eTravel Lab Day 1

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<th>Date</th>
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<tr>
<td>March 7, 2018</td>
<td>10:30 - 17:30</td>
<td>Hall 7.1c, eTravel Lab</td>
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10:30 - 11:00

**Customer Communication In Times Of Mobile First - How Mobile Usage, Voice, Messenger And AI Are Changing The Way We Communicate Within Travel**

With more phones than toothbrushes on earth, we need to have a serious chat about how communication is changing and how to leverage that to increase direct sales and customer satisfaction.

**Panel guests:**
- Daniel Zelling, Managing Director & Founder opensmijle., Founder Hospitality Industry Club
- Benjamin Devisme, Vice President Sales Colossal Factory, Ambassador France Hospitality Industry Club
- Marius Donhauser, Founder & CEO hotelkit GmbH, Board Member Hospitality Industry Club

11:00 - 11:30

**Press Conference: The Future Of Travel Is Digital**

Digital technologies, platforms and business models are transforming the tourism industry. Which trends will shape the future of tourism? What do the customers want? Bitkom exclusively presents a new study.

**Speaker:**
- Dr. Bernhard Rohleder, CEO, Bitkom

11:30 - 12:00

**Can Curiosity Beat Robots?**

Eight requirements for artificial intelligence to make guests curious, as well as the providers which already fulfill them. Best practices from the first book of curiosity marketing in the tourism industry.

**Speakers:**
- Julia Jung, Senior Content Architect, Neusta Etourism GmbH
- Stefan Niemeyer, Senior Conversion Architect, Neusta Etourism GmbH

12:00 - 12:30

**Smart Payments Strategies To Increase Revenues For Travel Marketplaces**

This session will provide key best practices and deliver insights on how travel marketplaces can leverage online payments to increase revenues and drive growth.

**Speaker:**
- Nicolas Vedrenne, Chief Business Development Officer, SafeCharge
12:30 - 13:00
The Single Source Of Truth: Data As The Basis For Successful Destination Management In The Future
In the future websites are going to play an increasingly insignificant role. Database quality will be the key to successful destination management. Destinations need to redefine their strategies in order to benefit from the digital transformation and be better able to take care of their guests.
Speaker:
Hartmut Wimmer, Owner and CEO, Outdooractive

13:00 - 13:30
Study: The Impact Of Influencers On Travel Bookings, Using The Example Of A Ship Tester
With over 500,000 video views per month, Germany’s ship tester energizes the cruise market – from young to old. Study results explain his success: credibility, expertise and professionalism.
Speakers:
Matthias Morr, Video Blogger & Cruise Influencer, Schiffstester.de
Dr. Lars Peters, Independent Media Consultant, Market Researcher & Moderator

13:30 - 14:00
Native Travel Advertising - Best Practices
Companies want to advertise while customers want added value. How can these desires be combined? Case studies from influencer marketing, social media and corporate blogging.
Speaker:
Toni Stork, CEO, OMMAX

14:00 - 14:30
Masters Of Storytelling: How National Geographic Engages 350m Fans On Social
National Geographic aims to inspire, enlighten, and activate audiences around the world, encouraging them to go further and test the limits of what is possible. As one of the most revered brands in the world, National Geographic is the number one non-celebrity brand on Instagram (over 102 million followers) which is just one facet of its incredible social media footprint. Annabelle Canwell, SVP of Travel Partnerships will share insights and perspectives on how they are leveraging innovative thinking, as well as consumer insights which enable them to maintain their position as one of the most relevant and inspiring brands in social media.

National Geographic celebrates the explorer inside all of us; those who go, do and push themselves further. Our stories are told by the world’s best scientists, explorers, photographers and filmmakers. We offer true 360 experiences across an unparalleled portfolio of media assets – television channels, magazines, kids, travel, books, video, events and some of the most followed digital and social platforms in the world. As a trusted global super brand, National Geographic touches over 760 million consumers of every age, in every part of the world, every single month and maintains a social footprint of over 350 million faithful followers.

With an unwavering commitment to the power of science, exploration and storytelling to change the world, National Geographic is a forward thinking multi-media company, with purpose at its core. We return over a quarter of our proceeds to the non-profit National Geographic Society, creating a virtuous cycle of storytelling and philanthropy committed to research, science, conservation and exploration.
Speaker:
Annabelle Canwell, Senior Vice President, National Geographic Partners, Europe & Africa
14:30 - 15:00
Will Online Companies Soon Turn Into Brick-And-Mortar Stores?
Amazon is buying supermarkets, Urlaubsgru.de opened a travel agency and E-Commerce popup stores can be seen in city centers. Are online companies going stationary, and if so, what's making them do it? What does it mean for stationary players?
Speaker: Anne Rösener, Owner & Founder, CLIENT MIND

