

CONVENTION PROGRAM

PIONEER THE TRANSITION IN TRAVEL & TOURISM. **TOGETHER.**

5 – 7 March 2024 · itb.com/convention



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION



GREEN STAGE

Hall 3.1

10:30 – 11:15 **Tomorrow's World – Global Forces, Technology Developments and Ideas Shaping the Future and the Implications for Tourism**

- DM** Charlotte Lamp Davies, A Bright Approach, Founder & Managing Director
- KS** Rohit Talwar, Fast Future, Global Tourism and Aviation Futurist and CEO

11:15 – 11:45 **Diversity, Equity & Inclusion in Travel: Rebuilding After Crisis and Beyond**

- M** Charlotte Lamp Davies, A Bright Approach, Founder & Managing Director
- P** Julie Shainock, Microsoft, Managing Director Travel, Transport & Logistics (TTL)
- P** Stuart W. Greif, Forbes Travel Guide, Chief Strategy, Innovation & Operating Officer
- P** Monique Dekker, Hyatt Hotels Corporation, Senior Vice President Human Resources EAME

11:45 – 12:15 **Civic Space Under Siege – The Future of Tourism as a Freedom Economy**

- KS** Antje Monshausen, Brot fuer die Welt, Head of Economic Development and Sustainability Unit

12:15 – 13:00 **Resilience in LGBTQ+ Tourism – Changing Challenges in Changing Times**

- M** Rika Jean-Francois, ITB Berlin, Commissioner of Corporate Social Responsibility
- M** Thomas Bömkes, Diversity Tourism GmbH, Munich, LGBTQ+ Tourism Advisor ITB Berlin
- P** Michael Kajubi, McBern Foundation, mcbernfoundation.org, Executive Director
- P** Aisha Shaibu-Lenoir, Moonlightexperiences, Founder & Director
- P** Marcel Conrad, A3M Global Monitoring GmbH, Chief Content Manager
- P** DT Minnich, CEO, Experience Kissimmee

13:00 – 13:45 **From Diversity to Inclusion – Integrating Marginalised Groups in Tourism Products**

- M** Katharina Stechl, Roundtable Human Rights in Tourism, Programme Manager
- S** Jara Schreiber, Roundtable Human Rights in Tourism, Coordinator
- P** Jeny Pokharel, SASANE Sisterhood Trekking & Travel, Nepal, Founder and CEO
- P** Michelle Mason, Sustainable Hospitality Alliance, Ethical Recruitment Manager
- P** Neha Arora, Planet Abled, Founder

Diversity & Inclusion Track

GREEN STAGE

Hall 3.1

14:30 – 15:00 **The Engagement Equation**

- DM** David Eickelberg, Touchdown! Event Solutions, Owner
- KS** Cory Elford, Meeting Professionals International (MPI), Director of Marketing

15:00 – 15:30 **Is that Already Sustainable or Can It Go? CSRD within the MICE Industry**

- S** Marko Roscher, Bundesvereinigung Veranstaltungswirtschaft e.V., Referent Nachhaltigkeit

15:30 – 16:00 **How to Acquire Big Events – Insights into the Strategies of Destination Management Organizations**

- M** Frank Grafenstein, team neusta | neusta Grafenstein GmbH, Managing Director
- S** David Boyce, Tourism Ireland, Head Emerging Markets & Business Tourism
- S** Marco Oelschlegel, visitBerlin, Director Conventions bei visitBerlin – Berlin Convention Office

16:00 – 16:30 **AI in Business Events – Presentation of the Results of the AI Study by the GCB**

- S** Matthias Schultze, GCB German Convention Bureau e.V., Managing Director

16:30 – 17:00 **Technology Trends Shaping the MICE Industry**

- DM** David Eickelberg, Touchdown! Event Solutions, Owner
- P** Gerhard Wasem, Duetto (Micerate), Director Product Mangement
- P** Ralph van Hooijdonk, Venuesuite, Founder & CEO
- P** Sabine Reise, Prismm, Managing Director EMEA

17:00 – 17:30 **Best Practice – der Deutsche Pavillon bei der EXPO 2025 in Osaka (in German only)**

- S** Markus Illing, Voss + Fischer GmbH, CEO
- S** Dr. Wiebke Hahn, facts & fiction GmbH, Concept Designer

MICE Track

eTRAVEL STAGE

Hall 6.1

10:30 – 10:35 **Opening and Welcome ITB eTravel Track**

- DM** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts

10:35 – 11:00 **Travel Sector Shifts in the Age of AI**

- KS** Nina Lind, McKinsey & Company, Partner

11:00 – 11:15 **How Will Tech Shape the Future of Travel?**

- KS** Paula Flestead, HBX Group, Chief Technology & Operations Officer

11:15 – 11:45 **Beyond the Buzz – What are the Key Technology Trends Shaping Travel**

- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
- P** Mirja Sichel, Amadeus, VP Hospitality Distribution
- P** Andy Washington, Trip.com Group, General Manager - EMEA
- P** Deepika Gupta, Sunweb Group, Chief Technology Officer

