAPPSCHAFT! Explore the interactive map or let yourselves be inspired by the fantastic motifs from the holiday regions of the world! KNAPPSCHAFT for my health!

Kürtőskalács tasting

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 1.1 / 204

The sweet bread-like kalács [kalaats] is a traditional Hungarian dessert. The most well-known and unique type of it is kürtőskalács (chimney cake or spit cake), baked over glowing coals. It is usually the favourite cake of Christmas fairs with its irresistibly appetising smell. Spit cake is a cylindrical shaped, shiny, sticky, crispy dessert. The sweet batter is stretched, cut into stripes, twisted around the spit as spiral threads and then baked on charcoal. Finally, while the cake's surface is still hot, it is covered with caramelised sugar, traditionally flavoured with cinnamon, ground walnuts, chocolate or shredded coconut.

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Registration for information tour to the Kaliningrad region at the end of spring

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 3.1 / 610

Shoot great holiday photos - Fotobox KNAPPSCHAFT

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 26 / 327

Visit us in hall 26C / stand 327 and make fantastic holiday photos with our photo box. Right in Berlin and - CLICK - already on holiday! Let us advise you on the free of charge travel immunization of KNAPPSCHAFT and receive further comprehensive information about our services. KNAPPSCHAFT for my health!

Tastings of Bavarian Schmankerl ("delicacies")

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 6.2 / 301

Your ITB Moment to keep

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 10.2 / 107

Visit our MyPostcard stand (Hall 10.2; Stand 107) and create a memory to keep. Take a picture in our photo booth, we'll print it out (for FREE – of course) and you get to walk away with a smile, remembering the fun times you had at ITB 2019.

"Aufbrezeln" ("tarting up"): Chic Dirndl Hairstyles

Category	Date	Time:	Location
Presentation	March 7, 2019	10:00 - 18:00	Hall 6.2 / 301

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Galapagos National Park: 60 Years of Science, Conservation and Sustainable Tourism

Category	Date	Time:	Location
Presentation	March 7, 2019	10:30 - 11:30	CityCube / Level 3 / R6

1959 - 2019: The islands that inspired Charles Darwin and Herman Melville would be facing their most important change: the arrival of tourism and science. Can these concepts survive together in one of the world's most fragile ecosystems? How can I travel into the Galapagos Archipelago? What challenge is up for the next 60 years?

Contact Person: Klaus Fielsch

T.: +593991331458

E.: kfielsch@metropolitan-touring.com

Presentation of Traditional craft at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 7, 2019	10:30 - 12:30	Hall 15.1 / 101

Presentation of traditional craft - braids, a complex pattern formed by interlacing three or more strands of flexible material such as textile yarns.

Leveraging Best Practice Branding and Marketing to Attract Higher-Value Travel Consumers



Category	Date	Time:	Location
Presentation	March 7, 2019	10:30 - 14:00	Room Hongkong / Großer Stern / Level 3 (fairground)

Please note you must present an invitation to attend this seminar. To request an invitation, please email membership@pata.org

PATA is once again addressing innovative and relevant topics that will be of interest to PATA members and associates. The seminar on 'Leveraging Best Practice Branding and Marketing to Attract Higher-Value Travel Consumers' is comprised of two sessions on 'Digital KPIs Every Destination Marketer Should Embrace in 2019' and 'Utilizing Destination Brands to Attract Higher Value Travel Consumers'.

The first session, presented by ADARA Vice-President of Resort & Destination Analytics, Ted Sullivan, will focus on moving beyond traditional KPIs to improve marketing effectiveness. While the second session, delivered by Twenty31 Consulting's Partner Oliver Martin, will examine how destinations can position their unique selling points so that they can succeed in this increasingly digitized world and will include panellists from leading destinations around the world. The session will be immediately followed by lunch in the same venue.

10.30 -11:15 Overview of PATA – 2019 Developments and Priorities

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- Dr Mario Hardy, CEO, PATA

11:15-11:45 Session 1: Digital KPIs Every Destination Marketer Should Embrace in 2019

- Ted Sullivan, Vice President, Resort & Destination Analytics, ADARA

Destination marketers have step one and step two down -- craft a compelling campaign and distribute on the appropriate channels. But most DMOs need help with the third and arguably most important step, which is measuring the success of campaigns. It's a key piece of improving the effectiveness of marketing efforts and ultimately increasing visitation to the destination. Traditional measurement and analytics solutions are no longer enough to accomplish these goals, so some forward-thinking destinations are updating their digital KPIs.

11:45 -12:30 Session 2: Utilizing Destination Brands to Attract Higher Value Travel Consumers

- **Oliver Martin**, Partner, Twenty31 Consulting Inc. (Moderator)
- **Ms. Maja Pak**, Managing Director, Slovenian Tourist Board
- **Mr. Kairat Sadvakassov**, Vice Chairman of the Board, Kazakh Tourism National Company
- **Mr. Jon Mamela**, Executive Vice President & Chief Marketing Officer, Tourism Toronto

With the on-going disruption in digital technologies, travel consumers around the world are increasingly empowered in the travel path to purchase – able to view, research and engage directly with accommodation and transportation providers, attractions and in-market tour operators. This industry shift has resulted in a highly competitive environment for destinations. Brands and specifically how destinations position their unique selling points (USPs) are becoming increasingly important, as well as key for tour operators to align to.

This session, jointly sponsored by travel and tourism management consultancies Twenty31 and Skylight Intelligence will explore the business case for strong destination brands, how tour operators can align their product and experience offerings and methods for measuring impact. The session will start with a presentation from Skylight's latest destination brand assessment index, TravelView and then involve an engaging facilitated discussion with senior executives from select DMOs.

12:30 - 14:00 Lunch

All you need is ... – Packing Your Suitcase for the West Coast

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 11:15	Hall 11.1 / 104

Whats New @ Cloudbeds

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 11:20	Hall 8.1 / 129

Cloudbeds announces the expansion of its hospitality management suite with the launch of an App Directory and the release of new features and partnerships. Through its powerful and simple suite of tools, Cloudbeds gives all properties, regardless of size, access to the best hospitality management technology. This means any and all hoteliers can grow reservations and automate their workflows with confidence and ease. Recognized as one of the fastest-growing companies, Cloudbeds brings together everything these hoteliers need - from channel and property management to workflow automation, payments and pricing intelligence. Presented by: Andre Sovgir, Director Product Management Chad Brubaker, Director Product Management Rafael Blanes, VP Sales

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IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

Agency for Business and Economic Development (AWE): Corporate Responsibility and the National Action Plan Business and Human Rights

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 11:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 11:30	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspo

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E.: kaspok@iata.org

Trendy Holiday Destinations – Who Is Winning and Who Is Losing

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 11:30	Hall 11.1 / 301

Dein Winter. Dein Sport. Symposium

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 12:00	Hall 4.1 / ITB Central Stage (Big Stage)

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Kurzfristige Änderungen vorbehalten.

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 12:00	Hall 25 / 156

Get to know our NDC Partner Program - Basis for the partnership with our sales partners. With a focus on our mutual customers, a long-term cooperation and the technological advancement of booking functionalities, the NDC Partner Program contains all important components to be successful in the NDC world.