15:00 - 15:30
Payments In The Travel Industry – A Blockchain Solution
Smart contracts on the blockchain can massively reduce costs in the travel industry. We’ll map a path from immediate access to digital currency customers to a frictionless real-time payment solution.
Speaker: Michael Culhane, CEO, TripX

15:30 - 16:00
Booking Options On Facebook And Instagram
Many tourism experts use social media, but unfortunately, references to booking options are often missing. In this session you will get an overview of the various options available on Facebook & Instagram.
Speaker: Tanja Weinekötter, Owner, Marketing + Event Support

16:00 - 16:30
More Than “Just” A Social Media Post: How Influencers Are Modernizing The Content Pool Of SalzburgerLand
Videos, photos and stories? We need more and more content to fill our social media channels. SalzburgerLand is expanding its content pool with the #MyInstaWeekend event series, a cooperative effort with top influencers which draws its inspiration from millions of Instagram users.
Speakers: Lisa Binderberger, CEO, Boom Creative Lab GmbH
Victoria Hochreiter, BA, MA, SalzburgerLand Tourismus GmbH

16:30 - 17:00
Online Marketing Insights 2018: Best Practices From 600 German Travel Websites
This exclusive study reveals the best practices from 600 German travel websites in search engine and content marketing.
Speaker: Christian B. Schmidt, Managing Partner, Digitaleffects GmbH

17:00 - 17:30
Many Channels – But No Overall View. What Do Your Guests Really Want?
Vacationers make decisions based on reviews and opinions posted in the social web from people they don’t know. How can hotels/brands measure their digital perception to quicker identify important topics and trends?
Speaker: Philipp Rodewald, Managing Director, Webbosaurus GmbH
eTravel Stage Day 1

Date: March 7, 2018  
Time: 10:30 - 17:30  
Location: Hall 6.1, eTravel Stage

Moderated by:  
Dorian Wilson, Business Development Manager, Myhotelshop GmbH

10:30 - 11:00  
**Official Opening Of The eTravel World: Humanoid Pepper Interviews Head Of ITB David Ruetz**

The prominent service robot Pepper and Head of ITB David Ruetz welcome all guests of the eTravel World and discuss the future of travel technology.

**Welcome:**  
Service Robot Pepper, Social Humanoid Robot, SoftBank Robotics  
David Ruetz, Head of ITB Berlin

11:00 - 11:30  
**Service Robots In Destinations: Live Demonstration Of Pepper In Action**

Humanoid robots are increasingly being used in the tourism industry. Very promising results have been reported in regards to these robots providing services to international tourists in destinations. Where can robots be used particularly well and what are some of the things robots will still not be able to do in the future? The service robot Pepper demonstrates his skills live on stage.

**Speakers:**  
Nicholas Boudot, Sales & Marketing Director, SoftBank Robotics Europe  
Service Robot Pepper, Social Humanoid Robot, SoftBank Robotics

11:30 - 12:00  
**Booking Behavior Uncovered**

What websites and apps are travelers really visiting before (and after) they book hotels or flights and does their booking behavior differ between desktop and mobile (or even mixed) customer journeys?

**Speaker:**  
Alexander Trieb, Founder and CEO, travel audience

12:00 - 12:30  
**Shoot For The Average, Miss The Target**

Sojern’s study of eight traveler paths to purchase paints a detailed picture of device hopping, competitor shopping, and strategizing. The conclusion? The average traveler’s path to purchase is a myth.

**Speaker:**  
Stephen Taylor, SVP Enterprise Solutions, Sojern
### 12:30 - 13:00
**The Future Of Travel Distribution And NDC's Impact In China**

Recently IATA'S New Distribution Capability (NDC) XML standard has been adopted by more and more airlines. Although this new technology will no doubt revolutionize the travel distribution ecosystem, it is still unclear as to the exact future of global distribution system companies. Meanwhile, surcharges and NDC commissions have not been introduced for travel agencies that operate in China, and only a minor impact has been observed. Let's talk about the future of travel distribution and the NDC's impact in China.

**Speaker:**

**Nancy Zhou**, Co-Founder, VP, Flightroutes24.com

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### 13:00 - 13:30
**Is Your Business Ready For Self-Driving Cars?**

In 5 years self-driving cars will be on the streets of all cities. This will significantly change how tourists experience destinations, impacting local tour operators & attractions. Prepare now!

**Speaker:**

**Alex Bainbridge**, Editor & CTO, DestinationCTO

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### 13:30 - 14:00
**One Country, Many Personalities – How North Rhine-Westphalia Tells Multimedia Stories**

Our two-year campaign #neuentdecken was the result of an spontaneous idea. We developed it ourselves and filled it with life: a glimpse at challenges, lessons learned and opportunities.

