

ITB Berlin Convention

March 11 - 14, 2009



Program 03/10/2009

Opening press conference ITB Berlin 2009

Palais am Funkturm / [Press dates](#)

Tuesday, March 10, 2009 11.00

Info:

Vorab-Fototermin um 10.30 Uhr, Palais am Funkturm, Eingang Messe Nord, Hammar skjöldplatz, Messegelände

Moderation:

Michael T. Hofer,
Press Spokesman, Director, Press and Public Relations

Redner:

Dr. Christian Göke,
COO of Messe Berlin

Klaus Läßle,
President of the tourism industry federation Bundesverband der Deutschen Tourismuswirtschaft e.V. (BTW) and of the travel association Deutscher ReiseVerband e.V. (DRV), Berlin

Dr. Fritz Pleitgen,
Vorsitzender Geschäftsführung der RUHR.2010 GmbH

Die Eröffnungspressekonferenz wird erstmals live auf www.itb-berlin.de übertragen. Am 10. März haben Journalisten von 11 bis 12 Uhr die Möglichkeit, über das Internet Fragen direkt an die Teilnehmer der Pressekonferenz zu senden. Der Zugang zum Livestreaming erfolgt direkt über die Startseite.

Program 03/11/2009

Business Travel Junior Day

Hall 7.1 a, Auditorium New York 3 / [ITB Business Travel Days](#)

Wednesday, March 11, 2009 10.30 - 17.00

10.30 - 11.00

Opening Speech: The Impact of the (Financial) Crisis on Education and Training

Keynote Speaker:

Prof. Dr. Friedrich Hubert Esser, Head of Vocational Education, German Confederation of Skilled Crafts ZDH

11.15 - 12.15

Panel Discussion: Lifelong learning – how Qualification triggers Careers

Moderated by:

Gerd Otto-Rieke, Akademie Neue Medien

Panel guests:

Prof. Dr. Friedrich Hubert Esser, Head of Vocational Education, German Confederation of Skilled Crafts ZDH



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Irina Harzheim, Deputy Chairwoman, DRV Initial and Continuing Vocational Training Committee
Sabine Hebenstrick, Head of Operational Project Management, DIHK-Bildungs-GmbH
Jürgen Schaefer, Managing Director, kerstinschaefer mobility services
Prof. Dr. Adrian von Dörnberg, Faculty of Tourism/Transport, University of Applied Sciences Worms

13.30 - 14.15

Presentation: Goodbye Germany? Learning, Living and Working abroad

Speaker:

Julia Arnold, Director, Chamber of Industry and Commerce Abroad, DEinternational

14.30 - 15.15

Presentation: The Future of Mobility – Scenarios for the Year 2025

Speaker:

Dr. Irene Feige, Project Manager, Institute for Mobility Research (ifmo), a research facility of the BMW Group

15.30 - 16.15

Presentation: New official job description for Travel Manager

Speaker:

Dr. Hella Lüth, Director Commercial and Service-orientated Occupation, Association of German Chambers of Industry and Commerce (DIHK)

16.15 - 17.00

Presentation: Certified Mobility Manager – Status Report and an Insider's View

Speaker:

Dr. Gordon Schenk, Head of Commercial Education, Association of German Chambers of Industry and Commerce (DIHK)

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PhoCusWright@ITB Bloggers Summit

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Wednesday, March 11, 2009 10.30 - 17.00

10.30 - 12.00

Welcome Meeting

Approved bloggers only

12.00 - 13.00



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Lunch

Take this time to relax, network or visit the convention cafe where snacks, salads, and hot and cold drinks are available for purchase.

13.00 - 14.00

Briefing

Meet with Five Minute of Fame and PhoCusWright@ITB speakers.

Approved bloggers only

13.00 - 17.00

The PhoCusWright@ITB Hospitality Lounge Opens

14.30 - 15.30

Workshop: The Top Social Media Trends for Travel & Tourism

Travel, tourism and hospitality marketing are being dramatically impacted by social media. There is a never ending list of options of that each travel industry marketer needs to understand and leverage including blogs, user generated content, YouTube, Facebook, Google Connect, Twitter and more. An expert panel of social media experts will present and debate their top social media trends for 2009. Audience participation will add insight and controversy to the discussion. The workshop will conclude with the panel choosing the top three social media trends to pay attention to in your sales and marketing plan in 2009.