Press Contact

Kai Peters
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Opening ITB 2019 Düsseldorf-Cologne- Bonn

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 12:00	Hall 8.2 / 103

22nd OSV Tourism Forum

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 13:00	CityCube A / A6

East German Savings Banks Association presents the up-to-date "Sparkassen-Tourismusbarometer". Learn about brand new trends of the east german tourism market and current data about the travel areas in Brandenburg, Mecklenburg-West Pomerania, Saxony, Saxony-Anhalt and Thuringia. The Tourism Forum's key aspect is "Ecologically Sensitive Transport in German Tourism". German Tourism Association President Reinhard Meyer points out his point of view about sustainable mobility. Professor Waldemar Berg from Deggendorf Institute of Technology explains how mobility management works effectually with the help of digital technology.

Contact Person: Cosima Ningelgen
T.: +49 171 1423792
E.: cosima.ningelgen@osv-online.de

Linking sustainable growth & nature protection

Category	Date	Time:	Location
Presentation	March 7, 2019	11:00 - 16:00	Hall 4.1 / 230

How to unlock the potential of natural areas as a driver for jobs and sustainable development? Join the dialogue with transnational/local stakeholders. Networking opportunity & platform for knowledge sharing for B2B/B2C-activities.

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Kurzfristige Änderungen vorbehalten.

ITB Career Center Stage

Category	Date	Time:	Location
Presentation	March 7, 2019 - March 10, 2019	11:00 - 17:00	Hall 11.1 / Career Center Stage

Find the answers to your questions

Leading speakers will be giving you valuable suggestions for your future career. Do not miss e.g. the **Elevator Pitches** to get a first impression of the universities and their academic studies. Our **Company Slam** gives company representatives 90 seconds to introduce themselves in an original and creative manner.

Events

11:00 - 11:15

Karriereweg mit einem Hospitality Master

- Dr. Burkhard von Freyberg, Hochschule München

11:20 - 11:35

“Hospitality with Love “by Leonardo Hotels

- Annika Schröder, Head of Recruiting, Leonardo Hotels

11:40 - 11:55

Wie gut sind Studierende auf die Arbeit im Kulturtourismus vorbereitet? Ergebnisse aus dem ERASMUS+-Projekt E-CUL-TOURS

- Prof. Dr. Werner Gronau, Hochschule Stralsund

12:00 - 12:15

Die Reiseanalyse, Basics für Nachwuchskräfte

- Philipp Wagner, Wissenschaftlicher Mitarbeiter, NIT

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Kurzfristige Änderungen vorbehalten.

12:20 - 13:05**Touristische Masterstudiengänge im Überblick - kurz, klar, kompakt**

14 Hochschulen präsentieren im Elevator Pitch die USP's ihrer Studiengänge

13:10 - 13:25**Welchen Vorteil bringt mir ein Auslandsaufenthalt**

- **Matthias Rauhut**, Arbeitsvermittler, Zentrale Auslands und Fachvermittlung

13:30 - 13:45**Mach dein Ich zu deinem Job – Arbeiten in der Clubhotellerie**

- **Bärbel Schreck**, Head of HR, ROBINSON Clubs

13:50 - 14:20**Podiumsdiskussions: Karrierechancen in der Kreuzfahrtindustrie****Moderation:**

- **Oliver Schmidt**, Koehlers Guide Kreuzfahrt

Podiumsgäste:

- **Daniela Block**, MSC Cruises
- **Timo Kaden**, Sartori & Berger GmbH & Co. KG
- **Stefanie Jung & Melanie Siepmann**, sea chefs HR Services GmbH
- **Arno Ahrens**, Steripower GmbH & Co. KG
- **Sabrina Crosini**, AIDA Cruises

14:25 - 14:40**TourKon Kreuzfahrt - Schiffsbekanntgabe mit anschließendem Get-together**

- **Carina Roth**, Leitung Verkauf Team Flug- & Orientreisen, Phoenix Reisen
- **Ralf Vogler**, Hochschule Heilbronn

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Kurzfristige Änderungen vorbehalten.

14:45 - 15:35

Business - Knigge, Wie bringe ich mich richtig in Fahrt?

- **Holger Sturm**, Dozent / Bildungsstätte der BA Oberursel

15:40 - 15:55

Nachwuchsförderung im Tourismus – innovative Ansätze in Deutschland

- **Laura Weihrauch**, Referentin, DTV
- **Dr. Peter Neumann**, IUBH
- **Alexander Mayrhofer**, Leiter Produktentwicklung, Thüringen Tourismus GmbH

16:00 - 16:15

Inspiring Careers

- **James Clarke**, General Manager, UK, Travelzoo

16:20 - 16:35

Berufsperspektiven nach dem Bachelor of Arts im Tourismus

- **Prof. Dr. Soller mit Praktikern und Studierenden**, HWR Berlin

16:40 - 17:15

The perfect match - What tourism can learn from online dating

- **Michael Schrezenmaier**, COO, Spark Network
- **Prof. Dr. Thorsten Merkle**, HTW Chur

17:30 - 19:30

Networking Event of the Young TIC and Hotellotop: livingmoments

- **Tim Duysen**, Chief Marketing Officer, Derag Livinghotels
- **Tobias Klöpf**, Lead Young TIC, Travel Industry Club
- **Niels Vugs**, Hotellotop, Mise en place

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Kurzfristige Änderungen vorbehalten.

11:00 - 11:15

Capitalizing on Technological Innovation: Tapping into the Human Mind

- Tjeerd Zandberg, Research Lecturer, Stenden Hogeschool

11:20 - 11:35

E-Tourism - Digitalisierung in der touristischen Lehre

- Dr. Uwe Weithörner & Carolin Heckerath, Jade HS

11:40 - 11:55

Digitalisierung im Tourismusstudium

- Eberhard Kurz, HS Worms

12:00 - 12:15

Wohin geht die Reise? – Trends und Herausforderungen in der Travel Industry

- Dr. Adrian Freiherr von Dörnberg, Hochschule Heilbronn

12:20 - 12:55

Business - Knigge, Wie bringe ich mich richtig in Fahrt?

- Holger Sturm, Dozent / Bildungsstätte der BA Oberursel

13:00 - 13:45

Company Slam

Arbeitgeber stellen sich auf kreative Art als Arbeitgeber vor, u. a. mit Education First, Your Career Group, Traffics, Juvigo, Holiday Extras, Sunny Cars, Flyline, Premier Inn, Nicko Cruises, Leonardo, Traffics, Sixt, Phoenix, Evaneos, Vertrieb der Touristik, Deutscher Tourismusverband, Messe Berlin, Amadeus, etc.

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Kurzfristige Änderungen vorbehalten.