11:45 – 12:15 **Unlocking Sustainability with Travel Tech, powered by Global Travel Tech**

- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
- P** Emmanuel Mounier, Global Travel Tech, Secretary General
- P** Kirsty Webster, Skyscanner, Industry and Partner Sustainability Lead
- P** Lucas Bobes, Amadeus, Group Environmental Officer
- P** Aditi Mohapatra, Expedia Group, Vice President, Global Social Impact and Sustainability
- P** Danielle D'Silva, Booking.com, Head of Sustainability

12:15 – 12:40 **Technology Trends Shaping the Alternative Accommodations Sector**

- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
- P** Merilee Karr, UnderTheDoormat Group, Founder & CEO
- P** Inga Flicker, HomeToGo, Director Small Partner Solutions
- P** James Cassidy, Vrbo, part of Expedia Group, Sr. Director, Partner Success

12:45 – 13:00 **Reimagining Travel with User-Centric Identity Infrastructure**

- KS** Vikas Bhola, Neoke, Co-Founder & CEO

13:00 – 13:20 **Navigating Tomorrow: Blockchain's Influence on Travel – Lessons from Camino Network Ecosystem**

- S** Anke Hsu, Chain4Travel, VP Business Development

13:20 – 13:45 **Navigating the Web3 Dilemma: Selecting the Optimal Blockchain for Your Travel App**

- M** Luca De Giglio, TripsCommunity | Web3 in Travel Podcast | Web3 in Travel Conference | Web3 Travel Alliance, Founder
- S** Michele Ruberi, Peakwork, Director Blockchain & Web3 Solutions

eTravel Track

eTRAVEL STAGE

Hall 6.1

14:30 – 15:00 **Hotel Technology Trends (or Hypes?) – Cutting the Noise**

- DM** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
- P** Matthijs Welle, CEO, Mews
- P** Frank Seedorff, B&B HOTELS GERMANY GmbH, Chief Digital Officer Central & Northern Europe
- P** Wietse Bijzeit, Shiji, Vice President, Global Solutions Architect
- P** Lucas Hoefler, Ruby, Group Director Systems & Innovation Management
- P** Lucile Cornet, Eight Roads, Partner

15:00 – 15:20 **Unlocking the True Value of Your Guests, powered by Revinate**

- S** Dylan Cole, Revinate, Managing Director of Sales, EMEA
- S** Darya Subotka, Revinate, Director, Customer Success, EMEA

15:20 – 15:40 **Strategic Insights: A Hotelier's Perspective on Reshaping Commercial Success**

- H** Klaus Kohlmayr, iDeaS, Chief Evangelist & Development Officer
- S** Jörg Thomas Böckeler, Dorint Hotels & Resorts, Managing Director & Chief Executive Officer

15:40 – 16:00 **ChatGPT and Your Property Management System (PMS) Migration**

- S** Linda Vallner, dailypoint, COO

16:00 – 16:15 **How AI Turns up the Volume on Guest Feedback**

- KS** Steffen Schmickler, Customer Alliance, CEO

16:20 – 16:40 **[Launch] State of Distribution Report – A Global Outlook on Distribution Trends and Practices**

- S** April Key, IHG Hotels & Resorts & HEDNA Board Member, Director Distribution Products – Global Connectivity
- S** Fritz Muller, RateGain, Vice President – Revenue

16:40 – 17:00 **AI and Sustainable Tourism – A Dynamic Approach, powered by Weeva**

- S** James Lever, Weeva, Chief Technology Officer

17:00 – 17:30 **How To Win The Next Hotel Consumer? Executive Interview with Robinson Hotels and Kantar/Google Hotel Research**

- M** David Pavelko, Google, Global Travel Business Development & Strategy
- S** Stefan Trienen, Google, Market Insights Lead - Google Travel
- S** Thomas Meyer, Robinson Club GmbH, Managing Director