(open to all ITB attendees)

Presented by Tips From The T-List

Moderated by:

Stephen Joyce, Publisher, Tips From The T-List, CEO, Sentias Software Corporation

Panel guests:

Darren Cronian, Editor, Travel Rants

Klaus Hildebrandt, Editor-in-Chief, FVW International

Kevin May, Editor, Travolution

Mag. Martin Schobert, Head of Research and Development (CIO), Austrian National Tourist Office

Vasco Sommer-Nunes, Founder & Managing Partner, mokono GmbH

15.45 - 16.45

Workshop: From Theory to Reality, Putting the Trends to Work for your Organization

Knowing what the trends will be for the next year is one thing, but putting them into practice is totally different. Learn from the panel of experts as they discuss each of the top three social media trends for travel, tourism and hospitality sales and marketing professionals selected in the previous workshop and illustrate how to implement them into your organization. We put the experts to the test and move the bar higher as we analyze the opportunities these trends represent for travel & tourism organizations, and challenge them to show the audience how to achieve successful results.

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16.45 - 17.15

Speaker and Talkbacker Briefing

Speakers and Talkbackers only

PhoCusWright@ITB Bloggers Summit - Welcome Meeting

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Wednesday, March 11, 2009 10.30 - 12.00

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ITB Future Day - Inauguration of the ITB Berlin Convention

Hall 7.1 b, Auditorium London / Segments

Wednesday, March 11, 2009 11.00 - 11.10

Speaker:

Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

ITB Future Day

Hall 7.1 b, Auditorium London / Segments

Wednesday, March 11, 2009 11.00 - 17.30

The ITB Future Day portrays the future in the fields of economy, society and travel patterns. Visionaries, lateral thinkers and futurologists identify global mega trends and provide valuable suggestions on how the travel and tourism industry should prepare for the challenges of the future.

Hosted by:

Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

11.00 - 11.10

Inauguration of the ITB Berlin Convention

Speaker:

Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

11.10 - 11.15

Welcome speech by Co-host Turkey

Speaker:

Cumhur Güven Tasbasi, Director General, Ministry of Culture and Tourism, Turkey

11.15 - 11.45

Keynote 1: The Future of Travel

Global travel industry futurist Rohit Talwar will share the latest results of his current research into the trends and



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forces shaping the future of travel, how the industry is responding to the current downturn, where the most exciting emerging markets and sectors could be for the industry and how we'll vacation in the future.

Speaker:

Rohit Talwar, Futurist & CEO, Fast Future Research

12.15 - 12.45

Keynote 2: The Global Online Picture

Since the invention of the Internet, PhoCusWright has been researching the online travel market segment and has been offering consulting services to travel organizations worldwide. Philip C. Wolf explains in an interview where online travel is headed and points out which companies and regions are on the leading edge and what we can learn from them.

Interview guest:

Philip C. Wolf, President & CEO, PhoCusWright Inc.

Interviewer:

Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms

12.45 - 13.45

Digital Lifestyle and Online Travel

The Internet has pushed forward social and economic change like no other form of media. To what extent is our life already digitally stamped today? What are the technological, media-based and social changes to come? How do social networks and mobile solutions influence human behavior in general, and with regards to travel in particular? Is the travel industry prepared for the changes to come? Industry decision makers discuss their visions and strategies. This session is kindly supported by the VIR (the parent association of German online travel portals).

Introductory presentation:

Prof. Dr. Urs Gasser, Author Born Digital, Director, Research Center for Information Law, University of St. Gallen, Executive Director, Berkman Center for Internet & Society, Harvard University

Moderated by:

Harald R. Fortmann, Vice President, BVDW (German Association for the Digital Economy)

Panel guests:

Prof. Dr. Urs Gasser, Author Born Digital, Director, Research Center for Information Law, University of St. Gallen, Executive Director, Berkman Center for Internet & Society, Harvard University

Ignacio Martos, CEO, Opodo Ltd.

Dr. Marcel Reichart, Managing Director, Hubert Burda Media Marketing & Communications GmbH

14.00 - 15.15

The Impact of the Oil Price on Recreational Mobility: Can we still Afford to Vacation?

