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## TUESDAY, 8 MARCH 2022

### Future & Resilience Track

Streaming live from the Berlin Exhibition Studio

#### 10:00 – 10:10am **OPENING**

Speech: Katie Gallus, Journalist / David Ruetz, Head of ITB Berlin / Exhibition & Director at Messe Berlin / Mariam Kvrivishvili, Deputy Minister of Economy and Sustainable Development of Georgia

#### 10:10 – 10:40am **ITB DEEP DIVE: GLOBAL TOURISM DEMAND FORECAST: STATISTA@ITB TRAVEL & TOURISM 2022**

Speech: Peter Kautz, MD, Statista Q

- Exclusive market research data on travel behavior in key global markets.
- Travel demand forecasts 2022.
- Customer needs and demand trends post COVID-19.
- Importance of sustainability and digitalization from the customer's perspective.

#### 10:40 – 10:50am **ITB DEEP DIVE: TOURISM DEMAND AFTER CRISES: LESSONS LEARNED FROM WORLD'S CRISES FROM CHERNOBYL TO COVID-19**

Speech: Martin Lohmann, CEO, New Insights for Tourism (NIT), Kiel / Forschungsgemeinschaft Urlaub und Reisen e.V. (F.U.R.)

- Chernobyl, Gulf War, September 11, Financial Crisis, COVID-19: crisis events also shake tourism markets.
- Data treasure trove of travel analysis: what insights into tourism demand after crisis events can be gained?
- What predictions can be made about tourism demand trends after COVID-19?
- Recommendations for future tourism crisis management strategies.

#### 11:00-11:10am **TOURISMUSMARKT D-A-CH: TOURISMUSMARKT DEUTSCHLAND: PERSPEKTIVEN DER TOURISMUSPOLITIK (in German)**

Minister's Keynote: Dr. Robert Habeck, Bundesminister für Wirtschaft und Klimaschutz, Bundesrepublik Deutschland

- Wirtschaftspolitik in Deutschland: Ziele, Leitlinien, Ausblick 2022ff.
- Bedeutung und Zukunft des Tourismus aus Sicht der deutschen Bundespolitik.
- Leitlinien und Schwerpunkte der Tourismuspolitik

11:10-11:50am

**TOURISMUSMARKT D-A-CH:  
TRENDS UND HERAUSFORDERUNGEN IM DACH-TOURISMUSMARKT** (in German)

D-A-CH Panel: Claudia Müller, Koordinatorin der Bundesregierung für maritime Wirtschaft und Tourismus, Bundesrepublik Deutschland / Dr. Markus Heller, Managing Director, Dr. Fried & Partner / Stefan Baumert, Vorsitzender der Geschäftsführung, TUI Deutschland / Daniela Schade, Chief Commercial & Distribution Officer, Deutsche Hospitality / Elisabeth Köstinger, Bundesministerin für Landwirtschaft, Region und Tourismus, Republik Österreich

Moderator: Monika Jones, TV Moderator

- Trends im Incoming-, Outgoing- und Domestic-Tourismus.
- Angebotsentwicklung Luftverkehr: Kapazitäten, Preise, Produktentwicklung.
- Marktstrukturveränderungen durch Corona.
- Politische Rahmenbedingungen: Änderungsbedarfe aus Sicht der Tourismusindustrie.
- Top-aktuelle Marktstudie zu Kundenansprüchen und Reisepräferenzen.

12:00 – 12:50pm

**ITB MINISTERIAL ROUNDTABLE –FROM COVID TO CLIMATE CRISIS AND UKRAINE, ARE POLICIES IN PLACE TO MINIMIZE CRISES' IMPACT ON TRAVEL AND TOURISM?**

Interview: Julia Simpson, President & CEO, WTTC

- Importance of resilience and sustainability for the recovery and regeneration of the Travel & Tourism Industry.
- How can the global travel & tourism industry become more resilient to crises?
- How will the tourism industry transform to become more resilient?

Discussion Ministerial Roundtable: Hon. Edmund Bartlett, Minister Tourism Jamaica / Hon. Vassilis Kikilias, Minister Greece / H.E. Ghada Shalaby, Vice-Minister for Tourism Arab Republic of Egypt /Hon. Bernadette Romulo-Puyat, Tourism Minister Philippines

Moderator: Monika Jones, TV Moderator

- In planning for the future, we need to learn from the Corona Crisis which hit the tourism industry harder than average, weakening economic performance of nations, causing corporate bankruptcies, increasing unemployment and ballooning debt levels.
- To be resilient governments and businesses need to concentrate on preparedness.
- Are they or will we fall back to reactivity?
- What can and must policymakers do to make the tourism industry more resilient to crises?
- Which strategies and measures have proven successful, and which best practice examples are suitable as models for a sustainable tourism policy?