17:30 – 18:00 **Google Masterclass: Why Price Consistency Matters**

- S** Sanjay Vakil, Google, Group Product Manager - Google Travel

Hotel Technology Track

10:30

18:00

Panelist

Speaker

Keynote Speaker

KS

Moderator

DM

Host

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ORANGE STAGE

Hall 7.1a

- 10:30 – 10:35 Opening & Welcome ITB Marketing & Distribution Track
- DM** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - DM** Katie Gallus, Katiegallus.de, Moderatorin
- 10:40 – 11:10 Opening Keynote – Navigating the World of Marketing in 2024
- KS** Arjan Dijk, Booking.com, Senior Vice President & Chief Marketing Officer
- 11:10 – 11:25 ITB C-Level Interview – Booking.com
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Arjan Dijk, Booking.com, Senior Vice President & Chief Marketing Officer
- 11:30 – 11:55 ITB C-Level Interview – Accor Group
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Sophie Hulgard, Accor Group, Chief Sales Officer
- 12:00 – 12:25 ITB Industry Leader Interview – Airbnb: Uniting Society Through the Power of Travel
- S** Kathrin Anselm, Airbnb, General Manager, DACH, CEE & CIS
- 12:30 – 13:10 Marketing powered by AI – How Artificial Intelligence is enhancing Marketing Results and Effectiveness
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - KS** Henrike Lewerenz, Google, Industry Leader Travel
 - P** Tanguy Cartuyvels, Lufthansa Group, VP Global Marketing
 - P** Dikdyuti Sen, Flix, Director - Global Performance Marketing & Media
 - P** Simon Matthews, HomeToGo, TDO Director (HomeToGo Group Technology, Data, & Operational Support Systems)
- 13:10 – 13:35 TikTok Takes Me There: A Journey Through The New Frontier Of Travel Search And Discovery
- KS** Stuart Flint, TikTok, Vice President Global Business Solutions for Europe
- 14:20 – 14:40 Google's Free Travel Products and DMA: What's Changing in Europe
- KS** James Byers, Google, Group Product Manager, Search

Marketing & Distribution Track

ORANGE STAGE

Hall 7.1a

- 14:45 – 15:15 Meeting the Needs of the Paradoxical Consumer
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - KS** Chinmai Sharma, Sabre Travel Solutions, Senior Vice President and Global Head – Lodging, Ground & Sea
 - P** Boon Sian Chai, Trip.com Group, Managing Director and Vice President, International Markets
 - P** Ben Thomas, Penta Hotels, Chief Operating & Commercial Officer
- 15:20 – 15:40 Amidst Chaos: The ,O' Stands for Opportunity in Digital Marketing
- KS** Bhanu Chopra, RateGain, Founder and Managing Director
- 15:40 – 15:50 Unlocking the Next Frontier: Understanding Web3's Potential for the Travel Industry
- KS** Cynthia Huang, Dtravel, Co-Founder & CEO
- 15:50 – 16:20 Web3, AI, and the Evolution of Travel – An Innovation Junction?
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - P** Cynthia Huang, Dtravel, Co-Founder & CEO
 - P** Beat Blaser, Falkensteiner Ventures | tectris.vc, Co-Founder & Managing Partner
 - P** Prof. Dr. Horst Treiblmaier, Modul University Vienna, Full Professor for International Management
- 16:30 – 16:45 ITB Travel Technology Startup Scene – Panel
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - P** Suzanna Chiu, Amadeus Ventures, Head of Amadeus Ventures
 - P** Bastian Böckenhüser, Travelcircus, Founder & CEO
 - P** Rolf Schrömgens, brave.space | trivago, Founder
- 16:45 – 17:45 ITB Travel Technology Startup Pitches – Where's the Innovation at?
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Sam Simmons, MintPass, Founder & CEO
 - S** Darja Gogunova, Denizen, Co-Founder & CPO
 - S** Michael Ros, Sleep.io, Co-Founder & CEO
 - S** Janani Prabhakaran, Unbagged, Founder
 - P** Suzanna Chiu, Amadeus Ventures, Head of Amadeus Ventures
 - P** Bastian Böckenhüser, Travelcircus, Founder & CEO
 - P** Rolf Schrömgens, brafe.space, Founder
- 17:45 – 18:00 Wrap Up & Closing – ITB Marketing & Distribution Track
- DM** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - DM** Katie Gallus, Katiegallus.de, Moderatorin

Marketing & Distribution Track

10:30

18:00

Panelist

Speaker

Keynote Speaker

KS

Moderator

Day Moderator

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Host

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BLUE STAGE

Hall 7.1b

10:30 – 10:40 Opening of the Destination Track	
DM	Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
10:40 – 11:15 Re-Defining Visitor Experience: It is all about Authenticity	
M	Dr. Hamed Almuhzzi, Oman Tourism College, Dean
P	Dr. Hashil Obaid Al Mahrouqi, Oman Tourism Development Company (OMRAN Group), Chief Executive Officer (CEO)
P	Ines Batz, DER Touristik, Director for Africa & Middle East
P	Haitham Al Ghassani, Ministry of Heritage and Tourism Oman, Director General of Tourism Promotion
P	Wisal Al Rashdi, HUN'na, Partner
11:15 – 11:50 What are Destinations of the Future?	
M	Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
KS	Gilbert Jorge, Deloitte, Partner
KS	Guillermo Albizuri, Google, Managing Director Spain
P	Chi Chuan Poh, Singapore Tourism Board, Executive Director, Exhibitions & Conferences
11:50 – 12:15 How Data Spaces and Decentralized Networks Can Become a Foundation for Green Travel	
KS	Günther Tschabuschnig, Data Intelligence Offensive Austria, President
12:15 – 12:45 Smart Cities, Smarter Tourism – Shaping Destinations with Technology	
M	Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
KS	Marc Hodapp, Urbanistic, CEO
P	Prof. Dr. Vanessa Borkmann, Fraunhofer IAO & SRH Berlin University of Applied Sciences, Research Lead FutureHotel Innovation Network & Professor for Tourism and Hotel Management
P	Barry Rogers, Dublin City Council, Head of Dublin City Tourism Unit
12:45 – 13:15 Quo vadis, Rural Destinations?	
M	Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Holder of the Chair of Tourism and Head of the Center for Entrepreneurship
P	Maria Luisa Scorza, Comune di Grosseto, Communication Manager Tourism Office Municipality of Grosseto
P	Mag. Susanne Kraus-Winkler, Bundesministerium für Arbeit und Wirtschaft, Staatssekretärin für Tourismus/Secretary of State for Tourism
P	Mirela Kumbaro, Council of Ministers (Albania), Minister of Tourism and Environment
P	Dr. Jens Thraenhardt, Chameleon Strategies, Founding Partner & CEO

