

alltours ITB Press Conference

Category	Date	Time:	Location
Press Conference	March 6, 2019	09:30 - 10:30	VIP room 1 / Großer Stern / Level 4 (fairground)

Contact Person: Alexandra Hoffmann
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VIR Online Summit 2019

Category	Date	Time:	Location
Press Conference	March 6, 2019	10:00 - 11:30	M4 / Level 3 / CityCube Berlin

2018 was a very challenging year for the travel industry – whether due to the General Data Protection Directive or a new package tour law. In addition, rapidly increasing digitalisation is placing major demands on the industry. Last but not least, the industry is dealing with persistent questions. Will the trend of independent travel continue or will package tours grow stronger? How will the various booking channels evolve? Which types of travel and which countries will be particularly heavily booked digitally? What other trends will define our daily operations? We would like to offer you an opportunity to find out about the growth in digital tourism first hand from well-known analysts. Registration at info@v-i-r.de

Contact Person: Lara Hass
E.: presse@v-i-r.de

Presentation Wellness-Trends 2019

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 11:45	Hall 5.3

Contact person:
[Michael Altewischer](mailto:Michael.Altewischer@wellness-hotels.com), Wellness-Hotels & Resorts GmbH

Press Briefing Japan

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 12:00	Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

New tourist destinations and travel ideas for Japan - please note that the presentation will be in German.

Bettina Kraemer
 PR Manager JNTO Frankfurt
 Kaiserstrasse 11
 D-60311 Frankfurt
 E-Mail: bettina_kraemer@jnto.go.jp
 Telefon: (069) 20354

Registration is not necessary.

Press Conference AUVERGNE RHONE ALPES

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:00 - 12:00	Hall 1.1 / Booth 201 + 201a

Press Conference of India Tourism

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:30 - 12:30	A7 / Level 1 / CityCube Berlin

As part of this year's ITB 2019, Incredible India cordially invites you to the official press conference 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.

If you are interested to attend the press conference, please contact us via E-Mail. We are looking forward to seeing you there!

Organizer: India Tourism Frankfurt
Press contact: Michelle Meyer
E-mail: india.tourism@mcgroup.com

Internet: www.incredibleindia.org/content/incredibleindia/en.html

Press Conference of the 2019 German National Garden Show

Category	Date	Time:	Location
Press Conference	March 6, 2019	11:30 - 12:30	Hall 6.2 B / Booth 201

After a 42 year hiatus, the **German National German Show (BUGA)** will return this year to Baden-Württemberg. From 17 April to 6 October 2019, it will combine raw industrial charm and modern urbanity with a lot of nature. Not just a colourful garden show will come into being on the site of an abandoned industrial property. With the city exhibition "Neckarbogen", a new, sustainable residential area will grow there as well. 100 years after the founding of the Bauhaus and for the first time in the history of BUGA, the site will grow into a testing ground for contemporary living.

In Berlin at ITB, the world's largest tourism trade fair, BUGA managing director **Hanspeter Faas** will present the concept:

More than a flower show – BUGA Heilbronn 2019 will present itself as an attractive travel destination and experience for friends of gardens, nature, culture and architecture.

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Kurzfristige Änderungen vorbehalten.

Date: 6 March 2019
Time: 11:30 a.m. – 12:30 p.m.
Location: Lounge of the Baden-Württemberg Hall (6.2b)

For further information, please refer to the invitation that is attached as a PDF.
 Please obtain press credentials for this event at doris.keicher@buga2019.de.

Mecklenburg-Vorpommern

Category	Date	Time:	Location
Press Conference	March 6, 2019	12:00 - 12:45	Hall 5.3

Season 2019: The new Mecklenburg-Vorpommern

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 Tourismusverband Mecklenburg-Vorpommern
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 fax +49 (0) 381 40 30 555
 Internet: www.auf-nach-mv.de, www.urlaubsnachrichten.de

Seychelles Press Conference

Category	Date	Time:	Location
Press Conference	March 6, 2019	12:00 - 14:00	Funkturm Restaurant (fairground)

How do the Seychelles manage to boost both the quality and quantity of their tourism year after year and, at the same time, steadily improve their ecology, which is quite superb to begin with? Since 2018, one of the country's most dedicated environmentalists heads the Ministry of Tourism – but that is only one of the answers to the question how this tiny island nation in the Indian Ocean manages to uphold a balance that many larger countries fail to achieve. At their invitation-only Press Conference, high-ranking representatives of the Seychelles Ministry of Tourism and the Seychelles Tourism Board will answer this and many other questions and provide the invited media to engage in one-on-one conversations.