**1:00 – 1:25pm**

**C-LEVEL INTERVIEW - GLOBAL TRENDS IN TRAVEL & TECHNOLOGY: LEARNINGS FROM ASIA - INSIGHTS FROM ONE OF THE BIGGEST TRAVEL TECHNOLOGY BRANDS WORLDWIDE**

C-Level Interview: Jane Sun, CEO, Trip.com Group

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- What trends are impacting global travel, and how is consumer demand shifting?
- How is digitization affecting the tourism industry? What technologies is Ctrip focusing on?
- Jane Jie Sun's vision for the future of travel
- What will travel look like in 10 years?

**1:30 – 1:50pm**

**CITY TOURISM IN THE PAST COVID-ERA (IN COOPERATION WITH WTCF)**

Keynote: Liu Bin, Deputy Director of Beijing Municipal Culture and Tourism Bureau, WTCF

- City tourism and the city hospitality industry have been massively hit by COVID-19.
- How are city tourism and the city hospitality industry developing after COVID-19?
- Which successful crisis strategies Beijing has developed?
- What can be learned from best practice examples?

**2:00 – 2:15pm**

**DESTINATION AND MOBILITY CHOICE: TECTONIC SHIFT OR BACK TO NORMAL? THE FUTURE OF THE GLOBAL AVIATION INDUSTRY**

Interview: Ben Smith, CEO, Air France/KLM

- Supply development in global air transport: capacities, route networks, price and product development.
- Demand trends in European and global air traffic.
- Climate protection and sustainability: goals and challenges for the airline industry.
- Long-Covid: Corona's long-term impact on global air transport structures.
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**2:15 – 2:50pm**

**DESTINATION AND MOBILITY CHOICE: TECTONIC SHIFT OR BACK TO NORMAL?  
DESTINATION SHIFT AND THE TRANSFORMATION OF THE TOURISM**

Panel Discussion: Dr. Eduardo Santander, Executive Director, European Travel Commission ETC / Dr. Klaus-Ulrich Sperl, CEO, DER Touristik DMC & member of the International Board DER Touristik Group/ Michelle Woodley, President, Preferred Hotels and Resorts

Moderator: Matthias Beyer, Managing Director, Mascontour

- How sustainable is the Corona-triggered shift in demand to closer destinations?
- Which segments will return to their original travel behavior? Where is the pent-up demand particularly strong?
- What does this mean in concrete terms for strategies and measures of destinations, tour operators, travel distribution and the hospitality industry?
- How do destinations, tour operators, travel intermediaries and the hospitality industry have to transform themselves in order to become more resilient in the face of such shifts?

**3:00 – 3:20pm**

**LOOK TO RESILIENT MARKETS FOR RECOVERY: YOUTH AND STUDENT TRAVEL**

Panel Discussion: Wendi Aylward, Managing Director, AIFS Australia / Vicki Cunningham, CEO, BUNAC & USIT / Russell Hedge, CEO, HI USA

Moderator: David Chapman, Director General, WYSE Travel Confederation

- Understand the importance of the international youth and student travel market.
- See the unique barriers and opportunities of the youth and student travel market.
- Estimate the multi-fold value of the market for tourism and hospitality employers and destinations

**3:25 – 3:55pm**

**HR TRENDS IN 2022: FUTURE OF HUMAN RESOURCE MANAGEMENT IN TOURISM**

Panel Discussion: Mario Maxeiner, Managing Director Northern Europe, RCIS, Georgia, Ukraine and the Baltic States, IHG Hotels & Resorts / Rida Munir, Head of Talent Acquisition, Personio / Leah Shelly, Director of Global Engagement, G Adventures

Moderator: Sophia Krekel, Head of Sales Hospitality Solutions, Stepstone

- The pandemic exacerbated the shortage of skilled labor in the hospitality and tourism industry as employees moved to other sectors or went back to their home countries.
- What strategies have proven successful in recruiting and retaining skilled workers to become more resilient and prepared for the future?
- Which technical solutions can positively affect the recruiting process?