13:50 - 14:20

Jobperspektive Kreuzfahrt – Leben und Arbeiten an Bord von Kreuzfahrtschiffen

Moderated by:

- **André Nickel**, Bundesagentur für Arbeit

Panel:

- **Daniela Block**, MSC
- **Melanie Siepmann**, sea chefs
- **Alexander Denk**, Viking Cruises
- **Jakob Kummer**, Global Cruise Lines

14:25 - 14:40

Set sail for your career

- **Alexander Denk**, Senior Recruiting Manager, Viking Cruises

14:45 - 15:00

Destination Traumjob – Deine Reise startet bei FTI

- **Marijo Kraljic**, Recruiter, FTI

15:05 - 15:20

Karrierewege bei einem der größten Gastgeber der Welt – Messe Berlin GmbH

15:25 - 15:40

Management-Trainee bei Sixt: Dein Weg auf der Überholspur

- **Sebastian Lorenz**, Junior Manager Employer Branding & University Relations, SIXT SE

15:30 - 15:45

Ich sehe was, was du nicht siehst" - Digitale Aktionsraumanalyse im Tourismus

- **Marcus Bauer & Prof. Dr. Achim Schröder**, htw saar

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Kurzfristige Änderungen vorbehalten.

16:05 - 16:20

Bett, Essen oder Animation – Worauf steht die Gen Y und Z in ihrem Urlaub?

- Dr. Linda Schnorbus mit Studierenden, IUBH

16:25 - 16:40

Gaming mit weitem Horizont – eSports an der Fachhochschule Westküste

- Frank Simoneit, FH Westküste

16:45 - 17:00

Aktiv werden für den Kinderschutz in der Reisebranche - Social Media Contest

- Carlota Harmsen, ECPAT Deutschland e.V.

11:00 - 11:15

Spread your wings with the EUROpean Employment Services (EURES)

- Claudia Berg, EURES Beraterin Bundesagentur für Arbeit

11:20 - 12:05

Business - Knigge Wie bringe ich mich richtig in Fahrt?

- Holger Sturm, Dozent / Bildungsstätte der BA Oberursel

12:10 - 12:30

Ausbildungsmöglichkeiten im Tourismus

- Cornelius Schäfer, Referent Digitalisierung und Bildung, Deutscher ReiseVerband

12:35 - 13:20

Touristische Bachelorstudiengänge im Überblick - Kurz, Klar, Kompakt

16 Hochschulen stellen nacheinander in kurzen Präsentationen ihre Bachelorstudiengänge vor

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Kurzfristige Änderungen vorbehalten.

13:25 - 13:40

Projekt Meerarbeit – Jobperspektive Kreuzschifffahrt

- **André Nickel**, Bundesagentur für Arbeit

13:45 - 14:05

Fair Job Hotels e.V. – Nutze Deine Chance!

- **Maria Mittendorfer**, Markenbotschafterin Fair Job Hotels

14:10 - 14:25

Ecotopia - Nachhaltiges Hotel und Networkingkonzept

- **Christopher Knapp und Eske Setje-Eilers**, Hochschule Kempten

14:30 - 14:45

Wissen und Können am Puls der Zeit“ - Das Laborhotel der Hofa Thun

- **Janine Rüfenacht**, Vizedirektorin, Hotelfachschule Thun

14:50 - 15:05

Studying at Hotelschool the Hague

15:10 - 15:25

Karriere bei Zinnotel

- **Christian Wendt**, Hoteldirektor, ZINNOTEL Hotels und Ferienwohnungen GmbH

15:30 - 15:45

Aktuelle Studien aus dem Institut für Natursport und Ökologie

- **Stefan Mühl & Julia Severiens**, Deutsche Sporthochschule Köln

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Kurzfristige Änderungen vorbehalten.

15:50 - 16:05

Studieren in Finnland: Haaga-Helia Fachhochschule

- Jolantha Zaus, Haaga-Helia University of Applied Sciences

16:10 - 17:00

Karrierkino

11:00 - 17:00

Karrierekino

GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 7, 2019	11:45 - 12:15	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspö

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E.: kaspok@iata.org

Dance Show of the Huli Dancers (Papua New Guinea)

Category	Date	Time:	Location
Presentation	March 7, 2019	12:00 - 12:15	Hall 5.2 / 115

New Destinations for Ecotourism in Jordan and Sustainable Community Involvement

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EXPERTENWISSEN –
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Kurzfristige Änderungen vorbehalten.

Category	Date	Time:	Location
Presentation	March 7, 2019	12:00 - 12:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

China Youth Travel

Category	Date	Time:	Location
Presentation	March 7, 2019	12:00 - 13:00	Hall 4.1 / ITB Central Stage (Big Stage)

Events

12:00 - 12:20

The emerging trend of educational travel in China

Lushu Technology has been activated in customized travel market in China for several years. Its travel planning system has successfully covered over 3000 travel related companies. The accumulating data from Lushu has revealed that educational travel has become an important theme in youth travel products. During the speech, Sophie Lu, co-founder and CMO of Lushu, will share several key trends of educational travel in China, and will introduce the business opportunities associated with this emerging sector.

Speaker:

- Sophie Lu, Co-Founder&CMO, Lushu Technology

12:00 - 13:00

How China's Youth Travel Will Impact the International Travel Landscape?

Hear from China's leading airline, hotel, OTA and customized tour operator on how youth travel is impacting the international travel landscape.

- **Changle Yang**, CEO, TUJIA
- **Roland Elter**, Chief Commercial Officer, Maritim Hotels
- **Glen Fu**, Co-founder & CEO, 54traveler
- **David Chapman**, Director General of the World Youth, Student and Education Travel Confederation

Moderator:

- **Joseph Wang**, Chief Commercial Officer, TravelDaily China

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Kurzfristige Änderungen vorbehalten.

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 7, 2019	12:00 - 13:00	Hall 25 / 156

Explore the customer centric approach of Lufthansa Group Airlines: Simple, competent and reliable at any time. We are there when you need us!

Press Contact

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GoLite & EasyPay – New Possibilities for Agents

Category	Date	Time:	Location
Presentation	March 7, 2019	12:30 - 13:00	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Looking for industry recognition? An easy way for your travel agency to issue air tickets? Join this session to learn how IATA's new GoLite Accreditation has made becoming an IATA Agent simpler and more accessible than ever before.

Already IATA Accredited? The session will also explore how IATA EasyPay, a new payment solution, can benefit your Agency.

Contact Person: Kristian Kaspö
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Capital of Windsurfing-Izmir

Category	Date	Time:	Location
Presentation	March 7, 2019	13:00 - 14:00	Lindau 6 / Meeting Bridge A / Mezzanine Level (fairground)

The President of the Professional Windsurfers Association (PWA) Mr. Jimmy Diaz and windsurfing champion Ms. Çağla Kubat will make a presentation about windsurfing and watersports in İzmir. They have worked on making İzmir a popular windsurfing destination and making Çeşme an attraction center for watersports. The duo has conducted the organization of the PWA World Cup in Çeşme, which is a big event that has contributed to the recognition of the destination remarkably.

They continue to work on promoting windsurfing and watersports in İzmir at their private windsurfing school in Alaçatı.

