

CONVENTION PROGRAM

7 – 9 March 2023 · itb.com/convention



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

MASTERING TRANSFORMATION

OPEN
FOR
CHANGE



ORANGE STAGE

Hall 7.1a

10:30 – 11:40 **Opening ITB Convention - Day 1: Future Track**

- M** Prof. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Tourism Management
- M** David Ruetz, Messe Berlin GmbH, Senior Vice President

10:40 – 10:45 **Welcome Message from World Tourism Cities Foundation (WTCF)**

- S** Yang Shuo, World Tourism Cities Federation (WTCF), Secretary General

10:45 – 11:45 **The global economy and the great transformation: Outlook and implications for the tourism industry**

- M** Prof. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
- S** Prof. Dr. Dr. h.c. Clemens Fuest, ifo Institute, President

11:45 – 12:10 **Welcome Speech by Dieter Janeczek, Coordinator for the Maritime Industry and for Tourism**

- S** MdB Dieter Janeczek, German Federal Ministry for Economic Affairs and Climate Action Federal Government, Coordinator for the Maritime Industry and for Tourism

12:10 – 13:00 **Industry Roundtable: Travel in Transition**

- M** Prof. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
- P** Sören Hartmann, BTW, President
- P** Dr. Eduardo Santander, European Travel Commission, Executive Director / CEO
- P** Julia Simpson, WTTC, President & CEO
- P** Alessandra Priante, UNWTO, Regional Director for Europe

13:00 – 13:45 **Ministers Round Table: Mastering Transformation on a Global Scale [supported by UNWTO]**

- M** Monika Jones, Conference Moderator / TV News Anchor
- P** Her Excellency Fatima Al Sairifa, Kingdom of Bahrain Minister of Tourism
- P** His Excellency Ahmed Issa, Arab Republic of Egypt, Minister of Tourism and Antiquities
- P** The Honourable Ian Gooding-Edghill, Barbados, Minister of Tourism and International Transport
- P** Mariam Kvrivishvili, Republic of Georgia, Deputy Minister of Economy and Sustainable Development
- P** Her Excellency Nikola Brnjac, Croatia, Minister of Tourism and Sports

ORANGE STAGE

Hall 7.1a

13:45 – 14:45 **Phocuswright's Investor View**

- P** Jan-Frederik Valentin, ENNEA Capital Partners, Managing Partner
- S** Charuta Fadnis, Phocuswright, SVP Research and Product Strategy
- P** Chris Hemmeter, Thayer Ventures, Managing Director
- P** Lucile Cornet, Eight Roads, Partner

14:45 – 15:45 **Future Technologies for Travel. What's next?**

- M** Dirk Rogl, Travel.Commerce., Managing Director
- S** Caroline Bremner, Euromonitor International, Senior Industry Manager
- S** Prof. Dr. Alexander Knauer, Blockchain Competence Center Mittweida / Hochschule Mittweida Prof. Digital Business & E-Entrepreneurship
- S** Leila Summa, PlayToChange, Founder / CEO

15:45 – 16:00 **Climate Action in Tourism – Launch of UNWTO's global review of current Measurement Methodologies & Tools**

- S** Dr. Dirk Gläeßer, World Tourism Organization (UNWTO) Director, Sustainable Development of Tourism

16:00 – 17:00 **Fireside Chat: Additional growth on top of the package holiday – how TUI wants to grow with new products, clients and technology**

- M** Klaus Hildebrandt, FVW Medien GmbH, Editor-in-Chief fw | TravelTalk
- S** Sebastian Ebel, TUI AG, CEO

17:00 – 17:35 **New Experiences for Travel: How Tours & Activities become a Game Changer for the Industry**

- M** Douglas Quinby, Arival, Co-founder & CEO
- P** Johannes Reck, GetYourGuide, CEO
- P** Eric Gnock, Fah Klook, Chief Operations Officer and Co-Founder

17:35 – 17:40 **Wrap-Up: Recipes for Future Success**

- M** Prof. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Tourism Management
- M** Dirk Rogl, Travel.Commerce, Managing Director
- M** Prof. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship

BLUE STAGE

Hall 7.1b

10:30 – 10:45 **Opening and Greeting of the Tour Operator, Travel Sales, Carrier & Cruise Track**

- M** Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Director

10:45 – 12:00 **Expectations and Forecasts from the Customers' Perspective for the Travel Industry of Tomorrow**

- M** Monika Jones, Jones Conference M / TV News Anchor
- S** Sabine Rogg, Trendbüro, Director Trends & Strategy
- S** Bryan Bachrad, Expedia Group, Senior Director of Global Accounts
- S** Dr. Dirk Gläeßer, World Tourism Organization (UNWTO) Director, Sustainable Development of Tourism

12:00 – 13:00 **How Technical Innovation in Aviation can shape Tomorrow's Customer Journey**

- M** Monika Jones, Conference Moderator / TV News Anchor
- S** Jürgen T. Siebenrock, Lufthansa Group, Vice President Area Management Home Markets, Global Programs, Tools and B2B Servicing
- P** Marc Thiabeault, Navitaire, Digital Director
- P** Marco Ciomperlik, TUI Group, Chief Airline Officer
- P** Peter Glade, SunExpress Airlines, CCO
- P** Annika Ledebauer, Ryanair, Country Manager DACH & Nordics

13:00 – 14:00 **Carriers at the Crossroads between Decarbonisation and Changes in Booking and Travel Behaviour**

- S** Susanne Bouma, Neste, Head of Partnerships & Programs Renewable Aviation
- M** Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Director
- P** Carl-Erik Schelleman, Air France-KLM Group, General Manager Germany
- P** Björn Bender, Rail Europe, President & CEO
- P** Kevin Bubolz, Norwegian Cruise Line, Vice President & Managing Director Continental Europe, Israel, Middle East & Africa
- S** Jörn Messner, Lufthansa Industry Solutions, Managing Director

BLUE STAGE

Hall 7.1b

14:00 – 15:00 **Luxury Cruises in the Context of Crises and Inflation**

- M** Dorothea Hohn, Global Communication Experts GmbH, Managing Partner
- P** Markus Stumpe, Cruisewatch, CEO & Co-Founder
- P** Andreas Nüssel, Silversea Cruises Managing Director, Europe
- P** Douglas Prothero, The Ritz-Carlton Yacht Collection, CEO
- P** Michael Ungerer, Explora Journeys, CEO

15:00 – 16:00 **Tour Operators and Travel Distribution in the Midst of Transformation Processes - from Classic Tour Operator to High-Reach Distribution Platform**

