

## WYSE Workshops

Category	Date	Time:	Location
Workshop	March 6, 2019 - March 8, 2019	12:00 - 14:30	Hall 4.1 / Booth 100

## Events

**12:00 - 12:30**

### How to build successful travel partnerships

Eurail.com is a fast-growing ecommerce company that sells Eurail and Interrail train passes worldwide, allowing travellers to see all of Europe with a single pass. Over the last two years the company has expanded its partnership portfolio in order to provide customers with a complete offer as well as to increase revenue. In this workshop, Partnership Manager Maia Rezig shares some key takeaways on building successful partnerships that benefit both sides, including case studies of campaigns with Lonely Planet and World Nomads.

**Speaker:**

- **Maia Rezig**, Eurail.com

**13:00 - 13:30**

### Next stop: In-destination experiences and the youth travel market

The experience hunger of millennial travellers is fuelling a boom in destination-based activities and tours. Drawing on data from WYSE Travel Confederation's New Horizons Survey of global youth travel, Airbnb Experiences, and destination case studies of visitor experience, we will examine the growth in this market in terms of activities, spending and booking patterns. We will also look at what different types of young travellers do and which destinations score highest for cultural activities.

**Speaker:**

- **Greg Richards**, WYSE Travel Confederation

**14:00 - 14:30**

### From Jerusalem food stall to the world: Food tourism goes mobile with bitemojo

Get the best bite of culinary tourism during this session with Michael Weiss, Co-Founder of bitemojo, an award-winning app for local cuisine discovery. Travel by food became a life pursuit for Michael and he'll explain why any tourism business should start caring about its culinary offering. You will gain an understanding of the powerful potential of food tourism and how you can get a bite of this growing market - you may even leave this session a bit hungry.

**Speaker:**

- **Michael Weiss**, bitemojo

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**15:00 - 15:30****Choose your lifestyle****16:00 - 16:30****Women's expeditions****Speaker:**

- Lynsey Kirk, Intrepid Group

**17:00 - 17:30****Creating memorable local experiences for inspiration-hungry millennials**

Media savvy millennials are seeking inspiration and transformative cultural experiences which speak to them individually. Brands that want to cut through the noise are using innovative technology and creativity to provide hyper-local, personalised content on a global scale to inspire and engage. Join Yaron Saghiv of Culture Trip to find out the key to reaching a new generation of travellers and learn how Culture Trip is connecting millennials with moments that matter through the marriage of creative, diversified content and curated local experiences.

**Speaker:**

- Yaron Saghiv, Culture Trip

**11:00 - 11:30****Wellness and adventure**

With the global wellness industry skyrocketing over the past 10 years, there's no denying that wellbeing and wellness are buzzwords across many industries. In this talk, Philip d'Afflisio will discuss how wellness can go hand in hand with travel, enhancing travellers' experiences, while exploring how wellbeing can go beyond the traditional yoga retreat to offer a more immersive adventure experience.

**Speaker:**

- Philip d'Afflisio, G Adventures

**15:00 - 15:30****The future of ancillary retail for the hospitality sector**

Is your hospitality brand ready to access a new era of ancillary revenue beyond the lobby door? Find out during this session with one of the innovators of in-destination intelligence, Simon Dempsey, CEO and Founder of LikeWhere.

**Speaker:**

- Simon Dempsey, LikeWhere

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**16:00 - 16:30**

### **Festivals and the youth market for destination development**

- Festivals are an increasingly important part of the travel scene, stimulating significant flows of young people to cities and rural destinations worldwide. This workshop examines the profiles, motivations, and behaviour of festivalgoers, and outlines their potential impacts on festival destinations in terms of spending, accommodation use and activities. We identify the favourite cities for festivalgoers and discuss how the youth travel industry can benefit from their presence.

**Speaker:**

- **Greg Richards**, WYSE Travel Confederation

**17:00 - 17:30**

### **Checking the vital signs of today's youth traveller**

- **Dave O'Malley**, World Nomads

**11:00 - 11:30**

### **Empowering women through travel**

Women make up over 60% of the tourism industry and in many countries, tourism is an opportunity for women to enter the formal economy, often gaining independence for the first time. In this talk, Kelly Galaski of Planeterra Foundation will look at how tourism can be a force to generate employment and empower women around the world.

**Speaker:**

- **Kelly Galaski**, Planeterra Foundation

**12:00 - 12:30**

### **Threat level: Critical. Effective real-time risk management training for the student & youth travel industry**

Parents take a leap of faith when entrusting travel companies with their children. How well prepared are you for this challenge? How well trained are your employees and contractors? Do you electronically record your training data? Can you produce evidence in the event of an audit or incident?

A leading-edge mobile software platform, Learn-WiseGo, provides the ISO 3100-compliant solution. Join Kristin Leeman and Glenn Abel for insights on how Learn-WiseGo can bring you into compliance vis-à-vis risk management training and give your company a competitive edge.

**Speaker:**

- **Glen Abel & Kristin Leeman**, MAGNIFI Group

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13:00 - 13:30

**Sound cities: What is music tourism?**

Speaker:

- Luke Jones, Sound Diplomacy

14:00 - 14:30

**Making travel safer for Generation Invincible**

Speaker:

- Walker Pappin, Vagaband

## High-Level Dialogue on Digital Skills in Tourism

Category	Date	Time:	Location
Workshop	March 7, 2019	10:00 - 11:30	Room Berlin 1 / Hall 7.3a

Organized in the framework of the “UNWTO 2019 year: Education, Skills Development and Jobs,” in collaboration with Google, the High-Level Dialogue on Digital Skills in Tourism will bring together high-level representatives from across the European region to discuss the importance of digital education in tourism, a topic that remains a major challenge for many European destinations nowadays. Through a stimulating debate, participants will explore the role that governments and national tourism organizations must play in building the digital capacity of the sector, shedding the light on examples of policies and best practices that contribute to strengthening the sector and ensure the many opportunities brought by digital transformation are fully harnessed.

- **Official website:** <http://europe.unwto.org/event/high-level-dialogue-digital-skills-tourism>
- **Registration form:** <http://europe.unwto.org/webform/high-level-dialogue-digital-skills-itb-2019>

## Silk Road Tour Operators Forum

Category	Date	Time:	Location
Workshop	March 7, 2019	14:00 - 16:00	Palais am Funkturm / West Gallery

The World Tourism Organization (UNWTO), supported by EastguidesWest, Caravanistan and the Phoenicians Route, will be running a 2 hour forum focused on improving cooperation between the various tourism stakeholders active within the sphere of cultural tourism routes.

Following introductory presentations on cooperation opportunities and recent activities happening along the Silk Road and the Phoenicians Route, a training session will be held centred on stakeholder expectations and service quality: both tour operators and locally based Destination Management Companies (DMC's) face similar difficulties when planning and marketing specialised tours and tourism packages. By looking at best-practice examples currently being implementing within the field, strategies on how to build and maintain trust among partners will be discussed. Trustworthiness and service excellence will thus be presented as the key elements ensuring a balanced approach between the demand and supply sides of the tourism industry. The forum will conclude with a question and answer session, where participants will be able to share their own ideas and experiences. Join us!

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## 1. International LGBT+ Leadership Summit

Category	Date	Time:	Location
Workshop	March 9, 2019	10:00 - 12:30	M1+2+3 / Level 3 / CityCube Berlin

This conference will attract business professionals, specific corporate networking organizations, LGBT+ business chambers, individual business leaders from around the world to learn and share about the potential and the challenges of the LGBT+ business, life and family environment.

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