Fluctuating energy costs make mobility more expensive. Which means of transportation are impacted the most? Can we expect fundamental changes in tourists' choice of transport? Will tourists avoid travelling by plane and thereby avoid long-haul destinations? Will travelling by bus and train enjoy a come-back? Is taking the car to nearby destinations in or out? Will mobility be avoided altogether, and as a consequence, will tourism demand decline? Specialists discuss the mobility behavior of the population based on results of exclusive scientific studies.

Introductory presentation:

Prof. Dr. Norbert Walter, Chief Economist Deutsche Bank Group, Managing Director Deutsche Bank Research

Moderated by:

Prof. Dr. Roland Conrady, Scientific Director of the ITB Berlin Convention, University of Applied Sciences Worms



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Panel guests:

Jürgen Büchy, CEO, DB Vertrieb (German Rail)
Dr. Michael Engel, Managing Director, Bundesverband der Deutschen Fluggesellschaften (BDF)
Dieter Gauf, CEO, RDA International Coach Tourism Federation e.V.
Michael Ramstetter, Editor-in-chief, ADAC Motorwelt
Dr. Thomas Schlick, Managing Director, German Association of the Automotive Industry (VDA)

15.30 - 16.30

ITB World Travel Trends Report: An update on Global and European Tourism Forecast

With 500,000 interviews IPK International carries out the largest travel survey worldwide. The most recent forecast data on German, European and worldwide travel patterns will be presented. The data is indispensable for decision makers in the tourism industry.

Speaker:

Rolf Freitag, CEO, IPK International

16.45 - 17.30

Tourism in Times of the Global Financial Crisis

The financial market crisis has an impact on the real economy as well as on the global tourism industry. Which sectors and regions are affected the most? Are there any promising solutions? What are they and when will they lead us out of the financial crisis? Financial experts, hoteliers and the UNWTO will analyze the problems and identify solutions.

Interview guests:

Prof. Geoffrey Lipman, Assistant Secretary-General, World Tourism Organization (UNWTO)
Dr. Auliana Poon, Managing Director, Tourism Intelligence International Ltd.
Dieter Semmelroth, Head of Structured Finance, TUI AG

Interviewer:

Prof. Dr. Max Otte, Bestselling author 'Der Crash kommt', IFVE Institut für Vermögensentwicklung

Introductory presentation:

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ITB Future Day - Welcome speech by Co-host Turkey

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Business Travel Junior Day - Panel Discussion: Lifelong learning – how Qualification triggers Careers

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

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PhoCusWright@ITB Bloggers Summit - Lunch

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The Future of Travel

Press briefing room, hall 7.1b / Press dates

Wednesday, March 11, 2009 12.00

Speaker:

Rohit Talwar, Futurologist & CEO, Fast Future, Global Futures and Foresight GFF

The World's Most Liveable Cities

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Wednesday, March 11, 2009 12.00 - 13.00

Tyler Brülé, founder and editor-in-chief of cult magazine Monocle, is a trendsetter and cosmopolitan. His magazine rates the quality of life in cities worldwide and provides suggestions on how to optimize city destinations. In addition, he forecasts travel, tourism and lifestyle trends.

Keynote Speaker:

Tyler Brülé, Editor-in-chief & Chairman, Monocle

ITB Future Day - Keynote 2: The Global Online Picture

Hall 7.1 b, Auditorium London / Segments

Wednesday, March 11, 2009 12.15 - 12.45

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Interviewer:



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Hall 7.1 b, Auditorium London / Segments

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Approved bloggers only

The Global Online Picture

Press briefing room, hall 7.1b / Press dates

Wednesday, March 11, 2009 13.00

Speaker:

Philip C. Wolf

President & CEO, PhoCusWright

PhoCusWright@ITB Bloggers Summit - The PhoCusWright@ITB Hospitality Lounge Opens

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Wednesday, March 11, 2009 13.00 - 17.00

Best Practice Destination Management: Lessons from the Leaders

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Wednesday, March 11, 2009 13.30 - 14.30

Destinations are increasingly faced with the tightening of competition. Which regions practice exceptionally professional destination management and what can other regions learn from them? The results of a comprehensive benchmark study prepared by Tourism



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Intelligence will be presented.

Introductory presentation & Moderation:

Dr. Auliana Poon, Managing Director, Tourism Intelligence International Ltd.

