ITB Morning Run - Old City and Tiergarten 5km

What a start to the day!

Route: Brandenburg Gate - Checkpoint Charlie - Tiergarten Park - Berlin Wall - Brandenburg Gate

Old city/Tiergarten park – Starting and finishing at the Brandenburg Gate, our run/jog route will pass some famous landmarks including Brandenburg gate, Checkpoint Charlie, Tiergarten park and the Berlin wall.

And along the way we will partake in some "plogging", meaning we’ll collect some rubbish to help the environment :-) We will break the group into 2. The pace of each group will be 5 minutes 30 seconds per km and 6 minutes 30 seconds per km. After our scenic 5km run around the old city and Tiergarten, you get to refresh and will arrive at the ITB fairgrounds ready for a successful day at ITB Berlin!

Tell us if you’d like to join on the Go! Running Tours website with the link below:

https://gorunningtours.com/run/itb-berlin-morning-run-5km/

Contact:
Stephan Moore
berlin@gorunningtours.com
+49 (0) 151 4075 1412

VIR Online Summit 2020

Session in German only


Anmeldungen für den VIR Online Summit 2020 nimmt Marion Krimmer von unserer PR-Agentur Wilde & Partner unter marion.krimmer@wilde.de entgegen.

Pressekontakt:
Lara Hass
lara.hass@v-i-r.de
0176 30 46 31 43
SEND YOUR PHOTO AS A FREE POSTCARD

Visit our stand and capture your unique ITB moment. With MyPostcard you can send your photos as a real, printed postcard worldwide - personalized with your own words! Surprise your loved ones and send a free postcard from our MyPostcard stand!

Painting birds and landscape in the Wadden Sea

Category: Workshop  
Date: March 4, 2020  
Time: 11:00 - 12:30  
Location: Halle 4.1 / Booth 227

Wine tasting degustations, Hub 27, stand 122

Category: Workshop  
Date: March 4, 2020  
Time: 12:00 - 14:00  
Location: Hall 27 / Booth 122

Daily Wine tasting degustations on stand 122 Bulgarien, Hub 27, presented by a sommelier.

OECD Tourism Trends and Policies 2020

Category: Workshop  
Date: March 4, 2020  
Time: 15:00 - 17:00  
Location: CityCube / Level 3 / M4

OECD Tourism Trends and Policies 2020 analyses tourism performance and major policy trends, initiatives and reforms in around 50 OECD and partner countries, providing up-to-date tourism data and analysis. The publication is produced in co-operation with the European Commission.

The workshop will be an occasion for a lively and stimulating discussion focusing on the latest tourism trends and policy responses, including the digital transformation of tourism, and better managing tourism destinations for sustainable growth.

Organised by the OECD, the event will bring together high level policy makers and industry decision makers to discuss the tourism policy priorities.

Press Contact:
Ms. Monserrat FONBONNAT  
T.: +33 (0)1 85556034  
E.: monserrat.fonbonnat@oecd.org
Painting birds and landscape in the Wadden Sea

Category: Workshop  
Date: March 4, 2020  
Time: 15:00 - 17:00  
Location: Halle 4.1 / Booth 227

Professional Serbian Wine & Cheese Tasting

Category: Workshop  
Date: March 4, 2020  
Time: 16:00 - 17:00  
Location: Hall 1.1 / Booth 203

Join us for a culinary exploration through Serbia! Taste Serbian wine and cheese under professional guidance. Meet Serbian tourism actors in relaxed atmosphere and experience Serbian hospitality at our stand. We are looking forward to meeting you! Your National Tourism Organization Serbia. Participation is only possible by prior registration (places are limited). Registration with: Emilie Bitz, Serbien-pr@mascontour.de

ITB Morning Run - Government district & Spree 5km

Category: Workshop  
Date: March 5, 2020  
Time: 07:00 - 08:00  
Location: Meeting Point: Brandenburg Gate

What a great start to the day!

Route: Brandenburg Gate - Reichstag - Victory Moment along the Spree - Brandenburg Gate

Starting and finishing at the Brandenburg Gate, our route will pass some famous landmarks including Brandenburg Gate, Reichstag, Victory monument and along the beautiful river Spree.

And along the way we will partake in some "plogging", meaning we’ll collect some rubbish to help the environment :-) We will break the group into 2. The pace of each group will be 5 minutes 30 seconds per km and 6 minutes 30 seconds per km. After our scenic 5km run around the old city and Tiergarten, you get to refresh and will arrive at the ITB fairgrounds ready for a successful day at ITB Berlin!