**Speakers:**

- Julia Dahmen, Head of Media Production & Brand Management, “Dein NRW”, Tourismus NRW e.V.
- Julie Sengelhoff, Press Officer and Head of the Social Media Editorial Team, Tourismus NRW e.V.
- Elisa-Maria Stommen, Head of B2C-Portal Digital Strategies, “DeinNRW”, Tourismus NRW e.V.

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### 14:00 - 14:30
**How Technology Is Rapidly Changing Tours & Activities Worldwide**

Technology is rapidly changing the 3rd largest tourism sector: tours & activities. What’s behind the megatrend? How can suppliers & sales channels profit from digitalization?

**Speaker:**

**Lukas Hempel**, Founder & Managing Director, bookingkit

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### 14:30 - 15:00
**E-WOM And Its Impact On Hospitality Bookings**

Electronic Word of Mouth (e-WOM) has vastly impacted sales across a variety of industries and hospitality is no exception. In this presentation, we approximate the impact of reputation on total bookings and expose best practices to optimize occupancy.

**Speaker:**

**Félix Said**, General Manager, myHotel

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15:00 - 15:30
Your Face As Boarding Pass – How Facial Recognition Makes Your Travel Experience A Smooth One

In a rapidly evolving travel business, offering smooth experiences is key. Learn more about how a customer-focused face recognition solution can help you succeed in a travel-world where we have to balance digital with real life security.

Speakers:
- Gian Casanova, Managing Director, Futurice GmbH
- Tugberk Duman, Technology Consultant, Futurice GmbH

15:30 - 16:00
How Storytelling Can Help Travel Brands Cut Through The Noise

Jason Nash, Travelport’s chief storyteller, will share how to build a compelling business story. This session will inspire you to think about your marketing messages in a new way. It will highlight some of the archetypes and give you a useful tool to help you build your own stories. You will also hear Travelport’s own story - transforming from traditional GDS to a modern travel commerce and retailing platform, moving from pure b2b to b2b4c.

Speaker:
- Jason Nash, Chief Storyteller, Travelport

16:00 - 16:30
Travel Startup Investor Panel Powered By VIR

Experienced investors and business angels discuss the potentials and challenges offered by the tourism industry. Why does it pay to invest in tourism? What characterizes an attractive travel startup?

Moderated by:
- Michael Buller, Chairman, Verband Internet Reisevertrieb e.V. (VIR)

Panel guests:
- Dr. Frank Mair, Managing Director, Mairdumont Ventures
- Dr. Christian Saller, General Partner, HV Holtzbrinck Ventures Adviser GmbH
- Roland Zeller, Managing Director, Innuk Ventures

16:30 - 17:00
Putting Influencers To The Test With Destination Challenges

Destination Challenges is an influencer marketing concept where influencers are put to the test by giving them a set of missions that are linked to the destination’s partners, activities or culture.

Speaker:
- Bjorn Troch, The Social Traveler, Destination Digital

17:00 - 17:30
„GlocalMe“ – Your Best Travel Mate

uCloudlink, based in Hong Kong and China, presents the brand „GlocalMe“, the first SIM-free portable Wi-Fi hotspot with 4G high speed connection and worldwide secure internet access.

Speaker:
- Javin Sun, Business Director Europe, uCloudlink
10:30 - 11:00
Innovative Techniques To Leverage Guest Intelligence To Boost Revenue
In today’s competitive hotel marketplace, the key to success is finding a way to exceed guests’ expectations. By leveraging Guest Intelligence effectively, brands can improve the experience they offer, increase positive online reviews and encourage direct bookings. During this session, RJ will explore the key new trends that are impacting reputation and enabling savvy hoteliers to gain competitive advantage. Join us to hear who are the winners and losers and how the winners are using latest technological innovations to interact with guests before, during and after their stay, giving rise to remarkable results.

**Speaker:**
RJ Friedlander, Founder & CEO, ReviewPro

11:00 - 11:30
Digital Assistants In The Tourism Industry: Alexa & Google Home
A presentation of the changes accompanying digital assistants in the tourism industry: What will be the consequences for tourism stakeholders? What’s more important: individual skills or structured data?

**Speaker:**
Florian Bauhuber, Geographer, Tourismuszukunft-Realizing Progress

11:30 - 12:00
Digitalization In The Travel Industry: Can Your Currency Risk Management Strategy Keep Up?
We look at how and why currency volatility impacts the industry. Also: a SaaS solution for FX risk, and a client success story.

**Speaker:**
Toni Rami, COO & Cofounder, Kantox

12:00 - 12:30
The Rise Of The Robots: Automating The Content Chain For The Connected Traveler
Learn how ‘robots’ - automated content machines – need only minutes to handle most content creation, translation and Internet publishing processes, saving as much as months of invaluable time.