Panel guests:

Sindiswa Nhlumayo, Deputy Director General, Department of Environmental Affairs and Tourism, South Africa

Maria Revelo, Deputy Manager & Director of Marketing, ICT (Instituto Costarricense de Turismo), Costa Rica

Business Travel Junior Day - Presentation: Goodbye Germany? Learning, Living and Working abroad

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

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Speaker:

Julia Arnold, Director, Chamber of Industry and Commerce Abroad, DEinternational

The World's most Liveable Cities

Press briefing room, hall 7.1b / Press dates

Wednesday, March 11, 2009 13.30

Speaker:

Tyler Brûlé, Editor-in-chief & Chairman, Monocle

Digital Lifestyle and Online Travel

Press briefing room, hall 7.1b / Press dates

Wednesday, March 11, 2009 14.00

Speaker:

Ignacio Martos, CEO Opodo Ltd.

Urs Gasser, Author: Born Digital: Understanding the First Generation of Digital Natives

ITB Future Day - The Impact of the Oil Price on Recreational Mobility: Can we still Afford to Vacation?

Hall 7.1 b, Auditorium London / Segments

Wednesday, March 11, 2009 14.00 - 15.15

Fluctuating energy costs make mobility more expensive. Which means of transportation are impacted the most? Can we expect fundamental changes in tourists' choice of transport? Will tourists avoid travelling by plane and thereby avoid long-haul destinations? Will travelling by bus and train enjoy a come-back? Is taking the car to nearby destinations in or out? Will mobility be avoided altogether, and as a consequence, will tourism demand decline? Specialists discuss the mobility behavior of the population based on results of exclusive scientific studies.

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PhoCusWright@ITB Bloggers Summit - Workshop: The Top Social Media Trends for Travel & Tourism

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Wednesday, March 11, 2009 14.30 - 15.30

Travel, tourism and hospitality marketing are being dramatically impacted by social media. There is a never ending list of options of that each travel industry marketer needs to understand and leverage including blogs, user generated content, YouTube, Facebook, Google Connect, Twitter and more. An expert panel of social media experts will present and debate their top social media trends for 2009. Audience participation will add insight and controversy to the discussion. The workshop will conclude with the panel choosing the top three social media trends to pay attention to in your sales and marketing plan in 2009.

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Vasco Sommer-Nunes, Founder & Managing Partner, mokono GmbH

Architecture and Tourism

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Wednesday, March 11, 2009 14.45 - 17.10

Over the last couple of years we associated 'architecture' with worldwide attractions of so-called star architects who created entire destinations from scratch. But far more important for the attractiveness of the tourism product of the future will be the constant architectural quality and experience - no matter if it is a modern contemporary or an older masonry building. That also includes sustainability.

Get an idea of future developments in tourism and find out what role architecture will be playing in the process!

Moderated by:

Prof. Dr. Felizitas Romeiss-Stracke, Technical University of Munich, Platform for Tourism and Architecture

14.45 - 15.10

Introductory speech: Architecture and Building Culture as a Competitive Advantage in Tourism

Speaker:

Prof. Dr. Felizitas Romeiss-Stracke, Technical University of Munich, Platform for Tourism and Architecture

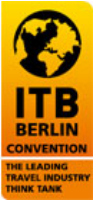
15.10 - 15.40



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Keynote: Narrative Rooms

In the future more than ever tourists will want rooms that are able to tell a story. Rooms that are not just concerned with a superficial design but with an architecture that creates brand new experiences through modern technology.

Keynote Speaker:

Bernhard Franken, Architect, Franken\Architekten GmbH

15.40 - 16.30

The Authentic Village Resort: A Goodbye to Mass Tourism?

New hotel concepts are being developed in villages in Tuscany, Abruzzo, Unterengadin and other rural areas in Europe that used to be well on the way to becoming ghost towns. They don't have a lot in common with the traditional concept of agritourism but rather rely on innovative architecture with historical flair and decentralized management. A brand new tourism product is created, which corresponds with the need for authenticity of more and more tourists. Are these concepts sustainable for rural regions? What difficulties may arise during the development and operations? Three examples are paving the way.

Moderated by:

Prof. Dr. Felizitas Romeiss-Stracke, Technical University of Munich, Platform for Tourism and Architecture

Panel guests:

Daniele Kihlgren, Albergo Diffuso Sextantio

Johann Landschützer, Managing Director, Almdorf SEINERZEIT Betriebs GmbH

16.30 - 17.00

Eco-tourism in Tourist Blocks?

