



ITB Berlin eTravel World 2022 – Call for Papers 9 - 11 March 2022

ITB eTravel World is looking forward to receiving applications for the LIVE on stage conference programme during ITB Berlin 2022: We are looking for case studies with a best practice reference as well as significant learnings in the field of travel technology and digitalisation in the travel industry.

Business Education For You: Digitalisation in practice

We are focussing on how to manage long-term consequences of the pandemic as well as on examples of how to deal with present structural changes in the tourism industry through digitalisation and technology. How does growing technologisation contribute to the industry's "self reliance"?

Focus: Travel technology & sustainability

- Current case studies: digital marketing, social media + content creation
- Use of virtual reality and artificial intelligence
- Travel startups:
 - Perspectives from investors and pioneers
 - Why should I start a startup right now?
 - The future of sustainable/green travel

Participating startups should have been on the market for at least six months and have a scalable business model.

We are also happy to receive further suggestions that highlight current industry developments or show solutions for current phenomena in the various industry segments.

Special event: TTA FORUM, 9 March 2022

On Wednesday, 9 March 2022, the TTA Forum on the topic of "Technology, Tours & Activities" will take place on the eTravel Stage. We are looking for panel or presentation proposals specifically on:

- Current learnings in the field of in-destination services
- Marketing and distribution strategies – e.g. apps, marketplaces, innovative partnerships
- Safe travel: Tours and experiences in the pandemic and beyond

Special event: DATA TALKS, 10 March 2022

Topic of our DATA TALKS on 10 March 2022: How do personalisation, frictionless travel, the Internet of Things and machine learning benefit service and process optimisation? What are the advantages and challenges of big data and open data? We are looking for practical examples and concrete learnings for the industry.

Special event: HOSPITALITY TECH FORUM, 11 March 2022

Hospitality Tech Forum has always been a successful part of ITB eTravel World and will take place on 11 March 2022. For this, we are looking for lecture topics directly from the hotel industry:

- Trends in hotel technology
- Direct distribution
- Guest experience technology: Safe travel
- Optimisation, connectivity and scalability of the hotel technology stack

How to apply (Deadline: 31 Oktober 2021)

Please use the online form for your application:

<https://www.itb.com/en/itb-kongress/call-for-papers-ettravel-world/>



Selection criteria and participation requirements:

- Promotional company presentations or "case studies" that present successes and trends based only on one's own product will not be included in the regular programme.
- The submitted topic idea should not exceed a presentation length of 20 minutes.
- The topic must be relevant as described above.
- Best practice examples and case studies will be given priority.
- Submissions that cover the above mentioned topics will be given priority.
- The submitted topic summary or abstract clearly describes content and learnings.
- The application is not a guarantee that the proposal will be included in the congress programme. Messe Berlin's decision cannot be appealed.
- An ITB ticket for speakers will be provided free of charge. Unfortunately, the organiser is unable to pay a fee. Costs for travel, accommodation and meals can also not be covered.

This is your audience

- C-level representatives from the tourism industry (e.g. from destination management, business travel, hotel industry, in-destination services)
- Decision-makers in marketing, product development, sales, IT
- International industry representatives
- Media and bloggers
- Young professionals and students

Your contact person for content and programme:

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