Opening tour of ITB Berlin 2020

Category: Press Conference  
Date: March 4, 2020  
Time: tba  
Location: Booth Partner Country Oman, Hall 2.2

PR breakfast nicko cruises

Category: Press Conference  
Date: March 4, 2020  
Time: 10:00 - 12:30  
Location: Hall 25 / Booth 165

Press Conference of Wellness Hotels & Resorts

Category: Press Conference  
Date: March 4, 2020  
Time: 10:30 - 11:15  
Location: Hub27 / Beta 6

Wellness Trends 2020 – German speaking countries I presented by Wellness Hotels & Resorts and Beauty24

Ungarn präsentiert sich

Category: Press Conference  
Date: March 4, 2020  
Time: 11:00 - 11:30  
Location: Hub27 / Beta 3+Beta 4

Press Conference in German only  
Press Contact:  
Kinga Farkas  
kinga.farkas@mtu.gov.hu

Australia - Press Briefing

Category: Press Conference  
Date: March 4, 2020  
Time: 11:00 - 12:00  
Location: CityCube / Level 3 / M4

Tourism Australia ITB 2020 press briefing  
Topics: Overview of the current status and planned Bushfire Recovery measures to support tourism.
Panel discussion: Information about developments and news in Australia

Speakers:
- Eva Seller, Regional General Manager Continental Europe Tourism Australia
- H.E. Lynette Wood, Ambassador of Australia

The press briefing will be held in English.

Press Contact:
Tanja Maruschke
t.maruschke@hansmannpr.de

Press conference tourism Brandenburg

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Press Contact:
Birgit Kunkel
+49 (0) 170 224 6823
birgit.kunkel@reiseland-brandenburg.de

Press conference Welcome City Lab

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Press Conference of the tourism association from Mecklenburg-Vorpommern

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The press conference will be held in German.

Incredible India Press Meet

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As part of this year’s ITB Berlin 2020, Incredible India cordially invites you to the official press meet on the travel destination India. During the event, the
high-ranked delegation of India will present the latest news and developments on tourism in India and will be answering all questions.

Please register [here](#).

We are looking forward to seeing you there!

For interview requests with the Indian delegation, please contact: india.tourism@migroup.com

**Press contact:** Michelle Meyer  
E-mail: india.tourism@migroup.com

Internet: [www.incredibleindia.org/content/incredibleindia/en.html](http://www.incredibleindia.org/content/incredibleindia/en.html)

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### 10th UNWTO Silk Road Ministers Meeting

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With the Silk Road tourism concept gaining in awareness and importance among the travel trade and travellers worldwide, UNWTO would like to commemorate this 10-year anniversary by implementing an ambitious agenda focused on positioning the Silk Road region as a highly attractive investment opportunity. Hence, the topic of this year’s edition will focus on raising and making investments along the Silk Road viable through tourism.

With global development initiatives and financial institutions already heavily investing in sustainable and competitive initiatives throughout this strategic region, UNWTO would like to ensure that the cross-cutting nature of sustainable tourism is adequately recognized and referenced within any future development plan or project concerning the region. Therefore, UNWTO aims to employ the upcoming ministerial meeting to promote UNWTO's Silk Road initiative as a platform capable of catalyzing necessary funds by bringing together Silk Road countries, donor organizations and private investors.

For more information, please contact [silkroad@unwto.org](mailto:silkroad@unwto.org)

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### Qatar Airways Press Conference

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### Press Conference of the tourism association of the region Kvarner

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Magical Kenya Press Conference

Category: Press Conference
Date: March 4, 2020
Time: 13:30 - 14:30
Location: CityCube / Level 3 / M5

Hon. Najib Balala, Kenya Tourism and Wildlife Cabinet Secretary, invites you jointly with the Kenya Tourism Board on Wednesday, 04.03.2020 to the ITB press conference from 13.30 - 14.30 in the CityCube / Level 3, Room M5 (East Foyer staircase).