**4:00 – 4:30pm**

**TOURS AND ACTIVITIES SUSTAINABLE RETURN**

Presentation: Douglas Quinby, Co-Founder & CEO, Arival

Panel Discussion: Brad Weber, President and Board Member, Gray Line Worldwide / Emil Martinsek, CMO, GetYourGuide

Moderatorin: Charlotte Lamp Davies, Founder, A Bright Approach

- Tours, activities, attractions and experiences will play a vital role in travel's recovery
- The sector operates on the front lines of the industry's key challenges of over tourism and sustainability
- This online session at ITB Berlin features new research from experiences research authority Arival
- What's in store for the sector, including forecasts and key trends
- Research presentation is followed by a roundtable discussion from key leaders on how travel's third-largest sector – tours, activities and attractions will power travel's rebound
- Which technologies will be key drivers for the long-term sustainability of leisure tourism.
- Join us and get the latest news from industry specialists

**4:35 – 4:55pm**

**ADVENTURE TRAVEL: THRIVING IN A FUTURE WORLD**

Interview: David Beurle, CEO, FutureIQ

Interviewer: Gergana Nikolova, Regional Director, Europe & Central Asia, Adventure Travel Trade Association

- Adventure tourism is returning earlier and stronger than other forms of tourism
- Adventure travelers seek experiences in nature, meaningful cultural interactions, activities, awe-inspiring moments
- This session will share insights into building resilient destinations for the common good with adventure travel in the core

**5:00 – 5:50pm**

**POST CORONA – THE PAVING WAY FOR NEW HOTEL CONCEPTS**

Panel Discussion: Erik Nissen Johansen, Architect &CEO, Styllt Trampoli AB, Gothenburg/ Norbert Pokorny, CEO & MD , Art of Travel Munich / Christa Augsburg, Managing Director & Dean, Schweizerische Hotelfachschule Luzern

Moderator: Marc Aeberhard, Founder & Owner, Luxury Hotel & Spa Management Ltd.

- Whilst a majority of hotel operators and tourism providers are still busy consolidating their businesses after the Covid-havoc, the top-end tier of the market is striving for new concepts and formulas in full swing.
- The anticipated developments, ideas and forecasts of the past sessions have all proven to be correct: the new luxury dimensions are flying high: individualised and personalised concepts, the particular emphasis on safety, space and time and most of all exclusivity and the striving for concepts beyond the ordinary including sensual luxury and spiritual luxury is rapidly gaining ground.
- Seldom have times been so interesting to launch new hotel and tourism concepts to a market thirsty to travel and indulge again

**5:50 – 6:00pm**

**WRAP UP**

Speech: Katie Gallus, Journalist / David Ruetz, Head of ITB Berlin/Exhibition & Director at Messe Berlin

## WEDNESDAY, 9 MARCH 2022

### eTravel Track

Streaming live from the Berlin Exhibition Studio

#### 10:00 – 10:05am **OPENING**

Speech: Katie Gallus, Journalist / Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

#### 10:10 – 10:40am **THE TRAVEL REVOLUTION - ITB EXECUTIVE INTERVIEW - AIRBNB**

Interview: Kathrin Anselm, General Manager DACH, CEE & Russia, Airbnb

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- Changing consumer demands in travel and how Airbnb adjusted its business model to accommodate the new trends
- Rise of flexibility and new work - implications on leadership and teams
- Guiding employees in times of uncertainty & diversity in travel

#### 10:45 – 11:00 am **METaverse - ACCELERATING BUSINESSES' LEAP INTO THE FUTURE**

Interview: Jan Starcke, Travel Industry Lead, Meta (facebook)

Interviewer: Catharina Fischer, consultant, realizing progress

- Classification of the topic - what exactly is it about?
- Differences to other players in the market
- General opportunities and challenges
- Opportunities for the industry

#### 11:05 – 11:20 am **Exploring Scotland's Data-Driven Destinations, Joshua Ryan-Sahan Director | Traveltech for Scotland**



**11:25 – 11:55am THE POWER OF BI: NEW DATA TRENDS AND DATA SKILLS FOR THE TRAVEL INDUSTRY.**

Panel Discussion: Andreas Wulfes, Managing Director, Neusta Data Intelligence / Hayley Berg, Head of Price Intelligence, Hopper / Mathias Gerber, Regional Director Central Europe, Sojern

Moderator: Dirk Rogl, Founder, Travel Commerce

- Transparent, reliable and in real time: The pandemic situation poses challenges for measuring success in tourism. Business intelligence provides answers, from forecasting the booking situation to analyzing visitor flows and avoiding hotspots and overbooking. A look into the digital crystal ball: Can business intelligence provide reliable answers?
- In this session, we want to present state-of-the-art BI solutions of individual industry segments on the one hand and examine their potential for other verticals on the other. What does hotel occupancy management tell destinations? How does personalized visitor management work and who benefits from it. And by the way, what are current findings from this new form of market research in March 2021? (We generate daily news as an aside).