BLUE STAGE

Hall 7.1b

14:00 – 14:15 Tourism Impact for Good – Creating a Science Based Climate Economy for Tourism	
DM	Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
KS	Zoritsa Urosevic, UN Tourism, Executive Director
14:15 – 15:00 Reconciling Safety and Sustainability: The Need to Understand Risk	
DM	Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
M	Rajan Datar, BBC, Broadcaster and Journalist, Host BBC Travel Show
P	Alastair Crossley, AXA Partners, Global Head of Travel Solutions
P	Quim Martinez Bosch, Mastercard, Vice President, Tourism Innovation Hub
P	Dr. Said Al Mashrafi, Sultanate of Oman, Assistant Director General for Projects and Tourism Product Development, Ministry of Heritage and Tourism
P	Jane Thompson, ICF, Director - Aviation, Travel and Tourism
P	René de Monchy, Tourism New Zealand, Chief Executive
15:00 – 16:00 No Risk, No Trouble – Lessons Learnt on Resilience and Crisis-Proofing European Destinations	
DM	Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
M	Eng. Matthias Beyer, mascontour GmbH, Managing Director
KS	Marlène Bartes, European Commission, Policy Officer, Tourism
KS	Luis Fernandes Silva, Deloitte, Senior Consultant
P	Anette Seidel, mascontour, Senior Consultant
P	Dr. Ana Tripkovic Markovic, National Tourism Organisation of Montenegro, Director
P	Barbara Weizsaecker, EEIA - European Exhibition Industry Alliance, Secretary General
P	Kristina Kette, Croatian National Tourist Board, Head of International Cooperation Department
16:00 – 17:00 Investment in Africa Benefits Tourism Development: How Can Africa Sustainably Grow?	
M	Dr. Holger Bingmann, ReThinking Africa Foundation GmbH, CEO
M	Hanna Kleber, Corps Touristique and Kleber Group, President
P	Hon. Louis Steven Obeegadoo, Republic of Mauritius, Deputy Prime Minister, Minister for Housing and Land Use Planning, Minister of Tourism
P	H.E. Fekadu Beyene Ayana, Embassy of the Federal Democratic Republic of Ethiopia, Ambassador
P	Hon. John Lekakeny Olotuua, Republic of Kenya, Principal Secretary, Ministry of Tourism, Wildlife and Heritage
P	Hon. B. Rwodzi, Republic of Zimbabwe, Minister of Tourism and Hospitality Zimbabwe
P	Hon. Rodney Malindi Sikumba, Republic of Zambia, Minister of Tourism

BLUE STAGE

Hall 7.1b

17:00 – 17:15 United in Diversity: Harnessing EU Collaboration for Regenerative Sustainable Tourism	
DM	Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
KS	Dr. Misa Labarile, European Commission, Policy Officer, Tourism
17:15 – 17:45 Power of Cooperation: Shaping a Regenerative Future for Global Tourism	
M	Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
M	Xenia zu Hohenlohe, The Sustainable Markets Initiative, Chief Engagement & Strategy Officer
P	Inge Huijbrechts, Radisson Hotel Group, Global Senior Vice President Sustainability, Security and Corporate Communications
P	Sophie Herrmann, Systemiq GmbH, Partner and Managing Director Systemiq Germany
P	Glenn Mandziuk, Sustainable Hospitality Alliance, Chief Executive Officer
P	Dr. Sonja Stuchtay, The Landbanking Group, Founder

10:30

18:00

Destination Track

Destination Track

Destination Track

Panelist

Speaker

Keynote Speaker

Moderator

Day Moderator

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ORANGE STAGE

Hall 7.1a

10:30 – 11:00 Biodiversity: An Additional Challenge for a Tired World Governance

- M** Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
- KS** Dr. Bruno Oberle, World Resources Forum, International Resource Panel, Green Digital Finance Alliance, International Union for Conservation of Nature, President, Panel Member, Chair, Former Director General

11:00 – 12:00 Leave No Footprints and Take only Memories: Tourism's Biodiversity Ambitions and Results