Tell us if you’d like to join on the Go! Running Tours website with the link below:

https://gorunningtours.com/run/itb-berlin-morning-run-5km/

Contact:
Stephan Moore  
berlin@gorunningtours.com  
+49 (0) 151 4075 1412
Singapore Airlines will introduce its NDC program "KrisConnect" globally in 2020. In order to prepare our travel agency partners in the best possible way for this, we offer this workshop. You will get all the information you need at first hand. Our GDS and Aggregator partners will also be present and available for questions.

Please note:

There will be 2 sessions: 10:00-11:30 and 12:00-13:30.

Please make a binding registration for your session and bring the e-mail confirmation to the event.

Registration address: KrisConnect_Europe@singaporeair.com.sg
Please include name, title, company and reason for your participation.

The workshop language is English.

We look forward to a successful introduction of KrisConnect in Europe, together with our partners!

Press Contact:
Peter Tomasch
peter_tomasch@singaporeair.com.sg

SEND YOUR PHOTO AS A FREE POSTCARD

Visit our stand and capture your unique ITB moment. With MyPostcard you can send your photos as a real, printed postcard worldwide - personalized with your own words! Surprise your loved ones and send a free postcard from our MyPostcard stand!

Painting birds and landscape in the Wadden Sea
### Digitalisation of the Hotel and Tourism Industry by Augmented Reality

<table>
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<th>Category</th>
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<tbody>
<tr>
<td>Workshop</td>
<td>March 5, 2020</td>
<td>11:00 - 15:00</td>
<td>Hub27 / Beta 3+Beta 4</td>
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</table>

The Leipzig company SENSAPE will host a workshop on the topic of “Augmented Reality as the Next Step in the Digitalisation of the Hotel and Tourism Industry” on 05.03.2020 during the International Tourism Exchange in Berlin. SENSAPE is developing innovative technologies in the field of Augmented Reality (AR) and would like to now use it for tourism. A collaboration with the Berlin School of Economics and Law has helped launch a research project in the Augmented Reality field. “Augmented Reality has the potential to substantially improve the customer journey and infotainment systems in the hotel industry”, according to Sandra Rochnowski, Professor at the Berlin School of Economics and Law. Together with Tiziano Bombana from the Omicon Media Group, Mario Reincke from Hotel Schloss Wendorf, Alexander Creuzberg from XPORT and Michael Lehnert from SENSAPE, she will speak about the opportunities that Augmented Reality provides for the industry. A workshop about the research project will take place afterwards.

AR technologies provide new opportunities especially in Sales & Marketing to emotionalise hotel brands and retain guests for the long term. SENSAPE will also provide information on the topic and technologies at its own stand 108h in Hall 10.2.

For further information and to register for the workshop, contact Michael Lehnert (lehnert@sensape.com).

SENSAPE with its registered office in Leipzig develops and markets products for interactive and intelligent customer contact. The company, founded in 2015, currently has 25 employees. Its customers include Deutsche Bahn, Rittersport, Oreo, Haufe Lexware, Commerzbank, Porsche and more than 200 other corporate groups and medium-sized companies. With customer installations in over 30 countries, among them the U.S., China, Japan, Spain and Dubai, SENSAPE is boosting its international expertise and expansion strategies.

Images on request.

**Contact for press questions:**
Michael Lehnert
lehnert@sensape.com
+49 (0)157 923 601 83

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### Uganda - Speed Dating

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<tbody>
<tr>
<td>Workshop</td>
<td>March 5, 2020</td>
<td>12:00 - 13:00</td>
<td>VIP room 2 / Großer Stern / Level 4 (fairground)</td>
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You have not yet had the opportunity to discover the tourist potential of the "Pearl of Africa"? Or you might already know the destination and would like to expand your knowledge?

Take the chance to get to know the exhibitors of Uganda in a relaxed atmosphere at a speed-dating event. The Ugandan exhibitors will introduce themselves and will present not only yet well-known but also new products from their home country.

Look forward to news from the "Pearl of Africa" and be inspired by interesting conversations. After the event, we will provide you with a box lunch full of Ugandan specialties so that you can start your culinary journey to Uganda right after the event.

The participation is only possible with registration until 28 February 2020 via uganda@kpm.de.

**Press Contact:**
Maren Schneider

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Wine tasting degustations, Hub 27, stand 122

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<td>Workshop</td>
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<td>Hall 27 / Booth 122</td>
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Daily Wine tasting degustations on stand 122 Bulgarien, Hub 27, presented by a sommelier.