**12:00 – 12:15pm IMPROVE THE SALES EXPERIENCE OF YOUR CUSTOMERS – BEST PRACTICE WITH CONDOR**

Case Study: Sebastian Beck, International Sales Manager, ISO Travel Solutions GmbH / Jens Boyd, Commercial Director, Condor Airlines

- How to level up your marketing with personalized videos and create engaging experiences for customers.
- New scalability of direct marketing
- Who can use personalized videos?
- Fully automated processes

**12:20 – 12:35pm ALTERNATIVE ACCOMMODATION & SHORT-TERM RENTAL INDUSTRY TRENDS - ITB C-LEVEL INTERVIEW - HOMETOGO**

C-Level Interview: Patrick Andrae, CEO, HomeToGo

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- Why is the trend of alternative accommodations here to stay? What structural trends have emerged as a result of the pandemic?
- HomeToGo is the first successful tech de-SPAC in Europe: What's next after going public?
- the current alternative accommodation ecosystem is incredibly fragmented. How is HomeToGo helping to solve this?

**12:40 – 1:10pm THE FUTURE OF DIGITAL PAYMENTS IN TRAVEL AND HOSPITALITY**

Panel Discussion: Jörg Kablitz, Managing Director PayPal DACH, Paypal / Xavier Ginesta, Chairman, Voxel / Chiara Quaia, Vice President Market Development Travel, Enterprise Partnerships, Mastercard

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- What trends and developments are shaping the payments space in travel? What are current challenges & opportunities?
- How to solve the complexities of travel payments? How to achieve flexible and frictionless B2B payments in the travel space?
- What to consider for a future-proof payment strategy?

**1:15 – 1:35pm WHAT IS NEXT FOR TRAVEL? AN INDUSTRY IN TRANSFORMATION – ITB C-LEVEL INTERVIEW – TRIVAGO**

C-Level Interview: Axel Hefer, CEO, trivago

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- Shift in travelers' behavior and overall travel demand
- Industry Recovery - What's to stay, what's to change, what's to come?
- Shifts and changes in the B2B travel distribution ecosystem
- Importance of company culture in times of uncertainty

**1:40 – 2:40pm HOTEL TECHNOLOGY STARTUPS - WHERE'S THE INNOVATION AT?**

Panelist & Jury: David Soskin, Co-Founder & Partner, HOWZAT Partners / Moritz von Petersdorff-Campen, Founder & Managing Director, Suitepad / Suzanna Chiu, Head of Amadeus Ventures, Amadeus IT

Startups: Michael Menzel, Founder & CEO, fanz.io / Stephen Burke, Founder & CEO, Robosize ME / Julia Kimmig, Co-Founder & CEO, Bespokely

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- What trends are impacting the hotel technology startup space, and what's the current sentiment in terms of investments?
- Experienced investors, a successful startup founder, and a hotelier share their views.
- Five founders pitch their just recently founded startup concepts and receive live feedback on-site.

### 2:45 – 3:15pm **THE MODERN HOTEL TECHNOLOGY STACK**

Panel Discussion: Henrik Steen, Director of Software Engineering, Cloudbeds / Michael Heinze, Managing Director, Shiji Group / Iris Steinmetz, Senior Director of Operations EMEA, HRS / Timo Ketterer, Corporate Director of IT, Bierwirth & Kluth

- When designing a modern, scalable Hotel Technology Stack, what are essential aspects to consider?
- What solutions should be included in a future-proof tech stack?
- How to identify technology solutions that support business needs best?

