Workmanship of wooden dolls

Category: Presentation  
Date: March 4, 2020  
Time: 10:00 - 12:00  
Location: Hall 27 / Booth 122

Daily demonstration of wooden craft - Workmanship of wooden dolls with traditional costumes.

Asia on Stage

Category: Presentation  
Date: March 4, 2020  
Time: 10:00 - 18:00  
Location: Hall 26A / Booth 107

Join us at Asia on Stage, featuring passionate speakers, industry experts, sales warriors & more. This series of short presentations will give you the most up-to-date information about the latest happenings in Asia. From travel trends and online tools to up-and-coming destinations and the newest creative itineraries, you'll hear it first-hand from the Asia specialists.

Kürtőskalács Tasting

Category: Presentation  
Date: March 4, 2020  
Time: 10:00 - 18:00  
Location: Hall 1.1 / Booth 201

Verkostung bayerischer Schmankerl

Category: Presentation  
Date: March 4, 2020  
Time: 10:00 - 18:00  
Location: Hall 6.2b / Booth 301

Virtuell über den Chiemsee paddeln

Category: Presentation  
Date: March 4, 2020  
Time: 10:00 - 18:00  
Location: Hall 6.2b / Booth 301
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, present best practices and discuss challenges and solutions for suppliers and buyers.

**Moderated by: Ed Salvato, Chief Content Officer of HospitableMe**

### Events

**13:30 - 13:45**

**OFFICIAL OPENING OF THE ITB LGBT+ TRAVEL CONFERENCE**

- Rika Jean-Francois, Commissioner of Corporate Social Responsibility ITB Berlin
- Thomas Bömkes, LGBT+ Tourism Advisor ITB Berlin, Diversity Tourism GmbH, Munich

**INTRODUCTION**

**PRESENTING PARTNER 2020**

**LGBT+ TOURISM PAVILION:**

- ENIT - ITALIAN TOURIST BOARD
- Maria Elena Rossi, Marketing Director ENIT

**13:45 - 14:15**

**TBA**

- Alessio Virgili, CEO Sonders and Beach
- Giovanna Ceccherini, Sales Manager Quiicky Italia Travel

**14:15 - 14:45**

**MIAMI CVB**

[miamiandthebeaches.com](http://miamiandthebeaches.com)
14:45 - 15:15
THE FLORIDA KEYS & KEY WEST

- Brief History of LGBTQ on the Florida Keys & Key West
- Assimilation within the Community and our Civic Leaders
- What draws LGBTQ to the Florida Keys & Key West
- Evolution of The Florida Keys & Key West as a LGBTQ destination
- Samples of our LGBTQ marketing outreach over the years
  • Stacey Mitchell, Director of Marketing
  fla-keys.com/de

12:15 - 12:45
IMPORTANCE OF PARTNERING WITH RESPECTED ORGANIZATIONS TO QUICKLY BUILD A COMMUNITY, A NETWORK AND CREDIBILITY IN THE LGBTQ TRAVEL SPACE

- Challenges and opportunities in the LGBTQ segment
- The pitfalls of going it alone in this segment
- Critical importance of partnerships
- Some of the ways IGLTA can help businesses
- Words of advice for maximizing IGLTA membership
- Where to find us
  • John Tanzella, President & CEO, IGLTA
  iglta.org
  • moderated by: Ed Salvato, Co-Founder HospitableMe

12:45 - 13:45
THRIVE THINK TANK USA

• moderated by: David Downing, tba
• Kristin Kavanaugh, Vice President of Sales, Aspen Skiing Company & Board Member Aspen Out

13:45 - 14:15
ARGENTINA IS ALL ABOUT AMOR, PERIOD

• Pablo de Luca, President, Argentina LGBT Chamber of Commerce
• Gustavo Noguera, Director, Gnetwork365 Latin America
  argentina.travel
14:15 - 14:45
LGBTQ TRAVELERS AS A CORE MARKETING SEGMENT

- LGBTQ as a core segment
- Key components of “Discover Puerto Rico”’s LGBTQ marketing plan
- Research results and adjustments after one year
- Importance of hospitality training with partners
- Advice and trends for others in tourism marketing

Leah Chandler, CMO, Discover Puerto Rico
discoverpuertorico.com
moderated by: Ed Salvato, Co-Founder HospitableMe

14:45 - 15:15
ILLINOIS OFFICE OF TOURISM - HOT NEW UPDATES FROM ILLINOIS UND CHICAGO

- Learn more about Illinois and Chicago, the third largest city in the USA
- From small town America to a booming city metropolis
- Latest LGBT+ news, destination hot spots, trip ideas and more.
- Jan Kemmerling, Acting Deputy Director, Illinois Office of Tourism
- Paul Nowak, Director of Global Development, Choose Chicago
enjoyillinois.com/de
choosechicago.com

15:15 - 15:45
SPARTACUS GAY TRAVEL INDEX 2020

- Annually updated LGBTQ Travel Index, since 2012
- 197 countries & regions compiled in 14 criteria with three categories
- The index contributes the safety of LGBTQ tourists worldwide
- The presentation gives an overview of latest developments
- Christian Knuth, Chief Editor, Männer Magazine
maenner.media

15:45 - 16:15
GETTING TO KNOW OUR LGBTQ VISITORS BETTER: THE FIRST PAN-EUROPEAN LGBTQ MARKET STUDY

Powered by European LGBT Media Association (ELMA) & visit.brussels
- Peter Jordan, Founder GenC Traveller, Head of Insights, Toposophy
### 16:15 - 16:45  
**MORE THAN JUST THE BEST PARTY: WHY BRUSSELS HAS TURNED A MEGA EVENT INTO A MEGA OPPORTUNITY**

- Frederick Boutry, LGBT Market Advisor, visit.brussels  
- Gabriel Oubihi, Market Intelligence Analyst, visit.brussels

visit.brussels

### 10:45 - 11:15  
**IBIZA LGTBI**

- Juan Miguel Costa, Director Ibiza Tourism, Director of Tourism for Ibiza  
  ibizalgtbi.com

### 11:15 - 11:45  
**BARCELONA TOURISM - WELCOME TO DIVERSITY! LGBTI BARCELONA**

- Mateo Asensio Ontoria, Head of Promotional Actions, Turisme de Barcelona  
  visitbarcelona.com  
  visitgaybarcelona.com

### 11:45 - 12:15  
**REGION OF VALENCIA**

### 12:15 - 12:45  
**MADRID: AN OPEN GATEWAY TO DIVERSITY**

- Madrid Pride  
- Highlights  
- Dates  
- Leisure and Culture  
- Chueca: Open 365 days  
- Juan Carlos Alonso, Chair Madrid Pride  
  madridorgullo.com
13:15 - 13:45
HUMEN TRAVEL TOURISM ASSOCIATION - PINK EUROPE – WHAT ARE THE POTENTIALS OF THE LGBT+ TOURISM IN ASIA?

- How has Budapest become one of Europe's most popular LGBT+ destinations in the last two years?
- How did the Pink Budapest project get from Europe to Asia?
- Why is Asia the most dynamically developing sending market?
- What is the Pink Europe project and why was it created?

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

13:45 - 14:15
ELLA TRAVEL - LESBIANS AS TRAVELLERS AND CONSUMERS

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

hansenandpartner.com

14:15 - 14:45
LGBT+ TOURISM IN TIMES OF CLIMATE CHANGE AND DISRUPTION

Rika Jean-Francois, Commissioner of Corporate Social Responsibility ITB Berlin
- Why is it necessary to rethink the way we travel?
- Do LGBT+ travelers tend to ignore the necessity to travel climate-friendly?
- Where is our own responsibility?
- What do we need to expect from tourism providers?

moderated by: Ed Salvato, Co-Founder HospitableMe

14:45 - 15:15
MYANMAR WELCOMES LGBT+ TRAVELERS

- Daniel Htin Gyi, Managing Director, The Mighty Myanmar Travel & Tours

themightymyanmar.com

15th Pow-Wow for Tourism Professionals - Coral and Reefs - The Living gardens of the deep in peril

Category: Presentation
Date: March 4, 2020 - March 6, 2020
Time: 10:00 - 20:00
Location: Hall 4.1 B / Adventure Stage

The Pow-Wow for Tourism Professionals, a hallmark of ITB Berlin – Hall 4.1b Adventure Travel • Responsible Tourism, is a highly interactive, dynamic symposium and steadily growing B2B arena where exhibitors, sponsors and partners from all over the world showcase their uniqueness and
services, exchange strategic ideas, and shed light on their compelling socially responsible and sustainable practices to tourism professionals and media representatives visiting ITB Berlin. World-renowned guest speakers from the fields of tourism, economics and science among others share their expertise, insight into the topic and experiences too.

At the **Pow-Wow for Tourism Professionals**, a wide range of interesting tourism industry topics (e.g., destinations, adventure travel, astro-tourism, marine and coastal tourism, cycling tourism, geotourism, geoparks, regenerative tourism, wildlife watching tourism, nature and culture tourism, certification, corporate social responsibility, community-based tourism, travel technology) are featured by presentations, panel discussions, workshops, master classes and networking events. Attendees also have the opportunity to explore new business prospects, gain valuable partners and acquire a wealth of knowledge.

**Boost your business. Experience pure B2B at its finest**

### Events

| 10:15 - 10:30 | Pow-Wow Welcome Address / Envisioning a socially-responsible, sustainable and regenerative tourism |

One of the emerging trends of present society is the awareness on how to protect the planet’s environment and how to further develop in a proper way. The significance of sustainability is increasingly becoming travellers’ main interest, along with experiencing the Great Outdoors. More tourism destinations and enterprises are willing to put greater emphasis in sustainability and social responsibility.

The **Pow-Wow for Tourism Professionals** brings together exhibitors, sponsors and partners of Hall 4.1b – Adventure Travel ∙ Responsible Tourism from all over the world as well as distinguished tourism industry leaders to share their expertise on major issues, today’s challenges and cutting-edge progress of socially responsible and sustainable tourism. Their presentations feature examples and attempts to answer questions of great concern such as: • What can we learn from destinations striving for a socially-responsible and sustainable tourism? • How tourism stakeholders can foster it and motivate consumers to practice it as well? • How can tourism professionals actively support the campaign for children protection? • How can we, tourism professionals, contribute to the reduction of CO2 emissions of our products, services and destinations?

At the **Pow-Wow for Tourism Professionals**, we can also learn about the importance of synergies when working on giving aid and supporting local communities as well as protecting nature. However, before taking-off with this 15th edition of the **Pow-Wow for Tourism Professionals**, let’s travel for a split second back in time, highlighting a few milestones of the development of Hall 4.1b, home of it since 2006, from its very beginning all the way to the present. A panoramic view of its project stages from having the idea, creating an innovative and sustainable project concept as well as organising and implementing it, including the people and vast work involved, will demonstrate how an idea and its creative process became a fascinating entrepreneurial adventure, envisioning always for a sustainable and prosperous future.

- 17th Anniversary of Hall 4.1b - Adventure Travel ∙ Responsible Tourism
- 15th Pow-Wow for Tourism Professionals
- 3rd Cycling Tourism Day
- 12th ITB Berlin Responsible Tourism Networking Event
- 7th Annual Short Film Showcase
- 3rd Hall 4.1b Excellence Recognition Prize for Earth’s Biodiversity Protection and Sustainable Tourism
- 4th Daytime sun-gazing at Entrance South of ITB Berlin with Dr. Andreas Haenel
- 1st Astro-tourism Meet-up
- Launch of the travel project E-Traction - The Trip von Susanne Bruesch, "Lady Pedelec" - E-Bikes Ambassador, und ihr Partner Silvio Zuellig
- myclimate Award Ceremony 2020 for tourism providers who have made special efforts towards climate protection
- ECPAT Germany/DRV Award Ceremony 2020 of the Contest for Tourism Students creators of a travel gadget with a child protection message for a cooperating tourism company

The 15th anniversary of the creation of the **Pow-Wow for Tourism Professionals** will be celebrated with an unprecedented programme. Following the iconic tradition of having a new main topic each year, “Corals and Reefs, is 2020’s motto for Hall 4.1b and the kick-off theme of the 15th Pow-Wow for Tourism Professionals. Let’s start by delving into vast realm of corals and reefs - the living gardens of the deep in peril.

- **Mariana McGill**, Official Partner Consultant, ITB Berlin, Hall 4.1b - Adventure Travel ∙ Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany
**10:30 - 11:00**

**The Cromer Shoal Chalk Bed – The hidden shallows of North Norfolk’s (United Kingdom) coastline**

Hidden out of sight 200 m off the North Norfolk Coast, the Cromer Shoals Chalk Bed is a recently designated Marine Conservation Zone in the North Norfolk Coast Area of Outstanding Natural Beauty. First brought to public attention in 2010 - 2011 when it was recognised as being almost 20 mile long, 350 different marine species have since been recorded in the area, including a species of purple sponge - new to science - discovered in 2011.

This exceptional natural heritage, dating back 300 million years, is closely linked to onshore cultural heritage. The North Norfolk town of Cromer is famous for 'Cromer Crab' and for the chalk that supports the reef that runs as a seam through Norfolk, demonstrated by the area’s chalk streams and the Cromer Chalk Ridge. Whilst efforts are made to promote the chalk bed, and promote the coast as a Deep History Coast, this fragile environment is under threat. Fishing is traditional to seaside towns, but techniques have evolved in scale and impact.

What does the future hold for this exceptional site? How will human activity impact on what is believed to be Europe’s largest chalk reef? Norfolk County Council, working with the Wadden Sea UNESCO World Heritage Site in PROWAD-LINK “Protect and Prosper”, hopes to find a balance between nature and livelihoods.

**Hillary Cox,** Former Norfolk County and North Norfolk District Councillor, Current Cromer Town Councillor, Member of the British Empire; United Kingdom

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**11:00 - 11:30**

**Exploring the "underwater" world of the Wadden Sea - Sustainability**

Twice daily large areas of the Wadden Sea World Heritage Site become exposed to the air. During these ebb tides visitors have the opportunity to explore the extensive tidal flats in (same areas) on foot with or without a tidal flat tour guide. The tidal flats as well as the tidal channels are an important part of the Wadden Sea ecosystem where flora and fauna has adapted to these challenging conditions. While tour guides offering tidal flat tours explore the sea floor and its inhabitants during ebb tides, those areas permanently under water remain hidden from them. However, boat tours offer visitors the great opportunity to watch seals resting on sand banks, birds or marine animals with a guided catch and release tour. Guided tidal flat and boat tours provide not only a sustainable way to enjoy the World Heritage Site but also an excellent example for the Nature-Business-Benefit-Cycle (NBBC) promoted by the PROWAD LINK Project.

**Dr. Catharina Greve,** Project Officer, Coastal Defence National Park and Marine Conservation of the State Schleswig-Holstein; Germany

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**11:30 - 12:00**

**Cetacean captivity and animal welfare**

In the wild, most whales and dolphins (cetaceans) live in complex family groups – with generations often staying together their whole lives. For a captive cetacean, life in an aquarium can mean separation from their families, and even being kept alone. Some cetaceans in captivity today started out their lives in the ocean before they were kidnapped, imprisoned and forced to perform repetitive shows for the public’s entertainment. For an individual who is used to swimming many miles every day, a tank is a featureless prison cell.

Whilst we can’t know what it feels like to be a cetacean, when you see the behaviour of individuals who have spent years in captivity, you can imagine the frustration, boredom and even despair that they may be feeling. The truth is that most captive cetaceans live shorter lives. Frustration can cause them to attack each other and sometimes trainers and members of the public. In confinement, whales and dolphins may swim endlessly in circles, chew on the sides of the pool and repeat the same patterns of behaviour over and over. Some parks even administer tranquillisers to relieve the stress that they are feeling. In the last few years, public opinion has shifted and in many countries with captive dolphin shows visitor numbers are dwindling.

**Whale and Dolphin Conservation (WDC)** believes no dolphinarium can create the necessary environmental conditions required for such sentient, social and highly mobile creatures to thrive. These are the reasons why we are calling for a phase out of this cruel industry with no more captive breeding, no imports and no captures from the wild as well as a commitment from the industry to seaside sanctuaries. Whereby, captive cetaceans...
can live out the rest of their lives in as naturalistic a setting as possible in an ocean environment. Some of these individuals could also be considered for release.

Rob Lott, End Captivity campaigner, Whale and Dolphin Conservation; Germany

**12:00 - 12:30**

**Sustainable Travel to protect coral and reefs**

Sustainability plays an important role in preserving and protecting the diversity of flora and fauna – over and underwater. Especially the life of corals in reefs is in danger in many places. Through sustainable tourism, TourCert and its partners strive to provide responsible offers.

Dive into the colourful underwater world and get to know destinations such as Galapagos in Ecuador and Las Galeras in the Dominican Republic.

Marco Giraldo, Managing Director, TourCert; Germany and Peru

**12:30 - 13:00**

**Chumbe Island Coral Park in Tansania - 25 years of protecting coral reefs through ecotourism**

Chumbe Island is an internationally acclaimed conservation area, hosting a fully protected coral reef sanctuary and forest reserve. As a not-for-profit enterprise, the revenue generated by ecotourism on the island funds all conservation management and supports Chumbe’s extensive environmental education programmes with local schools and communities in Zanzibar, Tanzania. Operational for more than 20 years, Chumbe is the world’s first financially self-sustaining marine protected area. This presentation explores the positive effects that a privately protected area can have on biodiversity, enforcement, fish populations and coral reefs.