- M** Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Director
- S** Laura Meyer, Hotelplan Group / MTCH AG, CEO
- P** Casper Urhammer, FTI Group, CEO Tour Operator
- P** Erwan Corre, Worldia, Co-Founder
- P** Traci Mercer, Sabre, Senior Vice President Lodging, Ground & Sea

16:00 – 17:30 **Connected Trips vs. Pauschalreise - Marktanforderungen und technische Möglichkeiten (German only)**

- M** Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Director
- S** Roland Gassner, Travel Data + Analytics GmbH Director Business Development
- P** Dr. Ute Dallmeier First, Reisebüro Mönchengladbach GmbH, Geschäftsführerin
- P** Ömer Karaca, Schmetterling International GmbH & Co. KG, Geschäftsführer / COO
- P** Ralph Schiller, FTI Group, CEO
- P** Stefan Baumert, TUI Deutschland GmbH, Vorsitzender der Geschäftsführung
- P** Frank Oostdam, ECTAA, President
- P** Felix Methmann, Verbraucherzentrale Bundesverband e.V., Leiter Team Recht und Handel Geschäftsbereich Verbraucherpolitik

GREEN STAGE

Hall 3.1

10:30 – 11:10 Gender Equality: Tourism as a door opener for female empowerment & the role of gender equality in addressing the climate crisis

M Rika Jean-Francois, Messe Berlin / ITB Berlin, Commissioner for CSR

P Hazel McGuire, Intrepid, General Manager UK & Ireland

P Shruti Shibulal, Tamara Leisure Experiences Pvt Ltd, Director and CEO

P Danielle D'Silva, Booking.com, Head of Sustainability

P Nino Zambakhidze, Georgian Farmers' Association (GFA), Chairwoman

P Dagmo Ahmed Jama, Oman Airports Management Company, Director Integrated Marketing

11:20 – 12:00 Diversity, Equity & Inclusion (DEI) in Tourism Marketing

M Rika Jean-Francois, Messe Berlin / ITB Berlin, Commissioner for CSR

P Keshav Suri, The Lalit Suri Hospitality Group, Executive Director

P Kasia Pankowska, HotelTreats.com, CEO

P Carol Hay, McKenzie Gayle Limited, CEO

P Neha Arora, Planet Abled, Founder

12:10 – 12:55 LGBTQ+ TOURISM & RESILIENCE: Changing challenges in changing times (incl. announcement ITB Pioneer Award winner 2023)

M Rika Jean-Francois, Messe Berlin / ITB Berlin, Commissioner for CSR

M Thomas Bömkles, Diversity Tourism GmbH, Managing Director; LGBTQ+ Tourism Advisor ITB Berlin; Medical Tourism Advisor ITB Berlin

S Peter Jordan, Gen C Traveller LGBTQ Destination Development, Consultant

P Rachel Ferguson, Visit Philadelphia, Chief Innovation & Global Diversity Officer

P Benedikt Brandmeier, Munich Tourist, Board Head

P Barbara Poma, onePULSE Foundation, GM, Founder

13:05 – 13:45 Peace & Tourism: The Role of Geopolitics in Tourism

M Rika Jean-Francois, Messe Berlin / ITB Berlin, Commissioner for CSR

P Theresa Quiachon, Löning – Human Rights & Responsible Business, Senior Consultant

P Russell Lord, Kenes Tours Global Services, Senior Travel Consultant

P Natalia Turcanu, Rural Competitiveness and Resilience Activity (RCRA) Moldova Tourism Industry & Marketing Manager

Diversity & Inclusion Track

GREEN STAGE

Hall 3.1

P Petra Thomas, forum anders reisen e.V., Managing Director

P Elton Caushi, Albanian Trip, Founder & GM

14:00 – 14:45 TO DO! Award Session

M Claudia Mitteneder, Studienkreis für Tourismus & Entwicklung e.V., GF

S Prof. Dr. Harald Zeiss, Harz University of Applied Sciences, Director Institute for Tourism Research

S Klara Enbom Burreau, Nutti Sámi Siida, Tour Guide, Communications Manager

S Sherzod Norbekov, Responsible Travel LLC - Nuratau CBT project, Director & Founder

P Jeny Pokharel, SASANE Sisterhood Trekking and Travels Pvt. Ltd., Co-Founder

14:55 – 15:35 Authentic Indigenous and Community-Based Tourism Experiences

M Elisa Spampinato, Traveller Storyteller, CEO / COO / Chairman

P Sherzod Norbekov, Responsible Travel LLC - Nuratau CBT project, Director & Founder

P Vinita Rashinkar, BlueBrick PR, CEO

P Rolando Collaguazo, Yunguilla Community Ecuador, Management & Sales

P Nils Torbjörn, Nutti Sámi Eco Adventures, Founder

P Greg Bagunzi, Red Rocks Initiative, CEO | Founder

15:45 – 16:25 Sustainable Western-Balkans: Balancing Promotion and Protection of Europe's Rising Destinations

M Prof. Dr. Claudia Brözel, University of Sustainable Development / Faculty of Sustainable Business Administration

P Kirsi Hyvärinen, HYVÄ Coaching & Consulting d.o.o. + Balkan Green, Founder & CEO + Co-Founder & Partner

P Ibrahim Osta, USAID Developing Sustainable Tourism in Bosnia and Herzegovina (Turizam), Chief of Party

P Snježana Derviškić, GREEN VISIONS ECO TOURS d.o.o., Advisor

P Elvis Kotherja, Elite Travel Group Albania, Managing Director

P Anica Palazzo, GIZ, SEDRA, Advisor

16:35 – 17:30 Green Destinations Story Awards 2023 (followed by reception)

H Rika Jean-Francois, Messe Berlin / ITB Berlin, Commissioner for CSR

H Gopinath Parayil, The Blue Yonder, Founder & Director

M Albert Salman, Green Destinations Foundation, President

M Anula Galewska, Travindy, Managing Director

Sustainable Destination Track

eTRAVEL STAGE

Hall 6.1

10:30 – 10:40 Opening and Welcome - ITB eTravel Track

M Lea Jordan, techtalktravel, Co-Founder

10:40 – 11:00 The Great Inversion - The Pivotal Transformation of the Travel Industry

S Dr. Ivan Terekhov, Lufthansa Innovation Hub, Director Research and Intelligence

11:00 – 11:30 Technology Trends impacting Travel - What's coming, what's shaping the industry?