### 3:20 – 3:50pm **DIGITAL WALLETS AND VERIFIABLE, DECENTRALIZED IDENTITIES IN TRAVEL & HOSPITALITY**

Panel Discussion: Nick Price, CEO, NetSys / Florian Daniel, CIO, Deutsche Hospitality / Jamie Smith, Strategic Engagement Director, Evernym, an Avast Company / Francois Blanc, Managing Director, Amadeus Traveler ID

Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- What are the opportunities of digital identities in travel and why do we need them?
- What, and who is needed to make verifiable credentials a reality?
- What are current use cases/best practices?

### 3:55 – 4:20pm **SURVIVING SEO DISASTERS - LISTEN & LEARN FROM SEO CATASTROPHES**

Case Study: Kasper Szymanski, Director, SearchBrothers.com

- Former Senior Search Googler and SEO expert Kasper Szymanski sheds light on 3 real life SEO disaster cases.
- Learn which missteps precipitated and ultimately triggered the SERP debacles.
- Find out how to avoid an SEO meltdown.

### 4:25 – 4:55pm **TECHNOLOGY & TRAVEL: HOW IS TECHNOLOGY SHAPING THE FUTURE OF TRAVEL AND HOSPITALITY DISTRIBUTION ?**

Panel Discussion: Sebastien Leitner, Vice President Strategic Partnerships/ President, Cloudbeds, HEDNA / Mandar Vaidya, CEO at OYO Europe / Eddy Veldhuizen, Senior Director Connectivity Partnerships, Booking.com / Monika Wiederhold, EVP Global Ecosystem Initiatives, Amadeus

- What technology trends are impacting travel and hospitality distribution?
- How will the current travel and hospitality distribution ecosystem change?
- How will this change the industry overall? What's the outlook for the future of travel distribution?

**5:00 – 5:20pm** **COLOGNE TOURISM BOARD: EXPERIMENTS WITH TIKTOK OF A DESTINATION**

Case Study: Dr. Jürgen Amann, CEO, Cologne Tourism Board

**5:25 – 5:55pm** **THE FUTURE OF BUSINESS AND CORPORATE TRAVEL & TECHNOLOGY'S IMPACT**

Panel Discussion: Jannik Wässa, Managing Director, Comtravo / Tristan Smith, Vice President Commercial, Egencia / Andy Finkelstein, SVP, Global Agency Sales & Corporate Solutions, Sabre

- What technology trends are shaping business travel?
- What will the corporate travel distribution landscape of the future look like?

**5:55 – 6:00pm** **WRAP UP & CLOSING**

Speech: Katie Gallus, Journalist / Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

THURSDAY, 10 MARCH 2022

## Responsible Tourism Track

Streaming live from the Berlin Exhibition Studio

**10:00 – 10:10am**    **OPENING**

Speech: Katie Gallus, Journalist / Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IU International University of Applied Sciences / Rika Jean-Francois, Commissioner CSR, ITB Berlin

**10:10 – 10:25am**    **OPENING KEYNOTE: HOLDING THE 1.5°C LINE - TOWARDS A SUSTAINABLE TOURISM INDUSTRY**

Keynote: Prof. Dr. Johan Rockström, Director Potsdam Institute for Climate Impact Research (PIK), Professor in Earth System Science at the University of Potsdam

**10:30 – 11:25am**    **FROM CARBON NEUTRAL DESTINATIONS TO REGENERATIVE TOURISM: BOUNDARIES AND IMPLEMENTATION**

Keynote: Caroline Bremner, Head of Travel and Tourism Research, Euromonitor International

Panel Discussion: Sally Davey, CEO, Travalyst/ Jeremy Sampson, CEO, The Travel Foundation/ Jeremy Smith, Co-Founder Tourism Declares a Climate Emergency / Petra Thomas, Managing Director, forum anders reisen e.V.

Moderator: Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IU International University of Applied Sciences & Xenia zu Hohenlohe, Co-Founder, Managing Partner, Considerate Group

- Latest results from the Sustainable Travel Index
- An increasing number of destinations have made commitments towards carbon neutrality or have already implemented carbon neutral schemes – how does this work in practice?
- What are the barriers to expect in tackling carbon neutrality at destinations?
- From carbon neutrality to regenerative tourism, what are the measures to look for?