Kenya’s Tourism and Wildlife Cabinet Secretary, Mr. Najib Balala, who also chairs the Executive Board of the United Nations World Tourism Organization (UNWTO), and Dr. Betty Radier, CEO of the Kenya Tourism Board, will inform you about Kenya’s tourism development in 2019 as well as this year’s topics at ITB:

- The launch of the new Airline Incentive Programme (AIP)
- Sustainability initiatives of the destination (ban on plastic bags, ban on disposable plastic in national parks, plastic recycling and cleaning campaigns)
- Animal welfare programs (Northern white rhino, horse antelope, giraffes, elephants)
- The new Magical Kenya Signature Experience Program, which focuses on 15 extraordinary experiences in Kenya

Mr. Balala and Dr. Radier will be available for interviews and questions after the press conference. Please register at info@kreativheimat.de by 3rd of March 2020 - we look forward to welcoming you at the fair.

If you are unable to attend the press conference but are interested in an appointment or interview with the Minister of Tourism or Dr. Radier, please contact us by e-mail and we will coordinate a meeting.

Best regards, your Kenya Tourism Board

Press conference Tourism Malaysia ITB 2020

Category: Press Conference
Date: March 4, 2020
Time: 14:00 - 14:45
Location: Hub27 / Beta 7

The Malaysia Tourism Board would like to welcome you to this year's world's largest tourism fair in Berlin and is pleased to invite you to this year's press conference.

Dive with us into Malaysia's diversity: Experience cosmopolitan cities like Kuala Lumpur between modernity and history, enjoy picture book beaches and dive with Nemo and Dori, discover pure nature in the country’s rainforests and let yourself be captivated by the country's diverse cultures and unique gastronomy.

At this year's press conference, the new campaign "Visit Truly Asia Malaysia 2020" will be presented to you. You will also receive information on the latest developments, entry figures, products and destinations in Malaysia.

Press Contact:
Sophia Kappacher
sophie@fame-creativelab.com
250 Jahre Bertel Thorvaldsen – Goldene Zeiten

Category: Press Conference  
Date: March 4, 2020  
Time: 14:00 - 15:00  
Location: Hall 6.2B / Booth 400 / Culture Lounge

- Jesper Schou-Knudsen, Leiter Kommunikations- und Kulturabteilung, Dänische Botschaft Berlin
- Florian Knauß, Direktor Glyptothek München
- Geraldine Knudson, Leitung München Tourismus

Press Conference Tourism Maldives

Category: Press Conference  
Date: March 4, 2020  
Time: 14:15 - 15:00  
Location: Hub27 / Beta 6

Program:
- Entrance 14:00
- Pressconference 14:15 – 15:00

Speaker:
- Dr. Ahmed Solih, State Minister of Tourism
- Herr Thoyyib Mohamed, Managing Director, Maldives Marketing & PR Corporation (MMPRC)

Topics:
- Latest tourism development
- Latest tourism statistics
- Strategic steps for the support of tourism

Press Contact:
Steffen Hager
Maldives Marketing & Public Relations Corporation c/o Kaus Media Services
eMail: Shager@kaus.net

Kunstareal München – Kulturhighlights 2020/21

Category: Press Conference  
Date: March 4, 2020  
Time: 15:00 - 16:00  
Location: Hall 6.2B / Booth 400 / Culture Lounge

- Geraldine Knudson, Leitung, München Tourismus
- Laura Schieferle, Leiterin Geschäftsstelle Kunstareal München
- Florian Knauß, Direktor Antikensammlungen und Glyptothek
- Kirstin Frieden, Pressesprecherin NS-Dokumentationszentrum
Valerie Maul, Pressesprecherin Lenbachhaus
Tine Nehler, Pressesprecherin Pinakotheken

Press Conference of SEETELHOTELS Usedom

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We kindly ask you for registration by February 23, 2020 at:
martina.rausch@rauschpr.com

Press Conference Sri Lanka Tourism Promotion Bureau

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Press contact:
Michelle Speth
KPRN network GmbH
+49 69 71 91 36 0
speth.michelle@kprn.de

Press Conference Scandlines

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Trends 2020: Press breakfast with Travelport

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Alistair Rodger, Global Vice President Agency Sales Europe, talks about Travelport's corporate strategy and, together with his team, reveals the trends that await the travel industry in 2020 and beyond. Please register at press.austria@travelport.com by 28.02.2020 at the latest.
tourism highlights 2020/21 in central Germany

**Session in German only**

“tourism highlights 2020: the central Germany travel region focuses on music, garden and water landscapes.”