**Speaker:**
Dr. Kevin Ashbridge, VP Global Travel, Leisure & Hospitality Solutions, SDL

12:30 - 13:00
MASAI: Technology And Solutions For Mobility Service Providers, Enabling A Concierge In Everyone's Pocket
MASAI delivers technology and solutions to mobility service providers in order to fulfill mobile citizens’ needs for a seamless travel experience – a digital concierge in everyone’s pocket.

**Speaker:**
Jorge Vieira da Silva, Secretary General, MASAI Mobility Community
13:00 - 13:30
AI, Blockchain, Platform Economy - Hype Or Hope In Tourism?
Using the platform economy as an example, we will illustrate how artificial intelligence helps to develop the market position of Airbnb & Co. Are blockchains really the best answer for standing up to these big players?
**Speaker:**
Prof. Dr. Eric Horster, Director Teaching Institute for Academic Studies and E-Learning (WISE), Westküste University of Applied Sciences

13:30 - 14:00
Digital Locals – Juvigo As A Platform Solution For The Fragmented Youth Travel Market
Juvigo is the first booking platform to establish a sustainable presence in the youth travel market. This is the reason why the Berlin start-up was awarded the 2017 VIR Innovation Prize.
**Speaker:**
Björn Viergutz, Founder & CEO, Juvigo - Der FerienFinder

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**eTravel Stage Day 2**

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<td>March 8, 2018</td>
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**Moderated by:**
Prof. Dr. Claudia C. Brözel, Faculty of Sustainable Business Administration, University of Sustainable Development Eberswalde

10:30 - 11:00
Bookings Validation To Prevent Fraud And Reduce Accounting Overhead
Are you an OTA or an activity supplier? Do you suffer from fraudulent bookings or excessive accounting costs? Explore how a partnership between a tour operator and a software house engineered a tried and tested solution to these widespread industry problems.
**Speakers:**
Nick Palan, MBE FCA, Chairman, Golden Tours Ltd
Tarang Patel, CEO, Vsourz Ltd

11:00 - 11:30
ROI Of Storytelling: Dissecting Successful Content Marketing Strategies
Join GLP Films’ Founder and Chief Strategist, Rob Holmes, as we dissect the latest strategies in content marketing and address the travel industry’s key digital marketing challenges. Using data-driven results, we’ll look beyond the recent trends to uncover what really works in digital marketing. We’ll uncover topics like what type of content you should be producing, how to plan a successful content strategy, and ultimately, how to measure the ROI of your storytelling and content marketing campaigns. Learn from the industry’s latest case studies and best practices to see how to successfully leverage digital storytelling in your content strategy.
**Speaker:**
Rob Holmes, Founder and Chief Strategist, GLP Films
11:30 - 12:00
How Technology Will Put Travel At The Forefront Of The Experience Economy
We are at the early stages of the digital revolution in travel where everything from machine learning to AI to voice, AR and VR will create a better, more personalised experience. Expedia Affiliate Network will discuss how technology is changing travel and making the world more accessible.
Speaker: Alfonso Paredes, Vice President of Sales EMEA and LATAM, Expedia Affiliate Network

12:00 - 12:30
AI In Travel And Leisure Marketing
With artificial intelligence technology, travel marketers can personalize the travel experience from booking to post-trip in a whole new way.
Speaker: Raj Balasundaram, Global Head of Solutions and Strategy, Emarsys Interactive Services GmbH

12:30 - 13:00
Evolving Airline Distribution Strategies: The API Economy
In an NDC era, a look at the journey that airlines need to go on if they want to broaden their reach, relevance and results as well as their impact on the travel supply chain (agents) and ultimately, the traveler. What does NDC mean for Travel Management Companies and their need to deliver a seamless customer experience?
What does NDC mean for Corporations and their need to deliver travel programs? What does NDC mean for airlines in delivering increased personalization and sales? And, finally, a look at the role of technology as an enabling platform.
Speaker: Marcel van de Wal, Commercial Director Central Europe, Air Commerce, Travelport

13:00 - 13:30
The State Of Travel Blogging - Partnerships That Drive Value And ROI
This session explores how travel bloggers drive value and generate a higher Return On Investment (ROI) beyond content creation and audience engagement. Whether you are a DMO or a travel brand looking to work with travel influencers, this session will provide, through a variety of case studies, insights into the many creative partnerships and concepts that travel bloggers are developing to generate value for the tourism industry.
Speakers: Melvin Böcher, CEO, Travel Dudes
Keith Jenkins, CEO, iambassador