M Lea Jordan, techtalktravel, Co-Founder

P Eric Léopold, Threedot, Founder

P Shafquat Khan, Sciart, Vice President Travel and Hospitality

P Dr. Ivan Terekhov, Lufthansa Innovation Hub, Director Research and Intelligence

11:30 – 12:00 Hospitality's Next Transformation [powered by Revinate]

S Dylan Cole, Revinate, Managing Director EAME

12:00 – 12:30 The Potential of Digital Identities in Travel - Enabling secure, seamless, and personalized trips

S Vikas Bhola, NeoKe, Co-Founder & CEO

M Lea Jordan, techtalktravel, Co-Founder

12:30 – 13:00 The Future of Connected Commerce, Friction, an unknown concept for digital native guests'

S Lennert de Jong, Planet, President Hospitality

13:00 – 13:30 Hospitality - Entering an Era of Total Revenue and Total Experience

M Lea Jordan, techtalktravel, Co-Founder

S Frank Trampert, Sabre SVP, Managing Director - Commercial - Global - Hospitality

P Stephen Hambleton, IdeaS, Senior Director, Product Management & Solution Success

P Daniella Boeken, Ruby Hotels, Group Vice President Commercial

13:30 – 14:00 Sustainable Mobility: Challenges and Opportunities and the Importance of Collaboration, Panel discussion with Google, Deutsche Bahn, Lufthansa Group and TUI

M Prof. Dr. Willy Legrand, International University of Applied Sciences Germany

eTravel Track

eTRAVEL STAGE

Hall 6.1

P Sebnem Erzan, Google, Head of Travel Sustainability & Transport, Global Partnerships, Google

P Nils Hartgen, DB Vertrieb GmbH, Head of the Management Board & Managing Director for Long-Distance Passenger Transport Sales

P Caroline Drischel, Lufthansa Group, Head of Corporate Responsibility

P Charlotte Wiebe, TUI Group, Group Director Sustainability

14:00 – 14:30 A Case For More Humanity in Revenue Management [powered by Cloudbeds]

M Adam Harris, Cloudbeds, CEO & Co-Founder

P Dr. Ari Andricopoulos, RoomPriceGenie, CEO

P Julie Brinkmann, Beyond, CEO

14:30 – 14:50 Digital Transformation in Hospitality: Look, Listen and Learn From Your Guests

S Kevin King, Shiji Group, Chief Operating Officer

15:00 – 15:30 Radisson Hotel Group Digitizes Entire Guest Journey

S Michael Kessler, Shiji ReviewPro, CEO

S Patrick Apostolo, Radisson Hotel Group, Corporate Operations Director EMEA

15:30 – 16:00 Effective Change Management: How Sircle Collection Bridges The Tech-Ops Gap

S Wietse Bijzeit, Sircle Collection Group, Director Technology & Business Solutions

16:00 – 16:30 Monetizing Data

M Lea Jordan, techtalktravel, Co-Founder

S Klaus Kohlmayr, IdeaS, Chief Evangelist & Development Officer

P Luis Weir, Oracle Hospitality, Senior Director Oracle Hospitality Strategy - Platform, Integrations and APIs

16:30 – 17:00 Metaverse and NFTs - How do hotels enter the Web3 era?

S Amanda Du, Penta Hotels, Head of eCommerce

17:00 – 17:40 Google Tools for Hotels: How to maximize your hotel's direct bookings.

S Sanjay Vakil, Google, Senior Group Product Manager

S Avi Yaar, Google, Product Manager

eTravel Track

Hoteltech Track

ORANGE STAGE

Hall 7.1a

10:30 – 10:40 Opening & Welcome - ITB Marketing & Distribution Track

M Lea Jordan, techtalktravel, Co-Founder
M Katie Gallus

10:40 – 11:05 Google keynote: Insights into the new consumer journey and how businesses can connect with travelers wherever they are

S Michael Trauttmansdorff, Google, Director of Product Management, Travel Ads

11:15 – 11:40 ITB C-Level Interview - The Evolution of Midscale Hospitality - Louvre Hotels Group

M Lea Jordan, techtalktravel, Co-Founder
S Eduardo Bosch, Louvre Hotels, Group Chief Operating Officer

11:45 – 12:05 Reconnecting the World

S Ray Chen, Trip.com, Group SVP and Chief Executive Officer of Accommodation Business

12:10 – 12:40 Taking a Fresh Perspective: A Technologists View of Travel

M Lea Jordan, techtalktravel, Co-Founder
S Garry Wiseman, Sabre, Chief Product Officer

12:45 – 13:05 ITB C-Level Interview - Tripadvisor

M Lea Jordan, techtalktravel, Co-Founder
S John Boris, Tripadvisor, SVP, Chief Marketing Officer

13:15 – 13:30 Why Travel Loyalty Programs are Essential to Long-term Success

S Charles Ehredt, Currency Alliance, Co-founder and CEO

13:30 – 14:00 Customer Loyalty in the New Era of Travel and Hospitality

M Lea Jordan, techtalktravel, Co-Founder
P Amanda Du, Penta Hotels, Head of eCommerce
P Vikas Bhola, NeoKe, Co-Founder & CEO
P Charles Ehredt, Currency Alliance, Co-founder and CEO

14:10 – 14:30 ITB Executive Interview - Airbnb

M Lea Jordan, techtalktravel, Co-Founder
S Kathrin Anselm, Airbnb, General Manager Airbnb DACH, CEE & Russia

Marketing & Distribution Track

ORANGE STAGE

Hall 7.1a

14:40 – 15:00 2023 TRAVELER VALUE INDEX: The gap between traveler expectations and industry perceptions

S Jennifer Andre, Expedia Group Media Solutions, Global Vice President, Business Development

15:10 – 15:40 AIDA on TikTok – how to become a love brand for everyone

S Michael Schumacher, TikTok, Brand Partnership Lead - Travel & Mobility
S Alexander Ewig, AIDA Cruises, SVP Marketing & Sales
S Jonathan Goutkin, Zum goldenen Hirschen, Managing Director

15:45 – 16:10 The Truth about the Future of Mobility

M Lea Jordan, techtalktravel, Co-Founder
S Peter Altmann, Amadeus IT Group, Vice President Mobility & Travel Protection
P Fernando Martin, Eccocar, Founder & CMO

16:20 – 16:40 ITB Travel Tech Startup Session - Where's the Innovation at?