Windsurfing has been a major part of the lives of Çağla Kubat and Jimmy Diaz. After learning to windsurf, Çağla's life never steered far from windsurfing and she managed to integrate it in all aspects of her life. Balancing a successful career in television together with a successful career in competitive windsurfing, Çağla's love for the sport is limitless and she has done all she can to promote windsurfing in Turkey.

Jimmy Diaz has been competing since he was 13 years old gaining a wealth of knowledge in all aspects of racing, sail development, and now with the organisational part of the sport as president of the PWA. His involvement and adventures in the sport span over 30 years.

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Registration: Please click on: <https://forms.app/cagdasgunes/itb-berlin-2019-capital-windsurfing-izmir/>

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Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 7, 2019	13:00 - 14:00	Hall 25 / 156

Having to manage two cultures, situated in-between two mega market leaders, having to cope with little budgets – does not sound like a winning card deck. Taking advantage of cultural diversity, leveraging the strengths of its mothers, living agile and being just a little more innovative – that does. The story of Europe's foremost innovative leisure carrier - SunExpress.

Press Contact

Kai Peters

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WYSE Confederation - Lifestyle marketing for youth travel and hospitality

Category	Date	Time:	Location
Presentation	March 7, 2019	13:00 - 14:00	Hall 4.1 / ITB Central Stage (Big Stage)

Every brand has a story to tell, but not every story is interesting to millennial and gen Z travellers. Influencers, brand ambassadors, experiential marketing gurus, and creative digital agencies are all at your disposal, but what actually works? Listen to some of the brands getting it right when it comes to lifestyle marketing, co-creation, UGC, and ultimate travel and hospitality experiences for young travellers.

Moderator:

- **David Chapman**, Director General, WYSE Travel Confederation

Panel:

- **Lionel Ansermet**, EF Ultimate Break
- **Johanna Atterby**, Visit Stockholm
- **Etienne Matichard**, JO&JOE
- **Olivia Ralston**, Culture Trip

Wine tasting degustations at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 7, 2019	13:00 - 15:00	Hall 15.1 / 101

Degustations of Bulgarian indigenous wines presented by a sommelier.

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Kurzfristige Änderungen vorbehalten.

Meet the Profs (Bachelor degree)

Category	Date	Time:	Location
Presentation	March 7, 2019	13:30 - 14:00	Hall 11.1 / 209

The professors at htw saar are available to answer your questions about the Bachelor's degree in International Tourism-Management. Our professors: Prof. Dr. Achim Schröder Dr. Acacia Malhado

Launch: UNWTO/ProColombia Music Tourism Network

Category	Date	Time:	Location
Presentation	March 7, 2019	13:30 - 14:30	Hall 23 / 106

From Wacken to the USA: Practical Experience in the Course of Studies

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 14:15	Hall 11.1 / 104

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 15:00	Hall 25 / 156

Smart Devices support more and more tech savvy travelers. Real-time information represents the new standard and enables travelers to find solutions independently through digital self-service options.

Press Contact

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Die Linke - Reisen bildet

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 15:30	Hall 4.1 / ITB Central Stage (Big Stage)

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Kurzfristige Änderungen vorbehalten.

Bulgaria - discover and share

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 16:00	CityCube / Level 3 / M8

Interactive presentation - for everyone, everywhere, a discovery to share.

The Ministry of Tourism of Bulgaria is organizing an event for journalists, bloggers and ITB Berlin visitors, which aims to present the many beautiful, interesting and inspiring locations in the country.

The event will present some of the most popular and some less known historic sights of Bulgaria. We will dive into the beautiful nature of the country and rich culture.

The participants of the event will be guiding the interactive tour by their choices leading the story to each location creating a fuller picture of Bulgaria, its history, people, tradition and culture.

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Personalization Day 2019

Category	Date	Time:	Location
Presentation	March 7, 2019	14:00 - 16:30	CityCube A / A7

Personalization of digital channels is no longer another long-term option to build successful online business that only big brands can effort. And AI-supported micro-segmentation and cross-device targeting of individual customers are no longer a scenario of science fiction.

Today's technology platforms allow affordable 1-to-1 marketing and enable travel companies of all kind and sizes to offer personalized user experiences on their websites.

The digital agency Multiplica and leading technology providers will highlight the key factors of success for effective personalization and demonstrate how focusing on the needs, expectations and characteristics of each user in real-time will not only drive online bookings and sales but also generate long-term loyalty, by building a more human digital experience.

Keynote Speakers:

- **Jan Marks** - CEO at Multiplica Travel
- **Salim Sahi** - CEO at Traffics GmbH
- **Anoop Vasisht** - General Manager Europe at Dynamic Yield
- **Christian Reimann** - Enterprise Account Executive at Optimizely
- **Kristin Kelly Ravesloot** - CEO at Multiplica USA
- **Danielle Schwolow** - Senior Growth Strategist at Multiplica USA
- **Simon Farthing** - Director Global Strategy and Insights at Monetate

Registration:

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Kurzfristige Änderungen vorbehalten.

Free entrance. RSVP - Please reserve your seats at:
https://www.multiplica.com/personalizationday_berlin

More Information:

Jan Marks
 Email: jan@multiplica.com
 Phone: +34 600 64 64 64

Sustainable and Regenerative Tourism

Category	Date	Time:	Location
Presentation	March 7, 2019	14:45 - 15:15	Hall 4.1 B / Adventure Stage

- **Xareni Favela Lorsch**, Managing Director, Puerto Lobos Dive Camp; Mexico

The State of Veracruz, in Mexico, is located at the East and has 690 km of coastline with the Gulf of Mexico. It is noted for its mixed ethnic and indigenous populations, but it also was the place where the Spaniards founded their first town, and its famous cuisine reflects this.

The topography changes drastically, rising from the narrow coastal plains to the highlands to the Pico de Orizaba, Mexico's highest peak. The large variation of altitude results in a mixture of climates. Veracruz has been described as having one of the richest varieties of wildlife in the western hemisphere, the 3rd state in Mexico with most biodiversity. It has 31 environmentally protected areas, and the Veracruz Reef System is also considered to be a national park. It also have worldwide unique diving at oil platforms.

And the way we want the world to get to know this beautiful state in Mexico is through the concept of Regenerative Tourism. The core of this new type of vision is a totally new paradigm, the opposite of massive tourism. We want the visitor to reconnect with three main entities: with own self, with the others and with nature. To achieve this, the tourist needs to live transforming experiences, and this is what we offer through indigenous tourism, rural and social tourism, gastronomical tourism and eco or adventure tourism as diving, hiking or rafting. To be on the regenerative path, you need to give back more than you receive.

Sustainable Tourism Development in Myanmar

Category	Date	Time:	Location
Presentation	March 7, 2019	15:00 - 15:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Destination Brand 18: First selected results

Category	Date	Time:	Location
Presentation	March 7, 2019	15:00 - 16:00	VIP room 1 / Großer Stern / Level 4 (fairground)

In autumn 2018, DESTINATION BRAND 18 measured for the first time the demand-side perceptions of German and international destination brands (countries, regions and cities) on a population-representative basis in Germany, Austria, the Netherlands, and Switzerland.