**11:30 am-12:20pm HOW TO WALK THE TALK? THE HOSPITALITY CEOS ON SUSTAINABILITY**

Keynote: Wolfgang M. Neumann, Chair, Sustainable Hospitality Alliance

Panel Discussion: Marloes Knippenberg, CEO, Kerten Hospitality/ Sébastien Bazin, Chairman & CEO, Accor Group / Nakul Anand, Exicutive Director ITC Ltd. / Dirk Bakker, CEO, Colliers

Moderator: Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IU International University of Applied Sciences & Xenia zu Hohenlohe, Co-Founder, Managin Partner, Considerate Group

- How do we turn commitments into actions?
- Leading industry CEOs discuss actions that are driving sustainability within their businesses and across the industry.
- Beyond operations, buildings and value the chain in hospitality must be taken into consideration: how do we get everyone on board?
- Beyond net zero, what are the plans and actions for restoration of natural and social environments?

**12:25 – 1:00pm**

**IT'S THE JOURNEY THAT MATTERS: CHALLENGES AND OPPORTUNITIES IN SUSTAINABLE MOBILITY**

Panel Discussion: Dr. Thomas Becker, Vice President Sustainability, Mobility, BMW / Fatima da Gloria de Sousa, Vice President Sustainability, Air France-KLM / Sebnem Erzan, Head of Travel Sustainability, Google / Andrea Koepfer, Senior Director Communications, Public Affairs & Responsibility, FlixBus

Moderator: Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IU International University of Applied Sciences & Xenia zu Hohenlohe, Co-Founder, Managin Partner, Considerate Group

- Transportation represents the largest share of tourism' emissions: how to get to and from a destination sustainably now and in the future?
- What are the advances in technology helping mobility suppliers to reduce impacts?
- What innovations may revolutionize our mobility needs?
- How can travelers make informed decisions regarding mitigating their mobility impacts?

**1:05 – 1:50pm**

**WITH NEW PARTNERSHIPS FROM CRISIS MANAGEMENT TO DESTINATION RESILIENCE (BMZ)**

Keynote: Dr. Bärbel Kofler, Parliamentary State Secretary to the Federal Minister for Economic Cooperation and Development

Panel Discussion: Gary Rynhart, ILO (International Labour Organization) / Dr. Benni Thiebes, Executive Director, German Committee for Disaster Reduction (DKKV) / Liz Ortiguera, CEO, PATA

Moderator: Conny Czymoch

- Since the pandemic, the concept resilience has become key in the development towards a more sustainable and crisis-resistant tourism.
- The realization that resilient tourism businesses and destinations can be drivers for technical innovation, regional value creation and economic participation has become widespread.

**1:55 – 2:25pm**

**STUDIOSUS-GESPRÄCH: TOURISMUS UND KLIMASCHUTZ: VERMEIDEN, REDUZIEREN UND DANN? (in German)**

Panel Discussion: Peter-Mario Kubsch, Geschäftsführer, Studiosus / Dirk Inger, Hauptgeschäftsführer, Deutscher ReiseVerband / Prof. Dr. Stefan Gössling, Professor für Tourismus an der School of Business and Economics, Linnéuniversität Kalmar, Schweden

Moderator: Tanja Samrotzki, Journalistin

- Welche Positionen vertreten Branchenvertreter bei der CO<sub>2</sub>-Kompensation?
- Was bewirkt CO<sub>2</sub>-Kompensation und wie funktioniert sie?
- Welche Kompensationsprojekte sind geeignet, welche nicht?
- Sollte CO<sub>2</sub>-Kompensation verpflichtend sein?
- Wie kann man dem Vorwurf des Ablasshandels begegnen?

**2:30 – 2:50pm**

### **CARBON NEUTRALITY IS NOT ENOUGH**

Panel Discussion: Dr. Susanne Etti, Intrepid Travel's environmental impact specialist / Celine Oleson, Corporate Partnerships, Climeworks / Jane Ashton, Sustainability Director, Easyjet / Christian Delom, Executive Director, A World for Travel

Moderator: Randy Durband, CEO, Global Sustainable Tourism Council (GSTC)

- A quick update from across the industry since Evora, COP26 and COP15.
- What learnings were delivered at these important global events and what actions are happening within the travel industry?
- What are the industry's basic needs to get in gear and affect change?
- Exciting technologies for carbon capture are bringing notoriety to destinations

**2:55 – 3:15pm**

### **LEADED CONVERSATION: LIZ ORTIGUERA, CEO, PATA / URSULA PETULA BARZEY, FOUNDER, DIGITAL MARKETING CONSULTANT**

Leaded Conversation: Liz Ortiguera, CEO, PATA / Ursula Petula Barzey, Founder, Digital Marketing Consultant

Interviewer: Rika Jean Francois, Commissioner CSR, ITB Berlin

- Tourism needs to embrace diversity and to ensure all individuals are welcomed, respected and provided with fair, equal opportunities.
- DEI also addresses unequally distributed systemic ways of access to education, health care, vaccination.
- This conversation touches ways out of inequalities and racism like equitable recruitment and sustainable development policies to guide the sector.