M Lea Jordan, techtalktravel, Co-Founder
S Suzanna Chiu, Amadeus, Head of Amadeus Ventures
P David Soskin, HOWZAT Partners, Co-Founder & Partner
P Andrea D'Amico, WeRoad, CEO

16:40 – 17:30 ITB Travel Tech Startup Pitches - Where's the Innovation at?

M Lea Jordan, techtalktravel Co-Founder
S Josephine Piplits, TripDoodler, Founder & CEO
S Nanna Ulsøe, Co-Founder & CEO, Roccai
P Suzanna Chiu, Amadeus, Head of Amadeus Ventures
S Hicham Benyebdri, Userquest, Founder
P David Soskin, HOWZAT Partners, Co-Founder & Partner
P Andrea D'Amico, WeRoad, CEO
S Joan Sanz, Chartok, Founder

Marketing & Distribution Track

BLUE STAGE

Hall 7.1b

10:30 – 12:00 New narratives for work in travel

M Prof. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Tourism Management
M Prof. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
S Erik Händeler, futurologist
P The Honourable Edmund Bartlett, Jamaica, Minister of Tourism
P Sybille Reiß, TUI Group, Chief People Officer
P Oliver Puhe, Oliver Puhe, Trendkurator

12:00 – 13:00 Time is...? Money, recovery, work, holiday, with us, against us, everywhere. Tourism as a keeper of time.

M Tobias Klöpf, Project M, Head of Destination Management
S Birthe Menke, University of Southern Denmark, Sustainability & Tourism Futures Researcher
P Brian Young, G Adventures, Managing Director EMEA
P Juliane Becker, COCONAT - a workation retreat, Co-Founder and CEO

13:00 – 14:00 Blended Travel: Are we all getting remote?

M Tobias Klöpf, Project M, Head of Destination Management
S Stephen Dutton, Euromonitor International, Client Insight Research Manager
P Frank Grafenstein, neusta Grafenstein GmbH, Managing Director
P Dr. Julia-Sophie Ezinger, Rhome, Co-Founder
P Luis Araújo, Turismo de Portugal, President

14:00 – 15:00 Gender Equity: The Pathway for the Travel Industry

M Sabine Pracht, Journalist, Coach Female Leadership & Transformation
S Charuta Fadnis, Phocuswright SVP, Research and Product Strategy
P Abu Bundu-Kamara, Expedia Group, Senior Director of Inclusion and Diversity
P Traci Mercer, Sabre, Senior Vice President Lodging, Ground & Sea
P Stephanie Wulf, DER Touristik Group, Chief Human Resources Officer

Future Work Track

BLUE STAGE

Hall 7.1b

15:00 – 16:00 Wanted: Personal dringend gesucht (in German only)

S Prof. Heinz-Dieter Quack, Ostfalia University of Applied, Professor for Tourism Management
M Prof. Harald Pechlaner, Catholic University of Eichstätt-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
P Dirk Binding, German Chamber of Commerce and Industry (DIHK), Director Digital Economy, Infrastructure, Regional Development
P Otto Lindner, German Hotel Association (IHA), Chairman
P Norbert Kunz, Deutscher Tourismus-Verband, Geschäftsführer

16:00 – 17:00 Best Practices: Mit Herz und Verstand gegen den Fachkräftemangel (in German only)

M Dirk Rogl, Travel.Commerce, Managing Director
S Christian Rex, Paulinen Hof Seminarhotel, General Manager
S Michael Schumacher, TikTok, Brand Partnership Lead - Travel & Mobility
S Stefanie Berk, DB Fernverkehr, CMO

17:00 – 17:30 Future Work: Wrap up des Tages (in German only)

M Pia Mingenbach, University of Applied Science, Stralsund Student
S Prof. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Tourism Management
S Sabine Pracht, journalist, Coach Female Leadership & Transformation

17:30 – 18:30 Verleihung des DGT-ITB Wissenschaftspreises 2023 (in German only)

M Monika Bandi, Tanner Universität Bern und DGT, Vorstandsmitglied Co-Leiterin Forschungsstelle Tourismus
P Prof. Dr. Anna Klein, IU Internationale Hochschule und DGT, Vizepräsidentin Vorstand
P Prof. Dr. Ralf Roth, German Sports University Cologne und DGT Vorstandsmitglied, Sporttourismus und Destinationsentwicklung
P Prof. Dr. Markus Pilmayer, Hochschule München - Munich University of Applied Sciences und DGT, Vorstandsmitglied Destinationsmanagement & -entwicklung
P Prof. Dr. Jürgen Schmude, Ludwig-Maximilians-Universität München und DGT Präsident, Vorstand Department für Geographie

Future Work Track

GREEN STAGE

Hall 3.1

10:30 – 10:40 Opening & Welcome

- S** Hans-Ingo Biehl, VDR, Executive Director
- S** Christoph Carnier, Merck, President, VDR & Senior Director, Travel Fleet & Events

10:40 – 11:10 Business Travel Is Back. So Where Do We Go From Here?

- S** Suzanne Neufang, GBTA | Global Business Travel Association, CEO

11:10 – 11:45 Car sharing, eBikes, eScooters - is this the future of corporate travel?

- S** Fabio Griemens, FREE NOW for Business, Director B2B, Strategy & Operations

11:45 – 12:30 What business travel means for the hybrid workforce

- S** Joachim Schmidt, Egencia, Director of Sales - DACH
- S** Mark Appun, CMP Capital Management-Partners GmbH, Strategic Procurement

12:30 – 13:15 Mastering Transformation – How electrification in business travel helps companies to reach their CO2 goals

- S** Luis Roever, Sixt SE, Executive Director, E-Mobility

13:15 – 13:45 From Fax to PDF and from a travel booking to a visa - the digitalization of the application for entry documents.