Press Contact: Edith Hunzinger
T.: +491712131610
E.: info@seychelles-service-center.de

Press Conference Sierra Leone Tourism Board

Category	Date	Time:	Location
Press Conference	March 6, 2019	13:00 - 13:45	Pressconference Room in Hall 5.3

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Press Contact:
 Jens Frenzel
 KPRNnetwork GmbH
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 M: frenzel.jens@kprn.de

ITB South Africa Media & Trade Roundtable

Category	Date	Time:	Location
Press Conference	March 6, 2019	13:30 - 14:15	Palais am Funkturm / East Gallery

At this year's ITB South Africa Media & Trade Roundtable, guests invited by South African Tourism will discuss the successes and challenges for tourism in South Africa with well-known representatives of the industry. The focus will be on questions such as: How can South Africa remain competitive as a top long-haul destination in the future? How can transformation in the country contribute to making South Africa's tourism offer even stronger and more diverse? How well is the country already responding to changing customer demands? At the table are South African Tourism's CEO Sisa Ntshona, Michael Bentele, Head of Europe at South African Airways, as well as representatives of leading tour operators and tourism trade media from the DACH region. The discussion will be moderated by German TV-anchor Kai Böcking.

Contact Person: Angela Zippelius
 T.: +49-(0)172-631 2966
 E.: zippelius.angela@kprn.de

Press Conference of the Kenya Tourism Board

Category	Date	Time:	Location
Press Conference	March 6, 2019	14:00 - 15:00	M5 / Level 3 / CityCube Berlin

The Cabinet Secretary Hon. Najib Balala, Kenya's tourism minister, will give an overview of the outstanding tourism performance of 2018. Furthermore he will address the new role of the ministry's Department of Tourism. The famous Kenya Wildlife Service belongs to the ministry of tourism since 2018 which shows the close relationship between tourism development and successful park management and wildlife conservation.

Contact Person: Guido Bürger
 E.: buerger.guido@tln-network.de

Malaysia Press Conference (Partner Country ITB 2019)

Category	Date	Time:	Location
Press Conference	March 6, 2019	14:00 - 15:15	M1 / Level 3 / CityCube Berlin

Registration for the PC:
tourismmalaysia@hasselkus-pr.com

www.malaysia.travel



The Beauty of Southeast Asia: Malaysia - where diversity is at home

Whether island or beach, big city or jungle, tropics or highlands - in Malaysia there is not the question of either or, here you can find everything. The Southeast Asian state is Asia for beginners - multicultural, temperate, organized! And best of all: depending on the region, the recommended travel times vary, so that the country can be visited at any time of the year.

The word that best describes Malaysia is diverse. Beside futuristic skyscraper there are historical buildings, next to the streetfood stand you'll find the top restaurant. While in Kuala Lumpur you can plunge into the hustle and bustle of one of the largest metropolises of the world, and only two hours away, in the historic colonial city of Melaka you will find many attractions and sights of European history. On the east coast of Malaysia are the Cameron Highlands, offering highlands in a pleasant cool climate, fascinating natural landscapes, waterfalls and tea plantations. Adventurers are in good hands in Borneo's jungle, with countless national parks and tropical biodiversity. In Malaysia, however, it is not only over water but also the underwater world that is thrilling. Beautiful sandy beaches, tropical rainforest and above all a unique marine life characterize Malaysia's islands.

Contact Person: Katja Hasselkus

T.: +49 177 3287716

E.: tourismmalaysia@hasselkus-pr.com

SEETELHOTELS - Usedom in a variety of ways

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:00 - 16:00	M4 / Level 3 / CityCube Berlin

As part of the ITB 2019 we cordially invite you to our press conference of the SEETELHOTELS Usedom.