Diana Körner, Sustainable Tourism Consultant, Chumbe Island Coral Park; Tanzania

**13:00 - 13:30**

**Coral reefs and light pollution**

Many animals in the sea are adapted to the natural rhythms: daily, monthly or seasonal variations. The tides - triggered by the moon - and the phases are main differences to land inhibitors. Increasing light pollution through more settlements and increased activity disturbs these natural variations and has negative impacts on corals and fishes living in the reefs as have shown studies in the Red Sea, for example.

- Dr. Andreas Haenel, Astronomer, Working Group Dark Sky, Vereinigung der Sternfreunde e. V.; Germany
- Annette Krop-Benesch, Consultant, Nachhaltig Beleuchten; Germany

**13:30 - 14:00**

**25 years Messel Pit UNESCO World Heritage Site - Storytelling as a new tool for United Nations Agenda 2030 Sustainable Goals (SDG)**

On December 9th, 1995, the Messel Pit was integrated into the family of UNESCO World Heritage Sites. Since then, a remarkable development took place at this location in giving access into this unique location worldwide by establishing infrastructure and guided tour offers as well as being active in marketing and public outreach. The landscape we have in the northern part of the Odenwald tourism destination has seen many changes during Earth’s history up to the time about 48 million years ago, when by a volcanic eruption a crater came into existence: “Messel Pit” or “The Cradle of today’s life”. It was the birthday of a unique location inside hard granitic rocks, which were formed long time before and about 50 km below the Earth’s crust. A new story started with the birth of the volcanic crater in a rainforest area having a geographic position close to the former tropical zone and for about one million years of time. The crater was filled up with organic material by the biosphere components of this area. A new story starts thinking of what story they could tell us. This is not enough as the scientific discovery of the findings that we see today as fossils tells us again a new story about life and climate from a time so long ago. Today again, we experience rainforest temperatures and may fear, if we can
survive.

The Messel Pit treasure safeguarded in the oil shale material, an algae slug in the crater lake, has collected all information under which conditions animals and plants were able to survive. Scientific investigation is a key to find out more about this and it is a special experience to put hands on the findings from 48 million years ago and to see coloured insects, patterns next to bird skeletons, a type of hair along the neck of a primate called “Ida”, to see the blossom of a palm tree or admire the complete skeleton of a dawn horse having a dog size.

Messel Pit is one of these locations where dynamic processes of the formation of this locus spiritus enable us today to feel the Earth’s heartbeat. By walking inside or using the e-WH-shuttle into the area of the “Cradle of today’s Life” Messel Pit, you, the visitor, can feel the spirit, sun and wind blow the stories into your face and brain. You see the form of the volcanic crater and experience the depth of such a structure without risking your life! Our team of professional guides revives the unique stories following across the metastory of: “Fire, water, light and life”. Join the exciting moments of the elements that have created this natural landscape. Feel and breathe our life’s precursors at a place with a unique atmosphere combines yesterday, today and tomorrow. Our tourism products will surprise you.

Dr. Marie-Luise Frey, Business Director, Messel Pit UNESCO World Heritage Site; Germany

14:00 - 14:30
Visit Wadden - Sustainable growth of a UNESCO World Heritage Site

Visit Wadden is a unique Dutch project to strengthen the image of the UNESCO Wadden Sea World Heritage Site: coast, sea & islands. The goals are:
- Attract the right added value visitors at the right time,
- Focus on small-scale quality tourism (no mass tourism),
- Involve local organizations, stimulate quality of life in the area,
- Give more attention for and involvement with nature and
- Improve employment and revenue.

The presentation gives an insight on the main principles:

a. Involve stakeholders by working ‘inside out’. How do we develop the region, step-by-step? What do the inhabitants and companies need to work together?
b. Connect the region by stories and develop routes and events with the inhabitants
   Stories tell who you are and (re)activate your imagination. The heart of the story is your area’s identity and this provides unity, commitment and recognition, both locally and with the target group
c. Involve stakeholders and visitors step-by-step by the Tourism Marketing Funnel. From awareness, consideration, planning, booking, experiencing to sharing. How is this done?
d. What are the results so far?

Dr. Roger Davids, Concept and Strategic Director, Merk Fryslan - Visit Wadden; The Netherlands

14:30 - 15:00
7th ANNUAL SHORT-FILM SHOWCASE Best sustainable Tourism Films of 2020

Join GLP Films for the 7th Annual Short-film Showcase. This event will feature a collection of the best sustainable tourism short-films from leading travel brands and destinations around the globe. Free popcorn and beer while supplies last. Join us!

Rob Holmes, Founder and Chief Strategist, GLP Films; United States of America
15:00 - 15:30
Alii Pass programme - Experience Airai state in Palau, a pristine paradise

On December 2018, the Palau Visitors Authority took the initiative to launch the Alii Pass programme, which is committed to diversify and develop Palau’s activities and attractions. The key objectives of this programme are to direct visitors to other areas in Palau and to create experiences, which embraces Palauan culture, community and the environment around us for visitors and locals to enjoy. In September 2019, Palau Visitors Authority was recognized as a PATA Gold Awardee for Community-based Tourism at the International Travel Mart of the Pacific Asia Travel Association (PATA) in Astana, Kazakhstan. Since creating this program, we have officially launched two cultural tours: Experience Airai (formerly known as Airai State Cultural Tour) and Dusk at Todai.

Experience Airai is a cultural tour in Ordomel, Airai. This body of work is the first product of a larger project named, the Alii Pass program. The tour covers three historical landmarks and structures: The Chief’s traditional meeting house called, Bai; the war Canoe, called Kabekel; and Chades er a Mechorei, a traditional causeway. After the tour, it continues to a traditional lunch at Chades er a Mechorei, prepared and made by the men and women of Airai.

Experience Airai has hosted several high officials such as, President Tommy E. Remengesau Jr., whom has given us words of commendation: “It is important that our visitors get to experience the Palau they came to see. The cultural tour offered at the Bai ra Rengara Irrai is exceptional and it is what experiencing Palau’s culture is all about.” Another tour listed onto the Alii Pass programme is a cultural experience named Dusk at Todai, a monthly dinner show featuring local delicacies, weaving and carving demonstrations, and dance performances from Ngarchelong state.

We are also taking the opportunity to educate, influence, or in essence, make a difference within the community by putting great effort in protecting the environment, for instance, eliminating plastic usage by using biodegradable or reusable material made from natural fibers.

Stephanie Nakamura, Managing Director, Palau Visitors Authority; Chairwoman, Micronesia Chapter, Pacific Asia Travel Association (PATA); Palau

15:30 - 16:00
Centre for the promotion of imports from developing countries (CBI) - Tips that help small and medium-sized enterprise (SME) tour operators successfully meet requirements, find buyers and do business

The European market for tour operators is crowded, sophisticated and dynamic. European travel businesses must comply with strict regulations that ensure their travelling customer is protected financially and will be personally safe when travelling overseas. The small and medium-sized enterprises (SMEs) in developing countries must be aware of what these are, so they comply with the needs of their European buyers. The European Package Travel Directive and General Data Protection Regulation (GDPR) are two key pieces of European legislation that all European tour operators must comply with. In such a competitive market, buyers are always looking for new suppliers with innovative ideas to give them a competitive edge. SMEs should explore ways of reaching these buyers and understand how to do business with them.

It is important that SMEs seeking to find new buyers know which tourism segment they are looking to enter as each has different requirements and needs. Once the buyer is identified, having an understanding of the varying business cultures that differ widely across the region is important for developing effective business relationships with tour operators, online travel agencies (OTAs) and travel agents on the continent.

SME’s that create a distinctive Unique Selling Point (USP) for their own business will help it stand out from the competition. Key business tools for European tour operators are a professionally designed website along with a comprehensive social media programme, an essential part of any marketing strategy in today’s tech-savvy market. Visiting or exhibiting at trade fairs such as ITB Berlin is one of the best ways to connect with this huge market of European buyers.

• Alison Burgh, Director, Acorn Tourism Consulting; Market Researcher and Sector Expert, Centre for the Promotion of Imports from Developing Countries (CBI); The Netherlands
• Judy Kepher-Gona, Founder, Sustainable Travel and Tourism Agenda (STTA); Kenya
16:00 - 16:30
Writing a new chapter of Japan on travel agencies with responsible tourism

On the occasion of the 2017 International Year of Sustainable Tourism for Development, a number of responsible travel agencies in Japan have united to establish the Alliance of Responsible Travel Agencies (JARTA). They are committed to deliver high quality tourism products and services. The members are all specialized in delivering the unique local experiences that interested travellers do not see in the bigger wholesaler mainstream travel agencies. What differentiates the alliance from other businesses is its ability to truly connect with our customers and the local communities, and provide the exceptional, compassionate service the tourism stakeholders deserve. Come and find out more about JARTA’s newest opportunities and challenges as well as tips for your next Japan holiday!

- Masaru Takayama, Chairman, Japan Alliance of Responsible Travel Agencies (JARTA); President, Spirit of Japan Travel; Founding Chairman, Asian Ecotourism Network; Japan
- Akifumi Haneda, Secretary General, Japan Alliance of Responsible Travel Agencies (JARTA); Japan

16:30 - 17:00
MASTER CLASS - UNESCO Global Geoparks Network – Sustainable destinations and Global Geoparks Network

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-practice, promote conservation, management and communication to society of the Earth heritage. The GGN was founded in 2004 and since 2015 it is the official partner of UNESCO for the operation of the UNESCO Global Geoparks, the 3rd site designation of the organization, including today 147 areas hosting geological heritage of international significance in 41 countries.

UNESCO 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 the promotion of sustainable development, for example, through geo-tourism and education. 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.

Dr. Nickolas Zouros, President, UNESCO Global Geoparks Network; Professor, University of Aegean, Lesvos Island UNESCO Global Geopark; Greece

17:00 - 17:30
MASTER CLASS - GEO IN: Insular Geoparks – Challenges and perspectives on sustainable tourism development

Geoparks develop common activities to raise visibility, protect and exploit their 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 and mobilizes local population to be part of an integrated socio-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 island, 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.

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 tourist season, through the implementation of common actions, exchange of know-how, and development of common products and services. GEO-IN is expected to have significant benefits:

(a) For the regions, by the increasing of attractiveness and visibility, development of new destinations as well as the prolongation of tourist season (b) For residents, through the enhancement of entrepreneurship, employment and diversification of the local economy, and (c) For visitors, by offering them new qualitative products and services.
17:30 - 17:45
**ITB Berlin - Hall 4.1b Excellence Recognition Prize**

ITB Berlin - Hall 4.1b Prize for Excellence to be bestowed to selected exhibitors in recognition of their outstanding efforts to protect Earth’s biodiversity, practise sustainable and socially-responsible tourism as well as for their exceptional contributions to the development of Hall 4.1b over the years. The awardees are:
- Dr. Nikolas Zouros, UNESCO Global Geoparks
- Gopinath Parayil, The Blue Yonder; India
- Stefan Baumeister, myclimate; Germany
- Mechtilde Maurer, ECPAT; Germany
- **Rika Jean-François**, Commissioner, Corporate Social Responsibility, ITB Berlin; Germany
- **Friederike Hansen**, Product Manager, ITB Berlin; Germany
- **Mariana McGill**, Official Consulting Partner, ITB Berlin - Hall 4.1b – Adventure Travel ∙ Responsible Tourism and the Pow-Wow for Tourism Professionals; Founder and Managing Director, Latin America World; Germany

17:45 - 18:00
**Launch of the travel project E-Traction - The Trip**

Susanne Brüsch, also known as “Lady Pedelec”, is a travel enthusiast of electric mobility and has been working as an E-Bike ambassador for over twenty years. For her new project “E-Traction - The Trip”, she joined forces with Silvio Züllig, owner of RoughRoad Global Services in Switzerland, who is an experienced all-rounder and has been riding motorcycles for decades. At ITB Berlin - Hall 4.1b - Adventure Travel ∙ Responsible Tourism, the two-wheel-experienced duo will present their long-term, e-bike travel project “E-Traction - The Trip” to the public for the first time.

The symbiosis of travel-optimized e-mountain bikes and an all-terrain motorhome are the basis for this new adventure on all continents. The 4x4 vehicle serves as the team's "base camp" – as their home, office, workshop and solar charging station for the electric bikes. With the bikes, the team wants to discover the most beautiful and spectacular e-bike routes worldwide and share them with their fan community.

Living a mobile life while embracing high-tech as well as nature, Susanne and Silvio will travel to remote wilderness and pulsating metropolises. Via the internet, they will report online and live to ITB Berlin - Hall 4.1b about their exciting experiences with country and people, technology and equipment. Tour operators all over the world can benefit from the international media coverage and authentic reporting of this project.

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

18:00 - 19:00
**NETWORKING COCKTAIL RECEPTION - Sponsored by UNESCO Global Geoparks**

Meet, connect, have fun and stay in touch! Take part in our effort to foster socially-responsible and sustainable tourism worldwide in the corals and reefs 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 and 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.

- **Prof. Dr. Nickolas Zouros**, President, UNESCO Global Geoparks Network; Professor, University of Aegean, Lesvos Island UNESCO Global Geopark; Greece
- **Armindo Jacinto**, President, City Council of Idanha-a-Nova; President, Administration Council of Naturtejo, UNESCO Geopark Naturtejo; Portugal
10:30 - 11:00
#SaveSalina – Community and nature-based tourism development in Montenegro

After 15 years and five international conferences, the Ulcinj Salina has finally been declared a Nature Park and a Ramsar Site - Wetland of International Importance. Initiated by the EuroNatur Foundation, Center for Protection and Research of Birds (CZIP) and Dr. Martin Schneider-Jacoby Association (MSJA), the following months and years will be dedicated to the growing involvement and engagement of the local community towards truly sustainable development. Together with the public and private sectors, with engaged and interested individuals, we aim to help form a basis for enhanced environmental accountability and socio-economic development for Ulcinj and its surroundings. We want to make and measure what matters.

Starting in October 2019, the project “Nature Park Ulcinj Salina: Community- and nature-based tourism development” seeks to develop ecotourism products in, around and with the new protected area, in addition to other measures of nature protection.

• One of the most important components is the local community awareness and activity, as well as promotion support to gain new social and economic benefits. Therefore, the people of Ulcinj are invited to engage in measures to protect the area with its unique historical and cultural values, nature and wildlife, and to take part in the joint creation of attractive, market-resonant tourism experiences and offers.

• Such offers are always addressed to the citizens of Ulcinj and domestic visitors as well as new facets for the local quality of life, year-round. The speakers will share experience and lessons learnt from a place in transformation and its people.

• Kirsi Hyvaerinen, Managing Director, PRÁTTO Consulting; Partner, ITB Advisory; Board Member, Global Ecotourism Network; Montenegro and Finland

• Zenepa Lika, Executive Director, Dr. Martin Schneider-Jacoby Association; Montenegro

• Janinka Lutze, Campaigner, EuroNatur Foundation; Germany

11:00 - 11:30
Iran - Dance of life!

Iran is a vast country with magnificent history, breath-taking ancient monuments and remarkable natural attractions. Majestic mountains, green forest, golden deserts and tranquil beaches. All comes together in Iran to present a perfect example of what we call “Four Seasoned” country. But there is much more than historical and natural attractions to Iran!

Iran is home to people from different cultural and historical backgrounds. From north to south and east to west, people of Iran speak different languages, feature different traditions and display an interesting diversity in lifestyle. Of course, the local cuisine, way of dressing and managing daily life in a cold town on top of a mountain cannot be similar to one in a warm island next to the sea. But all of these people with their respectfully different cultures have one trait in common: They all display a special and unique quality of hospitality! Persian Hospitality is definitely an artful way of hosting guests and making them comfortable during their stay. Iranians are always willing to host others (especially travellers) with tea and tasty meal, and try to make them feel at home while being their guests. An Iranian will never let you leave their home hungry or bored!

In this presentation, we aim to introduce the traditions of Iranians with a focus on Persian Hospitality. The presentation opens with a short video clip of Land of Turquoise Domes Company and continues with a discussion about the rich culture of Iranians and the way hosting guests have become part of Iranian culture throughout history. Towards the end of the presentation, Persian sweets and snacks will be served to the audience as examples of Persian culinary culture, which will be followed by conversations about Iran’s limitless potentialities as an ideal tourism destination.

• Mahmood Daradel, Head of Operation, Land of Turquoise Domes - Tour and Travel Company; Iran
11:30 - 12:00
Kayah state and Tanintharyi Region - New and exciting cultural, community tours in Southern Myanmar

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 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.

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

12:00 - 12:30
Live like a Masai - Experiences with impact on foot of Kilimanjaro

Have you ever seen the sunrise behind Kilimanjaro? Join us in an experience that you will never forget by living in our Original Maasai Lodge. The lodge is led by the Maasai and features free activities such as spear throwing, traditional dances, nature walks and campfire stories that allow you to interact with the tribe. To enable exclusivity and authenticity, there are only 16 earth houses, which stand in different places in a replicated Maasai village. Each bungalow is powered by solar energy and offers European standard. International and traditional Swahili dishes are refined with home-grown herbs and served in the restaurant. To relax, there is a rest area, a massage room as well as a pool and a sauna.

“Experiences with Impact” stands for the experiences that guests have with us and through whose income the local population can be offered improved and lasting support. By staying with us you do not only get the chance to interact with the maasai and the local community, but also do something good. All income that we generate through overnight stays, activities and excursions is directly invested in the social projects on site, such as schools, KinderVilla and the hospital. With a team of over 200 employees, around 100 patients are treated daily and around 1 000 children are cared for. Each of the projects is led by locals with the aim of sustaining themselves in the long-term. The projects can be visited free of charge with an English-speaking guide. Spending your holiday with us does not only give you a unique insight into the country and its culture, it also allows you to have diverse experiences with impact.