- S** Kathrein Walter, visumPOINT, VP of Growth

Business Travel Track

GREEN STAGE

Hall 3.1

14:00 – 15:00 GenZ and the Transformation of Travel

- M** David Chapman, WYSE Travel Confederation, General Director
- P** Shayna Zand, WETRAVEL, Head of Partnerships
- P** Etienne Matchard, Ennismore, Director of Sales
- P** Lauren Koenig, CELITECH, Chief Marketing Officer

15:00 – 15:30 Sustainability through digital visitor guidance in outdoor tourism

- S** Hartmut Wimmer, Outdooractive, Founder & CEO

15:30 – 16:00 Cycling, the perfect answer to the needs of today's tourism

- S** Agathe Daudibon, European Cyclists' Federation, EuroVelo Manager

16:00 – 17:00 Empowering Travelers by Eliminating Unsustainable Choices

- S** Gergana Nikolova, Adventure Travel Association, Regional Director Europe & Central Asia
- P** Ambros Gasser, ASI Reisen & WeDesign Trips, CEO
- P** Dr. Manal Kellig, Great Wonders of Egypt, Co-Founder
- P** Juan Lopez, Las Torres Patagonia, Sales & Marketing Director
- P** Danielle Thornton, WHOA travel, Co-Founder and Chief Adventurer

17:00 – 19:00 Adventure Connect Adventure Means Business: Sustainable Adventure Travel & Your Bottom Line

- M** Mira Poling Anselmi, Adventure Travel Trade Association, Vice President Community
- P** Jeanette Buller, G Adventures, Director of Sales, Europe
- P** Nils Olsen, Ministry of Tourism Ecuador, Minister of Tourism at Government of Ecuador
- P** Kristiina Hietasaari, Visit Finland, CEO
- P** Simon Bosshart, Switzerland Tourism, Chief Markets Officer East
- P** Bertrand Charlet, Mhikes, Business Unit Manager
- P** Ruth Franklin, Secret Paradise Maldives, Co-Founder

Youth, Adventure & Outdoor Track

eTRAVEL STAGE

Hall 6.1

10:30 – 11:00 Opening: The latest Trends for a tech-driven Industry

- M** Lee Hayhurst, Travolution, Executive Editor
- M** Dirk Rogl, Travel.Commerce, Managing Director

11:00 – 11:30 The Science of giving Customers what they want

- M** Lee Hayhurst, Travolution, Executive Editor
- P** Sasha Gainullin, battleface ,CEO
- P** William Plummer, Trust My Group, CEO
- P** Craig Everett, Holibob, CEO

11:30 – 12:00 How Blockchain reshapes Travel

- S** Jan-Frederik Valentin, ENNEA Capital Partners, Managing Partner

12:00 – 12:30 Powered by Blockchain: New Use Cases for Travel

- M** Dirk Rogl, Travel.Commerce, Managing Director
- S** Anke Hsu, Chain4Travel, Head of Business Development
- P** Jan-Frederik Valentin, ENNEA Capital Partners, Managing Partner

12:30 – 13:00 A data-led Approach to optimizing your Channel Mix and Performance [powered by Siteminder]

- S** Andreas Kastl, Siteminder, Market Development Manager D-A-CH

13:00 – 13:30 Sustainable Business Intelligence

- M** Dirk Rogl, Travel.Commerce, Managing Director
- S** Carlos Cendra, Cruz Mabrian, Sales and Marketing Director
- S** Martin Reichhart, Austrian National Tourist Office, Project Manager

13:30 – 14:00 How Data become truly personalized

- S** Rainer Schäfer, Giata, Vice President Sales
- S** Marc de Gibon, Amadeus Traveler Servicing Solutions, Managing Director

Data Talks Track

eTRAVEL STAGE

Hall 6.1

14:00 – 14:05 Opening: TTA Returns

- M** Charlotte Lamp Davies, A Bright Approach, Founder

14:05 – 14:45 Case Studies: Smart partnerships – How suppliers and T & A companies face the future together

- M** Charlotte Lamp Davies, A Bright Approach, Founder
- S** Alex Grant, Travel Curious, Founder and head of Hotel Solutions
- S** Pierre Mazurier Hyatt, Great Scotland Yard Hotel, Associate Director of Sales
- S** Brian Young, G Adventures, Managing Director EMEA
- S** Thomas Armitt, Planeterra, Global Manager, Projects & Partnerships

14:45 – 15:30 How we have changed! The new Customer

- M** Douglas Quinby, Arival, Co-founder & CEO
- P** Luuc Elzinga, Tiqets, Founder
- P** Travis Pittman, TourRadar, Co-Founder & CEO
- P** Sarah Dines, Viator, Chief Commercial Officer

15:30 – 16:00 Augmented Reality – The Potential, The Upsell & The Opportunities

- M** Charlotte Lamp Davies, A Bright Approach, Founder
- S** Andrew McGuinness, Layered Reality, Founder
- S** Samantha Fay, Layered Reality, CMO

16:00 – 16:30 What's Tech Got to Do With It? Supporting Small- and Medium-Sized Travel Businesses [powered by WeTavel]

- S** Ted Clements, Wetravel, CEO

16:30 – 17:00 Google for Destinations: Visual Experiences on Search

- S** Emmanuel Marot, Google, Director of Product Management Travel

17:00 – 17:30 Travel Smart - TRZMO Super App for Frictionless Travel [powered by TRZMO]

- S** Myank Jain, TRZMO.ai, CEO

TTA Track

ORANGE STAGE

Hall 7.1a

10:30 – 11:00 **Tourism: Can we preserve the world while enjoying it?**

S Prof. Dr. Dr. h.c. mult. **Hans Joachim Schellnhuber**, Potsdam Institute for Climate Impact Research (PIK) Direktor Emeritus (PIK) | Bauhaus Erde gGmbH, Founder and Managing Director (BE)

M Prof. Dr. **Willy Legrand**, IU International University of Applied Sciences, Germany

11:00 – 11:10 **Sustainable Markets Initiative- Task Force for Hospitality & Tourism**

S Glenn Mandziuk, Sustainable Hospitality Alliance, CEO

S Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

S John Holland-Kaye, Heathrow Airport, CEO

11:10 – 12:00 **CEO Panel - Connecting the dots on ESG: The Future of Corporate Success in Hospitality?**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

M Prof. Dr. **Willy Legrand**, IU International University of Applied Sciences, Germany

P Glenn Mandziuk, Sustainable Hospitality Alliance, CEO

P Marloes Knippenberg, Kerten Hospitality, CEO

P Gloria Fluxà Thienemann, Iberostar Group, Vice-Chairman & Chief Sustainability Officer

P Jörg Böckeler, Dorint Hospitality & Innovation, CEO

12:00 – 12:10 **Transformation through transparency: Industry partnership to display climate footprints at the Point-of-Sale**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

S Swantje Lehnert, Futouris e.V., Managing Director | KlimaLink Chairwoman

12:10 – 13:00 **Delivering on Climate and Biodiversity Promises: From ambitions to best practices**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

M Graeme Jackson, The Travel Foundation, Head of Strategic Partnerships

P Virginia Messina, World Travel & Tourism Council, Senior Vice President, Advocacy & Communications