The hotel group SEETELHOTELS, situated on the isle of Usedom, stands for quality, tradition and cordial service. The family-run hotels, residences and villas of the family Seelige-Steinhoff revive all the splendor and beauty of the historic imperial baths in 16 houses in the most beautiful spots on the sunny island. From a comfortable three-star family resort to the five-star luxury hotel includes the high-quality holiday world of SEETELHOTELS everything for wellness, active, family, romantic and gourmet holidays on Usedom. The hotel group is also part of the Hotel Bahia del Sol **** in the idyllic bay of Santa Ponsa on Mallorca and since June 2016 of the lifestyle hotel Kaiserstrand Beachhotel Bansin Mitte in Kaiserbad Bansin.

In a relaxed atmosphere, Rolf Seelige-Steinhoff, Managing Partner of SEETELHOTELS Usedom, gives all interested media representatives an outlook on the new hotel group projects.

For your participation we ask you to register in writing by 25th February 2019 to:

Anne Sturzwage

Marketing Director

SEETELHOTELS Usedom

E-Mail: dom@seetel.de

Women & Youth in Responsible Tourism

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:00 - 16:00	Lindau 3 / Meeting Bridge A / Mezzanine Level (fairground)

We look forward to your attendance to this press conference event covering sustainable tourism practices led by women and youth in The Gambia, Kenya and Ghana.

The event includes presentations by the International Trade Centre, a United Nations organization supporting women and youth in responsible tourism practices in the respective country projects.

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Sneak peek: The Gambia's community-based tours are developed by the Gambia Tourism Board in collaboration with the International Trade Centre with the aim to train youth leaders and communities to provide travelers fun and interactive activities under responsible tourism practices supporting youth employment. Come and learn more about Gambia and the work in Ghana and Kenya!

After the event, join us at our meet and greet reception with The Gambia, Kenya and Ghana on Wed (06/03) at 16:30, Hall 21.A 107. Food and beverages will be provided.

Press Contact: Amelia Diaz
T.: + 33 (0) 7 83 53 77 81
E.: adiaz@intracen.org

Press conference 60 years Dorint

Category	Date	Time:	Location
Press Conference	March 6, 2019	15:30 - 16:30	Hall 9 / Booth 103

If you are interested to attend the press conference, please contact us via E-Mail: presse@dorint.com

The House of Bavarian History – Museum Opening in Regensburg and “100 Treasures from 1000 Years”

Category	Date	Time:	Location
Press Conference	March 6, 2019	16:00 - 17:30	Hall 6.2 B / Booth 301

Scandlines Press Breakfast: flexible, self-paced and environmentally friendly travel to Denmark and Sweden, 365 days a year

Category	Date	Time:	Location
Press Conference	March 7, 2019	09:00 - 10:30	R3 / Level 3 / CityCube Berlin

Contact Person: Carl-Frederic Nickell
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E.: cfn@ehrenbergsoerensen.com

Lake Constance Media Conversations 2019 - Internationale Bodensee Tourismus GmbH

Category	Date	Time:	Location
Press Conference	March 7, 2019	10:15 - 11:45	VIP room 1 / Großer Stern / Level 4 (fairground)

Inspirations, impulses and innovations all around perhaps the most beautiful lake in the heart of Europe.



Delightful: starting at 10:15 a.m., there will be a breakfast buffet to get you in the mood.
 Informative: from 10:45 a.m., representatives from the four-nation region will present the 2019 Lake Constance highlights.
 Individual: from 11:15 a.m., the participants will answer questions in individual conversations.

For registering or questions or requests, feel free to register at the Internationaler Bodensee Tourismus GmbH:
 Markus Böhm (boehm@bodensee.eu, +49 7531 909410) & Leonie Eggert (eggert@bodensee.eu, +49 7531 909419) | www.bodensee.eu

Press Conference: “The Partners of the KulturLoungeBayern Introduce Their Programme”

Category	Date	Time:	Location
Press Conference	March 7, 2019	10:30 - 12:00	Hall 6.2 B / Booth 301

From Bauhaus to Bach – From Industrial Culture to Garden Cult: The Travel Region of Central Germany Introduces Its Theme Years

Category	Date	Time:	Location
Press Conference	March 7, 2019	10:45 - 11:45	Funkturm Lounge (fairground)

Joint Press Conference of the Federal States of Thuringia, Saxony and Saxony Anhalt on the Bauhaus Anniversary and the Tourism Year 2020

Germany is celebrating the Bauhaus anniversary in 2019 with more than 1,500 events and exhibitions in all of the country's regions. Thuringia, Saxony and Saxony-Anhalt, however, will provide the essential tourist highlights during the Bauhaus anniversary year. The three states were the formative states for the development of the world famous art school and thus together form a holiday region that no traveller should pass up.