Round Table "Visitor Management for Destinations - Analogue and Digital"

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<tbody>
<tr>
<td>Workshop</td>
<td>March 5, 2020</td>
<td>14:00 - 16:00</td>
<td>Hub 27 / Beta 9</td>
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Silk Road Strategy Forum

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<th>Category</th>
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<tbody>
<tr>
<td>Workshop</td>
<td>March 5, 2020</td>
<td>14:00 - 16:00</td>
<td>Palais am Funkturm / West Gallery</td>
</tr>
</tbody>
</table>

UNWTO will be running a 2 hour workshop designed to empower Silk Road stakeholders to better understand, engage and work with the international travel trade. International tourism experts will present on multiple areas influencing tourism development and discuss the opportunities, challenges and necessities of managing a tourism destination and/or product of important natural and cultural heritage.

UNWTO Affiliate Members that lead within their respective tourism segment will share best-practice examples and insights on topics ranging from competitive advantages and how to strategically marketing your destination to tourism route development and novel marketing mechanisms. Potential applicability of best-practice examples throughout the historic Silk Road routes will also be discussed.

Moreover, a speed-networking session allowing participating tour operators and additional stakeholders to showcase their latest products to an international audience will also be included in this year’s exciting event.

To register, please contact silkroad@unwto.org
For updated meeting information, please visit: https://www.unwto.org/events/silk-road-strategy-forum

Press Contact:
Patrick Fritz
+34 6479 235 22
pfritz@unwto.org
TourCert Community & Networking Event

Category: Workshop
Date: March 5, 2020
Time: 14:30 - 16:00
Location: Weimar 5 / Meeting Bridge B / Mezzanine Level (fairground)

Expedia Group Media Solutions Insights Summit

Category: Workshop
Date: March 5, 2020
Time: 14:30 - 17:00
Location: Funkturm Lounge (fairground)

Painting birds and landscape in the Wadden Sea

Category: Workshop
Date: March 5, 2020
Time: 15:00 - 17:00
Location: Halle 4.1 / Booth 227

ITB Morning Run - Charlottenburg Palace 10km

Category: Workshop
Date: March 6, 2020
Time: 07:00 - 08:00
Location: Meeting Point: Tiergarten (S-Bahn Station)

What a start to the day!

Route: SBahn train station Tiergarten - Along the river Spree - Charlottenburg Palace - SBahn train station Tiergarten

Starting and finishing at Tiergarten S Bahn train station, our route will take us out along the canal to the royal Charlottenburg palace and around its beautiful grounds. Famous landmarks in the grounds include the palace itself, queen Sophie Charlotte’s mausoleum and the Schloss garden.

And along the way we will partake in some "plogging", meaning we’ll collect some rubbish to help the environment. :-) We will break the group into 2. The pace of each group will be 5 minutes 30 seconds per km and 6 minutes 30 seconds per km. After our scenic 5km run around the old city and Tiergarten, you get to refresh and will arrive at the ITB fairgrounds ready for a successful day at ITB Berlin!

Tell us if you’d like to join on the Go! Running Tours website with the link below:
https://gorunningtours.com/run/itb-berlin-morning-run-5km/

Contact:
Stephan Moore
berlin@gorunningtours.com
+49 (0) 151 4075 1412
SEND YOUR PHOTO AS A FREE POSTCARD

**Category**
Workshop

**Date**
March 6, 2020

**Time:**
10:00 - 18:00

**Location**
Hall 10.2 / Booth 112

Visit our stand and capture your unique ITB moment. With MyPostcard you can send your photos as a real, printed postcard worldwide - personalized with your own words! Surprise your loved ones and send a free postcard from our MyPostcard stand!

Accessible Tourism Day

**Category**
Workshop

**Date**
March 6, 2020

**Time:**
10:30 - 14:15

**Location**
CityCube A / A7

The 9th Accessible Tourism Day will take place on Friday, 6 March 2020 at the ITB travel fair in Berlin. How can touristic offers respond to the needs of holidaymakers with disabilities? Which attractive possibilities do already exist for the different target groups of barrier-free tourism? And what are the chances and challenges for tourism service providers and DMOs related to this topic?

The programme included presentations and a panel discussion, at which experts looked closely at these issues in practical terms and from a range of perspectives.

The event is being funded by the Federal Ministry for Economic Affairs and Energy. It was organised with the support of the Tourism for All working group of the German federal states, the working group “Accessible Travel – Barrier-free Destinations in Germany” and the Messe Berlin exhibition centre.