- M** Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
- M** Xenia zu Hohenlohe, The Sustainable Markets Initiative, Chief Engagement & Strategy Officer
- P** Dr. Frauke Fischer, AgenturAuf!, Founder & Owner
- P** Holly Tuppen, The Long Run, Communications Manager
- P** Netsai Bollmann, KAZA TFCA Secretariat, Programme Manager
- P** Eric Ricaurte, Greenview, Founder & CEO
- P** Sage Bucher-Melcer, Pollination Group, Associate Director

12:00 – 13:00 Sustainable Rural Tourism: A Foundation for Biodiversity Preservation and Gender Equality – Potentials and Interactions

- M** Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
- M** Xenia zu Hohenlohe, The Sustainable Markets Initiative, Chief Engagement & Strategy Officer
- KS** Jochen Steinhilber, Federal Ministry of Economic Cooperation and Development (BMZ), Germany, Directorate-General
- P** Dr. Nicole Haeusler, University of Sustainable Development Eberswalde, Tourism Consultant and Visiting Professor
- P** Jost Neumann, TUI Care Foundation, Director Programmes
- P** Burulgul Sultanova, GIZ, Sustainability Advisor
- P** Anna Grodzki, Matoke Tours, Managing Director
- P** Ben Owen, UN Tourism, Senior Project Specialist, Ethics, Culture and Social Responsibility Department

13:00 – 13:45 Pioneering the Transition towards Net Zero: Climate Footprints Unveiled

- M** Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
- M** Xenia zu Hohenlohe, The Sustainable Markets Initiative, Chief Engagement & Strategy Officer
- P** Ingo Burmester, DER Touristik, CEO
- P** Laura Meyer, Hotelplan, CEO
- P** Markus Orth, Lufthansa City Center, Managing Director
- P** Swantje Lehnrs, Futouris, KlimaLink, CEO, Chairwoman

ORANGE STAGE

Hall 7.1a

14:30 – 15:15 Begegnungen im Urlaub: Nachhaltiges Reisen verbindet Menschen! Aber wie gelingt das? (in German only)

- M** Katty Salié, Kultur-Journalistin
- P** Dr. Gökhan Tuncer, Heinrich-Böll-Stiftung, Direktor, Büro Tirana
- P** Stephan Orth, Deutschlands bekanntester Couchsurfer, BestsellerAutor
- P** Prof. Dr. Surjo R. Soekadar, Charité – Universitätsmedizin Berlin, Einstein-Professor für Klinische Neurotechnologie
- P** Peter-Mario Kubsch, Studiosus, Geschäftsführer

15:15 – 16:10 Technology for Sustainable Tourism Innovation

- M** Prof. Dr. Xavier Font, University of Surrey, Professor
- P** Dr. Bijan Khazai, Risklayer GmbH, CEO
- P** Visiting Professor Eduard Romulus Goean, Therme Group, VP of New Business Partnerships
- P** Jessica Matthias, Sabre, Director of Sustainability
- P** Bert van der Stege, Harbour Air, CEO
- P** Jahanzeeb Ahmed, BeCause.Eco, Chief Commercial Officer

16:10 – 16:20 The Story of Sustainable Tourism in Estonia

- KS** Külli Kraner, Ministry of Economic Affairs and Communications for Estonia, Head of Tourism

16:20 – 17:00 The Right Message in Tourism: Making Genuine ESG Claims

- M** Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
- M** Xenia zu Hohenlohe, The Sustainable Markets Initiative, Chief Engagement & Strategy Officer
- P** Tonya Fitzpatrick, World Footprints, Founder & CEO
- P** Hazel McGuire, Intrepid, General Manager UK & Ireland
- P** Victoria Knauer-Hansen, GreenSign Institut GmbH, Sustainability Manager
- P** Rob Holmes, GLP Films, Founder & Chief Strategist
- P** Amanda Ho, Regenerative Travel, Co-founder & CEO

17:00 – 17:45 Radical Change(s) in Tourism: Are We Drastic Enough?

- M** Dr. Willy Legrand, IU International University of Applied Sciences, Germany, Professor
- KS** Prof. Stephan Gerhard, Entrepreneur
- KS** Georg Schweisfurth, Founder of „Herrmannsdorfer“ organic farms and former board member of Greenpeace
- KS** Prof. Dr. Burkhard von Freyberg, Munich University of Applied Sciences / Zarges von Freyberg Hotel Consulting, Professor / Managing Partner
- P** Aurelie Sandler, Evaneos, Co-CEO
- P** Hisham Zaazou, PhD, Former Minister of Tourism, Egypt
- P** Graeme Jackson, The Travel Foundation, Head of Strategic Partnerships

BLUE STAGE

Hall 7.1b

10:30 – 11:30 Luxury Travel takes the Lead – Driving Transformation from a Position of Strength

- DM** Dr. Karoline Wiegerink, Hotelschool The Hague, Professor of City Hospitality
- KS** Caroline Bremner, Euromonitor, Senior Head of Travel Research
- M** Kirsten Feld-Türkis, PROPHET Germany GmbH, Associate Partner
- P** Sebastian Riewe, Kempinski Hotels S.A., Vice President Global Sales
- P** Rodrigo Esponda, Visit Los Cabos, Managing Director
- P** Zoran Pejovic, Losinj Hotels & Villas, Chief Transformation Officer