P Carolina Mendonça, Azores DMO, Sustainability Coordinator

P Mag. (FH) Thomas Schönig, ÖBB-Personenverkehr

ORANGE STAGE

Hall 7.1a

AG Long distance traffic Tourism Cooperation

P Noredah Othman, Sabah Tourism Board, CEO

P Jane Ashton, easyJet PLC, Sustainability Director

13:00 – 13:10 **Transforming Tourism: 2030 Agenda for Sustainable Development as a guiding star for transformative action**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

S Antje Monshausen, Brot für die Welt, Head of Sustainability and Economic Development Department

13:10 – 14:00 **Measuring Tourism Sustainability: data, reporting, action**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

M Prof. Dr. **Willy Legrand**, IU International University of Applied Sciences, Germany

P Randy Durband, Global Sustainable Tourism Council (GSTC), CEO

P Benjamin Park, Parexel International GmbH, Senior Director Procurement & Travel and Chair of the GBTA Europe Advisory Board

P Eric Ricaurte, Greenview, Founder & CEO

P Prof. Dr. **Wolfgang Strasdas**, ZENAT Centre for Sustainable Tourism, Eberswalde University for Sustainable Development, Study & Research Director Development, Study & Research Director

P Tim Loonen, Travalyt, Head of Product

14:00 – 14:10 **Tourism & Resilience: The dangers of global warming for all island nations due to rising sea levels**

M Rika Jean-Francois, Messe Berlin / ITB Berlin, Commissioner for CSR

S His Excellency Dr. Abdulla Mausoom, Republic of Maldives, Minister of Tourism

14:10 – 14:50 **Co-creating Climate Resilience & Climate Responsibility in Destinations**

M Audrey Scott, Uncornered Market, Sustainable Tourism & Marketing Strategist

P Gopinath Parayil, The Blue Yonder, Founder & Director Strategist

P Dr. Sreeja, K.G. EQUINOCT Community Sourced Modelling Solutions LLP, Director of Research

P Shannon Stowell, Adventure Travel Trade Association, CEO

ORANGE STAGE

Hall 7.1a

P Lars Peter, Nissen ACAPS, Director

P Samuel Karani, Intrepid Travel, General Manager

15:00 – 16:00 **Studiosus-Gespräch: Klimaschutz – ein Menschenrecht? (in German)**

M Tanja Samrotzki, Journalistin

P Michael Windfuhr, Deutsches Institut für Menschenrechte, Stellv. Direktor

P Luis von Randow, Fridays for Future, Bundessprecher

P Prof. Dr. **Harald Zeiss**, Harz University of Applied Sciences, Director Institute for Tourism Research

P Peter-Mario Kubsch, Studiosus Reisen München GmbH, Geschäftsführer

16:00 – 17:00 **Shaping a just and equitable industry transformation**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

M Prof. Dr. **Willy Legrand**, IU International University of Applied Sciences, Germany

S Dirk Meyer, Federal Ministry for Economic Cooperation and Development (BMZ), Head of Division Global Health, Economy, Trade and Rural Development

P Anjana Raza, Sustainable Hospitality Alliance, Head of Social Sustainability

P Leila Ben-Gacem, Blue Fish, Social entrepreneur and founder

P Ben Owen, UNWTO, Project Manager

P Merten Sievers, International Labour Organization (ILO), Global Coordinator Value Chains and Entrepreneurship SME Unit

17:00 – 17:45 **The German Supply Chain Act: Impacts on the German Tour Operator Market and its Suppliers Worldwide**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

M Prof. Dr. **Willy Legrand**, IU International University of Applied Sciences, Germany

P Laura Steden, DER Touristik Group GmbH, Director Corporate Responsibility

P Manfred Häupl, Hauser Excursions, Managing Director

P Dirk Meyer, Federal Ministry for Economic Cooperation and Development (BMZ), Head of Division Global

P Alexandra Michat, EXO Travel Group, Chief Purpose Officer

ORANGE STAGE

Hall 7.1a

17:45 – 17:55 **Many actors, one common goal: The sector dialogue on tourism for sustainable development**

M Xenia zu Hohenlohe, Considerate Group, CSO/ Managing Partner

S Dirk Meyer, Federal Ministry for Economic Cooperation and Development (BMZ), Head of Division Global Health, Economy, Trade and Rural Development

S Norbert Fiebig, DRV German Travel Association (Deutscher Reiseverband e. V.), President

17:55-18:10 **Zooming In – The Sector Dialogue in Colombia**

M Prof. Dr. **Willy Legrand**, IU International University of Applied Sciences, Germany

S Constanza Correa, Sarmiento AHK Colombia, Director Sustainability and Education

18:10 – 19:00 **Open reception of the Sector Dialogue Tourism for Sustainable Development Federal Ministry of Economic Cooperation and Development (BMZ) Multi-Stakeholder Initiative**

BLUE STAGE

Hall 7.1b

10:30 – 11:45 Is Destination Thinking still state of the art?

- M Reinhard Lanner**, workersonthefield, Transformation Advisor
- S Prof. Harald Pechlaner**, Catholic University of Eichstätt-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
- P Dr. Heike Döll-König**, Tourismus NRW e.V., Director
- P Dr. Jonathan Gómez Punzón**, Málaga Tourism, Board Director
- P Anthony Everett**, Tourism Vancouver Island, President & Chief Executive Officer

11:45 – 12:40 Digital, Personalized and Open - How DMO gain ground in digital travel

- M Dirk Rogl**, Travel.Commerce, Managing Director
- S Alexa Brandau**, German National Tourist Board, Director Media Management
- S Keith Tan**, Singapore Tourism Board, Chief Executive Officer
- S James Berzins**, Tourism Exchange Great Britain, Managing Director

12:40 – 12:50 Release of World Tourism Economy Trends Report 2023

- S Esecan Terzibasoglu**, World Tourism Cities Federation, Special Advisor to the Secretary General

12:50 – 13:25 Outlook of Chinese Tourism Market 2023

- M Richard Matuzevich**, World Tourism Cities Federation, Senior Manager, Liaison Department
- P Prof. Dr. Wolfgang Georg Arlt**, COTRI China Outbound Tourism Research Institute and Meaningful Tourism Center, CEO
- P Ralf Ostendorf**, Visit Berlin, Director Market Management
- P Simeon Shi**, Fliggy, Chief Strategy Officer and Head of the Corporate Development
- P Ainura Zhumatayeva**, Kazakh Tourism Board, Head of MICE Department