ACCESSIBLE TOURISM DAY

- Daniela Wiesler-Schnalke, DW Akademie
- Olaf Schlieper, German National Tourist Board
- Thomas Bareiß MdB, Parliamentary State Secretary for the Federal Minister of Economy and Energy, Commissioner for Tourism
- Neha Arora, Planet Abled

BARRIER-FREE PLANNING AND IMPLEMENTATION OF TOURIST FACILITIES

- Magnus Berglund, Scandic Hotels
- Alexander Lang, Expert
- Ulrike Laudan, Sonnenhotels
- Dana Gazit, Tourist Brands Division Israel
- Dr. Rüdiger Leidner, Deutscher Blinden- und Sehbehindertenverband (DBSV)
- M. Eng Michael Müller, Darmstadt College

CERTIFICATION + COMMUNICATION

- Gaby Paluszak, DORTMUNDTourismus GmbH
- Sigrun Krapf, Erfurt Tourism and Marketing GmbH
- Anke Haub, Tourismus+Congress GmbH Frankfurt am Main
- Rolf Schrader, Deutsches Seminar für Tourismus (DSFT)
- Olaf Schlieper, German National Tourist Board

ACTIVE AND OUTDOOR TRAVEL
Wine tasting degustations, Hub 27, stand 122

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Daily Wine tasting degustations on stand 122 Bulgarien, Hub 27, presented by a sommelier.

Vipper Experience Event

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<td>CityCube / Level 3 / M7</td>
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Vipper.com was founded in 2018 in Amsterdam, to provide passengers with an integrated air and ground transport solution. Our idea emerged out of the frustration of having to make several transport arrangements to have one full journey. With this in mind the founders of vipper.com worked on a solution that uses the implementation of technology. This implementation facilitates the connection between airline and ground transportation. With our unique service we can provide our passengers with a complete journey under one booking. This process has been made easy due to the use of smart software optimization tech and advanced internet-based tools.

To make our service possible we have created a team of tech, travel, airline and ground transport experts. This enables us to provide the passenger with the best experience during their upcoming journey. Our team works hard to ensure that our passengers can have a travel experience that is: simple, easy, and enjoyable from start to finish.

Press Contact:
Igor Andreevski
+31 6 3132 5328
igor@vipper.com

LGBT+ Leadership Summit

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<tr>
<td>Workshop</td>
<td>March 7, 2020</td>
<td>09:00 - 16:00</td>
<td>M1+2+3 / Level 3 / CityCube Berlin</td>
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</table>

by invitation only!

Please register [here](#).

The political, economic and social situation of the LGBT+ community differs from country to country. Fully accepting and inclusive cultures exist alongside countries where being part of the LGBT+ community is reason enough for stigmatism, legal prosecution or even death penalty.
But business leaders as well as political key figures are more and more taking a stand for diversity and inclusion of LGBT+ community. How do they use their influence on a global scale? What lessons have they learnt and how can they advise us to become an active supporter for equality?

Leadership experts and practitioners will share insights, present and discuss best practices on stage and in break-out sessions.

Host: Dr. Stephan Gellrich, Leadership Expert, Munich, Germany

Schedule:

09.00 h: REGISTRATION OPENING
FULL BUFFET BREAKFAST
sponsored by pink pillow Berlin Collection® by visitBerlin

10.30 h: WELCOME

10.35 h: GREETINGS

10.40 h: OPENING SPEECH
TBA

11.10 h: BEST PRACTICE
HOW TO CREATE AN INCLUSIVE WORKPLACE IN TRAVEL
Kristen Weber, Expedia Group, Seattle, USA

11.30 h: PANEL DISCUSSION
EFFECTIVE WAYS TO SHAPE THE WORLD TOWARDS A MORE LGBT+ INCLUSIVE PLACE
Panelists:
- John Tanzella, CEO & President IGLTA, Inc.
- Lara Plandsoen, Senior Consultant Blockchain, IBM Global Business Services
- Pavel Subrt, Co-founder East meets West

12.30 h: LUNCH BREAK
sponsored by ENIT – Italian Tourist Board

13.30 h: BREAK OUT SESSIONS
- BREAK OUT 1: HOSPITALITY INDUSTRY
- BREAK OUT 2: THE ECONOMICAL IMPACT OF LGBTI INCLUSION IN THE CEE
- BREAK OUT 3: THRIVE THINK TANK USA

15.00 h: COFFEE BREAK

15.30 h: BREAK OUT SUMMARY & CONCLUSION

16.00 h: END OF SUMMIT
ITB Berlin invites all delegates to visit the travel trade show. Complimentary day tickets will be provided.

16.30 – 18.00 h: NETWORKING RECEPTION
LGBT+ TRAVEL PAVILION
Hall 21b
Enjoy complimentary drinks & refreshments with the exhibitors in the LGBT+ Travel Pavilion

19.00 – 23.00 h: ITB DIVERSITY GALA 2020
The summit will be followed by the ITB Diversity Gala 2020 under the patronage of the Governing Mayor of Berlin, Mr. Michael Müller at the Ritz Carlton, Berlin, with a silent auction to benefit the IGLTA Foundation. Individual & company tickets available here.
### Workshop "Basketball-Recycling"

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<td>12:30 - 13:30</td>
<td>Hall 2.1 / Booth 201</td>
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