At the International Tourism Exchange (ITB) in Berlin, the three states will jointly provide information on what is new in their regions and their top travel events in 2019. In addition to the Bauhaus anniversary as the main tourist attraction of the year, the upcoming tourism year 2020 will also be a focus of the discussions.

Representing the federal states on the podium will be:

- **Wolfgang Tiefensee**, Minister of Economic Affairs, Science and Digital Society in the Free State of Thuringia
- **Martin Dulig**, Minister of State for Economic Affairs, Labour and Transport in the Free State of Saxony
- **Prof. Dr. Armin Willingmann**, Minister of Economic Affairs, Science and Digitalisation in Saxony-Anhalt

In addition, the managing directors of the state tourist marketing organisations will be available as discussion partners:

- **Bärbel Grönegres**, Thüringer Tourismus GmbH
- **Hans-Jürgen Goller**, Tourismus Marketing Gesellschaft Sachsen mbH
- **Thomas Einsfelder**, Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG)

News from Costa Rica

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 11:45	Pressconference Room in Hall 5.3

Press contact.
 Rosa Erades
 Global Communication Experts GmbH
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American Airlines Launches New Routes for Germany

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	Room Berlin 2 / Hall 7.3a

The world's largest airline, American Airlines, is expanding its presence in Germany for 2019. Join us and find out more about American's new routes from Berlin-Tegel Airport to Philadelphia and from Munich Airport to Charlotte and Dallas/ Fort Worth.

Guest speakers at the press conference include Managing Director EMEA Sales for American Airlines, Tom Lattig, Country Sales Manager for Germany for American Airlines, Cristian Lizana, and senior leadership from Berlin-Tegel Airport and Munich Airport.

A business card draw to win Flagship Business Class tickets on American Airlines from Germany to the U.S. will also be taking place and complimentary brunch and refreshments will be available.

The press conference is open to members of the press and travel bloggers and social media influencers. If you are a member of the media and you haven't received your official invitation yet, please email corpcommintlandcargo@aa.com to request your place.

Contact: corpcommintlandcargo@aa.com

Press Conference of the German Ocean and River Cruise Market 2018

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	A1 / Level 1 / CityCube Berlin

Press Contact: Torsten Schäfer
 E.: presse@drv.de

Tobago Beyond - unspoilt, untouched, undiscovered

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	Weimar 2 / Meeting Bridge B / Mezzanine Level (fairground)

Tobago, the island in the Southern Caribbean, introduces its new tourism strategy. With a new strategic and strong brand message, the small island paradise intends to position itself stronger in the German speaking markets (second largest source market for tourist arrivals after UK). Multiple trade

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cooperation projects are in planning, in order to drive the goal of increasing visitor numbers and dispersal and strengthen Tobago's share among wholesaler programs. CEO, Mr Louis Lewis and his team will present the destination's profile and reputation as one of the most authentic Caribbean islands. He will speak about the new Brand message which is meant to emphasize the many USPs that make the island a perfect holiday destination. Attendance of the press conference is open to media representatives, a short notice about intention to attend can be sent to angelika.wegner@tourimax.com and is highly appreciated. The press conference is mainly run in English.