Destination Track

BLUE STAGE

Hall 7.1b

13:40 – 14:20 New dimension of luxury calls for new concepts

- P Maestro Facundo Agudin**, Orchestra de Lumière, Conductor & Musical Director
- S Marc Aeberhard**, luxury hotel & spa management ltd, c.rer.pol. & hôtelier dipl. EHL, luxury hôtelier, lecturer, author, lead auditor
- P Dr. Mario Krause**, DZIP GmbH, Internationally acclaimed specialist on preventive medicine and anti-aging
- P Kirsten Feld-Türkis**, Prophet Germany GmbH, Associate Partner

14:30 – 15:45 Hospitality & Society | from experience to meaning

- M Yasemin Oruc**, Hotelschool The Hague, Research Fellow
- M Dr. Karoline Wiegerink**, Hotelschool The Hague, Prof. of City Hospitality
- S Daniel Rudasevski**, Selina, Chief Growth Officer and Co-Founder
- P Sophie Hulgard**, ACCOR, Chief Sales Officer
- P Lukas Lauber**, Sustainable Hospitality Challenge, 2021 Winner
- P Inge Van Ooteghem**, Premier Inn Holding GmbH, COO Premier Inn Germany
- P Claire Whitely**, Sustainable Hospitality Alliance, Head of Environment

15:45 – 16:45 The Rise of Lifestyle and Experience Brands

- M James Stuart**, Stuart Hospitality, The Social House Nairobi Founder, Stuart Hospitality, Board Director, The Social House, Nairobi
- S Aquin Mathew**, Hyatt Hotels Corporation, Director, Brands and Marketing
- P Ingmar Sloothaak**, Sircle Collection, Regional Director of Operations Germany & Austria
- P Mark James**, Marriott International, Senior Director, Collection Brands, Europe Middle East & Africa
- P Martin Egner**, The Porter, Founder & CEO

16:45 – 17:30 Future Outlook Hospitality Innovation

- M Dr. Alexander Schmidt**, Hotelschool The Hague, Prof. of Technological Innovation
- P Dirk Bakker**, Colliers, Chief Executive Officer, Netherlands & Head of Hotels, EMEA
- P Sarah Cojocaru**, Dunya Living, Co-Founder
- P Matthijs Welle**, Mews, CEO
- P Patrick O'Meara**, Sustainable Hospitality Alliance, Head of Business Development
- P Connor Ryterski**, prizeotel, CEO

Hospitality Track

10:30

18:00

10:30

18:00

GREEN STAGE

Hall 3.1

10:30 – 10:45 Welcome to the ITB MICE Track

S Bernd Fritzges, Verband der
Veranstaltungsorganisatoren e.V.,
Vorstandsvorsitzender

10:45 – 11:15 Kernkompetenz Emotional
Transformation: Wieso sie so wichtig ist und wie sie
gelingt! (Session in German only)

S Daniela Roeske, Daniela Roeske GmbH, Coach
& Trainerin Experte für emotionale Freiheit und
Lebenslust

11:15 – 11:45 Adapt to Thrive: The Latest Trends and
Branding Strategies in the MICE Market.

S Christiane Seelgen, Wiesbaden Congress &
Marketing GmbH, Prokuristin

S Matthias Schultze, German Convention Bureau,
Managing Director

S Marco Oelschlegel, CMP visitBerlin, Director
Conventions

11:45 – 12:15 How Startup Incubators can help Shape
and Transform the Future of the Industry

S Jasmine Mortimer, VICTORIA | Internationale
Hochschule Community Manager - Smart City Event,
Incubator

12:15 – 12:45 How to achieve more without doing
more - using Project NICE as an example?!

S Stefan Schumacher, BWH Hotel Group Central
Europe, Senior Manager Strategic Partnerships

12:45 – 13:15 future eventlocation - breaking the
boundaries between productive playground & per-
formance hub

S Florian Wirthgen, denkmalneu, CMO

S Jan Cyszkze, Felix, Head of Sales Corporate & MICE

13:15 – 13:45 Bridging the Gap - Diversity ist mehr als
Quote (Session in german only)

M Doreen Biskup, VDVO - Verband der
Veranstaltungsorganisatoren, Vice Chair Woman

S Nora Hase, eyeo GmbH, Visual artist and
eventmanager

S Andrea Schuler, Freie Filmemacherin, TV-Journalistin
& Autorin

S Karin Ruppert, She Means Community e. V.,
Vorstandsvorsitzende

GREEN STAGE

Hall 3.1

14:00 – 14:30 Wellness-Trends 2023: Terms and figures
An overview of the current trends in the German
wellness market

S Michael Altewischer, Wellness-Hotels & Resorts
GmbH, Managing Partner

S Roland Fricke, beauty24 GmbH, Managing Partner

14:30 – 15:00 Transformative, Regenerative and
Wellness Travel: Boundaries and Opportunities

S PhD MA MSc CMC László Puczkó, HTWWLIFE, Co-
founder & CEO

15:00 – 16:15 UNWTO Roundtable Discussion:
Connecting sports tourism to health

M Rika Jean-Francois, Messe Berlin / ITB Berlin,
Commissioner for CSR

P Patrick Torrent, Catalan Tourism Board, Executive Director

P Simone Zagrodnik, European Historic Thermal Towns
Association (EHTTA) / European Route of Historic
Thermal Towns, Executive Director

P Ceylan Şensoy, Türkiye Tourism Promotion and
Development Agency (TGA), Product Marketing
Director

P Kristjan Staničić, Croatian National Tourist Board, Director

S Josip Pavic, Ministry of Tourism and Sport Republic of
Croatia, State Secretary

P Ambassador Ion Vilcu, UNWTO Affiliate Members
Department, Director

16:25 – 17:10 Women & Medical Value Tourism

M Ivana Kolar, Julius Rose / HTI CEO / EHTI Summit,
Director

P Rika Jean-Francois, Messe Berlin / ITB Berlin,
Commissioner for CSR

P Vinita Rashinkar, BlueBrick PR, CEO

P Claudia Wagner, Fit Reisen, Managing Director

P Petra Lelovska, Ensana Health Spa Hotel Group,
Vice President

S Claudia Wagner, Fit Reisen, Managing Director

17:20 – 18:00 Celebrate GLOBAL TOURISM
RESILIENCE DAY approved by the United Nations
(followed by short reception)

S The Honourable Edmund Bartlett, Jamaica, Minister
of Tourism

S Debbie Flynn, FINN Partners, Managing Partner,
Global Travel Practice

S Ibrahim Osta, USAID Developing Sustainable Tourism
in Bosnia and Herzegovina (Turizam), Chief of Party

eTRAVEL STAGE

Hall 6.1

10:45 – 11:00 Opening and Welcome - ITB eTravel
Track, Day 3

M Charlotte Lamp Davies, A Bright Approach, Founder

M Lea Jordan, techtalktravel, Co-Founder

11:00 – 11:30 Future of Travel: Empowering Travelers
To Make The Most Out Of Each Trip.