Joint press conference of the federal states at the ITB: Saxony, Saxony-Anhalt and Thuringia look forward on the tourism years 2020 and 2021

**Press Contact:**
Friederike Süssig-Jeschor
+49 (0) 173 1584 312
friederike.suessig@img-sachsen-anhalt.de

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Gebeco Press Conference

**Category**
Press Conference

**Date**
March 5, 2020

**Time:**
10:00 - 11:00

**Location**
Hub27 / Gamma 6

Press Conference in German Only.

**Press Contact:**
Alicia Kern
Unternehmenskommunikation
Corporate Communications
+49 (0) 431 5446 230
presse@gebeco.de

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Eifel - Press Conferences

**Category**
Press Conference

**Date**
March 5, 2020

**Time:**
10:00 - 17:00

**Location**
CityCube / Level 3 / M4

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Bodensee (Lake Constance) Press Talk 2020

**Category**
Press Conference

**Date**
March 5, 2020

**Time:**
10:15 - 11:45

**Location**
Hub27 / Beta 9

The Bodensee (Lake Constance) region unpacks. These are the news and highlights for the tourism year 2020.

**Delightful:** From 10.15 am, a breakfast buffet is ready for you.
Informative: From 10:45 am, representatives from the four-country region will be presenting the highlights for the tourism year 2020. Jürgen Ammann, CEO of the International Bodensee Tourismus GmbH, will lead the conversation through the interview.

Individually: Starting at 11:15 am, the representatives of the offers are available to answer questions in one-to-one interviews.

Press Contact:
Markus Böhm
boehm@bodensee.eu
+49 (0) 178 2027 545

### DRV-CLIA-IG RiverCruise Pressekonferenz zum Kreuzfahrtmarkt

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Press Contact:
Torsten Schäfer
+49 (0) 160 9057 8417
schaefer@drv.de

### TOP Destination Bonn & Region - speed press tour

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### Illyricum Trail - New Traveling Sensation

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### Press conference: German Medical Wellness Association and partners: Health and Medical Wellness Tourism beyond borders!

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Health and Medical Wellness Tourism beyond borders, examples like Georgia (GHTC) and Malaysia (MHTC)

Press contact:
Lutz Lungwitz /Rainer Bubenzer
Mobile: 0177- 503 26 00 / 0151/282 36 937
E-Mail: kontakt@dmwv.de
Zwischen Donau & Alpen – Die Radregion Oberbayern

Category: Press Conference  
Date: March 5, 2020  
Time: 12:00 - 13:30  
Location: Hall 6.2b / Booth 301

Hannover Airport: Mit Volotea zu drei neuen Destinationen. Pressegespräch auf der ITB.

Category: Press Conference  
Date: March 5, 2020  
Time: 13:00  
Location: Hall 6.2a / Booth 103

Uganda Press Conference

Category: Press Conference  
Date: March 5, 2020  
Time: 14:00 - 15:00  
Location: Hub27 / Beta 5

The Uganda Tourism Board cordially invites you to the ITB Uganda Press Conference. The focus will be on topics such as:

- status quo of tourism in Uganda and current developments
- measures to sustainably increase the number of visitors to the East African country
- news on "Culture and Community Tourism"
- the development of adventure tourism in Uganda

As contact persons will be available for you: Lilly Ajarova, CEO Uganda Tourism Board, Hon. Tom Butime, newly appointed Minister of Tourism, Wildlife and Antiquities and Eddie Kirya, UTB Board Director (Marketing).

Admission is only possible with registration via schneider.maren@kprm.de.

Press Contact:
Maren Schneider
+49 173 99 28 231
schneider.maren@kprm.de

Cuxhaven And The Climate Change

Category: Press Conference  
Date: March 5, 2020  
Time: 14:30 - 15:30  
Location: CityCube / Level 3 / R2

Session in German only.