11:30 – 12:45 Well-being Unveiled: The Total Human Hospitality Experience

- M** Yasemin Oruc, Hotelschool The Hague, Research Fellow
- KS** Dr. Valentina Clergue, EHL Hospitality Business School, Assistant Professor of Marketing
- KS** Sonal Uberoi, Spa Balance Consulting, Founding Director
- P** Dott. Arch. (IUAW) Eileen Meyer, CoCoN by Eileen Meyer, owner
- P** Michael Altwischer, Wellness-Hotels & Resorts GmbH, Managing Partner

12:45 – 13:30 The Future is Now: Redefining Hotel Guest Experiences in the Digital Age

- M** Dr. Alexander Lennart Schmidt, Hotelschool The Hague, Professor of Technological Innovation
- KS** Prof. Dr. Vanessa Borkmann, Fraunhofer IAO & SRH Berlin University of Applied Sciences, Research Lead FutureHotel Innovation Network & Professor for Tourism and Hotel Management
- S** Che' Govender, Hotelschool The Hague, Researcher

13:30 – 14:00 Immerse Yourself into the Future of Virtual Reality Hospitality Training | Interactive Experience Session

- M** Dr. Alexander Lennart Schmidt, Hotelschool The Hague, Professor of Technological Innovation
- M** Che' Govender, Hotelschool The Hague, Researcher

BLUE STAGE

Hall 7.1b

14:15 – 15:15 From Insights to Delight: Transforming Hotel Guest Journeys through Data

- H** Dr. Alexander Lennart Schmidt, Hotelschool The Hague, Professor of Technological Innovation
- M** Ulrich Pillau, Apaleo, Founder & CEO
- P** Hans Arno Sonderfeld, Schlossbräu mk | hotels GmbH, Geschäftsführer
- P** Eva Klausner, numa, Director of Guest Experience
- P** Thomas Zaufal, citizenM, Technical Owner
- P** Ron Sandel, Airbnb, General Manager, HotelTonight and Hotels

15:15 – 16:15 The Added Value of Community-driven Hotels and Hybrid-hospitality: from Potential to Practice

- H** Dr. Karoline Wiegerink, Hotelschool The Hague, Professor of City Hospitality
- M** Dr. Ko Koen, Inholland University of Applied Sciences, Professor of New Urban Tourism
- P** Dr. Sabrina Seeler, FH Westküste, Lehrkraft für besondere Aufgaben, FH Westküste & Vorstandsmitglied DI Tourismusforschung
- P** Inge Huijbrechts, Radisson Hotel Group, Global Senior Vice President Sustainability, Security and Corporate Communications
- P** Gitte Mikkelsen, Wonderful Copenhagen, Senior Manager
- P** Laura Steden, DER Touristik Group, Director Corporate Responsibility

16:15 – 17:45 Co-creating FutureHotel Scenarios – Interactive Session

- M** Dr. Constanze Heydkamp, Fraunhofer IAO, Team Smart Urban Environments at Fraunhofer IAO, Research Coordination and Management FutureHotel Innovation Network

10:30

18:00

Responsible Tourism Track

Responsible Tourism Track

Hospitality Track

Hospitality Track

Panelist

Speaker

Keynote Speaker

Moderator

Day Moderator

Host

GREEN STAGE

Hall 3.1

10:30

18:00

Future Work Track

- 10:30 – 10:40 **Opening and Welcome Future Work Track**
DM Dirk Rogl, Travel.Commerce., Managing Director
- 10:40 – 11:50 **Resolving the Mismatch: Current and Future Skills Needs in Tourism**
M Sabine Pracht, Coaching Female Leadership & Transformation, Gründerin, Coach für Female Leadership & Transformation
KS Dr Corné Dijkmans, Breda University of Applied Sciences, Director of Research
P Claire Steiner, Institute of Travel & Tourism, Director
P Lobke Elbers, Pact for Next Tourism Generation Skills (PANTOUR), Lead Digital
P Marlène Bartes, European Commission, Policy Officer, Tourism
- 11:50 – 12:40 **Leading the Change: Corporate Culture in Future Workforce**
M Madlen Schwing, Catholic University of Eichstätt-Ingolstadt, Research Associate
KS Bonita Grupp, TRIGEMA W. Grupp KG, CEO
P Madame Eliza Reid, Iceland, Author & First Lady
P Britta Fischer, DER Touristik, CHRO
P Gitta Brückmann, Marriott Hotel Holding GmbH, Vice President Corporate Social Responsibility EMEA, Government Affairs Europe
- 13:30 – 14:15 **Was Frauen wollen – Eine Betrachtung der Karriereentwicklung von Frauen in der deutschen Tourismuswirtschaft (German only)**
M Prof. Dr. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Destination Management
S Prof. Dr. Claudia Brözel, Hochschule für nachhaltige Entwicklung in Eberswalde, Professorin
S Sabine Pracht, Coaching Female Leadership & Transformation, Gründerin, Coach für Female Leadership & Transformation
S Lena Zell, Hochschule für nachhaltige Entwicklung Eberswalde, Projektmanagerin
- 14:15 – 15:15 **Gender Equality: Wie gestalten wir eine gleichberechtigte Arbeitswelt im Tourismus? (in German only)**
M Dr. Franziska Thiele, Ostfalia Hochschule für angewandte Wissenschaften, Wissenschaftliche Mitarbeiterin
P Prof. Dr. Claudia Brözel, Hochschule für nachhaltige Entwicklung in Eberswalde, Professorin
P Sabine Pracht, Coaching Female Leadership & Transformation, Gründerin, Coach für Female Leadership & Transformation
P Isabell Decker, Saint Elmo's Tourismmarketing GmbH, Senior Consultant | Strategic Design
P Jan Grossmann, B&B Hotels Germany GmbH, Head of Human Resources Central & Northern Europe
P Irmela Preissner, Biblische Reisen GmbH, Geschäftsführerin
P Dieter Janeczek, Bundesministerium für Wirtschaft und Klimaschutz, Koordinator der Bundesregierung für die Maritime Wirtschaft und Tourismus