- Dr. Cornelia Wallner-Frisee, Owner, Africa Amini Life - Original Maasai Lodge; Tanzania
- Lesse Laizer, Lodge Manager, Africa Amini Life - Original Maasai Lodge; Tanzania

12:30 - 13:00
Accessible Thailand 2020 - Tourism for all

Our presentation will begin with a short introduction to Nutty’s Adventures, our work in the area of community-based tourism and commitment to responsible and sustainable tourism. The main subject, though, will be accessible tourism in Thailand and our commitment to its development. It will cover how we got started, the organizations with whom we first worked and our first customers, a group of blind and partially sighted clients from the United Kingdom. We will then move on to the research and development that we have carried out since then, in partnership with other organizations that share our aims, in order to create a solid foundation of knowledge and expertise on which accessible tourism in Thailand can be successfully built. This includes training, the development of information technology (IT) platforms and also adding wheelchair users to the range of clients that we can welcome to Thailand. We will conclude with a summary of where we are now and what our plans are for the future. These include researching new destinations and suitable accommodations, so we can increase the range of programmes on offer and so appeal to a wider segment of the market and ongoing training programmes to increase the number of qualified guides to meet growing demand.

- Nithi Subhongsang, Managing Director, Nutty’s Adventures; Thailand
- Julian Kappes, General Manager, Nutty’s Adventures; Thailand
13:00 - 13:30
Discovering Experiential Georgia

“Discover Experiential Georgia” offers a new look at one of the world’s most remarkable travel destinations. From “a hidden gem” known only to backpackers, this crossroad of Europe and Asia has become one of the world’s fastest growing travel destination in little over a decade.

• Jack Delf, Tourism Strategic Development Consultant, Chemonics International Inc.; Georgia

13:30 - 14:00
Trans-Siberian Railway adventure - Stop by untypical Russian villages

ExploRussia traditionally is willing to tell about countless sites of Trans-Siberian Railway path. We invite you to take local train and stop by most significant places. ExploRussia will share fresh positive case of sustainable tourism along Trans-Siberian Railway. A stopover in tiny village Maly Turysh to support local micro-production of honey products and caramel. This family business gives job to elderly people of the village and surroundings and most importantly give them meaning of life. We will share with you stories of our tourists who went there and were amazed by story of this social entrepreneur! Moreover, we will tell about successful crowd-investing to this village and how it leads to the building of new cultural center, which will create more space for tourists to stay overnight, room for baking bread for locals and some social space for life and memorable moments of locals. As a bonus, we will share our experience on how to create a tourist product around social business, how to make this a success together with your partner.

• Olga Sitnik, Co-founder and Chief Executive Officer, ExploRussia; Russia

14:00 - 14:30
Oman - The cycling gem of the Middle East

In 2018, Axel Carion organized the first ultra-cycling event of the Middle East in Oman. BikingMan Oman has been acclaimed as a top class international event by the media and television. Oman led clear strategy to promote adventure tourism and outdoor. Between 2018 and 2019, he helped to bring a considerable media attention to the Sultanate of Oman on cross media channels (television, radio, printed press and social media). Mr. Carion will share the BikingMan case study and his experience in Oman and around the world with his expertise of building eleven events and eight expeditions.

• Axel Carion, Explorer and Chief Executive Officer, BikingMan; France

14:30 - 15:00
Tajikistan - 5 000 years of adventure

The Republic of Tajikistan is nature’s adventure playground. Ancient Silk Road travellers, including Marco Polo, crossed the mountain passes and river valleys on their journeys across Central Asia. Rulers built mighty fortresses to keep their lucrative trading routes open, Buddhists and Zoroastrians erected temples and monasteries, and unknown artists left their mark on cliffs and rocks in the form of petroglyphs.

Tajikistan’s dramatic mountainous landscapes still beckon international travellers with a taste for adventure. The high altitude Tajik National Park, a UNESCO World Heritage Site, includes unclimbed peaks and pristine lakes, opportunities to stay with nomads in their yurts, and rare snow leopards and Marco Polo sheep. You can traverse the Murghab Plateau by driving or cycling the Pamir Highway; it’s renowned as one of the world’s greatest road trips.

Sophie Ibbotson and Andrea Dall’Olio will speak about how the World Bank’s $30m rural and economic development programme in Tajikistan will enable the country to capitalise on its natural, historical, and cultural resources and realise its tourism potential. Their talk will focus on the regions of Khatlon and GBAO (the Pamir), incorporating aspects of both adventure/active and cultural/historical tourism.

• Dr. Andrea Dall’Olio, Lead Financial Sector Economist, The World Bank Group; Italy
• Sophie Ibbotson, Tourism Development Consultant, The World Bank Group; United Kingdom
15:00 - 15:30
St. Anthony’s Channel in Šibenik, Croatia - The place where the river Krka flows over the sea

This is an exceptional place where Krka river finds its way to the sea through the St. Anthony’s Channel. Once it was a canyon; nowadays, it is a channel rich in flora and fauna that belongs to the ecological network Natura 2000 Krka Estuary. As a natural and cultural protected area, the St. Anthony’s Channel is also a part of the significant landscape Channel - Port in Šibenik as well as a buffer zone of St. Nicholas’ Fortress, the one at the exit of the channel, protected by UNESCO in 2017. All the way through the St. Anthony’s Channel stretches a beautiful walking trail with side amenities: training ground, rest areas and children’s playground. It is suitable for running, cycling, outdoor gym, kayaking and sailing.

The Minerska bay is extremely popular amongst cyclists and recreationists and it is the place of the future Visitor Center, a presentation and educational center. Together with the St. Nicholas’ Fortress and a walking trail, it is the most attractive visitors’ destination in Šibenik-Kin County.

Special features, in addition to the attractive location in the future center of the protected area, are the future IT solutions and a series of multimedia interactive displays of flora and fauna, especially the underwater world and virtual reality devices, which allow an immediate experience of the natural values in one place.

Anita Babačić Ajduk, Managing Director, Public Institution Nature of Šibenik-Kin County; Croatia

15:30 - 16:00
PANEL DISCUSSION - Community-based and sustainable tourism in Myanmar

Myanmar is one of the most inspiring places in Asia. Because of the country’s natural and cultural heritage, tourism has become an important economic sector. After the transformation into a democratic system, Myanmar has opened up to visitors. In the first years after the change, more and more international travellers came in. Some places have been exposed to many visitors such as the Shwedagon Pagoda in Yangon or the archaeological area of Bagan with its temples and pagodas. However, there are many other regions in Myanmar where there is no way to participate in economic development. The panel discusses how community-based tourism initiatives support rural people and how responsible tourism can contribute to sustainable development in Myanmar.

Signing Ceremony for a Memorandum of Understanding
After the presentation, a Memorandum of Understanding to support sustainable tourism development in Myanmar will be signed.
• Jeanette Schrpenzeel, Senior Programme Manager, Centre for the Promotion of Imports from Developing Countries; The Netherlands
• May Myat Mon Win, Chairlady, Myanmar Tourism Marketing; Myanmar
• Myo Thwin, Director, Sweet Memory Travel; Myanmar
• Giulia Macola, Associate Programme Officer, International Trade Centre (ITC); Switzerland
• Yvonne Küppers (T.B.C.), Marketing & Plastic-free Travel Expert, Fairaway Travel; Germany
• Petra Thomas, Managing Director, Business Association for Sustainable Tourism (forum anders reisen); Germany

16:00 - 16:30
Adventure tourism in Oman

Oman, ITB Berlin 2020 Partner Country, is a treasure trove in the Arabian Peninsula, facing the Indian Ocean. Attendees can have a pre-taste of Oman’s culture and natural beauty. Learn at first-hand about outdoor adventures options with the expositions of savvy Omanis.
• Hamed Al Raisi, Head, External Tourism Events, Events Department, Tourism Promotion; Oman Ministry of Tourism
• Hassan Ali Al Lawati, Co-founder; Rove Adventures; Oman
• Nikki Andrew, Director of Sales and Marketing; Husaak Adventures; Oman
• Justin Halls, Senior Instructor and Technical Advisor, Twenty3 Extreme; Oman
16:30 - 17:15
Aviation and climate protection – today and tomorrow?

If there is one industry blamed for contributing to climate change the most, then it is probably the airline industry. In spite of its current indisputably large CO2 footprint, airlines like Lufthansa invest and innovate in a more sustainable business for the future. How can we further benefit from all positive achievements related to global travel and connectivity, and take on our responsibility for global climate? What is the future of sustainable air travel if there is any? Bio-kerosene, electrical aviation and Offsetting? Moderator Fritz Lietsch will challenge Jan-Ole Jacobs (Lufthansa) and Kai Landwehr (myclimate) on this topic.

After the discussion and the award ceremony, myclimate invites all participants and guests to a "climate get together" with sustainable drinks at the myclimate stand 245 (hall 4.1).

myclimate Award Ceremony 2020 - Celebrating Forerunners in Sustainable Tourism
myclimate will honour corporate forerunners in sustainable travel and tourism with the myclimate Awards 2020.
- Pioneer in Sustainability in the Premium Hotel Industry
- Pioneer of Climate-neutral Cruise Booking
- Pioneer of Customer-friendly Integration of Climate Protection in Flight Bookings
- Pioneer of Holistic Sustainability River Cruises

- Jan-Ole Jacobs, Environmental Manager, Lufthansa Group; Germany
- Kai Landwehr, Head of Marketing, myclimate; Switzerland

Moderated by: Fritz Lietsch, Editor in Chief, Forum "Nachhaltig Wirtschaften"; Germany

Get-together afterwards
After the panel discussion and award ceremony, myclimate invites all participants and guests to a "climate get together" with sustainable drinks at the myclimate Stand Nr. 245 (Hall 4.1b).

17:15 - 18:00
Award Ceremony of the Student Contest for Travel Gadgets

ECPAT Germany in cooperation with the Child Protection Working Group of the German Travel Association (DRV) has initiated a competition for future tourism professionals. Trainees and students created a travel gadget with a child protection message for a cooperating tourism company within 15 weeks. The travel gadgets that received the best evaluation from a distinguished jury will now be awarded at the ceremony on stage with prices provided by members of the DRV. Representatives of the companies for which travel gadgets were designed as well as representatives of DRV members and the prize winners themselves will be present during the event.

The award ceremony will be held in German.

10:00 - 10:20
One-on-One with Grand Prize winner of the “Social Entrepreneurship in Tourism” Competition Weview - A virtual tourism

In a brief interview with the Grand Prize winner of “Social Entrepreneurship in Tourism”, the audience will learn how Ms. Niky Gharahgziouyan came up with the idea that brought her this achievement and what the purpose of her application was.

- Niky Gharahgziouyan, Founder, Weview; Iran
- Dr. Claudia C. Brözel, Professor, Eberswalde University for Sustainable Development; Germany
10:00 - 10:20

**Planet Earth - Its past is forming our present and creating our future**

*Please note that this session will take place on the ITB Central Stage (hall 4.1b).*

Geoparks are communicating the exciting and extremely long history of Mother Earth, celebrating the links between geological and biological heritage and our human culture and history. Main goals are to protect and conserve our heritage through scientific work and enhanced understanding, educate local inhabitants and visitors and open possibilities for a more environmental friendly and knowledge based tourism, especially in rural areas.

In 2000 at ITB Berlin, European Geoparks Network was created by four geoparks, in Greece, Spain, France and Germany. In 2019, 147 UNESCO Global Geoparks from different parts of the world are participating in the strong Global Geoparks Network, forming this third UNESCO Site designation. Compared to the other UNESCO Site designations, Geoparks are not protected areas but about living communities. The defining geological heritage needs to be protected, but the protection can be of different levels. Local development and knowledge dissemination are main activities for geoparks – guided tours where the vivid history of Mother Earth is revealed as a common tourist activity geoparks offer. This presentation will explain “geoparks” and what we do by showing examples of best practice tourism in geoparks and the different roles geoparks can play in a society.

As part of UNESCO geopark, activities are also strongly linked to the United Nations Sustainable development goals. UN and geoparks: E for the education, lifelong learning, for boys and girls, women and men, young and old, disabled or not + S for the science, not only geoscience, it is about the connections + C for the culture, our need for geological resources, our building materials, in the past, present and future. And O for the organization. UNESCO and Global Geoparks Network!

*Dr. Kristin Rangnes, Treasurer, Global Geoparks Network; Managing Director, Gea Norvegica Geopark; Norway*

10:20 - 10:40

**Sustainable tourism destination - Examples from Asian Pacific Geoparks Network**

*Please note that this session will take place on the ITB Central Stage (hall 4.1b).*

UNESCO Global Geopark is a prestigious designation. There are altogether 147 UNESCO Global Geoparks around the world, scattered across different countries and regions. 57 of them belong to the Asia Pacific Geoparks Network (APGN).

The 57 APGN Geoparks contain vastly diverse landscapes, from volcanic islands to tall mountains, from arid desert to exotic beaches, and from tranquil lakes to active volcanos. Tourists visiting these Geoparks are greeted by beautiful outcrops and topographical features, coastal landforms, inlets, waterfalls, gorges, caves, caverns and lava tubes, to name a few. They may also catch glimpses of Earth’s history in fossils, dinosaur footprints and trackways as well as a variety of other fascinating earth formation features.

The gorgeous, enticing landscape and scenery is not the only thing Geoparks offer, as UNESCO Global Geoparks are not only about geology and landscape, but also about connecting the geological heritage with the area’s natural and cultural heritages. No matter how big or small a Geopark is, each one is a one-of-a-kind fusion of its environment and culture, which brings about their own traditional art, music and festivities. And together with exclusive local food and products, there is sure to be something for everyone to enjoy.

APGN Geoparks are a healthy mixture of Earth history, nature and landscape combined with cultural and regional traditions. With sustainability being a main management goal, APGN Geoparks are excellent green tourism destinations not only for tourists interested in geoheritage of international significance, but also for all others who can appreciate the related cultural heritage and natural beauty.

*Dr. Ka Ming Yeung, Head, Hong Kong Global Geopark; China*
10:20 - 10:40
World Heritage Explorer - Walking and hiking in the Wadden Sea region

Explore the Wadden Sea World Heritage region on a natural and cultural hike! The Wadden Sea World Heritage is a unique nature area and the coastal region is rich in culture and tradition. The new online and app-based hiking platform “World Heritage Explorer” offers a range of route suggestions on the mainland and islands, from a short walk to a full-day tour. The tours take visitors of all ages through scenic areas along or near the coast. Numerous waypoints feature interesting facts about the nature and culture of the respective region.

The presentation gives an introduction to the new offer and highlights some of the most interesting routes. As part of the German-Danish Interreg project “NAKUWA - Nature and Cultural Tourism on the Wadden Sea” routes are first developed in the North Frisian and Danish Wadden Sea region. Later, the offer will be extended to the entire World Heritage region.

- Anja Szczesinski, Senior Advisor Wadden Sea Protection, World Wide Fund (WWF); Germany

10:30 - 12:15
1st Astro-tourism Meet-up

Join Dr. Andreas Hänel, Etta Dannemann, Bernd Pröschold and other astro-tourism enthusiasts at the National Park Eifel stand. They will gladly welcome exhibitors and trade visitors, especially tour operators, nature parks and hotel owners, who are interested in astro-tourism. Network and learn more about the wonders of the universe.

- Dr. Andreas Hänel, Astronomer, Fachgruppe Dark Sky, Vereinigung der Sternfreunde e. V.; Germany
- Etta Dannemann, Founder, Visit Dark Skies GmbH; Germany
- Bernd Pröschold, Astro-photographer, Sternstunde; Germany

10:40 - 11:00
Gamification smart marketed - Watten-Game

The Game App “Watten-Game” shows how the Wadden Sea with digital measures and gamification applications playfully point out the topic of littering of the entire Wadden Sea and coastal landscapes. In addition to narrative parts, which contain more detailed information on ecological aspects of the topic, tasks will be played in the form of mini-games.

- Oliver Knagge, Online Marketing Manager, East Frisia Tourism GmbH; Germany

10:40 - 11:00
United Nations Agenda 2030 Sustainable Development of UNESCO Global Geopark Bergstrasse-Odenwald

Please note that this session will take place on the ITB Central Stage (hall 4.1b).
Agenda 2030 has defined 17 Sustainable Development Goals, which the UNESCO Global Geopark Bergstrasse-Odenwald has picked up for the regional development of its territory. Some examples given in the presentation raise their importance for a Global Geopark of UNESCO and for the people living inside the territory.

- Dr. Jutta Weber, Managing Director, UNESCO Global Geopark Bergstrasse-Odenwald e. V.; Germany
11:00 - 11:45
The marine wildlife wonders of the Dominican Republic

The underwater world of the Dominican Republic, some of it protected as national parks, is fascinating, revealing features such as coral reefs, caves, remains of galleons, shipwrecks, and a world of multi-coloured marine life. In the beginning of each year, thousands of humpback whales migrate to the waters of the Samaná Bay on the Dominican Republic’s North coast to mate and give birth. The Tourist Board of the Dominican Republic in Germany will provide an overview on eco-tourism in the Dominican Republic.

The 2020 Whale Whisperer, Tim Philippus, will share updates on the initiatives in the ecotourism sector in Samaná. The Whale Whisperer is a project of the Dominican Republic Tourist Board with the support of the Center for the Eco-Development of Samaná Bay and its Surroundings (CEBSE) and Whale Samaná. Both organizations are pleading for the protection of whales, original landscapes and sustainable tourism development in the Dominican Republic.