13:30 - 14:00
Influencer Marketing And Blogging Law
Impact Analytics, contract design and the management of touristic influencers in Germany and Europe. Legal security in media and labor law for first movers and imitators in the “influencer marketing” dynamic growth market.
Speakers: Peter Hense, Lawyer & Partner, Kanzlei Spirit Legal LLP
Dr. Jonas Kahl, Lawyer, Kanzlei Spirit Legal LLP
14:00 - 14:30
Meetingplace For Digital Nomads – Opportunities For The Tourism Industry
Digital nomads travel throughout the world and get their work done on the road. Their goals and activities are determined by new parameters. The tourism industry should react by emphasizing personal experiences and open access. A field report from Poland.
**Speaker:** Tobias Kremkau, Coworking Manager, St. Oberholz/Berlin

14:30 - 15:00
Tourists As A Nuisance Factor. Is Overtourism Also A Topic In Germany?
„Overtourism” is currently on everyone’s lips and an increasingly hot topic also outside the cities. What's behind all this and do DMOs and local authorities have the opportunity to counteract overtourism at an early stage?
**Speaker:** Ina Pfingst, Senior Project Manager eLearning & Destinationmarketing, TourComm Germany

15:00 - 15:30
SEO And Google 2018 – Niche Potential Of Your Touristic Website
Every touristic destination or provider of touristic services knows the problem: When searching for particular keywords, the top positions of Google’s results page are occupied by large comparison portals’ offers or strong competitors. This session deals with the prospects for finding lucrative niches and the optimal positioning of one’s own offers.
**Speaker:** Andreas Kaufmann, Owner, Die Webboxer

15:30 - 16:00
Digital And Social Media In Aviation
Since 2009, KLM has gained a reputation as pioneer in the field of social media services and campaigns. KLM has over 25 million fans and followers on various social media platforms. Through these channels, KLM receives over 130,000 mentions every week, 30,000 of which are questions or remarks. These are personally answered by more than 250 service agents, who form the world’s largest, dedicated social media team. With the use of artificial intelligence, KLM supports its service agents who are then able to answer many more questions in a shorter period of time.
**Speaker:** Martine van der Lee, Director Social Media, KLM Royal Dutch Airlines

16:00 - 16:30
Faroe Islands Translate – How The World Learned Faroese
Learn „Faroese” and find out about a successful case promoting a small but fascinating destination: The Faroe Islands started their own instant online translation service inspired by Google Translate.
**Speakers:**
Levi Hanssen, Content Manager, Visit Faroe Islands
Allan Sonne Sørensen, Partner & CEO, EHRENBERG SØRENSEN Kommunikation
16:30 - 17:00
New Topic: GDPR or Theft of Data - The Audience has the choice!
New Topic: the audience has the choice: 1. GDPR or 2. Theft of Data
Speaker:
Dr. Philipp Kadelbach, Founder & Chief Legal Officer, Flightright GmbH

17:00 - 17:30
Five Surprising Markets Where Airbnb Has Flourished
Airbnb has shaken up worldwide tourism and impacted travel and hospitality in unprecedented ways. But where has the platform had the most success in terms of growth and revenue? Airbnb data and analytics company AirDNA found some surprising results.
Speaker:
Thomas Caton, Chief Revenue Officer, AirDNA

ITB Hospitality Tech Forum

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Moderated by:
Nick Vivion, Editorial Director, Tnooz

14:00 - 14:30
Why Business Travel Needs To Be Sexy
A summary of best practices we’ve implemented with leading corporates to illustrate how traveler centricity can drive savings and compliance. Outlook on what to expect in the future and how to move forward.
Speaker:
Maximilian Waldmann, Founder & CEO, conichi

14:30 - 15:00
Blockchain: Opportunities Or Challenges For Hospitality?
Blockchain is an emerging technology which has been adapted for online electronic transactions. This session will present various initiatives in which hospitality companies have used blockchain.
Speaker:
Dr. Andrew Lim, Professor of Technopreneurship and Innovation, Hotelschool The Hague
15:00 - 15:30
The Future Of Technology: Is AI Coming To Hospitality?
Artificial Intelligence (AI) is the hottest of hot topics right now – from retail to manufacturing, in the enterprise or at home – it is everywhere. Hoteliers are starting to shift their thinking from “if” to “when” when it comes to AI and the potential effects that could be felt in the industry. During this session, attendees will hear, at a high level, predictions for how this new technology might one day become a reality in the hospitality industry, along with the benefits, potential concerns and how to embrace AI to continue to enhance the guest experience.

Speaker:
Michael Schubach, CHTP, CHAE, Strategic Deployments / Program Management Director, Infor Hospitality

15:30 - 16:00
Let’s Get Personal – A Primer On Personalized Pricing
This panel will feature industry thought leaders who will discuss their success with personalized pricing, the conditions that need to be in place and the potential pitfalls hotels must be aware of.