GREEN STAGE

Hall 3.1

Future Work Track

- 15:15 – 16:15 **Ausländische Fachkräfte gewinnen und halten (in German only)**
M Prof. Dr. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Destination Management
KS Dirk Binding, DIHK, Bereichsleiter Digitale Wirtschaft, Infrastruktur, Regionalpolitik
P Ulrich Schneider, IHK Trier, Geschäftsführer Bereich Ausbildung
P Marion Mangrich, Weinhotel Klostermühle, Geschäftsführerin
P Mahesa Biru Langit, Weinhotel Klostermühle, Ockfen, Auszubildender zum Koch (2. Ausbildungsjahr, aus Indonesien)
- 16:15 – 17:00 **Europäische Talente im Fokus: Innovative Wege zur Mitarbeitergewinnung und -bindung in der Tourismusbranche (in German only)**
M Prof. Dr. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Destination Management
S Mag. Karin M. Kirchmair - Lindner, ATRACT eG, Founder & Board of Directors, Management Board
P Pia Hernegger, ATRACT, Head of Recruiting & Matching
- 17:00 – 17:45 **Fach- und Arbeitskräftemangel treffen auf Gen Z und demographischen Wandel: Düstere Aussichten oder Chance zur Transformation des Arbeitsmarktes im Tourismus? (in German only)**
M Dr. Sabrina Seeler, FH Westküste, Lehrkraft für besondere Aufgaben, FH Westküste & Vorstandsmitglied DI Tourismusforschung
P Prof. Dr. Sven Groß, Hochschule Harz, Professor für Management von Verkehrsträgern, Hochschule Harz & Fellow DI Tourismusforschung, FH Westküste
P Katharina Richter, FH Westküste, Studentin, 5. Semester International Tourism Management
P Neele Stosik, FH Westküste, Studentin, 5. Semester International Tourism Management
P Chiara Weinförth, Deutscher Tourismusverband, Veranstaltungsmanagerin
P Hanna Präger, Tourismusverband Fläming e.V., Produktmarketing & Innovationsmanagement
- 17:45 – 18:00 **Wrap-Up des Tages**
DM Prof. Dr. Heinz-Dieter Quack, Ostfalia University of Applied Sciences, Professor for Destination Management

eTRAVEL STAGE

Hall 6.1

eTravel Track

- 10:30 – 11:00 **Taking Notes – Lessons from Asia's Digital Frontier – hosted by TravelDaily China**
M Charlie Li, TravelDaily China, Founder & CEO
P Vivian Zhou, Jin Jiang International, Vice President
P Zhiwei Bai, Tongcheng Travel (LY.COM), Chief Marketing Officer
P Jongyoon (Jeff) Kim, YanJia, CEO
- 11:00 – 11:30 **Camping Goes Digital**
KS Michael Frischkorn, PiNCAMP GmbH, Chief Product & Technology Officer
- 11:30 – 12:00 **Skyscanner Horizons: 2024 Traveller Trends and Insights Revealed – powered by Skyscanner**
KS Zeynep Mutlu Bigali, Skyscanner, Head of Destination Partnerships, EMEA
- 12:00 – 12:20 **Elevating Railways: Leveraging Resale for a Revolutionized Customer Journey Toward a Greener Future**
S Sarah Panthou, OUIGO, Director Deputy Commercial & Marketing
S Gilles de Richemond, Fairlyne, Cofounder & CEO
- 12:20 – 12:45 **Transportation Taking a Turn – The New Technologies in Ground and Sea Transportation**
M Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
KS Noam Toister, Travelier, Co-Founder & CEO
P Marc Hofmann, CheckMyBus, CEO
- 12:45 – 13:15 **The Road to Modern Airline Retailing – Where Are We at?**
M Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
KS Glenn Morgan, Threedot, Partner
P Dr. Boris Padovan, Travel in Motion AG, Partner
P Lindsay Millward, Sabre Travel Solutions, Senior Director Commercial, Airline EMEA
- 13:15 – 13:45 **How Hyatt is Driving Strong Results with Authentic Storytelling on TikTok, powered by TikTok**
S Michael Schumacher, TikTok, Brand Partnerships Lead – Travel & Mobility
S Laura Ferrari, Hyatt, Director of Social Media EAME