Marion Hammerl has worked on several conservation projects in the Dominican Republic. One of the initiatives, supported by the European Commission and coordinated by the German Cooperation Agency (GIZ), focused on the “contribution of the tourism sector to the restoration and protection of the coastal and marine biodiversity of the Caribbean”, like the coral reefs and mangroves, which belongs to the most threatened ecosystems worldwide. Marion will give some insights on the fragile coastal eco system and corals and what is done to protect it.

Cocktail Dominican Marine Wonders
After the presentation, the Dominican Republic Tourist Board is pleased to invite the attendees to learn more about the country at the stand Nr. 214 - Latin America World, while enjoying traditional drinks and “picaderas”.
- Petra Cruz, Director Europe, Dominican Republic Tourist Board; Germany
- Marion Hammerl, President, Global Nature Fund; Germany
- Tim Philippus, Whale Whisperer 2020, Campaign of the Dominican Republic Tourist Board; Germany

11:45 - 12:15
South Outdoor Festival (SOF) – A project of the German Cooperation Agency (GIZ) in Albania

The South Outdoor Festival (SOF) will take place from on April 30th to May 3rd, 2020. This will be the 4th edition. SOF is a celebration of everything that can be enjoyed outdoors, sports, culture, tradition, music, nature and culinary activities. The festival invites participants from all over the country and the whole Europe to join, compete and have fun. Spread the joy and experience the unique beauty of nature, food, culture, tradition of the South Albania.

- Dhurata Gazulli, Tourism Advisor, German Cooperation Agency (GIZ); Albania

12:00 - 13:00
Networking Lunch

Join The European Cyclists’ Federation (ECF) / Euro Velo and the German Cyclists’ Association (ADFC) for celebratory drinks and finger food at the European Cyclists’ Federation (ECF) / EuroVelo Stand Nr. 241, located next to the Adventure Stage and Event Area.

12:15 - 12:30
New trends in astro-tourism

After giving an updated general overview over astro-tourism, we will discuss a connection to the ongoing developments of archaeological remains from the Neolithic and bronze age such as Carnac, Stonehenge etc. One of these projects is the European Culture Megalith Route. Our ancient ancestors often observed stars - undisturbed by artificial lighting. Protecting these sites from obtrusive lighting could help visitors to experience such sites like many centuries or thousands of years in the past.
12:30 - 12:45
Astro-tourism events in Europe - Travel inspiration for individuals and tour operators

A global survey on light pollution in 2018 showed that most people have joined activism against light pollution after experiencing truly dark skies. Being exposed to the natural amount stars with an embedding cultural programme is a unique travel experience. In this talk, we will share information about selected dark sky events in Europe. Topics include the WATT Westhavelländer Astro-Treff in Germany, Chasseurs des Nuits in France and Mayo Dark Sky Festival in Ireland. A list of selected dark sky events will be available.

• Etta Dannemann, Founder, Visit Dark Skies GmbH; Germany

12:45 - 13:00
Dark sky expedition - Looking for the best destinations for stargazing in Europe

Did you ever witness a dark night with thousands of stars twinkling in the sky and with the Milky Way stretching from horizon to horizon? If you ever did so, it has probably been a unique experience, which you will never forget. And it has probably been an experience you made during a holiday trip. The darkest skies can be found in distant mountain areas and on remote islands far away from our light polluted cities. Today, more and more people are looking for holiday destinations where they can experience phenomena such as the Northern Lights, the Milky Way and a sky covered with thousands of stars.

• Bernd Pröschold, Astro-photographer and Author; Germany

13:00 - 13:30
Combining cycling tourism with cultural and natural heritage sites

Cultural and natural heritage sites are often very attractive points of interest for tourists but they can be sensitive to pollution and high levels of demand. Cultural sites were mostly built before the age of mass travel and are located in areas not suitable for large numbers of visitors, especially when the private car is the dominant mode of arrival. Equally, the environment in natural sites can be damaged by car-based tourism. Cycling provides a remedy for these problems. Moreover, from a cycle tourist’s perspective, combining a route with cultural and natural heritage sites will greatly increase the route’s attractiveness. This session will provide examples from different projects and routes on how this combination can work.

EuroVelo 13 – Iron Curtain Trail on the Slovakia-Austria border
• Dominik Hiller, Project Manager, Weinviertel Tourism GmbH; Germany
ECOICICLE – European network for the promotion of cycling tourism in natural areas
• Rafat Modrzewski, Deputy Director of the Strategic Planning and Economic Development Department, Marshal’s Office of Kujawsko Pomorskie Voivodeship; Poland
EuroVelo 15 – Rhine Cycle Route and EuroVelo 19 – Meuse Cycle Route
• Eric Nijland, Director, Fietsplatform (Dutch Cycling Platform); The Netherlands

13:00 - 14:00
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 H -Telescope. Exhibitors and trade visitors will have the great opportunity to daytime Sun-gazing after the presentations, 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.

• Dr. Andreas Haenel, Astronomer, Fachgruppe Dark Sky, Vereinigung der Sternfreunde e. V.; Germany

13:30 - 14:00
Alpine crossing “Cycling route Munich-Venezia” - An example of successful trinational cooperation

The Munich-Venezia cycle route is the fourth major Alpine crossing track for cyclists. It was launched within two European projects within the frame of INTERREG in 2015. After finishing the INTERREG programme, the partners on the route decided to engage a professional management for the route. The Route Management coordinates marketing activities, quality management and product development. It is financed by thirteen partners along the whole route such as public tourism organisations and private networks. All activities are organised in mutual agreement, which represents some challenges in communication and interaction as well as in intercultural knowledge and sensitivity. The presentation will focus on the experiences and lessons learned within this trinational cooperation.

• Andreas Wüstefeld, Managing Director, DMO Tölzer Land Tourism; Germany
• Claudia Tscheme, Founder, Weitblick Beratung und Marketing and Alps 2 Adria Touristik; Austria
• Dr. Marco Oss, President, Adria Bikes Hotel; Italy

14:00 - 14:30
Cycling tourism in coastal regions - MEDCYCLETTEUR (EurosVelo 8) Project

Mass tourism has had marked effects on coastal regions. It has raised the pressure on natural resources and the environment. Cycling is an alternative model that offers many advantages. This session will take a look at how cycling tourism can have a positive impact in coastal regions. The speakers will present experiences from EuroVelo 1 – Atlantic Coast Route, EuroVelo 8 – Mediterranean Route, and EuroVelo 10 – Baltic Sea Cycle Route.

• Michael Carty, Atlantic on Bike (EuroVelo 1) Project, Senior Executive Engineer, Sligo County Council; Ireland
• Dr. Vaggelis Mourelatos, MedCycleTours (EuroVelo 8) Project, Region of Western Greece
• Łukasz Magrian, General Manager, Biking South Baltic (EuroVelo 10) Project, Pomorskie Tourist Board; Poland

14:30 - 15:00
Iranian Coast to Coast by bicycle - Cycling from the Persian Gulf to the Caspian Sea

Where in one country can you cycle from unspoilt beaches with palm trees, wooden ocean-going vessels to 27 m below sea level; cycling across deserts, forests, mountain passes over 3 000 m, passing snow-capped mountains (5,610 m Damavand), through eight of Iran’s provinces, crossing National Parks, visiting UNESCO World Heritage Sites like Shiraz, Persepolis, Esfahan…?

A 2,850 km route from south to north, cycling 650 km that will allow you to visit an incredible amount of different places and people; from the Arab tribes on the coast, the Qashqai and Bakhtiar tribes in the Zagros mountains in western Iran to the Mazanis tribes in the Alborz mountains in the north. You will cycle on mountain bikes through towns, remote villages along a variety of good tarmac roads, dirt roads and tracks. You will stay in traditional hotels, Caravanserai (small forts along the Silk Road that were a sort of “hotel” and camel stable for travellers), homestays and small hotels.

In a combination of cycling, car and night-train transfers, you can cycle along the deep blue Persian Gulf coast, cross the northern part of the “Dasht – e Kavir” desert, cross Iran’s two main mountain ranges; the Zagros mountains in the south west and the Alborz mountains along the north, including Asia’s highest extinct volcano Mt. Damavand (5,610 m), pass ancient 2,000 year old mountain top castles, deep little known canyons among others. Iran’s most important cultural centres are included; Shiraz, Persepolis, Pasargadai, Esfahan, Kashan and Tehran.

• Bernard Phelan, European Marketing Manager, Caravan Kooch Adventure Travel; Iran
**15:00 - 15:30**
Discover unassisted ultra-cycling race - The game changer of adventure cycling tourism

Axel Carion is a record breaking French explorer. He also has founded the BikingMan adventure series, the 1st ultra-cycling championship ever organized, taking place in Oman, France, Brazil, Peru, Portugal, Laos and Taiwan. He will share his experience after running eleven international cycling events and eight professional expeditions across the globe and give insights on how adventure cycling tourism is a game changer for countries.

- Axel Carion, Explorer and Chief Executive Officer, BikingMan; France

**15:30 - 16:00**
Adventure travel with E-Bikes around the world – Project E-Traction “The Trip”

E-bike travel is getting more and more popular – and for good reasons. This brings a huge potential to the tourism industry, and challenges too. E-bike expert and journalist Susanne Brüsch, also known as “Lady Pedelec”, will provide insight into the latest market trends of the e-bikes and first experiences of e-bike tour operators. Based on the experiences gained as an E-Bike Ambassador and pedelec traveller in Europe, Asia, Africa and U.S.A., of crossing deserts, mountains, grasslands and snow, Susanne will answer key questions on e-bike transport, energy management and battery charging while on the road. She will also show why a pedelec is the perfect touring vehicle for anyone, especially when travelling in groups. Thereafter, she will briefly present her long-term travel project “E-Traction – The Trip” and introduce her travel and project partner Silvio Züllig, an experienced all-rounder and motorcycle rider. The two-wheel-proven team will share insights of the planning of their joint venture project and challenges they have been facing during the process.

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

**16:00 - 16:30**
Sustainable mobility in tourism – Showcasing the North Sea Region Wadden Sea

The aim of the project is to support interested cities, municipalities and regions of the North Sea Region in a targeted implementation of sustainable mobility concepts and to effect behavioural changes on the part of tourism demand for a more intensive use of environmentally friendly public transport.

In the Wadden Sea region are numerous tourist hotspots such as the West Frisian Islands (Ameland, Schiermonnikoog, Terschelling and Vlieland), the coastal region on the Wadden Sea and the IJsselmeer in the province of Friesland, the Wadden Sea coast in the province of Groningen (all in the Netherlands), the East Frisian Islands (Borkum, Juist, Norderney, Baltrum, Langeoog, Spiekeroog and Wangerooge) and the coastal towns on the Wadden Sea and the touristically important cities such as Wilhelmshaven and Cuxhaven in Lower Saxony and Bremerhaven in the state of Bremen.

For the Wadden Sea region, this study showed ways in which the transition from arrival by car to more sustainable means of transport can be arranged. In order to ensure the accessibility of attractions and places in tourist destination areas, the focus is not only on the “classic” public transport, e.g., bus and train. In order to be able to offer attractive mobility solutions away from one’s own car in the future, holistic, economically viable and target group-oriented mobility concepts are increasingly required in the municipalities.

- Dr. Johannes Theissen, Project Manager, Die Nordsee GmbH; Germany
16:30 - 17:00
PANEL DISCUSSION - Find it, travel it! Western Balkans - Via Dinarica and Balkan Monumental Trail

In this presentation, attendees will learn more about the Western Balkans, the region’s successes and challenges, and communicate with tourism operators about promotion and logistics. The Western Balkans, in South-eastern Europe, 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 implemented with the purpose of utilizing cross-border trails, cycling paths and historic routes. 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 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.

- Thierry Joubert, Managing Director, Green Visions; Bosnia and Herzegovina
- Donald Niebyl, Author, Spomeniks Database; Bosnia and Herzegovina
- Thomas Bullmann, International Business Development Manager Outdoor Active; Germany

Moderated by:
- Snjezana Derviskadic, Project Leader, Regional Cooperation Council; Bosnia and Herzegovina

17:00 - 17:30
RESPONSIBLE TOURISM CLINIC - Tourism Declares Network

- As tourism continues to grow apace in the 2020s, and the impacts of climate change and other social and environmental pressures are increasingly felt, the Travel Foundation and Intrepid Travel ask: How can tourism be developed so that destination assets are protected? The speakers will discuss with each other and the audience the range of perspectives to consider:
  - What “assets” are needed for tourism to thrive.
  - The pressures facing tourist destinations over the coming decade.
  - The need to identify the most “at risk” assets.
  - How to get the right investment and stewardship in place.
  - Demand management and bringing new assets to the market to meet demand

- Alex Naracott, Co-founder and Chief Executive Officer, Much Better Adventures; United Kingdom
- Dr. Manal Kelig, Executive Director, Adventure Travel Trade Association (ATTA) MENA region

17:30 - 18:00
RESPONSIBLE TOURISM CLINIC - In this time of climate crisis, how can tourism industry help create resilient destinations

The speaker will give insight into possibilities of how tourism industry can co-create destinations that are resilient to climate crisis. With more natural disasters increasing in frequency across the world, how can tourism industry work in partnership with development and humanitarian sectors?

- Gopinath Parayil, Founder and Chief Executive Officer, The Blue Yonder; India
18:00 - 20:00
12th ITB Berlin Responsible Tourism Networking Event

This annual gathering of peers in responsible tourism will focus on climate crisis. Organisations and individuals are invited to make short pitches about their initiatives in climate change adaptability.

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

Certified travels with national park partners

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<td>Halle 4.1 / Booth 227</td>
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Mudflat guide, national park partner and, above all, creator of responsible Wadden Sea tour packages, Joke Pouliart takes you on an entertaining journey through the Wadden Sea World Heritage. He virtually leads you into this outstanding coastal landscape, highlights typical saltmarsh plants and mudflat animals and introduces you to sustainable ways to spend your holidays. He describes tried-and-tested travels during last year's Wadden Sea World Heritage anniversary, for which he used the network of certified national park partners in Lower Saxony. The combination of unique selling points such as outstanding natural beauty, authentic cultural offers, generous hospitality and regional products from the nearby biosphere reserve made the tour programme sustainable and successful. Joke Pouliart, +49(0)1739978231, info@waddensea.travel, www.waddensea.travel 20 min presentation with time for Q&As

Zukunftsperspektive im Tourismus

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Highlights of the flower rush - BUGA Erfurt 2021

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BUGA Erfurt 2021 – Highlights of the National Garden Show An update for tour operators and multipliers One year to go until the National Garden Show “BUGA Erfurt” and all preparations are well underway. What awaits the visitors of the beloved exhibition? In two unique display areas – the history-charged Petersberg hill and the grounds of the egapark - various themed gardens, greenhouse shows, and inspirational displays invite flower lovers to
discover the historic cityscape of the Thuringian capital. Receive first-hand information about the BUGA Erfurt 2021, its highlights, attractions, service and how to plan a memorable experience for your clients between 23rd April and 10th October 2021. True to the motto “make do and mend” two trainee florists will plant various everyday objects with flowers and make them shine in new splendour. Feel free to join in as their guests.

**Sustainability in the hospitality industry - short-term euphoria or long term booking success?**

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**Session in German only!**

Sustainability is becoming more and more important and necessary for society. The topic has also long since arrived in the hotel industry and is creating new challenges due to the changed expectations of hotel guests. Since the focus of the next ITB will be on sustainability, as experts for sustainability in the hospitality industry want to host a discussion forum. We have organized several successful panel discussions throughout the past years which all attracted positive attention.

The title of this year’s panel discussion is as follows:

Sustainability in the hospitality industry - short-term euphoria or long term booking success?

This year, we as students of Heilbronn University of Applied Sciences and NHL Stenden University of Applied Sciences are organizing the panel discussion, together with Suzann Heinemann from InfraCert - the institute for sustainable development in the hospitality industry.

**Panelists:**
- **Michael Bauer**, Geschäftsführer Waldhotel Heppe KG
- **Tobias Hanemann**, Corporate Director of Operations NOVUM Hospitality
- **Otto Lindner**, Vorstand Lindner Hotels AG
- **Thomas Sommereisen**, Senior CR Consultant - Scholz & Friends Berlin GmbH
- **Oliver Winter**, Managing Director A&O Holding GmbH & Co. KG

**Press Contact:**
Suzann Heinemann
+49 (0) 30 318 62 84 21
sh@greensign.de

**Together We Take Action for Child Protection – Joint Initiatives in Tourism**

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Successful steps towards better protection of children in travel and tourism - What can the tourism industry, civil society, government and law enforcement do together to protect children from sexual exploitation? Three exemplary initiatives from Latin America, Asia and Europe will be presented by representatives who will discuss their approaches to child protection in tourism on local, national and international level.

**Panel Guests:**
- Theo Noten, Defence for Children – ECPAT Netherlands
Joyatri Ray, EQUATIONS India
Fundación Renacer/ ECPAT Colombia – N/A

Moderator:
Mechtild Maurer, ECPAT Germany

The panel discussion will be held in English.

LGBT+ Media Brunch

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Please register for the event at: [www.bit.ly/39qV0fX](http://www.bit.ly/39qV0fX)

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 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.