According to the latest studies, hotel high-rises leave the smallest climate footprint. How did they do it and are there other options for climate-friendly accommodations? Or should we go back to building high-rises for environmental reasons?

Speaker:

David Saurí, Universitat Autònoma de Barcelona

17.00 - 17.10

Outlook

Speaker:

Prof. Dr. Felizitas Romeiss-Stracke, Technical University of Munich, Platform for Tourism and Architecture

Architecture and Tourism - Introductory speech: Architecture and Building Culture as a Competitive Advantage in Tourism

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The Impact of the Oil Price on Recreational Mobility: Can we still Afford to Vacation in the Future?

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Wednesday, March 11, 2009 16.15 - 17.00

Speaker:

Dr. Gordon Schenk, Head of Commercial Education, Association of German Chambers of Industry and Commerce (DIHK)

New Approaches in Marketing and Sales

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Wednesday, March 11, 2009 16.30 - 17.00

So far the Internet has been playing catch-up in terms of the quality of service available. First attempts in other industries to offer custom-fit products on the Internet have successfully passed the test. In the tourism industry as well first tests have been successful. How exactly do these innovative tools look like? How big is the potential for travel sales and to what extent are brick and mortar businesses threatened?

Speaker:

Hans-Harry Bittner, Chairman of the Management Board, matchpoint gmbh

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ITB Berlin Convention

March 11 - 14, 2009



PhoCusWright@ITB Bloggers Summit - Speaker and Talkbacker Briefing Hall 7.3, Auditorium Europe / [PhoCusWright@ITB](#)

Wednesday, March 11, 2009 16.45 - 17.15

Speakers and Talkbackers only

ITB World Travel Trends Report: An Update on Global and European Travel Forecast Press briefing room, hall 7.1b / [Press dates](#)

Wednesday, March 11, 2009 16.45

Speaker:

Rolf Freitag, CEO IPK International

ITB Future Day - Tourism in Times of the Global Financial Crisis Hall 7.1 b, Auditorium London / [Segments](#)

Wednesday, March 11, 2009 16.45 - 17.30

The financial market crisis has an impact on the real economy as well as on the global tourism industry. Which sectors and regions are affected the most? Are there any promising solutions? What are they and when will they lead us out of the financial crisis? Financial experts, hoteliers and the UNWTO will analyze the problems and identify solutions.

Interview guests:

Prof. Geoffrey Lipman, Assistant Secretary-General, World Tourism Organization (UNWTO)

Dr. Auliana Poon, Managing Director, Tourism Intelligence International Ltd.

Dieter Semmelroth, Head of Structured Finance, TUI AG

Interviewer:

Prof. Dr. Max Otte, Bestselling author 'Der Crash kommt', IFVE Institut für Vermögensentwicklung

Introductory presentation:

Prof. Dr. Max Otte, Bestselling author 'Der Crash kommt', IFVE Institut für Vermögensentwicklung

Architecture and Tourism - Outlook Hall 7.1 a, Auditorium New York 1 / [ITB Destination Days](#)

Wednesday, March 11, 2009 17.00 - 17.10

Speaker:

Prof. Dr. Felizitas Romeiss-Stracke, Technical University of Munich, Platform for Tourism and Architecture

Presentation of the ITB Science Prize by DGT e.v. Hall 7.1 a, Auditorium New York 1 / [ITB Destination Days](#)

Wednesday, March 11, 2009 17.30 - 18.00

The ITB Science Prize from the German Society for Research in Tourism (DGT e.V.) will be presented in cooperation with ITB Berlin. The prize is an award for outstanding scientific work.

The presentations of the awarded papers will be held at the ITB University Forum in Hall 5.1. Check out the program at [ITB Berlin](#) website.

Tourism in Times of the Global Financial Crisis Press briefing room, hall 7.1b / [Press dates](#)



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Wednesday, March 11, 2009 17.45

Speaker:

Prof. Dr. Max Otte, Bestselling author: „Der Crash kommt“, IFVE Institut für Vermögensentwicklung

PhoCusWright@ITB Bloggers Summit Cocktails and Chatter

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

03/11/09 - 03/12/09 21.00 - 00.00

C-Base, Rungestraße 20, 10179 Berlin, Germany

(Open to all bloggers.)