Which travel destinations have the highest brand awareness (supported and unsupported) in the individual countries? Which holiday activities attract the greatest interest? Which destinations are considered most suitable for the themes "enjoying culinary/gastronomic specialities", "visiting cultural



facilities/using cultural offers", "enjoying nature", "taking a city breaks" and "being active and involved in sports"? And: Which aspects of sustainability play an important role in the planning and implementation of holiday trips in the respective countries?

At this event, the project partners, namely the Institute for Management and Tourism (IMT) of the West Coast University of Applied Sciences and inspektour (international) GmbH, will present first selected results of DESTINATION BRAND 18 and will provide insights into prospective research projects.

The presentation will be held in English.

The speakers are: Anne Köchling, FH Westküste and Ellen Böhling, inspektour

Contact Person: Ellen Böhling

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E.: Ellen.Boehling@inspektour.de

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 7, 2019	15:00 - 16:00	Hall 25 / 156

Did you know that almost 70 % of Lufthansa Group travel is private travel? Leisure travel should be premium too.

Press Contact

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Presentation of Traditional craft at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 7, 2019	15:00 - 17:00	Hall 15.1 / 101

Presentation of traditional craft - braids, a complex pattern formed by interlacing three or more strands of flexible material such as textile yarns.

Kava Ceremony

Category	Date	Time:	Location
Presentation	March 7, 2019	15:00 - 18:00	Hall 5.2 / 114

Experience a real Kava Ceremony, which in Fiji is celebrated to greet guests to a village or for formal events. Kava is made out of the Yaqona root (a pepper root) and has a slightly earthy taste.

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Kurzfristige Änderungen vorbehalten.

Music Tourism Convention presents

Category	Date	Time:	Location
Presentation	March 7, 2019	15:30 - 16:00	Hall 4.1 / ITB Central Stage (Big Stage)

From transporting listeners to far-away places to inspiring new trips, music has always been the perfect travel companion. Destination marketers across the world are now acknowledging the power of music tourism and using it as a tool to promote places, shape experiences and stimulate economic growth.

Moderated by:

- **Katja Hermes**, Head of Projects & Director of German Office, Sound Diplomacy (Germany)

Panel:

- **Julián Guerrero Orozco**, Vice President of Tourism, PROCOLOMBIA (Colombia)
- **Nora Will**, Market Development Manager, Düsseldorf Tourism (Germany)
- **James Wood**, Marketing Campaign Manager, Marketing Liverpool (UK)
- **Jennifer Ross**, Director of Global Marketing Programs, Brand USA (USA)

Buchvorstellung Kursbuch Klassenfahrten

Category	Date	Time:	Location
Presentation	March 7, 2019	16:00 - 16:30	Hall 4.1 / ITB Central Stage (Big Stage)

Community-based Tourism in Madagascar

Category	Date	Time:	Location
Presentation	March 7, 2019	16:00 - 16:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

European Capital of Smart Tourism

Category	Date	Time:	Location
Presentation	March 7, 2019	16:00 - 17:00	Lindau 3 / Meeting Bridge A / Mezzanine Level (fairground)

The European Capitals of Smart Tourism 2019 Helsinki and Lyon share their best practices in smart tourism, what has been learned so far and how

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they have been impacted by the award. Further topics are the launch of the new cycle and how to become the next European Capital of Smart Tourism.

Adventure Connect

Category	Date	Time:	Location
Presentation	March 7, 2019	16:30 - 17:30	Hall 4.1 / ITB Central Stage (Big Stage)

Please have a look [here!](#)

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 11:00	Hall 25 / 156

Gamification Onboard - with the CleverTogether Community time on board flies by. Find out what Austrian Airlines as an innovation pioneer has to offer in addition to snacks, drinks and great views above the clouds.

Press Contact

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Asia On Stage - daily short presentation about Asia

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 26 / 107

We are proud to present "Asia On Stage" at our ITB stand at BOOTH #107, HALL 26A. Daily from Wednesday 6th of March to Friday 8th of March we will feature short and concise presentations followed by 10 minutes Q&A Sessions. Covering important topics, we intend to share up-to-date International Tourism trends with you. We are proud to introduce a great line up of Travel and Tourism Experts from all over the world! Get to know a bit more about them and hear their talks by Registering via email to sales@asia-reps.com

Boom: Industrial Heritage Saxony

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 11.2 / 102

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Caribbean - Challenge

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 22 / 124

Goldsmithing by Mamma Bavaria

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 6.2 / 301

Interactive Touchscreen - KNAPPSCHAFT

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 26 / 327

Visit us in hall 26C / stand 327 and receive important information about the free of charge travel immunizations of KNAPPSCHAFT! Explore the interactive map or let yourselves be inspired by the fantastic motifs from the holiday regions of the world! KNAPPSCHAFT for my health!

Kürtőskalács tasting

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 1.1 / 204

The sweet bread-like kalács [kalaats] is a traditional Hungarian dessert. The most well-known and unique type of it is kürtőskalács (chimney cake or spit cake), baked over glowing coals. It is usually the favourite cake of Christmas fairs with its irresistibly appetising smell. Spit cake is a cylindrical shaped, shiny, sticky, crispy dessert. The sweet batter is stretched, cut into stripes, twisted around the spit as spiral threads and then baked on charcoal. Finally, while the cake's surface is still hot, it is covered with caramelised sugar, traditionally flavoured with cinnamon, ground walnuts, chocolate or shredded coconut.

Performance of the Pidinger Goaßl-Schnalzer

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 6.2 / 301

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Kurzfristige Änderungen vorbehalten.

Registration for information tour to the Kaliningrad region at the end of spring

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 3.1 / 610

Shoot great holiday photos - Fotobox KNAPPSCHAFT

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 26 / 327

Visit us in hall 26C / stand 327 and make fantastic holiday photos with our photo box. Right in Berlin and - CLICK - already on holiday! Let us advise you on the free of charge travel immunization of KNAPPSCHAFT and receive further comprehensive information about our services. KNAPPSCHAFT for my health!

Tastings of Bavarian Schmankerl ("delicacies")

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 6.2 / 301

Your ITB Moment to keep

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 10.2 / 107

Visit our MyPostcard stand (Hall 10.2; Stand 107) and create a memory to keep. Take a picture in our photo booth, we'll print it out (for FREE – of course) and you get to walk away with a smile, remembering the fun times you had at ITB 2019.

"Aufbrezeln" ("tarting up"): Chic Dirndl Hairstyles

Category	Date	Time:	Location
Presentation	March 8, 2019	10:00 - 18:00	Hall 6.2 / 301

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Kurzfristige Änderungen vorbehalten.

Für Jobs und Arbeit ins Ausland reisen (K)ein Thema des Kinderschutzes!