Press Contact:
Ertay Hayit
+49 (0) 176 5069 0686

9 / 12
PATWA International Travel Awards and World Tourism & Aviation Leaders Summit

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Invited Speakers:
- Zurab Pololikashvili, Secretary General, United Nations World Tourism Organization
- Edmund Bartlett, C.D., M.P., Minister of Tourism, Jamaica
- Prahlad Singh Patel, Union Minister of State For Culture & Tourism, India
- Yogendra Tripathi, IAS Secretary, Ministry of Tourism, India
- Christian Goke, CEO, Messe Berlin
- Mario Hardy, CEO, PATA
- Alain St. Ange, President, African Tourism Board
- Najib Balala, Minister of Tourism, Kenya
- Zarina Doguzova, The Head of Federal Agency for Tourism
- Gloria Guevara Manzo, President & CEO, World Travel & Tourism Council

press talk "tourism concepts of the future"

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Cruise podium at ITB Berlin 2020

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Organizer: Seestadt Bremerhaven

Expected participants: AIDA, TUI Cruises, MSC Kreuzfahrten, SE-Tours, Phoenix Reisen.

Allgäu und die Nordische Ski WM 2021

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2020 European Capitals of Smart Tourism Gothenburg and Málaga press event

Category: Press Conference  
Date: March 5, 2020  
Time: 16:30 - 17:30  
Location: Hall 1.1 / Booth 222

Visitors will have the opportunity to hear more about the European Capital of Smart Tourism initiative, meet representatives of Gothenburg and Málaga and learn what made both cities stand out to become 2020 European Capitals of Smart Tourism. Gothenburg works together with a wide variety of stakeholders and sectors to implement a truly integrated approach to smart tourism. The city stands out for its digital offering that is helping to improve experiences for both citizens and tourists. This includes future-oriented solutions for traffic and transport, open data, as well as exemplary sustainability measures. Málaga has transformed from a sun-and-sea tourism hotspot into an innovative tourism destination, successfully incorporating the concepts of sustainability, accessibility, innovation and culture into its smart tourism strategies and actions. The coastal city has a strong focus on using novel technologies to improve the visitor experience and boost the innovative capacity of local businesses. Find out more about the 2020 European Capitals of Smart Tourism here: Gothenburg: https://smarttourismcapital.eu/city/gothenburg/ Málaga: https://smarttourismcapital.eu/city/malaga-2020/

Chemnitz Press Conference

Category: Press Conference  
Date: March 6, 2020  
Time: 10:00  
Location: Hall 11.2 / Booth 102

Topics
- Application of the City of Chemnitz for European Capital of Culture 2025
- 4th Saxon State Exhibition
- Industrial culture and its highlights in Chemnitz and surrounding region

Discussion partners
- Sören Uhle, Managing Director, CWE Chemnitzer Wirtschaftsförderungs-und Entwicklungsgesellschaft mbH (Chemnitz Business and Economic Development Corporation)
- Marika Schwarz, Managing Director, Tourismusregion Zwickau e. V. (Zwickau Tourism Region Association)

Place
- Saxony stand in Hall 11.2, Stand 102, interior area, Chemnitz – Zwickau

ITB Media Meeting uschi liebl pr & Angelika Hermann-Meier PR

Category: Press Conference  
Date: March 6, 2020  
Time: 10:30 - 12:00  
Location: Hub27 / Beta 6

Contact person: uschi liebl pr GmbH
Press conference of the CRM Centrum für Reisemedizin (Centre for Travel Medicine) on the occasion of the 21st Health and Travel Forum “Travel to Asia”

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Provisional topics and speakers:

- **Travel to Asia – destinations, types of travel and risks**
  Prof. Robert Steffen, MD
  Institute for Epidemiology, Biostatistics and Prevention of the University of Zurich; WHO Collaborating Centre for Travellers’ Health

- **Diving: medical implications**
  Ulrich van Laak, MD
  German Naval Medical Institute, Kronshagen

- **Vaccination in the event of immunosuppression**
  Prof. Ursula Wiedermann-Schmidt, MD
  Institute for Specific Prophylaxis and Tropical Medicine, Medical University of Vienna

- **Professional travel to Asia: challenges and risks**
  Stefan Elser, MD, MPH
  Medical Director, International SOS GmbH, Neu-Isenburg; Board, Deutsche Fachgesellschaft für Reisemedizin e.V. (German Society for Travel Medicine)

- **Global epidemic situation and travel vaccinations: what's new**
  Prof. Tomas Jelinek, MD
  Scientific Director of CRM Centrum für Reisemedizin, Düsseldorf;
  Medical Director, BCRT – Berlin Centre for Travel & Tropical Medicine

*Moderated by: CRM Press Office, Stuttgart*