Registration via:
to be confirmed

Contact Person: Thomas Bömkes
T.: +49 (0)179-5239865
E.: TB@diversitytourism.com

Ich habe noch einen Koffer in... - FH Westküste

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Building bridges between the local and travel communities

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<td>Hall 4.1 / Booth 117 / WYSE workshop area</td>
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Travel has always been about meeting new people, experiencing new places and understanding new cultures, but what happens if the residents of destinations become skeptical of the benefits of tourism? How do tourism organisations in highly popular destinations remind locals of the positive power of travel? In this workshop, we look at approaches for showing residents that the industry is listening, share concrete examples of how sustainability events can help build bridges between the local and travel communities, and reveal how to make internal operations flexible and resilient.
enough to survive in dynamic, uncertain and increasingly regulatory environments.

Mr. Javier Amorós
Regional Director for Spain and Portugal
SANDEMANs New Europe

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**Medical Tourism Media Lunch**

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<td>12:30 - 14:00</td>
<td>Hall 21b / Medical Tourism Pavilion</td>
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Health motivated travel has been increasing for years. We dedicate that crucial and fast-growing segment this year once again its own Medical Tourism Pavilion in Hall 21b. We are organising the traditional Medical Tourism Media Lunch, to which we cordially invite you.

**Agenda:**
- Official opening by Rika-Jean Francois and Thomas Bömkes (ITB Berlin)
- Presentation of the 2020 Top 10 world’s best clinics for medical tourists by Julie Munro, President Medical Travel Quality Alliance (mtqua.org) from the Medical Travel Quality Alliance (www.mtqua.com)

The Medical Tourism Media Lunch is presented by:
Malaysia Healthcare Travel Council: www.malaysiahealthcare.org

Other exhibitors include:
ABK Travel Lithuania, BAKI Health Solution Turkey, EHTTA – European Historic Thermal Towns Association, ESPA – European Spa Association, EVEX Hospitals Georgia, Gremi Dental Clinic Albania, HTI – Health Tourism Industry, Maya Estetik Turkey

Registration via: www.bit.ly/39qV0fX

Contact Person: Thomas Bömkes
T.: +49 (0)179-5239865
E.: TB@diversitytourism.com

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**Best practices and actionable insights for welcoming diverse travellers**

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Attendees of diverse sexual orientations and gender identities face challenges that are often not understood or even addressed by the industry. Roll up your sleeves and get your questions ready. This action-oriented session will help you understand and address those challenges.

Mr. Ed Salvato
Co-founder
HospitableMe
Inclusive and Transformative Private Public Cooperation for strengthening Tourism in Northern Armenia

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

A-ROSA releases news on E-Motion Ship 2021

Press Contact:
Annika Schmied
+49 (0) 170 4585713
presse.fluss@a-rosa.de

ITB Sustainability Forum 2020 "Generation Digital Greens"

Session in German only!

The ITB Berlin, the Fachhochschule des Mittelstands FHM Berlin and the InfraCert Institute/GreenSign invite you to the 2nd Sustainability Forum at the ITB in Berlin. The ITB Sustainability Forum is dedicated to linking sustainability concepts in the hotel industry with destination management in the city and countryside. What are the challenges in urban and rural destinations and in different hotel categories/products? The forum is organised and hosted by the Fachhochschule des Mittelstands (FHM) Berlin and the InfraCert Institute/GreenSign.

The aim of the event at the World Tourism fair is to discuss recognizable trends and developments in the digital greens generation with renowned guests from business and science. The 2nd ITB Sustainability Forum will discuss the question which trends are important for destinations, investors, operators and urban developers and their planning. When taking in account ecology and economy, how does sustainability affect the different sectors? What experiences do the different actors and service providers have? How do digitalisation and sustainability affect development and planning aspects as well as financing?

In 2020 you will find following topics:
• Best practice from the Black Forest holiday region
• Launch of the #nachHHaltigbegeistert-Kampagne in Hamburg
• New hotel brands with 100% sustainable orientation
• Experience and best practice examples from the holiday/city hotel industry
• What do the guests expect today and what will the guests of tomorrow expect (New Generation Z study)?
• Digitalization & sustainability in project development in destination management and in the hotel industry.
Events

13:00 - 13:05
Welcome and thematic introduction

Session in German only!
Prof. Dr. habil. Torsten Fischer
Prorector "International Affairs", Scientific Location Manager FHM Berlin, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld

Suzann Heinemann
Managing Director of InfraCert GmbH - Institute for Sustainable Development in the Hotel Industry/GreenSign

13:05 - 13:20
Keynote lecture / Urban-rural-river - sustainability and digitization from A-Z / best practice in tourism

Session in German only!
René Skiba
Managing Director, Tourismus GmbH Nördlicher Schwarzwald

13:20 - 13:55
Panel discussion "Green Destination"

Session in German only!
Discussion panelists:
• Antje Forytta, Project Manager Destination Management, Hamburg Tourismus GmbH
• Christian Klaiber, Head of "Initiative Zukunftsmobilität im Ländlichen Raum", Freiburg
• Jan Sadowsky, CEO "Klimapatenschaft"
• René Skiba, CEO, Tourismus GmbH Nördlicher Schwarzwald
• Dr. Peter Zimmer, Managing Partner TourCert gGmbH

Moderated by Prof. Dr. Heike Bähre, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Berlin

13:55 - 14:15
Keynote lecture: Generation Digital Greens - there is no going back! Where does the hotel industry stand?

Session in German only!
Benjamin Köhler
CSO & Co-Founder, Betterspace, Ilmenau
Panel discussion "Green Accommodation"

Session in German only!
Discussion panelists, among others:
- Prof. Dr. h.c. Stephan Gerhard, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Berlin und Schwerin, Partner & Co-Founder der arcona Hotels & Resorts & der 25hours Hotels, Berlin
- Stephan Hein, General Manager, Lulu Gudsmeden - Guldsmeden Hotels, Berlin
- Jürgen Gangl, General Manager, Park Inn Hotel Stadt Berlin Betriebs GmbH, Berlin
- Benjamin Köhler, CSO & Co-Founder, Betterspace, Ilmenau
- Christopher Rust, PR & Communication Manager Deutschland, Scandic Berlin Potsdamer Platz

Moderated by Suzann Heinemann, CEO of InfraCert GmbH - Institute for Sustainable Development in the Hotel Industry/GreenSign

Closing words

Session in German only!
Prof. Dr. habil. Torsten Fischer, Prorector "International Affairs", Scientific Location Manager FHM Berlin, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld
Suzann Heinemann, CEO of InfraCert GmbH - Institute for Sustainable Development in the Hotel Industry/GreenSign
Prof. Dr. Heike Bähre, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Berlin

Presentation by Wirecard

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Transforming payments in the travel industry: From B2B supplier payments to B2C multi-currency cards—and more

Speaker:
Jan Rübel, VP Europe Travel Sales, Wirecard

New tourism products in Tajikistan

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Alovaddin Kalonov, founder of Paramount Journey and winner of the 2019 ATTA scholarship, will present new tourism products in Tajikistan. This includes glamping in the Fann Mountains, combined mountain biking and hiking tours, and more.
Group bookings in 2040: Trends to watch, skip and investigate further

Category: Presentation  
Date: March 4, 2020  
Time: 14:00 - 14:30  
Location: Hall 4.1 / Booth 117 / WYSE workshop area

Learn from group booking experts what trends will dominate the next 20 years of group travel, how to integrate technology into your business today, and what trends to be wary of or skip altogether. Groupdesk CEO and Co-founder Janice Sousa will share her group travel forecast for the industry, so come and learn more about groups today, tomorrow and in 20 years.

Ms. Janice Sousa  
Co-founder & CEO  
Groupdesk

Tourism in Development Cooperation for Young Professionals

Category: Presentation  
Date: March 4, 2020  
Time: 14:00 - 14:30  
Location: Hall 4.1 / Booth 200

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

Touristik-Pricing der Bahn für Unternehmen

Category: Presentation  
Date: March 4, 2020  
Time: 14:00 - 14:30  
Location: Hall 27 / Booth 102

Safety & Security for tourists in South Africa

Category: Presentation  
Date: March 4, 2020  
Time: 14:00 - 14:45  
Location: VIP room 1 / Großer Stern / Level 4 (fairground)

At the South African Tourism Panel Discussion on ITB Wednesday guests will discuss the safety & security for tourists in South Africa with well-known representatives of the industry. The focus will be on questions such as: Current tourism situation in South Africa; to which extent is tourist safety affecting tourist arrivals to South Africa? What is the current status of tourist safety in South Africa? What is South Africa doing to make the country a safer destination for tourists? Which measures/actions are part of the new tourism strategy? Which measures/actions are already in market? What are first results? How does SA Tourism plan to boost tourist numbers? On the podium are South Africa’s Tourism Minister Mmamoloko Kubayi-Ngubane, Minister of Police, Bheki Cele, South African Tourism CEO, Mr. Sisa Ntshona und Tourism Business Council of South Africa CEO, Mr. Tshifhiwa Tshivhengwa. The discussion will be moderated by Daniel Pelz, correspondent for Africa programs at Deutsche Welle.

Admission is only possible with registration via suedafrika@kpm.de

Press Contact:
### Innovationsforum Jugendreisen

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<td>Hall 4.1 / Booth 136 / YIG Lounge</td>
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- Julian Eckmann (Yolawo)
- Mathias Methner (Bookacamp)
- Ferdinand Helm (Juvigo)

### Experience the culture of Fiji with a Kava ceremony

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Come and visit our Fiji warriors for a traditional Kava ceremony. Kava is a traditional drink in Fiji, made out of the Yaqoona pepper root and is used for welcoming ceremonies. You will learn how to drink it correctly and you might be lucky to hear a few songs from our talented warriors as well.

### Workmanship of wooden dolls

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Daily demonstration of wooden craft - Workmanship of wooden dolls with traditional costumes.

### Über Wein und Esel: Praktische Lehre an der FHW

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### Talk Musikland NRW/ Beethoven Anniversary Tourismus NRW e.V.

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Reiseanalyse 2020: How Germany travels.

At ITB 2020, Guido Wiegand (Studiosus Reisen, CEO of FUR e.V., Munich) and Prof. Dr. Martin Lohmann (FUR e.V. and NIT, Kiel) 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 2020 is the 50th edition of an annual study on holiday travel demand in Germany. Further information on the Reiseanalyse and the event can be found at [www.reiseanalyse.de](http://www.reiseanalyse.de).

Press Contact:
Mr. Philipp Wagner
+49 (0) 151 70 86 02 11
info@reiseanalyse.de

Zug zum Flug Codeshare als nachhaltige Alternative

Lifestyle hotels on a budget: The hybrid concept as solution

How do you accommodate in one property a tourist group, a family with a newborn, a solo female backpacker, and a travelling manager at the same time and with everyone’s comfort? What advantages and obstacles do hybrid-hotel concepts face and how do you sell lifestyle hotel services at hostel prices with a profit? During this session Marianna and Ekaterina of NETIZEN Hotel | Hostel will answer these questions and discuss other practical issues like how to turn the terrible misconceptions about hostels into your wow factors.

Ms. Ekaterina Baronina
Ms. Marianna Varga-Jako
NETIZEN Hostels
Women Empowerment along the Tourism Value Chain in the Palestinian Territories

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

HUMAN RIGHTS IN PRACTICE: ASSESSING SOCIAL IMPACTS IN THE TOURISM VALUE CHAIN

The assessment of company-specific human rights risks and impacts along the value chain is an important step in the human rights due diligence process. How can tour operators strategically assess business-related human rights impacts in destinations? How can defined impacts be addressed and suitable measures initiated? Roundtable Human Rights in Tourism will present its newest tool for Human Rights Impact Assessments and discuss with panel guests the findings of a pilot project on assessing social impacts along the tourism value chain in Myanmar and Thailand.

Introduction and moderation: Antje Monshausen, Chairwoman, Roundtable Human Rights in Tourism, Head of Tourism Watch, Bread for the World

Panel guests:
- Matthias Leisinger, Founder, CEO, focusright
- Win Min, Senior Programme Associate, Myanmar Center for Responsible Business
- Thomas Preischl, Country Director, easia Travel, Myanmar
- Tony Reyhanloo, Project Manager Corporate Responsibility, DER Touristik Suisse

Interviews with:
- Rémy Friedmann, Senior Advisor Desk Human Security and Business, Federal Department of Foreign Affairs (FDFA), Switzerland
- Andreas Hofmann, Project Manager, German Society for International Cooperation (GIZ)

In English only.

Set in scene - photo meeting for bloggers

Putting flowers into the spotlight – Photography get-together for bloggers and influencers Our daily companion – the smartphone. Even with constantly improving camera quality, it isn’t easy to skilfully stage details or even seas of flowers. To make the best out of your trip to the BUGA Erfurt – the National Gardening Show in 2021 – and Thuringia’s divine Nature, we are going to provide you with helpful hacks how to design your personal flowery style for social media. Over a green smoothie, engage conversation with other bloggers and influencers and plan your next trip to Thuringia and BUGA 2021 in Erfurt.
Unternehmensmobilität und Nachhaltigkeit.

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Certified travels with national park partners

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Mudflat guide, national park partner and, above all, creator of responsible Wadden Sea tour packages, Joke Pouliart takes you on an entertaining journey through the Wadden Sea World Heritage. He virtually leads you into this outstanding coastal landscape, highlights typical saltmarsh plants and mudflat animals and introduces you to sustainable ways to spend your holidays. He describes tried-and-tested travels during last year’s Wadden Sea World Heritage anniversary, for which he used the network of certified national park partners in Lower Saxony. The combination of unique selling points such as outstanding natural beauty, authentic cultural offers, generous hospitality and regional products from the nearby biosphere reserve made the tour programme sustainable and successful. Joke Pouliart, +49(0)1739978231, info@waddensea.travel, www.waddensea.travel 20 min presentation with time for Q&As

DESTINATION MANAGEMENT GOOD PRACTICES

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Tourism in Tunisia – A Vehicle for Sustainable Development: The Chambers and Associations Partnership Programme of the German Travel Association (DRV) together with the Fédération Tunisienne des Agenc

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Event as part of the booth programme of the German Federal Ministry for Economic Cooperation and Development (BMZ) Event language: German
Youth travel marketing with social media, video, and influencers

Category
Presentation
Date
March 4, 2020
Time:
16:00 - 16:30
Location
Hall 4.1 / Booth 117 / WYSE workshop area

Millions of hours of Facebook videos are watched daily and video has become the ultimate marketing tool - matching it with paid ads is the ultimate digital marketing strategy. Join this session to learn tips on creating social content and how you can ensure it performs optimally to drive return on investment.

Ms. Abby Holland
Head of First Impressions
What Marketing

Tourism 4.0: How digital platforms are changing touristic value chains

Category
Presentation
Date
March 4, 2020
Time:
16:00 - 17:00
Location
Hall 4.1 / ITB Center Stage (Big Stage)

Without owning hotel beds or employing hotel cleaners, platforms dominate the accommodation market. Platforms of all kinds are turning the tourism supply chain upside down. What does this mean for small and medium enterprises in the Global South, such as tour guides, homestays providers and taxi drivers? Who benefits, who does not? We will shed light on the findings of our new study from India: What new opportunities for economic participation arise for small and marginal actors? Which tourism suppliers in India can use platforms to their advantage, which cannot? How does platform architecture shape power relations between tourists, tourism businesses and platforms? The panel will spark discussions on how Online Travel Agents and platforms can integrate issues of sustainability into their business models and contribute to development justice in order to meet customer demand and strengthen small-scale tourism stakeholders in the destinations.

Moderator:
- Ms. Geraldine de Bastion, Founder of Global Innovation Gathering, Germany.

Panelists:
- Ms. Deepti Bharthur, Senior Research Associate, IT for Change, India.
- Prof. Dr. Sandra Rochnowski, Professor of General Business Administration, especially Tourism Business Administration, Berlin State University of Economics and Law (HWR), Germany.
- Mr. Moritz Hintze, Founder of bookitgreen, Germany.
- Mr. Tom Jungh, Business Development Manager- Ecuador, Live DMC, Ecuador.

Youth meets Travel

Category
Presentation
Date
March 4, 2020
Time:
16:00 - 18:00
Location
Hall 4.1 / Booth 136 / YIG Lounge

- Tobias Schwitalla (Förderkreis Ferienzentren e.V.)
- Sven Seifert (Language Farm)
International Hotel & Tourism Management "Top Up"

**Category:** Presentation  
**Date:** March 4, 2020  
**Time:** 16:15 - 16:45  
**Location:** Hall 11.1 / Booth 306

**Achieving a good hostel-guest fit**

**Category:** Presentation  
**Date:** March 4, 2020  
**Time:** 17:00 - 17:30  
**Location:** Hall 4.1 / Booth 117 / WYSE workshop area

All hostels would like to have only happy guests, but it’s not always the case. Which means do hostel owners/manager have in order to bring the “right” customers to their place, while still maintaining their business goals? Join Yaron Burgin of Abraham Hostels and Tours for a discussion on achieving a good guest fit at your hostel.

**Mr. Yaron Burgin**  
CEO and Co-founder  
Abraham Hostels and Tours

**ADFC - Bicycle Travel Analysis 2020**

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 10:00 - 11:00  
**Location:** CityCube A / A7

Session in German only!

Der Radtourismus boomt und ist integraler Bestandteil des deutschen Aktivtourismus! Welche Routen und Regionen haben Radreisende überzeugt? Und welche wollen sie 2020 ansteuern? Das verrät die ADFC-Radreiseanalyse. Sie zeigt die zielgruppenspezifischen Bedürfnisse, auf die sich die Regionen einstellen sollten und wie und wo sich Radreisende zu ihrem Urlaub informieren. Zudem gibt die Analyse Aufschluss über das Ausflugsverhalten per Rad.