Category	Date	Time:	Location
Presentation	March 8, 2019	10:30 - 11:30	Hall 4.1 / ITB Central Stage (Big Stage)

Die Autorin Jessica Espinoza präsentiert Ihre Forschungsergebnisse zu Kinderschutz im Kontext von beruflichen Reisen und Auslandsaufenthalten. Anschließend diskutieren Vertreter_innen von Reiseunternehmen, Institutionen der Entwicklungszusammenarbeit und Entsendeorganisationen mit Kinderrechtsexpert_innen die Frage, welche Möglichkeiten sowohl Unternehmen, Institutionen als auch Organisationen haben, um einen wirkungsvollen Beitrag zum Schutz der Kinder vor sexueller Ausbeutung durch Geschäftsreisende, Jobber, Expats oder Freiwillige zu leisten.

Moderiert von **Carolin Stamm**

- **Jessica Espinoza**, Autorin der Studie zu Kinderschutz im Kontext von beruflichen Reisen
- **Kirsten Cibis**, Quality Manager, DER Business Travel
- **Anja Turner**, Vice President, Global Marketing & Events, BCD Travel
- **Petra Kohts**, Referatsleitung Entwicklungspolitische Seminare und Freiwilligendienste, Brot für die Welt

Presentation of Traditional craft at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 8, 2019	10:30 - 12:30	Hall 15.1 / 101

Presentation of traditional craft - braids, a complex pattern formed by interlacing three or more strands of flexible material such as textile yarns.

Visit Ukraine????

Category	Date	Time:	Location
Presentation	March 8, 2019	10:30 - 12:30	CityCube / Level 3 / M8

We invite you to visit the presentation of the largest country in Europe - Ukraine.

This is a great opportunity to learn all about the new touristic destination.

The heart of Ukraine - Kyiv.

- Gastronomy Kyiv - acquaintance with Ukrainian cuisine
- Festivals in Kyiv - from music to art festivals
- Kyiv for business - the Ukrainian capital for business events
- Kyiv day and night - entertainment from surfing on the waves of Dnipro River to European level pubs and clubs
- Cultural Kyiv - the center of the country which focuses on the main cultural and historical monuments of the country

More information about interesting tours and unique offers for stay in Kyiv will tell you our the best touroperators and hotel representatives.

Lviv.

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Kurzfristige Änderungen vorbehalten.

A city that preserves the traditions of many people who lived here for centuries. Lviv's architecture has been included in UNESCO's world heritage sites, but the city is often referred to as "the last undiscovered pearl of Europe".

Odessa.

Odessa is one of the biggest cities of Ukraine. Odessa has always been adored by artists, sculptors, writers and poets. It seems that inspiration lingers in every nook of the city. It is not surprising that one could admire with one of the most beautiful Opera Houses in Europe.

Kharkiv

Kharkiv is the second largest city in Ukraine, educational and cultural center of Ukraine. We'll talk about popular tourist destinations of the city, which will impress you with their beauty and originality

Chernivtsi

Chernivtsi – on a halfway between Kiev and Bucharest, Krakow and Odessa -was the secret capital of Europe, where the sidewalks were swept with bouquets of roses and there were more bookstores than coffee shops.

Will be glad to see you at our event!

Barrier-free Tourism Day 2019

Category	Date	Time:	Location
Presentation	March 8, 2019	10:30 - 16:00	CityCube A / A7

The 8th Barrier-free Tourism Day will take place from 10.30am to around 3pm on Friday, 08 March 2019 at the ITB travel fair in Berlin (CityCube, Level 1 - hall 7).

The main topic of the event *about accessible tourism* will be "Specific target group offers and beyond".

In panel discussions and talks, experts will focus on the relevant issues from various different perspectives. A wide range of real-life examples will be presented that demonstrate how to develop and market barrier-free products and services.

Contact Person: Olaf Schlieper

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All you need is ... – Packing Your Suitcase for the West Coast

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 11:15	Hall 11.1 / 104

Whats New @ Cloudbeds

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 11:20	Hall 8.1 / 129

Cloudbeds announces the expansion of its hospitality management suite with the launch of an App Directory and the release of new features and partnerships. Through its powerful and simple suite of tools, Cloudbeds gives all properties, regardless of size, access to the best hospitality management technology. This means any and all hoteliers can grow reservations and automate their workflows with confidence and ease. Recognized as one of the fastest-growing companies, Cloudbeds brings together everything these hoteliers need - from channel and property management to workflow automation, payments and pricing intelligence. Presented by: Andre Sovgir, Director Product Management Chad Brubaker, Director Product

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Management Rafael Blanes, VP Sales

Support the Set-up of a Destination Management Unit around Lake Kivu – A Case from Rwanda

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 11:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 12:00	Hall 25 / 156

Hear about our efforts across all Lufthansa Group airlines to improve operational stability this summer and beyond.

Press Contact

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FTAV - Tunisia under the Winter Sun

Category	Date	Time:	Location
Presentation	March 8, 2019	11:00 - 14:00	CityCube / Level 3 / R13

The aim of the event is to present exciting new tourism products from Tunisia. The focus will be on particularly sustainable offers on the one hand, and on innovative round trips on the other.

1. Welcome speech by the President of the Tunisian Travel Agencies Association (FTAV), Mr Jabour BEN ATTOUCH
2. Statement by the Tunisian Minister of Tourism / ONTT, René Trabelsi
3. Statement by the Head of Political Affairs / Outbound Destinations, Volker Adams

12H-13H: Film presentation about innovative tourism products in the field of sustainability

13h -13h30: Discussion

13h30-14h: Get-Together

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Dance Show of the Huli Dancers (Papua New Guinea)

Category	Date	Time:	Location
Presentation	March 8, 2019	12:00 - 12:15	Hall 5.2 / 115

Southern Africa: Nature Experiences without Borders – African Tourism of the Future

Category	Date	Time:	Location
Presentation	March 8, 2019	12:00 - 12:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	12:00 - 13:00	Hall 25 / 156

Digital is everywhere. Learn how digital services help during the journey and why they play such a vital role in the customer experience of our passengers. Automation and personal assistance - a contradiction? Find out!

Press Contact

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Destinations in the balance: Getting it right for visitors and residents

Category	Date	Time:	Location
Presentation	March 8, 2019	12:30 - 13:30	Hall 4.1 / ITB Central Stage (Big Stage)

We reveal findings from a new report by Cornell University, EplerWood Int'l and the Travel Foundation, and consider how destinations can develop a balanced and sustainable approach, that accounts for both costs and benefits, and the views of residents and other stakeholders.

Introduced and moderated by:

- **Graeme Jackson**, Head of Partnerships, the Travel Foundation

Presentations from and follow-up Q&A with:

- **Megan Epler Wood**, Managing Director, Sustainable Tourism Asset Management Program at Cornell University; Owner and Principal of EplerWood International
- **Sofia Fotiadou**, Research Manager, International Sustainable Tourism Initiative, Harvard T.H. Chan School of Public Health

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- **Peter De Wilde**, CEO, Visit Flanders
- **Alberto Bernabé**, Vice-president and Councillor for Tourism and Foreign Affairs for the Government of Tenerife

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	13:00 - 14:00	Hall 25 / 156

Taking over social responsibility on a global scale: Help Alliance, the aid organization of the Lufthansa Group employees. Learn about our over twenty projects worldwide, providing access to education and a self-determined life for those in need.