Uganda - Explore the Pearl of Africa

Category	Date	Time:	Location
Press Conference	March 7, 2019	11:00 - 12:00	M5 / Level 3 / CityCube Berlin

The Uganda Tourism Board cordially invites you to the ITB Uganda Press Conference. Lilly Ajarova, newly appointed CEO of the Uganda Tourism Board, and a representative of the Uganda Wildlife Authority, will inform you about Uganda's tourist diversity and the successes in protecting mountain gorillas and all other wildlife in Uganda. For example, the gorilla population has increased by a quarter in the last six years and has grown to over 1,000 primates. Registrations by E-Mail to: rosskamp.philipp@kprn.de

German Medical Wellness Association

Category	Date	Time:	Location
Press Conference	March 7, 2019	12:00 - 12:45	Hall 5.3

Health and Medical Tourism beyond borders

Examples like: Malaysia Healthcare Travel Council, Kvarner Health Cluster (Krotien), Hotel Akra Barut Antalya (Türkei)

Lutz Lungwitz

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E-Mail: lutz.lungwitz@dmwv.de

Beethoven Jubilee year 2020 in Bonn region

Category	Date	Time:	Location
Press Conference	March 7, 2019	14:00 - 16:00	Room Berlin 1 / Hall 7.3a

The unique Beethoven Jubilee year 2020

Bonn and the region around celebrate the 250's birthday of his most famous son Ludwig van Beethoven for a whole year.

Get all informations and highlights about the Jubilee year 2020 from the organization team and the actors.

Participants:

- Minister of economic affairs Andreas Pinkwart (North Rhine-Westphalia)



- Lord Mayor Ashok Sridharan (Bonn)
- Administrative head of district Sebastian Schuster (Region Rhein-Sieg)

Main actors from:

BTHVN2020, Beethovenfest, Beethoven-Orchester, Beethoven-Haus, Bundeskunsthalle, Haus der Geschichte, Kunstmuseum Bonn, Tourismus & Congress GmbH

Also enjoy a dance number and the catering.

Sri Lanka - Tourism news update and latest statistics

Category	Date	Time:	Location
Press Conference	March 7, 2019	15:00 - 15:45	Pressconference Room in Hall 5.3

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 Kaus Media Services
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 Email: akaus@kaus.net

The cruise panel discussion of the ITB with high-level shipping line representatives from AIDA Cruises, TUI Cruises, Phoenix Reisen and Transocean. Where is the boom market headed?

Category	Date	Time:	Location
Press Conference	March 7, 2019	15:00 - 16:30	Hall 6.2 A / Booth 101

USA Media Breakfast 2019

Category	Date	Time:	Location
Press Conference	March 8, 2019	09:00 - 11:30	M1+2+3 / Level 3 / CityCube Berlin

The United States of America, still unchallenged as the most popular travel destination of Germans, with more than 2 million visitors from Germany in 2017, will showcase itself at the ITB in Berlin again this year. The Visit USA Committee Germany and Brand USA are inviting German-speaking journalists to our traditional USA PRESS MORNING on Friday, March 8th.

The event will take place from 9 a.m. to 11:30 a.m. in rooms M1-M3 on Level 3 of the CityCube Berlin (in the vicinity of the south entrance).

The framework of our press morning is informal, and you will find at our event conversation partners from more than 50 destinations, tour operators, airlines and other organisations from the United States. All exhibitors will also be present in the USA hall 3.1 and are looking forward to your visit!

Please note that registration via our website is absolutely necessary in order to be able to participate in the USA Press Morning. Please register via the registration form at the following link to the event: <http://www.vusa.travel/presse/veranstaltungen/anmeldung.html>



Contact person: Cristian Meuter
E.: presse@vusa.travel

ITB-Medien Treff uschi liebl pr & Angelika Hermann-Meier PR

Category	Date	Time:	Location
Press Conference	March 8, 2019	10:30 - 12:00	Hall 5.3

Contact person:
[Uschi uschi liebl pr GmbH](#)

Expert Forum Hiking 2019

Category	Date	Time:	Location
Press Conference	March 8, 2019	11:30 - 13:00	VIP room 2 / Großer Stern / Level 4 (fairground)

Expert Forum Hiking of the German Ramblers Association and the German National Tourist Board (GNTB) at the ITB is a must-attend event for all those who are involved in hiking tourism.

Also in 2019 we invite you to join us.

Topics are for example new market research data from the "Wandermonitor 2018", the added value of major events such as the German Hiking Days (Deutsche Wandertage), the communication campaigns of the GNTB and the results of a survey of European hikers and the premiere of the brand new magazine "Wanderbares Deutschland 2019".

Please register at e.neumeyer@wanderverband.de

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