Moderated by:
Klaus Kohlmayr, Chief Industry Evangelist, IDeaS Revenue Solutions

Panel guests:
Etienne Faisandier, Vice President Revenue Management and Business Intelligence, Mövenpick Hotels & Resorts
Tim Davis, Chief Executive Officer, PACE Dimensions
Fabrice Otaño, SVP, Chief Data Officer, AccorHotels Group
Chinmai Sharma, Chief Revenue Officer, Taj Hotels Palaces Resorts Safaris

16:00 - 16:30
Relevance Of Direct Guest Messaging In Hospitality
Importance of direct messaging in hospitality through verified statistics. Best practices of direct messaging between hotels and guests. Research regarding guest communication preferences.

Speaker:
Benjamin Jost, CEO, TrustYou

16:30 - 17:00
Social Recruiting – Huge Opportunities with Many Pitfalls
- Demographic factors and near-full employment are putting employers in the hotel industry and tourism under enormous pressure when it comes to recruiting.
- Innovative (IT-) recruiting and smart HR-marketing are new disciplines for top managers.
- The Social Web has been used for personal branding for a long time – with many pitfalls.

Speaker:
Carsten Hennig, Managing Editor Europe, Hospitality Leaders
17:00 - 17:30
OTAs & Hotels – Confrontation Or Cooperation?
Are online travel agencies (OTAs) partners or competitors of hotels? How much control of the transaction is left to the hospitality provider? Are rate parity agreements a modus vivendi in the new travel booking landscape? The panel will comment on these controversial issues.
Moderated by:
Nick Vivion, Editorial Director, Tnooz
Panel guests:
Raissa Benchoufi, Industry Manager DACH, trivago N.V.
James Bishop, Vice President Sales, EMEA, SiteMinder
Gino Engels, Co-Founder & Chief Commercial Officer, OTA Insight

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eTravel Startup Day

Date: March 9, 2018
Time: 10:30 - 17:00
Location: Hall 6.1, eTravel Stage

10:30 - 11:00
Grand Opening eTravel Startup Day
Axel Jockwer is a Start-up-Coach und today’s host of the eTravel Start-up Day. Growth can hurt. And not just a bit. And pain is unavoidable these days, since it’s part of growing up. Pain can also paralyze you and put you in a state of shock. It can make you inactive, panicky, or simply make you give up altogether. Or you can determine the source of pain and work against it. If you recognize certain types of pain and know how to classify them, you can then learn how to deal with them instead of simply giving up. Jockwer’s “Growth Pain Matrix” describes organizations’ typical growing pains: Every organization recognizes these pains from their own experiences, and their description will no doubt elicit nods of recognition from the audience – no matter the size of the companies where they work. Early recognition of the symptoms and circumstances results in the right way for dealing with “Growth Pain” – the way which helps companies become stronger after going through such changes. In the end, there are proven and tested solutions to every problem.
Introductory presentation & Moderation:
Axel Jockwer, Startup Coach

11:00 - 12:00
China Startup Panel: How Startups And Travel Innovation Are Redefining The Chinese Market
China is the largest source market for global travel industry, and technological innovations are driving dramatic changes to its travel sector. How can international travel brands make the most of the latest technologies and ecosystem in order to grow their businesses and better serve Chinese travelers?
Introductory presentation:
Kelly Zhang, Vice President, Mioji
Eric Gnock Fah, President & Co-Founder, Klook Travel
Moderated by:
Joseph Wang, Chief Commercial Officer, TravelDaily
Panel guests:
Eric Gnock Fah, President & Co-Founder, Klook Travel
Tony Jiang, Co-Founder & Partner, Ocean Link
Kevin King, COO, Shiji
Changle Yang, COO, Tujia
12:00 - 12:30
Welcome City Lab – Startup Elevator Pitch
Welcome City Lab is a program designed to accelerate innovation in tourism. Its goals are to foster relationships between the key actors of the tourism industry and to create a culture of innovation in tourism.
Panel guests:
Grégoire Pfirsch, Managing Director & Co-Founder, Q°Emotion
Laurent Queige, Managing Director, Welcome City Lab
Sébastien Texier

13:00 - 14:00
Startup Pitch Powered By Phocuswright
Five companies – carefully selected by Phocuswright’s experienced team of innovation analysts – have six minutes each to demonstrate their travel innovation in front of the live audience. The Dragons - a panel of executives with keen insight and expertise - provide feedback to each innovator and determine the winning company. Just one demonstrator will be crowned "the most innovative" and win a ticket to attend Phocuswright Europe (15 – 17 May in Amsterdam).
Judges:
Dr. Jochen Gutbrod, Partner, btov Partners AG
Dr. Christian Saller, General Partner, HV Holtzbrinck Ventures Adviser GmbH
Philip C. Wolf, Founder, Phocuswright Inc., Serial Board Director
Moderated by:
Florence Kaci, Director Sales EMEA and European Market Specialist, Phocuswright Inc.
Panel guests:
Filippo Fasolo, CEO, Ads Hotel
Lukas Hempel, Founder & Managing Director, bookingkit
Slobodan Petrovic, Business Development Director, MagicStay
Leith Stevens, VP, Business Development, Redeam
Anton Werner, Co-Founder, Beach-Inspector