Press Contact

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Sustainable Tourism for More Prosperity: Import Promotion Desk (IPD) Connects Partner Countries to New Markets

Category	Date	Time:	Location
Presentation	March 8, 2019	13:00 - 14:00	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

- **Frank Maul**, Acting Head IPD
- **Nora Eichkorn**, IPD Tourism Expert

Wine tasting degustations at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 8, 2019	13:00 - 15:00	Hall 15.1 / 101

Degustations of Bulgarian indigenous wines presented by a sommelier.

20th Travel and Health Forum

Category	Date	Time:	Location
Presentation	March 8, 2019	13:00 - 19:00	CityCube A / A8

Since 2000, the Travel and Health Forum been part of the International Tourism Exchange (ITB) - the world's largest trade fair for tourism.

The Travel and Health Forum is a two-day travel medicine conference. The conference is accompanied by an extensive industry exhibition of various exhibitors from around the travel and tropical medicine sector. A wide variety of selected speakers will be available to you for technical questions and

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discussion following the exciting presentations.

www.crm.de/itb2019

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MALAYSIA – WHAT AN ADVENTURE!

Category	Date	Time:	Location
Presentation	March 8, 2019	13:30 - 14:30	Hall 4.1 / ITB Central Stage (Big Stage)

Over 2018, Cleverdis / ITB Berlin News editor-in-chief Richard Barnes spent a total of five weeks (in three different visits) travelling all around Malaysia on a comprehensive fact-finding tour for TourMAB.com – the Tourism Media Asset Base - compiled for Tourism Malaysia as part of the nation's ITB Berlin Official Partner Country project in 2019. He visited a number of national parks, including Taman Negara, Royal Belum, Mulu, Bako, Kinabatangan, ... the list goes on. One of his self-imposed missions was to try to uncover the truth about the reported destruction of Borneo's forests and the dwindling Orang-utan populations. He discovered places that still today remain more untouched than virtually anywhere else on the planet, and thanks to the annexing of a number of locations as UNESCO World Heritage, as well as the enforcement of protection of national parks – and limiting of numbers of visitors – look like remaining so for a long time to come.

"There are places where you feel as though you are the only humans in the forest," says Barnes, who will relate his experience through his eyes, in his words, during a talk and slide-show on the Centre Stage.

- **Mr Richard Barnes**, Editor-in-Chief, Cleverdis / ITB Berlin News

From Wacken to the USA: Practical Experience in the Course of Studies

Category	Date	Time:	Location
Presentation	March 8, 2019	14:00 - 14:15	Hall 11.1 / 104

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	14:00 - 15:00	Hall 25 / 156

"Some Places can change your life forever" is the core message of the brand campaign #LifeChangingPlaces – underlining the claim "Say Yes To The World".

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Kurzfristige Änderungen vorbehalten.

An Insight from Experts: Destination Management Organisations as a Tool towards a Sustainable Development

Category	Date	Time:	Location
Presentation	March 8, 2019	14:30 - 15:30	Hall 4.1 / ITB Central Stage (Big Stage)

For the second time we are taking a closer look into the work of German Development Cooperation in the field of tourism. The importance of the sector in development cooperation is steadily growing around the world. The day-to-day work of tourism experts working in this field is as diverse and dynamic as the tourism sector itself. This year's focus is on the topic of Destination Management Organisations (DMO): Building and managing DMOs sustainably can be the foundation of a sustainable destination.

Starting with the presentation of a new handbook on the sustainable development and management of regional DMOs by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, this event will afterwards dive into the practical experiences of experts in the field of DMO development.

Moderated by: Nadine Kreutzer

Introductory presentation: "Handbook and Guidelines on Sustainable Development and Management of Destination Management Organisations", Kai Partale, General Manager, Benchmark Services

Panel guests:

- **Jean Bosco Kubwimana**, Senior Professional, Eco Emploi – Programme for Promotion of Economy and Employment, GIZ Rwanda
- **Deepak Raj Joshi**, Chief Executive Officer, Nepal Tourism Board
- **Dr Nicole Häusler**, External Consultant, Programme Capacity Development for Private Sector Development, GIZ Myanmar
- **Kai Partale**, General Manager, Benchmark Services

Morocco: Development of Sustainable Tourism and Its Value Chains

Category	Date	Time:	Location
Presentation	March 8, 2019	15:00 - 15:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	15:00 - 16:00	Hall 25 / 156

130.000 employees @ Lufthansa Group from diverse nationalities within 550 companies. Learn how to be one of us #be-lufthansa.

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Kurzfristige Änderungen vorbehalten.

Presentation of Traditional craft at the booth of Bulgaria

Category	Date	Time:	Location
Presentation	March 8, 2019	15:00 - 17:00	Hall 15.1 / 101

Presentation of traditional craft - braids, a complex pattern formed by interlacing three or more strands of flexible material such as textile yarns.

Kava Ceremony

Category	Date	Time:	Location
Presentation	March 8, 2019	15:00 - 18:00	Hall 5.2 / 114

Experience a real Kava Ceremony, which in Fiji is celebrated to greet guests to a village or for formal events. Kava is made out of the Yaqona root (a pepper root) and has a slightly earthy taste.

The State and Future of Booking for Tours, Activities and Attractions

Category	Date	Time:	Location
Presentation	March 8, 2019	15:30 - 16:30	Hall 4.1 / ITB Central Stage (Big Stage)

How travelers find, choose and book the things they do in destination is undergoing enormous change. In new research from Arival, Douglas Quinby will walk through the state of search-shop-buy in tours and activities, the big problems to be solved, potential solutions, and where it's all headed.

Speaker:

Douglas Quinby, Co-founder and CEO, Arival

Panel:

- **Jay Judal**, Director, Outside Sales, San Diego Zoo
- **Grant Jurgeneit**, Cofounder, Checkfront
- **Lukas C. C. Hempel**, Founder & Managing Director, bookingkit

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	16:00 - 17:00	Hall 25 / 156

Get to know our NDC Partner Program - Basis for the partnership with our sales partners. With a focus on our mutual customers, a long-term cooperation and the technological advancement of booking functionalities, the NDC Partner Program contains all important components to be successful in the NDC world.

Press Contact

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Kurzfristige Änderungen vorbehalten.

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Activating Smart Sustainability for Destinations

Category	Date	Time:	Location
Presentation	March 8, 2019	16:30 - 17:30	Hall 4.1 / ITB Central Stage (Big Stage)

A frank discussion about the constraints around proper destination management and some of the smart approaches around them in effort to keep tourism as a force for good.

Speaker:

- **Gustavo Timo**, Destination Development Director
- **Milena Nikolova**, Knowledge & AdventureEDU Director

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 8, 2019	17:00 - 18:00	Hall 25 / 156

We are responsible for our environment and take this responsibility towards society seriously. Learn more about our environmental promise and the many measures we take to be more sustainable and climate-friendly.