S Fred Odeen, Amadeus Program, Director at Amadeus

S Julie Ann Shainock, Microsoft, Global Leader Travel
and Transportation Industry

11:30 – 12:00 Is it too late for airlines to catch up with
the rest of the retailing world?

S Alice Ferrari, KYTE, CEO & Co-Founder

12:00 – 12:30 Automation in Travel & Hospitality M Lea
Jordan techtalktravel Co-Founder

P Emilie Dumont, Digitrips, Managing Director

P Alex Jara, Deal Engine, CEO

P Stephen Burke, Robosize ME, Founder & CEO

12:30 – 13:00 Game over OTAs? New Strategies
for turning Data into Direct Bookings [powered by
Triptease]

S Charlie Osmond, Triptease, Co-Founder & Chief
Tease

13:00 – 13:30 Payment Trends in Travel & Hospitality

M Lea Jordan, techtalktravel, Co-Founder

P Stephan Esten-Feilen, Planet, Global Director of Key
Accounts

P Paul Batchelor, Nium, Business Development Com-
mercial Lead - Travel

P Mark Rademaker, Adyen, Global Head, Hospitality
(Business Unit)

13:30 – 14:00 Hospitality Distribution Trends

M Lea Jordan, techtalktravel, Co-Founder

P Pedro Colaco, GuestCentric, CEO

P Mirja Sickel, Amadeus, VP Hospitality Distribution

P Rainer Gruber, Cendyn Executive, Vice President

P Yin Law, Airbnb, Head of Supply, Hotels

eTRAVEL STAGE

Hall 6.1

14:10 – 14:30 Navigating the New Landscape of Cor-
porate Travel Business

S Laura Cresswell, Cvent, Senior Principal Solutions
Consultant, Hospitality Cloud

14:30 – 15:00 Handling in-destination friction with the
help of technology

M Lea Jordan, techtalktravel, Co-Founder

S Manuel Hilty, Nezasa, CEO & Co-Founder

P Nicolas Martiquet, Amadeus, Director Amadeus
Discover platform (Tours, Activities, Food & Beverage)

15:00 – 15:30 Corporate Travel & Tech – Narrowing
the Sustainability Say-Do Gap

M Lea Jordan, techtalktravel, Co-Founder

S Salman Syed, Sabre, Vice President EMEA

P James Dent, TravelPerk, Head of ESG & Sustainability

15:30 – 16:00 Aligning the Megatrends Sustainability
and Digitalisation within the Tourism Industry – an
Oxymoron? [powered by NeedNect Solutions]

S Ines Ganner, NeedNect Solutions GmbH, CEO & Founder

16:00 – 16:40 Trends & Developments in the Vacation
Rental Market to Watch

M Lea Jordan, techtalktravel, Co-Founder

P Richard Au, Airbnb, Head of Global Business
Development

P Dr. Patrick Andrae, HomeToGo, Co-Founder & CEO

P Tim Rosolio, Expedia, Vice President of Vacation
Rental Partner Success

S Matthias Peterhans, Kantar, Senior Director, Media &
Internet Clients

S Stefan Trienen, Google, Sales Development and
Market Insights Lead

16:40 – 17:00 Is your destination data driven? Explore
A.I. and data's role in Destination Management and in
defining the ideal traveler.

S Mirko Lalli, The Data Appeal Company, CEO & Founder

S Frank Heise, visitBerlin, Deputy Head of Digital & IT

17:00 – 17:30 Tourism in the Metaverse - In 2022, Di-
scover Atlanta launched as the first destination on the
Visit Real Cities (VRC) platform - the first metaverse
solution built for tourism

S Martin Stoll, Sparkloft Media, CEO

10:30

18:00

MICE Track

Medical, Wellness & Health Track

eTravel Track

eTravel Track

10:30

18:00

ITB Berlin 2023: 7 – 9 March

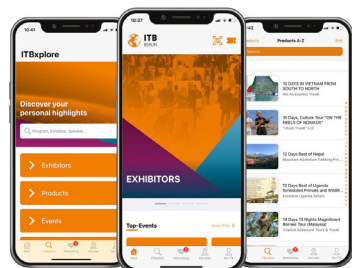
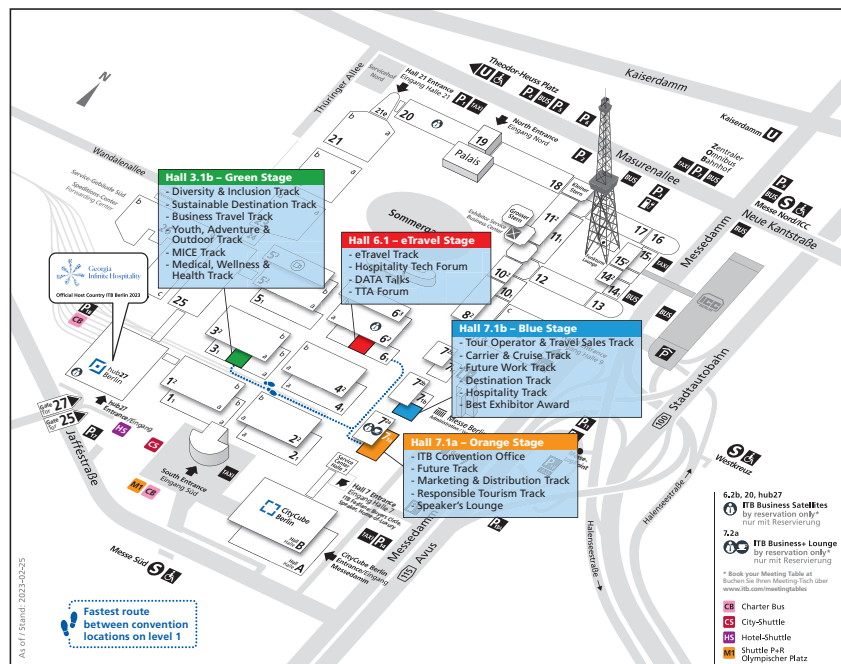
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