**3:20 – 4:00pm**

### **GENDER EQUALITY IN TOURISM: FEMALE LEADERSHIP IN TIMES OF CRISIS / BEST PRACTICE STORIES OF RESILIENCE**

Keynote: Natalia Turcanu, Executive Director, National Inbound & Domestic Tourism Association of Moldova

Panel Discussion: Holly Budge, How Many Elephants, World Female Ranger Week / Muna Haddad, Jordan Prime Ministry Delivery Unit, Founder & CEO BARAKA / Shana Fatina, Founder and commissioner, ORA DIVE, Labuan Bajo, Flores, Indonesia / Dr. Sreeja K.G., Director Research, EQUINOCT Community Sourced Modelling Solutions

- The focus of ITB's 5th continuous session on Gender Equality will be on local communities and women from diverse backgrounds: How do they manage to cope with the Covid-19 pandemic which has put an extended pause on international tourism.
- Which are their strategies to master the crisis?
- The panel will share new role models, positive stories and best practices of resilience and empowerment



4:05 – 4:55pm

### **THE FORGOTTEN MAJORITY – GOOD PRACTICE EXAMPLES TO ADDRESS HUMAN RIGHTS RISKS OF INFORMAL WORKERS IN TOURISM – powered by: ECPAT, Brot für die Welt, Roundtable Human Rights in Tourism, Studienkreis für Tourismus und Entwicklung –**

Panel Discussion: Antje Monshausen, Head of Tourism Watch at Brot für die Welt & chairwomen Roundtable Human Rights in Tourism e.V / Agnes Rodriguez, AGUICAT – Association of Tour Guides in Catalonia (winner of To Do Award) / Graeme Jackson, The Travel Foundation

Moderator: Katharina Stechl, Program Manager, multi-stakeholder initiative and non-profit association Roundtable Human Rights in Tourism

- Informal workers are a crucial element of tourism worldwide and make up a majority of tourism employment.
- The informal sector is heavily caught between entrepreneurial opportunities and the risk of exploitation.
- The session includes expert's inputs and good practice examples to showcase challenges and opportunities of respecting the human rights of informal workers.

4:50 – 5:05pm

### **SUSTAINABILITY STORYTELLING FOR DESTINATION MANAGEMENT**

Presentation Cases: Rob Holmes, Founder & Chief Strategist, GLP Films

- Benefits of destination management vs. destination marketing
- Power of sustainability storytelling to help sustainable tourism development
- What stories you should be telling if you want to be a sustainable destination
- Tips for strategic sustainable tourism marketing
- Real-world case studies helping destinations take control of their sustainability messaging

5:10 – 5:55pm

### **RESILIENCE IN TIMES OF A PANDEMIC: ARE LGBTQ+ TRAVELERS A LONG-LASTING TARGET GROUP TO HELP THE TOURISM INDUSTRY TO RECOVER?**

Keynote: David Paisley, Senior Research Director, Community Marketing & Insights

Panel Discussion: Felipe Cardenas, President Colombian LGBT Chamber of Commerce & Board Chariman, IGLTA / Janette Carter, Vice President of Marketing, Visit Tampa Bay/ Kristi Kavanaugh, Vice President, Global Marketing and Sales Aspen Snowmass / Frédéric Boutry, Coordinator LGBT, Visit Brussels / Giovanna Ceccherini, Advisor AITGL (Associazione Italiana del Turismo Gay & Lesbian)

- The LGBTQ+ travel community is a proven, strong target group for many tourism destinations.
- Inclusive recovery strategies and big community events can help to obtain long-lasting effects on substantial overnight bookings with great side effects which are attractive for other niche markets as well. Best practices will show the way.
- What exactly are the post Covid19 travel plans of the LGBTQ+ community?

THURSDAY, 10 MARCH 2022

5:55 – 6:00pm

**CONCLUSION**

Speech: Katie Gallus, Journalist / Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and Event Management, IU International University of Applied Sciences / Rika Jean-Francois, Commissioner CSR, ITB Berlin

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