Press Contact

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Trans Dinarica - Cycling MeetUp

Category	Date	Time:	Location
Presentation	March 8, 2019	17:00 - 18:00	Hall 4.1 / 215

The TransDinarica is a 2,000 kilometre epic mountain bike train connecting 8 economies in the Western Balkans. Come meet cyclists and tour operators and plan your next two-wheel exploration. Western Balkans - Powered by RCC.int

20th Travel and Health Forum

Category	Date	Time:	Location
Presentation	March 9, 2019	09:00 - 17:00	CityCube A / A8

Since 2000, the Travel and Health Forum been part of the International Tourism Exchange (ITB) - the world's largest trade fair for tourism.

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Kurzfristige Änderungen vorbehalten.

The Travel and Health Forum is a two-day travel medicine conference. The conference is accompanied by an extensive industry exhibition of various exhibitors from around the travel and tropical medicine sector. A wide variety of selected speakers will be available to you for technical questions and discussion following the exciting presentations.

www.crm.de/itb2019

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ITB LGBT+ Travel Consumer Days

Category	Date	Time:	Location
Presentation	March 9, 2019 - March 10, 2019	10:00 - 18:00	Hall 21 / 215

Events

10:00 - 18:00

The Florida Keys & Key West - Come as you are

11:00 - 11:30

Amazing Thailand Drag Race Performance

- **Dearis Doll** – Runner Up Drag Race Thailand

gothaibefree.com

12:00 - 12:30

Amazing Thailand Drag Race Performance

- **Dearis Doll** – Runner Up Drag Race Thailand

gothaibefree.com

13:00 - 13:30

Amazing Thailand Drag Race Performance

- **Dearis Doll** – Runner Up Drag Race Thailand

gothaibefree.com

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Kurzfristige Änderungen vorbehalten.

14:00 - 14:30

Understanding the lesbian consumer and traveler

- **Kristin Hansen**, CEO & Founder Hansen & Partner, Ella Travel

hansenandpartner.com

14:30 - 15:00

ARN Culture & Business Pride, Playa de las Américas (South Tenerife, 18-22 June 2019)

- **Sylvia V. Lacosta**, CEO & Founder Tenerife Les-Friendly

tenerifelesfriendly.com

15:00 - 15:30

10 steps to creating a marketing campaign for LGBT Women

- **Meg Cale**, LGBT Travel Blogger & Consultant

dopesontheroad.com

15:30 - 16:00

Two women and their blue landie on a roadtrip through Africa

- **Stefanie Heyduck**, Beraterin & Autorin
- **Birgit Völkel**, Ärztin & Autorin

giraffe13.de

16:00 - 18:00

50th Stonewall Anniversary Party

with

Pink Pillow Berlin Rainbow Cake Cutting
Amazing Thailand Drag Race Performance
Argentinean Queer Tango from Buenos Aires

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Kurzfristige Änderungen vorbehalten.

10:00 - 18:00

The Florida Keys & Key West - Come as you are

12:30 - 13:00

Amazing Thailand Drag Race Performance

- **Dearis Doll** – Runner Up Drag Race Thailand

gothaibefree.com

13:30 - 14:00

Amazing Thailand Drag Race Performance

- **Dearis Doll** – Runner Up Drag Race Thailand

gothaibefree.com

14:30 - 15:00

Amazing Thailand Drag Race Performance

- **Dearis Doll** – Runner Up Drag Race Thailand

gothaibefree.com

Tourism in German Development Cooperation

Category	Date	Time:	Location
Presentation	March 9, 2019	11:00 - 11:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 9, 2019	11:00 - 12:00	Hall 25 / 156

We are responsible for our environment and take this responsibility towards society seriously. Learn more about our environmental promise and the many measures we take to be more sustainable and climate-friendly.

Press Contact

Kai Peters



T: +49 151 589 31686
M: kai.peters@dlh.de

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 9, 2019	12:00 - 13:00	Hall 25 / 156

We take over social responsibility at a global level: help alliance, the aid organization for Lufthansa Group employees. Find out about the many ways in which you can get involved: customers donate miles, employees part of their salary - all for a good cause, for around 40 projects that help alliance supports worldwide.

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Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 9, 2019	13:00 - 14:00	Hall 25 / 156

Find out how Miles & More recognises the wishes of the participants and serves their diverse needs.

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ITB Medical Tourism Consumer Days

Category	Date	Time:	Location
Presentation	March 9, 2019 - March 10, 2019	13:00 - 15:30	Hall 21 / 214

Events

13:00 - 13:30

Augenbehandlung in der Türkei

- **Mert Demirsoz**, International Business Development Assistant Manager, Türkei

dunyagoz.com/en

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EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.

13:30 - 14:00

Entdecke das thermale Erbe Europas

14:00 - 14:30

Vorstellung von Behandlungen mit Yoghurt und Rosen - Made in Bulgaria

- Syska Katsarova, President of BUBSPA

bubspa.org

14:30 - 15:00

Die Kraft der Natur in Niedersachsen: Wirksamkeit, Vermarktung und Qualitätsmanagement von Naturheilmitteln, Staatsbad Pyrmont

- Christian Meijerink

baederland-niedersachsen.de

15:00 - 15:30

Innovative Produkte im gesundheitstourismus in Niedersachsen am Beispiel der Zielgruppe Handwerker

- Christian Meijerink

badpyrmont.de

baederland-niedersachsen.de

15:30 - 16:00

Vichy, Evian, Vittel & Co bieten tolle Angebote für Gesundheitsurlaub

- Csilla Mezösi, Europäischer Heilbäderverband

medecinethermale.fr

12:30 - 13:00

Effektive Wiederherstellung von Kopfharen nach Haarausfall

- Dorota Kowalczyk MD, Ärztin & Klinikbetreiberin

ihairmed.com

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ehhta.eu

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Meet the Profs (Bachelor degree)

Category	Date	Time:	Location
Presentation	March 9, 2019	14:00 - 14:30	Hall 11.1 / 209

Professors from the htw saar (Saarland University of Applied Sciences) will be available to answer your questions about the Bachelor's degree in International Tourism-Management. Our professors: Prof Achim Schröder and Dr Acacia Malhado. The professors from the htw saar (Saarland

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www.malaysia.travel

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Tourism in German Development Cooperation

Category	Date	Time:	Location
Presentation	March 9, 2019	14:00 - 14:30	Hall 4.1 / 200

Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ)

Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 9, 2019	14:00 - 15:00	Hall 25 / 156

130.000 employees @ Lufthansa Group from diverse nationalities within 550 companies. Learn how to be one of us #be-lufthansa.

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Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 9, 2019	15:00 - 16:00	Hall 25 / 156

Digital is everywhere. Learn how digital services help during the journey and why they play such a vital role in the customer experience of our passengers. Automation and personal assistance - a contradiction? Find out!

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Tourism in German Development Cooperation

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Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 10, 2019	11:00 - 12:00	Hall 25 / 156

Did you know that almost 70 % of Lufthansa Group travel is private travel? Leisure travel should be premium too.

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Lufthansa Group Live!Talks @ ITB

Category	Date	Time:	Location
Presentation	March 10, 2019	14:00 - 15:00	Hall 25 / 156

Join us on a journey to Africa - Brussels Airlines is the most important European Airline to Africa with amazing destinations to travel to from Abidjan to Yaoundé.

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