14:00 - 15:00
Fun & Technology: Success Stories From Spain's Travel Tech Industry
In 2017, Spain was the second touristic destination in the world. Come and meet a selected group of very competitive Spanish firms which use technology to successfully combine tradition and innovation.
TRAVEL COMPOSITOR
How to book a complex multi-destination itinerary including many travel services in one single session and payment.
PIPELINE SOFTWARE 2000, ORBIS PORTAL
The perfect tool for destination promotion websites.
IST - CRUISE TECHNOLOGY EXPERTS
Cruise booking engine. Discovering a new way to sell cruises.
4UXL FRUZZEL
Online marketing tools to capture the tourist of the future.
123 COMPARE ME
How the hotel guest stay can be digitalized so as to cover guest expectations while on property.
JUNIPER CONSULTING
How our clients will have a customized technology to grow their business exponentially.
AVANTIO
A wide view of the evolution of the vacation rental sector in Spain compared to Germany & the rest of the world.

Moderated by:
Lucinio Muñoz Muñoz, Economic and Commercial Attaché, Spanish Embassy in Berlin

Panel guests:
Manuel Aragones, CEO, Travel Compositor
Sebastián Briones, CEO, Pipeline Software 2000, S.L.
Xavier García, Commercial Director, IST – Cruise Technology Experts
Rubén Vicente, Account Manager, Fruzzel Group - 4uxl, S.L.
Pau Ferret, Commercial Director, 123 Compare Me, S.L.
Astrid Kastberg, Sales and Marketing Director Europe, Juniper Consulting, S.L.
Patricia Czajkowski, Head of Business Development DACH, Avantio (Internet Tourism Solutions, S.L.)

15:00 - 16:00
Travel Startup Panel Germany Powered By VIR
Innovative young entrepreneurs from a huge range of areas within the tourism industry present themselves at the Travel Start-Up Panel Germany – presented by the Internet Travel Marketing Association (VIR). Their business ideas include concepts for individual tourism (Mister Trip and Unplanned) and Travel Technology solutions for small and mid-sized tour operators and holiday home management companies (Typisch Touristik) all the way to the app which links hotels and travel service providers with influencers (Freachly).

Moderated by:
Axel Jockwer, Startup Coach

Panel guests:
Michael Buller, Chairman, Verband Internet Reisevertrieb e.V. (VIR)
Christian Diener, Co-Founder, Unplanned Moments GmbH
Mario Geiß, Founder & Managing Partner, Freachly GmbH
Simon Milz, Founder & CEO, Typisch Touristik
Michael Wurst, Founder & CEO, Mister Trip

16:00 - 16:30
Berlin Travel Startup Roundtable
Top travel CEOs discuss what makes Berlin a hotbed for innovation in tourism, and explore the homegrown scene’s efforts to disrupt the discovery and booking experience for travelers worldwide.

Moderated by:
Axel Jockwer, Startup Coach

Panel guests:
Dr. Patrick Andrä, CEO, HomeToGo
Malte Cherdron, COO, GoEuro
Johannes Reck, CEO, GetYourGuide

16:30 - 17:00
Startup Networking
Welcome:
Johannes Ganser, Chief Sales Officer, HanseMerkur Reiseversicherung AG
### eTravel Lab Day 3

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<tr>
<td>March 9, 2018</td>
<td>10:30 - 17:30</td>
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#### 10:30 - 11:00

**GDPR And PCI DSS Compliance Made Easy**

A brief introduction of PCI DSS and GDPR. How do PCI DSS and GDPR affect the tourism industry? PCI DSS and GDPR are regulations with many requirements: 366 SECOM solutions reduce the costs, time and resources required to meet these requirements.

**Speaker:** Enrico Ermanno Dall’Ara, QSA, 366 SECOM Italia

#### 11:00 - 11:30

**YouTube Optimization: How To Stop Wasting Money And Start Getting The Best Out Of Your Campaign**

Everyone uses YouTube to present their products to their customers. But only 2 out of every 10 companies use all of the optimization possibilities offered by the platform. This lack of knowledge results in a reduction of potential range of 30% or more. But it doesn’t have to be this way!