Die Radreiseanalyse liefert Touristikern als einzige systematische Analyse zum Radreiseverhalten seit vielen Jahren eine solide Basis für die Konzeption radtouristischer Angebote.

Außerdem wird verraten, welche Radrouten und -regionen für ihre Qualität mit dem ADFC-Siegel ausgezeichnet werden.

Referenten:  
Louise Böhler, Allgemeiner Deutscher Fahrrad-Club e.V.  
Frank Hofmann, Allgemeiner Deutscher Fahrrad-Club e.V.

Über den ADFC
Der Allgemeine Deutsche Fahrrad-Club e.V. (ADFC) ist mit mehr als 185.000 Mitgliedern die größte Interessenvertretung der Radfahrerinnen und Radfahrer in Deutschland und weltweit. Er berät in allen Fragen rund ums Fahrrad: Recht, Technik und Tourismus. Politisch engagiert sich der ADFC auf regionaler, nationaler und internationaler Ebene für die konsequente Förderung des Radverkehrs.

Pressekontakt:
Stephanie Krone
presse@adfc.de
+49 (0) 30 209 1498 65

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**Workmanship of wooden dolls**

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Daily demonstration of wooden craft - Workmanship of wooden dolls with traditional costumes.

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**UNWTO Affiliate Members Corner**

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In the UNWTO Affiliate Members Department we work closely with civil society, media, private sectors, unions, academia and other stakeholders to stimulate creativity, enhance competitiveness and achieve tangible results through long-term cooperation between private entities and governments, sharing risks, responsibilities and rewards.

The AM Corner is a forum to show the work of our Affiliate Members to all the tourism stakeholders and be part of the transformative power of cross sector partnership to create a more prosperous, inclusive, sustainable and resilient tourism sector. In line with the objective of the organization- creating more value for our Member-, this session has been organized to give UNWTO Affiliate Members the opportunity to present their work to the other Members and the participants to ITB Berlin.

Public-Private Partnerships in tourism bring together stakeholders with different objectives and skills to improve the attractiveness of a regional destination, its productivity, market efficiency, and the overall management of tourism. These partnerships can widen contacts and strengthen communities, link components within the tourism value chain, improve marketability of tourism initiatives or ensure inclusiveness and equity. Our Affiliate Members work to improve the sustainability of local tourism expenditure, in order to bring widespread benefits to numerous big and small businesses, their employees in tourism-linked sectors and to society as a whole.

Press Contact:
Jose Castello Botia
0034 686 183 381
jcastello@unwto.org

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**cultural programme**

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Kürtőskalács Tasting

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Verkostung bayerischer Schmankerl

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Virtuell über den Chiemsee paddeln

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Certified travels with national park partners

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Mudflat guide, national park partner and, above all, creator of responsible Wadden Sea tour packages, Joke Pouliart takes you on an entertaining journey through the Wadden Sea World Heritage. He virtually leads you into this outstanding coastal landscape, highlights typical saltmarsh plants and mudflat animals and introduces you to sustainable ways to spend your holidays. He describes tried-and-tested travels during last year’s Wadden Sea World Heritage anniversary, for which he used the network of certified national park partners in Lower Saxony. The combination of unique selling points such as outstanding natural beauty, authentic cultural offers, generous hospitality and regional products from the nearby biosphere reserve made the tour programme sustainable and successful. Joke Pouliart, +49(0)1739978231, info@waddensea.travel, www.waddensea.travel 20 min presentation with time for Q&As

Panel Discussion: Sustainability in South Africa

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At the South African Tourism Panel Discussion on ITB Thursday guests will discuss sustainable tourism in South Africa with well-known representatives of the industry. The focus will be on questions such as: South Africa is known as one of the forerunners in sustainable tourism. What is South Africa doing to become an even more sustainable tourist destination? What are the latest sustainable tourism offers/products in South Africa? How can I as a
tourist give back to the country, while travelling South Africa? On the podium are South Africa’s Tourism Minister Mmamoloko Kubayi-Ngubane, South African Tourism CEO, Mr. Sisa Ntshona, Incoming CEO of the Airports Company of South Africa (ACSA), Mpumi Mpofu as well as a representative from SanParks.

Admission is only possible with registration via suedafrika@kprn.de.

Press Contact:
Angela Zippelius
+49 172 631 2966
zippelius.angela@kprn.de

### PATA Annual Seminar & Hosted Lunch

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Theme:

**Destination Resilience and Recovery – facing Global Challenges**

Maybe more than any other sector of business, travel and tourism operates in an incredibly complicated, interconnected and globalised world. As well as its own internal challenges, travel is constantly having to face new, unpredictable regional and global external shocks that have the capacity to impact on people’s propensity to visit foreign countries.

As well as individual crises that come and go, travel is also facing a number of long-term trends, many of which stem directly from its own growth and success, like the issues of so-called over-tourism and the impact on the environment and climate change. However, there are no signs that the human desire to travel and enjoy authentic, life-affirming experiences is about to wane. Indeed, as millions of people enter the middle classes in developing countries travel’s prospects look very good.

But destinations and travel companies must be ready for the inevitable challenges that will come and that is what this PATA seminar is all about. Delegates will hear about the key trends in the Asia Pacific market, the impact of the current coronavirus outbreak in China and how destinations need to react to a changing market and consumer demands.

10:30 – 10:45 Introduction and Overview of PATA – 2020 Developments and Priorities
- Dr Mario Hardy, CEO, PATA

10:45 – 11:00 Asia Pacific Visitor Forecasts
- Professor Haiyan Song, PhD, CHE, The Hong Kong Polytechnic University

11:00 – 11:30 Session 1: Impact of the Coronavirus outbreak in China
- Carlos Cendra, Chief Marketing Officer, Mabrian
- China specialist

11:30 – 12:20 Session 2: Destination Panel - Immersive Authenticity: Evolving Destination Management"
- Moderator: Oliver Martin, Partner, Twenty31 Consulting Inc.
- Panelist: Gloria Loree, Chief Marketing Officer, Destination Canada
- Panelist: Saeed Rashed Al Saeed, Destination Marketing Director, Abu Dhabi Department of Culture and Tourism
- Panelist: Ted Sullivan, Vice President Destination Analytics, Adara

12:20 – 12:30 Introducing the hosts of upcoming PATA events
- Raki Phillips, CEO, Ras Al Khaimah Tourism Development Authority
- Antonio Jiménez Ruiz, Turismo de Sevilla

12:30 - 14:30 Lunch
Press Contact:
Alissia Genco-Russo
+44 7870 975 880
alissia@pata.org

This event is invitation only. However, if you are interested in attending please email alissia@pata.org.

Wohin geht die Reise? - Megatrends und deren Einfluss auf die Reiseindustrie

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Prof. Dr. Adrian Freiherr von Dörnberg, HS Heilbronn

The Visa Waiver Program Powered by ESTA

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The ESTA team will speak about the Visa Waiver Program, important changes coming to the online application system (ESTA) and website, and answer your questions. With the Visa Waiver Program, traveling to the U.S. has never been easier, faster, or more secure! No registration required

Contact information: Jimena Paz, jimena@elevation-us.com

Marketing mit Rabatten und Gutscheinen

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Presentation by Wirecard

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Transforming payments in the travel industry: From B2B supplier payments to B2C multi-currency cards—and more

Speaker:
Jan Rübel, VP Europe Travel Sales, Wirecard
Tourism and Rural Development in Albania

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

Welcome of the Mayor Düsseldorf Cologne Bonn

Five trends that will shape the 2030 traveller

What should you think about now if you want to succeed in the youth travel market in ten years? Find out what the biggest brands in youth and student travel are focused on now in order to future-proof their relevance and reputation for the international youth travel market of 2030.

Moderated by:
Mr. David Chapman
Director General
WYSE Travel Confederation

Panel guests:
Ms. Anna Fawcett
Topdeck Travel

Mr. Fredrick Elliott
StudentUniverse

Mr. James Williams
Culture Trip

Ms. Abbey Rader
Generator

Ms. Tammy Olmstead
Business Development, Australia & New Zealand
Klook
Premium chalets, wellness oases and adventure houses

Premium chalets, havens of comfort and adventure houses – Thuringian holiday homes focus on design and sustainability. State-of-the-art designs, sustainable architecture and regional connections – these are the key success factors. Thuringian holiday home agents rely on. We would like to introduce you to some outstanding holiday home concepts in Thuringia, and present some projects still in the making. The Manoah lakeside houses in Zeulenroda will open in October 2020. The solid wood construction, interior and even the catering will meet the highest standards of sustainability. Some Manoah houses will be accessible for people with all kinds of disabilities.

Präsentation der Projekte vom Bundesforum Kinder- und Jugendreisen aus dem Jahr 2019

- Dennis Peinze (Geschäftsführer Bundesforum)
- Oliver Schmitz (Vorstand Bundesforum)

23. OSV-Tourism Panel

Podiumsdiskussion Fachkräftemangel

Ich habe noch einen Koffer in… - FH Westküste

**Eine Starke Schiene für Deutschland und für Europa**

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- Jeanette Buller, Director Sales, G Adventures

**Agency for Business and Economic Development (AWE): Engage & Invest in Africa! New Financing Programs for Your Entrepreneurial Endeavors**

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

**Travellers meet locals: How to create an open-minded hospitality space**

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In a period where young travellers are avoiding tourist hot spots, the challenge for tourism businesses focussed on the youth market is to create a brand or product experience that doesn’t give off a typical tourist impression. For hostels, activities and spaces that encourage connections between different people, whether travellers or locals, create occasions and an atmosphere that encourage everyone to un hinge cultural barriers and to embrace diversity. During this session, Fabio Coppola, founder of YELLOWSQUARE, will discuss how to develop socially inclusive spaces that meet the interests and expectations of young travellers.

**Mr. Fabio Coppola**

Founder & Chief Visionary Officer

YELLOWSQUARE
Dealing with transgender participants and teamer in children and youth travel

Discussion and information session on the topic of transgender in children’s and youth travel. Challenges for everyone involved, that need to be identified and eliminated. In order to support this project, Reisenetz e.V. brings various actors on stage to find common solutions and future guidelines.

Kalle Hümpfner, Speaker for socio-political work, Bundesverband Trans*
Hermann Lange, Federal Ministry for Family, Seniors, Women and Youth, Unit 215 "Same-Sex Lifestyle, Gender Diversity"
Elena Holling, Human resource and product development, Voyage Reiseorganisation GmbH
Jan Vieth, CEO, Camp Adventure
Nicole Faerber, Deutsche Gesellschaft für Transidentität und Intersexualität e.V.

Culinary journey through Greece

Dear trade visitors and representatives of the press, experience the gastronomic diversity of Greece and take part in our voyage through selected, fascinating regions and islands. Get to know the culinary side of the country with regional specialties and excellent wines - a unique experience. We look forward to seeing you on Thursday, March 5th, 2020 at 12 p.m, in Hall 1.1./ booth 101,101a.

Christmas land on the Rennsteig

The Original Thuringian Forest Christmas Tradition – Thuringian handicraft reinterpreted The first Christmas bauble was crafted in Lauscha, in the Thuringian Forest, over 150 years ago. The Christmas tree ornaments made of glass are now popular all around the world. In a joint project of regional partners, a comprehensive concept for developing the region of the Rennsteig hiking trail into the TOP Christmas destination in Germany was created. Mouth-blown and hand-painted unique pieces, large light installations and many other project components will make cradle of Christmas baubles and Christmas craftsmanship come alive again.

tba

- Mike Louagie, Cruise & Ferry Photographer
Bahn-Erlebnisreisen weltweit.

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Vorstellung Reisenetz und Schnupperangebot Reisenetz auf Probe

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- Matthias Kopp (ProNet Media)
- Sebastian Döpp (Reisenetz)
  Kontakt: info@reisenetz.com

Z.mobile: How to be digitally native for the next generation

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Is there time to catch up with expectations? Kevin O’Shaughnessy from Cityhook and Jack Bowcott from goki will talk about how delivering great experiences to customers means more than moving online ticket sales to mobile. We’ll look behind the buzz of chat and IOT into the best practices for today and the trends that will define the future of travel for the mobile-first generation.

Greetings:
Mr. David Chapman
Director General
WYSE Travel Confederation

Interviewer:
Mr. Kevin O’Shaughnessy
Founder
Cityhook

Interview guest:
Mr. Jack Bowcott
Co-founder & CEO
goki
Sachsen-Anhalt Tag

Category: Presentation
Date: March 5, 2020
Time: 13:00 - 18:00
Location: Hall 11.2 / Booth 101

Podiumsdiskussion: Karrierechancen in der Kreuzfahrtindustrie

Category: Presentation
Date: March 5, 2020
Time: 13:15 - 13:45
Location: Hall 11.1 / Career Center Stage

Moderation:
- Oliver Schmidt, Koehlers Guide Kreuzfahrt

Podiumsgäste:
- Dr. Bernd Schabbing, ISM International School of Management
- Jelke Lorenzen, Sea Cloud Cruises GmbH
- Ines Lenz, vip hanse touring GmbH
- Arno Ahrens-Böhm, Steripower
- Daniela Block, MSC Kreuzfahrten
- Ina Wettig, Aida Cruises
- Niklas Schweda, sea chefs

Tokyo Tourism seminar

Category: Presentation
Date: March 5, 2020
Time: 13:30 - 14:40
Location: Hub27 / Beta 8

The seminar will focus on the major new phase of development currently occurring in Tokyo, driven by these two global sporting events as well as by the rapid growth in travel to Japan.

Program:
- Presentation by Angelika Schwaff, Travel Influencer
- Presentation by Akito Tadokoro, Director of Tokyo Convention & Visitors Bureau
- Networking
- Lucky draw

This event is opened to everyone attending ITB Berlin 2020.

Press Contact:
Kolar Gabriel
tokyo@kopega.com
## TourKon Kreuzfahrt - Schiffsbekanntgabe mit anschließendem Get-together

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- Benjamin Krumpen, CEO, Phoenix Reisen
- Ralf Vogler, Hochschule Heilbronn

## Music tourism: Vibrant cities, strategic initiatives and the youth market

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The music, tourism and youth markets are inextricably linked and constantly influencing each other. In this presentation, Camila Anino, Marketing and Sponsorship Manager at Music Cities Events, will explore how the music industry can play a key role in the youth travel market by defining what music tourism is and analysing the strategies applied by some of the top music tourism destinations in the world.

**Ms. Camila Anino**  
Marketing & Sponsorship Manager  
Music Cities Events | Sound Diplomacy

## Haltestelle Wintersport. Winterurlaub mit der Bahn

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## Destination Brand 19: First results from China

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On the perception of selected European destinations in China

Which international destinations are at the top of the bucket list for the Chinese? Which holiday activities attract the most interest among the Chinese? Which European and German destinations have the highest awareness among the Chinese? What do Chinese tourists spontaneously think about selected European destinations? Which holiday activities, sights, themes and characteristics are associated with these destinations by Chinese tourists?

Initial insights and answers to these questions are provided by the results of DESTINATION BRAND 19: In addition to the online surveys in Germany, Austria, Switzerland and the Netherlands, in autumn 2019, for the first time, the demand-side perception of destination brands was also measured among the Chinese urban population between 14 and 59 years of age with an affinity for travelling abroad.
At ITB 2020 the project partners, 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 19 and will provide insights into prospective research projects.

The presentation will be held in English.

The speakers are: Ellen Böhling, inspektour and Anne Köchling, West Coast University of Applied Sciences

**Contact Person:**
Ellen Böhling
T.: +49 172 6535316
E.: Ellen.Boehling@inspektour.de

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**Jobs in der Sonne**

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- Christian Klose (ruf reisen)

**Sustainability in child and youth travel - discussion and best practice**

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An exciting and informative discussion with representatives from politics and the child and youth industry on the possibilities to offer and implement sustainable travelling.

Reisenetz e.V. offers best practice examples in the areas of sustainable nutrition, disposable packaging, mobility and renewable energy options for accommodation.

- Mrs Kerstin Kassner, MdB, Party Die Linke;
- Mr Markus Tressel, MdB, Party Bündnis die Grünen;
- Mrs Petra Thomas, CEO, forum anders reisen e.V., Petra.thomas@forumandersreisen.de;
- Mr Jörn Knissel, ppa. alpetour Touristische GmbH;
- Miguel Gongora, chairman students committee Berlin
- Oliver Winter, CEO a&o hostels and hotels

**World Heritage, Tourism and Local Communities**

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Tourist numbers usually skyrocket after sites are inscribed on UNESCO’s prestigious World Heritage List but most of them are not well prepared for the strain which great numbers of visitors bring. National Tourism Agencies keep promoting them as flagship sites in their destination marketing, but tourism businesses are increasingly concerned that sites lose authenticity and appeal from overtourism while local populations feel that they lose control over their lives without having a benefit.
This panel discussion will explore what UNESCO, governments, the tourism industry and local communities can do in order to bring the special requirements for protection, the expectations of the industry and the needs of local populations at World Heritage Sites together for the benefit of all.

Moderator:
- Stephan Doempke, Chair World Heritage Watch

Panelists:
- Norbert Barthle, Parliamentary State Secretary, German Federal Ministry for Economic Cooperation and Development (tbc)
- Peter Debrine, World Heritage and Sustainable Tourism Programme, UNESCO World Heritage Centre
- Dr. Ellen Madiker, Director Strategy and Political Communication, German Travel Association (tbc)
- Manana Tevzadze, Chair, Blue Shield Georgia

Press Contact:
Stephan Doempke
+49 151 1167 4691
contact@world-heritage-watch.org

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**Workmanship of wooden dolls**

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Daily demonstration of wooden craft - Workmanship of wooden dolls with traditional costumes.