eTRAVEL STAGE

Hall 6.1

Digital Destination Track

- 14:30 – 15:10 **Neue Räume für digitale Innovationen: Knowledge Graph, und nun? Das bringt Open Data wirklich (in German only)**
DM Dirk Rogl, Travel.Commerce., Managing Director
S Alexa Brandau, Deutsche Zentrale für Tourismus, Bereichsleiterin Medienmanagement
S Richard Hunkel, Deutsche Zentrale für Tourismus, Leiter Open Data & Digitale Projekte
S Ricardo Rohland, Join, IT-Consultant
S Alexander Pietsch, Join, Digitalisierungsexperte
- 15:10 – 15:45 **Die Lücke schließen: Lokale Erlebnisse endlich weltweit buchbar machen (in German only)**
S Michael Schmidt, Travel.Commerce., Partner
S Dr. Michael Braun, Tourismusverband Ostbayern, Geschäftsführender Vorstand
S Larissa Dosenbach, CFM_media, Head of Destinations
- 15:45 – 16:15 **Smart Tourism: Nachhaltiges Datenmanagement zur effektiven Gästeansprache (in German only)**
KS Geschäftsführer Adi Hadzimiratovic, neusta destination.one GmbH, Geschäftsführer
- 16:15 – 16:45 **Endlich den Gast verstehen: Von der Gästekarte zum digitalen Wallet (in German only)**
KS Reinhard Lanner, Workersonthefield, Strategy Advisor Travel & Hospitality
- 16:45 – 17:15 **Endlich alles unter einem Dach: Wie Tourism Data Spaces eine Destination beflügeln können (in German only)**
DM Dirk Rogl, Travel.Commerce., Managing Director
S Natascha Totzler, nexyo GmbH, Geschäftsführung
S Fritz Fahringer, Standortagentur Tirol GmbH / datahub.tirol, Head of Digitalization
- 17:15 – 17:45 **Masterclass: Google für Destinationen (in German only)**
DM Dirk Rogl, Travel.Commerce., Managing Director
KS Sibylle Rudolph, Google, Industry Manager Travel

Panelist P Speaker S Keynote Speaker KS Moderator M Day Moderator DM Host H

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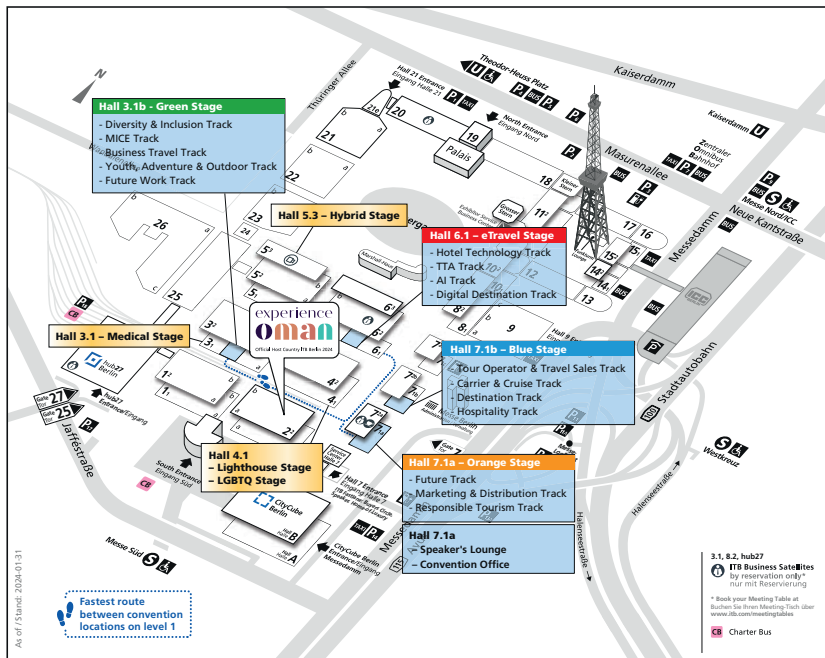
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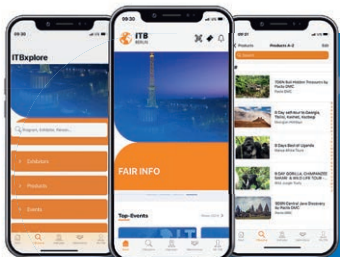
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