**Speaker:** Alexander Feldmann, Editor-in-Chief & Managing Director, moviemaniacs

#### 11:30 - 12:00

**360° Video Is Not Virtual Reality**

While it has increased conversion rates, the 360° video experience is comparable to a train ride. What will the future of travel look like when photorealistic VR is explorable and can be easily produced?

**Speaker:** Karen Nemeth, Business Development, Realities.io

#### 12:00 - 12:30

**How Can Travel Agents Become Attractive Again?**

Travel agencies are closing or consolidating. What are the causes and potential remedies? How can travel agents position themselves to gain more customers?

**Speaker:** Mateusz Mierzwinski, Founder & CEO, LocalBini

#### 12:30 - 13:00

**Optimize The Hotel Guest Experience: How To Exploit The Digital Opportunities To Build Loyalty**

How can the hospitality industry technologically prepare for the future, exploit digitalization and optimize the guest experience? How to create an enriching, inspiring, personal in-destination guest experience.

**Speaker:** Martin Sponholtz, CEO & Founder, AeroGuest
13:00 - 13:30
#instafood - How Social Media Is Changing The Way We Eat On Holiday
Best practice examples showing how social media is changing the way we eat on holiday. An interesting look at the effects of social media on culinary tourism and destination image.
**Speaker:** Mihir Nayak, Senior Lecturer, Hochschule Fresenius

13:30 - 14:00
Artificial Intelligence In Distribution. An Oxymoron?
The impact of artificial intelligence (AI) on the hotel distribution chain and how hotels and travel intermediaries need to prepare for the changes ahead.
**Speaker:** Sergi Mesquida, Head of Innovation and New Ventures, Hotelbeds Group

14:00 - 14:30
Designing Successful Social Media Campaigns
With real examples spanning different budgets and travel themes, this session will show you how to run social media campaigns, from working with travel influencers to planning to leverage unique content.
**Speakers:**
- Lola Akinmade Åkerström, Co-Founder, NordicTB Collective
- Janicke Hansen, Co-Founder, NordicTB Collective
- Lelde Benke, Media & Marketing Project Manager, Tourism Department, Investment and Development Agency of Latvia (LIAA)

14:30 - 15:00
Online Technology For Hoteliers: Challenges And Solutions
An overview of how hoteliers can overcome the technology challenges they are facing to compete online and drive direct bookings in the fast-paced world of metasearch.
**Speaker:** Raissa Benchoufi, Industry Manager DACH, trivago N.V.

15:00 - 15:30
The Human & AI In The Tours & Activities Marketplace
Along with the best practices and handy advice this presentation will study the dependence on artificial intelligence within the tours & activities marketplace in the framework of the human experience.
**Speaker:** Hristo Yanev, Founder & CEO, VisitBulgariaOn.com
15:30 - 16:00
Megatrend Culture Tourism – Opportunities For Digital Startups
Digital startups are the engines of culture tourism in rural areas. Using European best practice examples, we will illustrate how to exploit potentials and promote young companies.

Speaker:
Dr. Karin Drda-Kühn, Managing Director, Kultur und Arbeit e.V. / EUROPETOUR

16:00 - 16:30
Brezel The World With Us
Eight ladies, one goal: a tolerant web. Traveling with a “pretzel-spirit”. An online campaign by students is presented.

Speakers:
Christina Bahmann, Student of the University of Sustainable Development Eberswalde, Brezel the World
Stephanie Richter, Student of the University of Sustainable Development Eberswalde, Brezel the World
Jessica Wybraniec, Student of the University of Sustainable Development Eberswalde, Brezel the World

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Date: March 10, 2018
Time: 11:00 - 14:00
Location: Hall 6.1, eTravel Stage

All eTravel sessions on Saturday will be held in German only

11:00 - 12:00
Online-Marketing Kompakt – Praxiswissen von A–Z
Dieses Seminar ist eine Power-Veranstaltung voll von Online-Marketing-Fachwissen und speziellen Tipps aus den neuesten Erkenntnissen der Bereiche SEO, Social Media, Content-Marketing und Neuromarketing.

- Sie lernen, welche Online Marketing Strategie tatsächlich zu Käufen führt.
- Sie erhalten Tipps für den Aufbau Ihrer Website, damit sie Ihre Wunschkunden anspricht.
- Sie erfahren, wie Sie Ihre Online Kanäle effizienter gestalten.

Speaker:
Christian Wenzel, CEO, CW Media Alliance GmbH & "digital branding"

12:00 - 13:00
Datenschutz in der Touristik – Alles über die neue EU-Datenschutzgrundverordnung

Speaker:
Sascha Hesse, Chairman, Lawyer & Managing Consultant Data Security, AGOR AG
13:00 - 14:00
Social-Media-Marketing für Touristiker


Speaker: Christian Wenzel, CEO, CW Media Alliance GmbH & “digital branding”