**Podiumsdiskussion: Karriere, Talente, Zukunft – Die Vorzeigeplattformen der Reisebranche**

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Moderation:
- Tobias Klöpf, Vice President, Travel Industry Club

Podiumsgäste:
- Michael Steuer, Usedom Tourismus GmbH
- Stefan Ohneberg, Travel Industry Club
- Laura Weihrauch, DTV
- Cornelius Schäfer, DRV

**Über Wein und Esel: Praktische Lehre an der FHW**

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

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 14:55 - 15:40  
**Location:** Hall 11.1 / Career Center Stage

### Cooperating on New Models for Cross Border Tourism Development in Southern Africa

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:00 - 15:30  
**Location:** Hall 4.1 / Booth 200

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

### DB Navigator. Einfach von A nach B.

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:00 - 15:30  
**Location:** Hall 27 / Booth 102

### New trends in mobile tech: Beyond booking to notification commerce and journey service

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:00 - 15:30  
**Location:** Hall 4.1 / Booth 117 / WYSE workshop area

Kevin’s heart is mobile tech, from early days as part of the smartphone revolution to building mobile-friendly experiences for travel at Cityhook. Mobile is now the dominant form of booking for airfare, and now covers more and more of the digital travel footprint. At the same time, the costs of building great mobile experiences whether for web or for “native” can be daunting. In this session, Kevin will talk about one trend in customer service and travel marketing which can improve customer service or even the bottom line and which forms part of relationship-based commerce driven by notifications and other mobile technologies.

**Mr. Kevin O'Shaughnessy**  
Founder & CEO  
Cityhook

### Arbeitssitzung zur Nationalen Tourismusstrategie

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:00 - 16:00  
**Location:** CityCube / Level 3 / R3

Session in German only.
### Podiumsgespräch: Klimafreundliche Jugendreisen

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:00 - 16:00  
**Location:** Hall 4.1 / Booth 136 / YIG Lounge

- Christian Becker (Vorstand Reisennetz e.V.)  
- Dr. Ellen Madeker (Deutscher Reiseverband e. V.)  
- Burkhard Schmidt-Schönefeldt (ruf reisen)  
- Constantin Kuhn (Jugend im BUND e. V.)

**Moderation:**  
- Kerstin Kassner (Bundestagsabgeordnete, Tourismus-politische Sprecherin der Fraktion DIE LINKE. im Bundestag)

### Alumni Gespräch mit Katja Krämer

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:30 - 16:00  
**Location:** Hall 11.1 / Booth 301

### Neue Spielewelt in Altenburg

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:30 - 16:30  
**Location:** Hall 11.2 / Booth 103

Salon culture meets innovationLAB – „Neue Spielewelt“ in Altenburg. “Play” as an impulse for innovation 200 years ago, the card game skat was invented in a salon in Altenburg. Taking up this history, the Neue Spielewelt ("The New Game World") is being created in the East Thuringian town. In several units the topic of play and games is approached in different ways; like in a multimedia display area, a game café or the innovationLAB. The latter will be venue for coach sessions and product development workshops, too.

### The Music and Tourism Industries Join Forces: How Destinations Can Work with Artists to Increase Attractivity

**Category:** Presentation  
**Date:** March 5, 2020  
**Time:** 15:30 - 16:30  
**Location:** Hall 4.1 / ITB Center Stage (Big Stage)

In tourism, showcasing what a place can offer is just as important as providing unique attractions and activities. Music can help destinations achieve both goals, as artists can not only make cities more vibrant and create new entertainment opportunities for tourists, but also actively communicate the essence of a place and boost profile and visitor numbers. Our panel will discuss how tourism boards, artists and media companies can better collaborate to reach new audiences, attract more tourists and present a wider music offer.

**Moderator:**

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Digitalisierung im Tourismus am Beispiel von zwei EU-Projekten

Panelists:
- Manuel Hubault, Senior Vice President, Brand Partnerships, Global, Universal Music Group (UK)
- Donovan White, Director of Tourism, Jamaica Tourist Board (Jamaica)
- Rachel Obermeier, Trade Bureau Manager, Mississippi Development Authority / Visit Mississippi (USA)

Certified travels with national park partners

Mudflat guide, national park partner and, above all, creator of responsible Wadden Sea tour packages, Joke Pouliart takes you on an entertaining journey through the Wadden Sea World Heritage. He virtually leads you into this outstanding coastal landscape, highlights typical saltmarsh plants and mudflat animals and introduces you to sustainable ways to spend your holidays. He describes tried-and-tested travels during last year's Wadden Sea World Heritage anniversary, for which he used the network of certified national park partners in Lower Saxony. The combination of unique selling points such as outstanding natural beauty, authentic cultural offers, generous hospitality and regional products from the nearby biosphere reserve made the tour programme sustainable and successful. Joke Pouliart, +49(0)1739978231, info@waddensea.travel, www.waddensea.travel

Hotel Resilient – Promoting Resilient Tourism Development

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

The carbon neutral dilemma

Offsetting your carbon emissions - what are the benefits it can bring to both the environment and your business? And the arguments that you need to
Mr. Philip Cabra Netherton
Managing Director
Euroventure

Tokyo Tourism seminar

Category: Presentation  Date: March 5, 2020  Time: 16:00 - 17:10  Location: Hub27 / Beta 8

The seminar will focus on the major new phase of development currently occurring in Tokyo, driven by these two global sporting events as well as by the rapid growth in travel to Japan.

Program:
- Presentation by Angelika Schwaff, Travel Influencer
- Presentation by Akito Tadokoro, Director of Tokyo Convention & Visitors Bureau
- Networking
- Lucky draw

This event is open to everyone attending ITB Berlin 2020.

Press Contact:
Kolar Gabriel
tokyo@kopega.com

Digitale Kompetenzen in der Tourismus- und Freizeitbranche

Category: Presentation  Date: March 5, 2020  Time: 16:05 - 16:20  Location: Hall 11.1 / Career Center Stage

- Armin Brysch und Prof. Dr. Guido Sommer, HS Kempten

Alumni Gespräch mit Karolina Klemm

Category: Presentation  Date: March 5, 2020  Time: 16:15 - 16:45  Location: Hall 11.1 / Booth 301

International Hotel & Tourism Management "Top Up"

Category: Presentation  Date: March 5, 2020  Time: 16:15 - 16:45  Location: Hall 11.1 / Booth 306
Erasmus+-Project E-Cul-Tours, increasing competencies for Cultural Heritage

**Category**
Presentation

**Date**
March 5, 2020

**Time:**
16:25 - 16:40

**Location**
Hall 11.1 / Career Center Stage

- Werner Gronau, HS Stralsund

**“Career is a Journey”**

**Category**
Presentation

**Date**
March 5, 2020

**Time:**
16:45 - 17:00

**Location**
Hall 11.1 / Career Center Stage

- Dr. Regina M. Baumgärtner, HWR Berlin
- Larissa Hardt, HWR Berlin
- Ellen Rußig, Seenland Oder-Spree e.V.
- Jasmin Taylor, Seelandhaus GmbH
- Christin Samadelli, Zalando

**Preisverleihung - "Ideenwettbewerb für Reisegadgets"**

**Category**
Presentation

**Date**
March 5, 2020

**Time:**
17:00 - 17:30

**Location**
Hall 4.1 B / Adventure Stage

**Should you get into podcasting? A guide to measuring the ROI**

**Category**
Presentation

**Date**
March 5, 2020

**Time:**
17:00 - 17:30

**Location**
Hall 4.1 / Booth 117 / WYSE workshop area

Podcasting is booming. The latest Edison report shows US listenership has risen from 11 million people in 2006 to 144 million in 2019 with no end in sight to the growth. But making the decision on whether to invest in the channel is clouded by a lack of statistics on podcasting.

During this session World Nomads, which has its own eponymous The World Nomads Travel Podcast, will discuss the why and when of starting a travel podcast and share insights on metrics to gauge a podcast's success.

- Mr. Dave O'Malley
  Business Development Manager
  World Nomads
ADVENTURE TOURISM: What outdoor guests really need and how destinations can become top performers in the market.

The outdoors are booming, and guests of any background are increasingly interested to get out and back to nature. Understand how to capture this growing market, how to cater to outdoor lovers’ needs and how to leverage the learnings from top performing destinations.

During this information session you will get an outline of the “Adventure Tourism Compass” – the most comprehensive international meta-study on adventure tourism to date. Adopting benchmark cases you will learn how to benefit from the knowledge of international experts in this field. Focusing on proven guests’ needs you will also gain insight into one of the world’s most thoroughly researched adventure tourism markets.

Presented by Saxony – a leader in both cultural as well as adventure tourism.

www.adventure-tourism-compass.com

Press Contact:
Tilman Sobek
+49 177 7470 515
t.sobek@absolut-gps.com

Workmanship of wooden dolls

Daily demonstration of wooden craft - Workmanship of wooden dolls with traditional costumes.

Kürtőskalács Tasting

Kürtőskalács Tasting

Verkostung bayerischer Schmankerl

Verkostung bayerischer Schmankerl
**Virtuell über den Chiemsee paddeln**

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**cultural programme**

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**Set sail for your career**

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- Alexander Denk, Senior Manager Recruiting, Viking Cruises

**A Holistic Approach to Tourism in The Warm Heart of Africa, Malawi**

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

**Camping im Trend**

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Community tourism and its power to transform lives: How the tourism industry benefits from social responsible travel

Increasingly, consumers are holding travel companies more accountable as they seek to spend with brands whose values mirror their own. It's no longer enough for travel brands to simply make bold claims about purpose and sustainability. They need to prove it through action. Victoria Houle, Director of Development at the Planeterra Foundation related to the tour operator G Adventures, gives insights into how to become a transparent and trusted tourism brand and create a win-win situation for local communities, travellers, travel agents and tour operators.

Ms. Victoria Houle  
Director of Development  
Planeterra Foundation

Mit der Bahn in die Berge. Mobil vor Ort.

Presentation by Wirecard

Transforming payments in the travel industry: From B2B supplier payments to B2C multi-currency cards—and more

Speaker:  
Jan Rübel, VP Europe Travel Sales, Wirecard

450m² Thuringia – One stand, 100 stories

Take a look behind the scenes of an ITB exhibition stand. How do construction, catering and exhibitors have to be coordinated? And why are moving images the new standard? Also, find out from our press officers, social media managers and various other partners who they meet on trade visitor days and how the destination benefits from it.
Alexa, Google, digital mapping of visitors

What tools does it need to meet the challenges of the increasingly digitalised world? The Thüringer Contentarchitektur Tourismus ThüCAT (Thuringian Tourism Content Architecture) is a milestone for future developments.

Future experts – Thuringia needs you!

The Thüringer Agentur für Fachkräftegewinnung Thaff (Thuringian Agency for Skilled Personnel Marketing) and the Thüringer Tourismus GmbH (Thuringia Tourist Board) welcome you to the trade visitor area. In conversation with the hosts find out what jobs are available in the tourism sector in Thuringia, how to find suitable positions and what HR managers really value in new employees.

Making a difference - Cycling tourism in numbers

Tourism is one of the world’s largest economic sectors, supporting one in 10 jobs (319 million) and generating 10.4% of GDP globally. The tourism industry nevertheless faces some significant challenges, including unsustainable transportation patterns, overtourism in major destinations and seasonality, for which cycling tourism can provide solutions. This growing segment of the market already contributes over €40 billion to the European economy alone and most destinations now provide offers and products to encourage visitors to discover their attractions more sustainably by bike.

This session brings together some of the latest data from across Europe to demonstrate the growing impact that cycling tourism is having: whether it be GIS data, quality assessments of routes, usage monitoring or trends such as multi-day cycling tours or excursions. Such data can be used to communicate the current status of cycling tourism products; to assess the impact of new developments; and also to lobby for further investment. The session will combine short presentations of the data followed by a panel discussion. It will end with the latest announcements from the EuroVelo network.

Presentations and panel discussions
- Ed Lancaster, Senior Policy Officer, European Cyclists’ Federation (ECF); Belgium
- Fong Choo Leong, Bicycle Tourism Officer, German Cyclists’ Association (ADFC); Germany
- Jesper Perksen, Director, Danish Cycle Tourism; Denmark
- Daniela Serrão, AMAL - Comunidade Intermunicipal do Algarve; Portugal

Moderated by:
- Frank Hofmann, Deputy Chairman, German Cyclists’ Association (ADFC); Germany
Podiumsdiskussion: Individualisierung der Reiseleitung

- Harald Jung (Verband der Studienreiseleiter)
- Ernst Koeln sperger (Studiosus)
- Georg Reichlmayr (BVGD)
- Jörg Rösner (BTW)
- NN. (Kompetenzzentrum Tourismus)

Moderation:
- Roswitha Schlesinger

Fernweh? Entdecke mit uns die Welt und starte Deine Karriere an Bord!

- Amadin Schöpf, Recruiting Manager, sea chefs

MOUNTAIN BIKE TOURISM: guests’ identities, preferences and behavior – insights from the “Mountain Bike Monitor”

Mountain biking has become one of the drivers of adventure tourism and is being adopted by more and more people every year. Gain insights from the “Mountain Bike Monitor”, the most comprehensive study on MTB tourists and their identity globally. Understand their travel behaviour, their interests and preferences and learn how to segment the market.

Supercharge your communication by understanding the attitudes and values of mountain bikers as revealed by the value-based model of the Mountain Bike Monitor.

Presented by Saxony – a leader in both cultural as well as adventure tourism, especially mountain biking.

www.monitor.bike/en

Press Contact:
Tilman Sobek
+49 177 7470 515
t.sobek@absolut-gps.com
Podiumsdiskussion Kreuzfahrt

Category: Presentation  
Date: March 6, 2020  
Time: 11:25 - 11:55  
Location: Hall 11.1 / Career Center Stage

Ich habe noch einen Koffer in… - FH Westküste

Category: Presentation  
Date: March 6, 2020  
Time: 11:30 - 11:50  
Location: Hall 11.1 / Booth 102

Expert Forum Hiking 2020

Category: Presentation  
Date: March 6, 2020  
Time: 11:30 - 13:00  
Location: VIP room 1 / Großer Stern / Level 4 (fairground)

The Expert Forum Hiking 2020 by the German Ramblers Association and the German National Tourist Board (GNTB) at the ITB has been a mandatory event for everyone involved in hiking tourism for years. In 2020, too, we cordially invite you to room VIP 1 on March 6th from 11:30 am to 1:00 pm. Topics include brand new market research data from the “Wandermonitor 2019” on alternative accommodation options for hiking (trekking sites and others), the loss of near-natural paths and the effects on nature and path quality, the GNTB campaign 2020 #WanderlustGermany, the use of expert knowledge to advise hosts and the premiere of the freshly published magazine Wanderbares Deutschland 2020, which is devoted to “HeimatGenuss”.

Please register before March 1st, 2020 via the following link:

https://wanderverband.typeform.com/to/ggpVa7

Press Contact:
Erik Neumeyer
+49 (0) 151 628 21 995  
e.neumeyer@wanderverband.de

450m² Thuringia – One stand, 100 stories

Category: Presentation  
Date: March 6, 2020  
Time: 11:45 - 12:30  
Location: Hall 11.2 / Booth 103

Take a look behind the scenes of an ITB exhibition stand. How do construction, catering and exhibitors have to be coordinated? And why are moving images the new standard? Also, find out from our press officers, social media managers and various other partners who they meet on trade visitor days and how the destination benefits from it.
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Costa Crociere, experience a divers career journey

Maria Oppicini, Head of Fleet Hotel HR Employer Branding, Talent Acquisition & Preboarding Training, Costa Crociere SpA

Beyond marketing: Driving audience engagement through branded partnerships

As marketing continues to develop at a rapid pace, audiences are no longer willing to just be sold to; they want to be taken on a journey and inspired to act. For Culture Trip content creation, and more importantly, branded content creation, has long been an important avenue in this pursuit of inspiring our audiences to engage with travel. In this talk, we will dive into how Culture Trip’s global creative community of over 600 local creatives allows us to produce unique and authentic branded stories that help reach younger consumers. First we’ll explain how we create this branded content and then delve into how we utilise our digital and social platforms to help brands like British Airways, GoPro, AMEX and more access places and people in impactful and engaging ways.

Ms. Kate Glover
Global VP of Sales
Culture Trip
Roundtable Human Rights in Tourism – a Multi-stakeholder Initiative Promoting Human Rights due Diligence in the Tourism Sector

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

Pushing the Boundaries: Reimagining and repackaging destinations across Southern Africa

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Cross-border tourism, investment Cross border tourism, investment opportunities, regional integration and rural economic inclusion: How can tourism be leveraged to address these imperatives within the context of Southern Africa’s Transfrontier Conservation Areas?

Southern Africa’s Transfrontier Conservation Areas (TFCAs) were founded because natural resources straddling boundaries between its Member States are shared assets with potential to contribute towards biodiversity conservation, the preservation of wildlife, and the socio-economic development of rural communities living in and around them.

The tourism sector in Southern Africa is the largest market-based contributor to the financing of protected areas, including national parks. TFCAs are home to some of Southern Africa’s most impressive natural and cultural tourism attractions including Kruger and Chobe National Parks, the Fish River Canyon, the Okavango Delta and the Victoria Falls. This creates a strong basis for the development of authentic tourism products and experiences that are unique to the region.

Through a public-private dialogue of Southern African tourism practitioners our panel event will unpack the potential, challenges and opportunities to leverage sustainable cross border tourism market development to achieve national and regional imperatives like biodiversity conservation, rural economic inclusion, regional integration and effective investment promotion.

**Introduction and Moderation:**
Netsai Bollmann, Regional Tourism Expert GIZ-AFC/Gopa

**Panel guests**
- Mr. Digu //Naobeb, Chief Executive Officer, Namibia Tourism Board
- Mr. Felix Chaila, Managing Director, Zambia Tourism Agency
- Mr. Givemore Chidzidzi, Acting Chief Executive, Zimbabwe Tourism Authority
- Mr. Brett McDonald, Chief Executive Officer, Flame of Africa / KAZA Collection
- Mr. Ulrich Klose, Managing Director, WIGWAM Tours
- Mr. Roland Vorwerk, Marketing Manager, Boundless Southern Africa

Pushing the boundaries: Reimagining and repackaging destinations across Southern Africa
Cross-border tourism, investment opportunities and rural economic inclusion...
How can tourism be leveraged to address these imperatives within the context of Southern Africa's Tranfrontier Conservation Areas?

- Female, Netsai Bollmann, Regional Senior Tourism Expert and Team Leader, AFC/Gopa for SADC/GIZ Transboundary Use and Protection of Natural Resources

Rechtliche Probleme und Haftungsfragen bei Kinder- und Jugendreisen

- Stefan Obermeier (Rechtsanwalt DGfR Deutsche Gesellschaft für Reiserecht)

Vorstellung der "Rovell Hotels"

Session in German only!

Karriere an Bord - Find your Story

- Janine Drynda, HR Recruiting and Planning, Aida Cruises

Culinary Management - das innovative duale Studium an der IUBH!

- Dr. Nicola Zech, IUBH
- Anke Maas, Head of HR, Leonardo Hotels Europe
Company Slam

Arbeitgeber stellen sich auf kreative Art als Arbeitgeber vor, u. a. mit Accor Hotels, Costa, Leonardo Hotels, Novum Hospitality, Sunny Cars etc.

21st Travel and Health Forum

Since 2000, the Travel and Health Forum has taken place at the International Tourism Exchange Berlin ITB - the world’s large trade fair for tourism.

The Travel and Health Forum is a 2-day travel medicine conference. It is accompanied by an extensive industry exhibition of a wide variety of exhibitors concerned with the travel and tropical medicine sector. A number of selected speakers will be available for discussions and technical questions after the exciting presentations.

www.crm.de/itb2020

Press contact:
Stephanie Priester
+49 711 8931 605
stephanie.priester@thieme.de

Sustainable Tourism in Mongolia

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

CBI MARKET INFORMATION – ANALYSIS AND TIPS THAT HELP SME TOUR OPERATORS SUCCESSFULLY TARGET NICHE TOURISM MARKETS

The niche markets of Adventure, Nature/Ecotourism, River Cruise and SAVE are among the most popular tourism niches in the world today. Europe is a very competitive market and there are many thousands of tour operators, online travel agencies (OTAs) and travel agents that supply travel products to European travellers. There are also increasing numbers of fully independent travellers (FITs) who buy their travel products directly from OTAs.
OTAs that specialise in selling tours, activities and experiences represent the fastest growing sales channel for this type of travel product. This means there are multiple opportunities for SMEs in developing countries to enter the European market if they comply with the necessary regulations and requirements.

The major regulations that affect European tour operators include the European Package Travel Directive, General Data Protection Regulation (GDPR) and Liability Insurance. SMEs in developing countries must be aware of what these are so they comply with the needs of their European buyers. European buyers across all niches are increasingly demanding rigorous sustainability measures that are visible, measurable and transparent. SMEs that embed sustainability into their core policies and across all activities are likely to be successful in these tourism niches. Managing risk, ensuring rigorous safety procedures and implementing responsible tourism practices are also key factors that SMEs should focus on when developing travel products for Adventure, Nature/Ecotourism, River Cruise and SAVE tourism niches.

European travellers across all niches are keen to minimise their environmental impact on the destinations they visit and SMEs that take active measures to mitigate against their businesses’ carbon footprint will have considerable appeal to the environmentally-conscious European traveller.

- Alison Burgh, Director at Acorn Tourism Consulting, Market Researcher and Sector Expert for CBI.
- Ms. Judy Kepher-Gona, Founder at Sustainable Travel and Tourism Agenda – STTA.

### Tourismus studieren an der FHM!

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### The voice of German tourism destinations - DTV

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The voice of German tourism destinations - Deutscher Tourismusverband (DTV) The Deutscher Tourismusverband (German tourism association) represents nearly all stakeholders of the German tourism sector. It advocates touristic matters in politics, promotes various initiatives for quality and sets trends in German tourism.

### Discussion: Where are the tourists? How a developing country manages to redefine itself as a tourism destination

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### Begrüßung

Ina Dettmann-Busch  
Senior Beraterin Agentur für Wirtschaft & Entwicklung  
Volker Adams
Leiter Politik und Auslandstourismus

- **Paneldiskussion:**
  I.E. Mmasekgoa Masire-Mwamba  
  Botschafterin von Botsuana  
  Jeanette Buller  
  Sales Director G-Adventures  
  Holger Baldus  
  Managing Director Marco Polo Reisen GmbH  
  Prof. em. Dr. Ludwig Ellenberg  
  Geograph  
  **Moderation:**  
  Christine Mhundwa  
  Deutsche Welle

### The Visa Waiver Program Powered by ESTA

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The ESTA team will speak about the Visa Waiver Program, important changes coming to the online application system (ESTA) and website, and answer your questions. With the Visa Waiver Program, traveling to the U.S. has never been easier, faster, or more secure! No registration required.  
Contact information: Jimena Paz, jimena@elevation-us.com

### A new way to travel sustainably in Israel

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Travelling by train and public transportation in Israel are sustainable and affordable options for young visitors to Israel, but perhaps not commonly chosen options. During this session Henry Jakubowicz of IsraelRail.com will share some of the secrets of discovering sustainable travel choices in Israel, particularly for city breaks. He’ll explain the pros, but also the cons so that individual travellers can make their own informed decisions.

**Mr. Henry Jakubowicz**  
Founder  
IsraelRail.com
International Hotel & Tourism Management "Top Up"

Category: Presentation
Date: March 6, 2020
Time: 14:00 - 14:30
Location: Hall 11.1 / Booth 306

Tourism in Development Cooperation for Young Professionals

Category: Presentation
Date: March 6, 2020
Time: 14:00 - 14:30
Location: Hall 4.1 / Booth 200

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

Virtual Reality and Augmented Reality in Tourism

Category: Presentation
Date: March 6, 2020
Time: 14:00 - 14:30
Location: Hall 11.1 / Booth 301

Prof. Armin Brysch: „Enhancement of the user experience through the use of Virtual Reality (VR) and Augmented Reality (AR) in Tourism“

Experience the culture of Fiji with a Kava ceremony

Category: Presentation
Date: March 6, 2020
Time: 14:00 - 17:00
Location: Hall 5.2A / Booth 114

Come and visit our Fiji warriors for a traditional Kava ceremony. Kava is a traditional drink in Fiji, made out of the Yaqoona pepper root and is used for welcoming ceremonies. You will learn how to drink it correctly and you might be lucky to hear a few songs from our talented warriors as well.

Workmanship of wooden dolls

Category: Presentation
Date: March 6, 2020
Time: 14:00 - 17:00
Location: Hall 27 / Booth 122

Daily demonstration of wooden craft - Workmanship of wooden dolls with traditional costumes.
As one of the largest economic sectors worldwide, tourism has an enormous potential to contribute to a sustainable development and improve the living conditions of people in developing and emerging countries. Since tourism is closely connected to other economic sectors, it can provide strong development impulses even beyond the industry itself. But this also explains the complexity of the tourism value chain.

For the third time, we are taking a closer look into the work of German Development Cooperation in the field of tourism. After presenting a new handbook on value chains in tourism by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, this event will dive into the practical experiences of development experts working with the tourism value chain to promote a sustainable development.

Moderated by: Nadine Kreutzer
Presentation: “Handbook: The Tourism Value Chain”, Kai Partale, General Manager, Benchmark Services

Panel guests:
- José Fröhling, Advisor, Project Promotion of Sustainable Tourism Tunisia, GIZ
- Frans de Man, Advisor, Project Sustainable Development of Rural Areas in Albania, GIZ
- Elizabeth Bailie, Advisor, Project More Income and Employment in Rural Areas through selected Value Chains / Malawi, GIZ
- Sebastian Ploetzgen, Advisor, Private Sector Development Programme / Palestinian Territories, GIZ

Import Promotion Desk (IPD): The positive Impact of Sustainable Tourism – Success Stories from IPD Partner Companies

Category | Date | Time | Location
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Presentation | March 6, 2020 | 15:00 - 15:30 | Hall 4.1 / Booth 200

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

Alumni Werdegänge im Sporttourismus

Category | Date | Time | Location
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Presentation | March 6, 2020 | 15:20 - 15:35 | Hall 11.1 / Career Center Stage

- Stefan Mühl, Institut für Outdoor Sport und Umweltforschung, Deutsche Sporthochschule Köln

The Future of DMCs - Tips & Trends to Future-Proof Your Agency

Category | Date | Time | Location
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Presentation | March 6, 2020 | 15:30 - 16:15 | Hall 4.1 / ITB Center Stage (Big Stage)

As traveler expectations evolve and the demand for personalisation, unique experiences, and “anti-overtourism travel” continues to grow, how can DMCs stay relevant? Will volume-based B2B contracts become passé? Hear from Evaneos experts as they dissect current trends and share tips to future-proof your local agency in terms of sales, satisfaction, and sustainability. As the world’s largest marketplace for local-made tours—representing more than 2000 local agents—Evaneos’ in-house data and consumer insights offer an exclusive perspective on this rapid market evolution. Be inspired by stories from DMCs who are already two steps ahead of this trend and learn what you can do to catch up and ensure that your business will be stronger in 2030 than it is today.

- Ms. Annika Lucien, Chief Sales & Satisfaction Officer, Evaneos
- Ms. Dana Artz, Sustainability Manager, Evaneos, Sustainable@Evaneos.com
Working Destinations Worldwide

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Be limitless - Dein Weg bei Accor

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- Lisa Langhammer, Manager Talent & Culture
- Jelka Winiarski, Director Talent & Culture

Special Initiative on Training and Employment in Senegal: Opportunities and Potential of Tourism

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Promoting cultural heritage - digitalisation instead of travel?

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The ITB Berlin and the Fachhochschule des Mittelstands, University of Applied Sciences, FHM Schwerin and FHM Berlin are inviting to the forum "Marketing Cultural Heritage - Digitization instead of Travelling? The focus of the event is on linking sustainability concepts in relation to the marketing of cultural heritage.
The aim is to discuss trends and developments in the field of marketing cultural heritage with representatives from science and industries. Are digital developments representing an alternative to travelling?

See the following topics:
• Interpretation methods of cultural heritage at the intersection of sustainability and digitization using MIECAT as an example
• Cultural heritage in the travel industry at the example of GEBECO
• Cultural tourism as a sustainable platform for intercultural dialogue
• Panel discussion - "Marketing cultural heritage sustainably - digitalisation instead of travel?"
16:15 - 16:25
Opening and introduction to the topic "MIECAT - Interpretations of the cultural heritage at the intersection of sustainability and digitization"

- Valerie Isabel Elss, M.Sc. Scientific Assistant - Research and Development, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin
- Prof. Dr. Johannes Treu, professorship for Business Administration & Economic Management, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin
- Prof. Dr. Ulrike Fergen, Head of the study programme hotel and tourism management, professorship for Leisure management with the focus on Health & Tourism, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin

16:25 - 16:32
Cultural heritage in tour operation on the example of GEBECO

Session in German only!
Prof. Dr. Rulf Treidel, professorship for Management in Tourism, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld, Authorised Officer - Area Manager America - Europe - Africa - Gebeco GmbH & Co.KG

16:33 - 16:40
Cultural Tourism as a sustainable platform for intercultural dialogue

Ing. Liběna Jarolímková, Ph.D., Head of Department of Tourism, University of Economics, Prague (VŠE)

PhDr. Zuzana Mišková, Assistant Professor - Department of English (FMV), University of Economics, Prague (VŠE)

16:40 - 17:00
Panel Discussion - "Sustainable Promotion of Cultural Heritage sustainable promotion - digitization instead of travelling?"

Session in German only!
Podium guests, among others:
- Prof. Dr. Rulf Treidel, professorship for Management in Tourism, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Bielefeld, Authorised Officer - Area Manager America - Europe - Africa - Gebeco GmbH & Co.KG
- Henry Bauer, Partner & Key Account Manager Exozet Berlin GmbH
- PhDr. Zuzana Mišková, Assistant Professor - Department of English (FMV), University of Economics, Prague (VŠE)
- Elle Langer, Board Member VRBB, AR/VR Executive Creative Producer I AR/ VR Strategy I AR/VR Communication Pimento Formate

Moderated by:
- Valerie Isabel Elss, M.Sc., Scientific Assistant - Research and Development, Fachhochschule des Mittelstands (FHM) GmbH (University of Applied Sciences), Schwerin
NoHo – Stairway 2 Success

- Tobias Hanemann, Corporate Director of Operations, NOVUM Hospitality

Be Yourself @ Leonardo Hotels

- Mike Schröter, Talent Acquisition Specialist
- Signe Joost Hansen, Talent Manager
- Manuela Gebert, Duale Masterstudentin HR, Leonardo Hotels

Young Travel Agent Challenge - Deutschlands größter Wissenswettbewerb für Reisebüroexpis

- Peter Dräger, Projekt Manager, Young Travel Agent Challenge

How can tourism protect the world’s treasures so they’re still worth visiting in 2030?

As tourism continues to grow apace in the 2020s, and the impacts of climate change and other social and environmental pressures are increasingly felt, the Travel Foundation and Intrepid Travel ask: How can tourism be developed so that destination assets are protected? They will introduce speakers (to be announced soon) with a range of perspectives to consider:

- What “assets” are needed for tourism to thrive.
- The pressures facing tourist destinations over the coming decade.
- The need to identify the most “at risk” assets.
- How to get the right investment and stewardship in place.
- Demand management and bringing new assets to the market to meet demand.

- Jeremy Sampson, Chief Executive, the Travel Foundation
- Robyn Nixon, General Manager The Intrepid Foundation at The Intrepid Group
- Matt Berna, General Manager, Peak DMC
- Dr. Manal Kelig, Executive Director, Adventure Travel Trade Association (ATTA) MENA region
VIETNAM NIGHT (Presentation and B2B Session)

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Come to seek more opportunities to do business with our co-exhibitor companies in B2B session and get most updated presentations on Vietnam’s new policy and destinations that contribute to reach the target of 18 million international tourists, 85 million domestic tourists in 2019. Get focused on heritage tourism among the four main tourism product lines of Viet Nam which is the main theme of Visit Vietnam Year 2020 - Hoa Lu, Ninh Binh. Let’s hear about our e-marketing campaigns such as operating the new website www.vietnam.travel, bushing social media network such as Facebook, fanpage, Youtube and Instagram, running “My Vietnam“ and “Vietnam now“ hashtag. Beside this, there is a short introduction by Vietnam Airlines about their newest products and campaigns to reach European market. Don’t miss the chance to enjoy our typical traditional performances at our event and lucky draw session at the end of the program with many interesting vouchers waiting for you! Welcome to Vietnam Night starting from 17h00 PM on 6th March, 2020.

Speakers: Representatives of Tourism Marketing Department and Vietnam Airlines.
- 17h00 - 18h45: Registration, Cocktail and B2B session (Istanbul room)
- 18h45 - 19h00: Change to Hong Kong room to settle down for Presentations and Gala Dinner.

Contact person:
Ms Misa
Tourism Marketing Department, Vietnam National Administration of Tourism (VNAT).
thunhanvnat@gmail.com

See you soon!

Travel Film Night by ITB

<table>
<thead>
<tr>
<th>Category</th>
<th>Date</th>
<th>Time:</th>
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</thead>
<tbody>
<tr>
<td>Presentation</td>
<td>March 6, 2020</td>
<td>19:30 - 22:30</td>
<td>Kino International</td>
</tr>
</tbody>
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As if ITB Berlin creates not already enough “Fernweh“, we add another cherry to the travel cake!

Take your fellow travel friends and get ready for a night of short travel movies on big screen in one of the prettiest cinemas of Berlin! We’ll show short films by travelers - just like you, who take you on their exciting journeys! From impressive destinations and hidden gems like Kyrgyzstan, to moving travel stories from hikes to Machu Picchu, eye-to-eye encounters with gorillas in Uganda to trail running through Oman.

Ready to get carried away by real travel stories?

Get your ticket on Eventbrite at: https://travelfilmnight_byitb.eventbrite.com

English I FSK from 6 Years I Entrance: 7:30 pm, start 8 pm
Kino International, Karl-Marx-Allee 33, 10178 Berlin

PS: for those of you you’ve already attended the cozy Summer Edition in Freiluftkino Rehberge, bear in mind that we’ll screen a shortened version of this movie lineup.

Press Contact:
itb@messe-berlin.de
Since 2000, the Travel and Health Forum has taken place at the International Tourism Exchange Berlin ITB - the world’s large trade fair for tourism.

The Travel and Health Forum is a 2-day travel medicine conference. It is accompanied by an extensive industry exhibition of a wide variety of exhibitors concerned with the travel and tropical medicine sector. A number of selected speakers will be available for discussions and technical questions after the exciting presentations.

www.crm.de/itb2020

Press contact:
Stephanie Priester
+49 711 8931 605
stephanie.priester@thieme.de