Regroup after PhoCusWright@ITB and discuss highlights, lowlights and everything in between! The space aged design of C-Base lends itself to two bars, a large lounge area and several meeting rooms. NOTE: This event will not be hosted, it will be an informal gathering. Free Wifi is available throughout.

Program 03/12/2009

PhoCusWright@ITB: Expanding E-Travel Across Europe

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 10.00 - 19.35

www.itb-convention.com/phocuswright

An additional ticket is needed for this event - 350 EUR per ticket

10.00 - 19.35

The PhoCusWright@ITB Hospitality Lounge Opens

10.15 - 10.20

Welcome

Speaker:

Philip C. Wolf, President & CEO, PhoCusWright Inc.

10.20 - 10.50

Street Talk. VC Talk. Walk The Talk

PhoCusWright's signature opening session analyzes the intersection of financial strategy – market visibility, raising capital, exit strategies – and the world's largest industry: travel, tourism and hospitality, responsible for 8% of worldwide employment, 9% of capital investment and 10% of global GDP.

Moderated by:

Gene Quinn, Chairman, PhoCusWright Inc.

Speakers:

Marc Duijndam, Partner, Greenhouse Innovation

Jason Katz, Founding Partner, KP Capital LLP

Daniel Smith, Partner, ISIS Equity Partners

10.50 - 11.20

Executive Roundtable: The Perfect Social Travel Guide



Program is subject to change

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Now that Travel 2.0 has become mainstream, finding, organizing and matching relevant user generated content (text and rich media) with individual preferences is the next big challenge to solve.

Executive Roundtable:

Sebastian Heinzl, CEO, tripwolf GmbH

Jan Kooman, CEO, HotelVideoReviews.com

Diarmuid Russell, Acting Global Online Director, Lonely Planet Publications

Jerome Touze, Co-Founder, Director and Co-CEO, WAYN - Where Are You Now? Ltd.

Moderated by:

Kevin May, Editor, Travolution

11.20 - 11.50

Executive Roundtable: The Semantic Web Meets Travel

Just when you thought the Web was beginning to realize its full potential, the next generation comes along! It's called the Semantic Web and many people claim it will be the contributing force that enables the Web to reach its full potential with far reaching consequences.

Executive Roundtable:

Jakob Riegger, Co-Founder & CEO, TRUSTYOU

Morris Sim, Co-Founder & CEO, Circos.com Inc.

Moderated by:

Tom P. Botts, Partner, Hudson Crossing LLC

11.50 - 12.30

Keynote: Technical Innovation Re-Invents Travel Distribution

Until now, online travel distribution channels have lacked user-friendly, integrated train booking options. New technology removes significant technical and business barriers, enabling corporate and leisure travelers to search, shop and buy train tickets and passes as easily as buying plane tickets.

Talkback (20 min): Industry peers lead Q&A

Keynote Speaker:

Eberhard Kurz, CIO, Passenger Transport Division, DB Mobility Logistics AG

Talkback Roundtable:

Bret Gordon, President & CEO, Wandrian Inc.

Anton Hell, Managing Director, hit-CONSULT GmbH

12.30 - 12.35

Five Minutes of Fame: Previewing Travel Industry Start-ups (1 of 4)

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Jean-Marc Godart, Managing Director, deciZium SA

12.35 - 12.55

Break

12.55 - 13.00



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Five Minutes of Fame: Previewing Travel Industry Start-ups (2 of 4)

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Ronald Lenz, Co-Founder & Creative Director, 7scenes

13.00 - 13.30

Executive Roundtable: From Thought to Finish: Implementation Realities in a Digital World

The travel industry is enormously fragmented with companies and infrastructure located all over the world. However, one destination at a time, the travel researching, planning, sharing and purchasing process is becoming wholly digital. As a result, travel companies place great demands on their online agencies. Issues such as continuous technology innovation, travel 2.0 brand management, optimizing online marketing spend and reaching new customers will be explored.

Executive Roundtable:

Justin Cooke, Managing Director, Fortune Cookie (UK) Ltd

Kais Makhoul, Vice President, Strategic Partnerships and Emerging Platforms, Nurun Inc.

Diego Ricchiuti, Managing Director, Agency.com

Marco Tosi, Managing Director, LBi IconMedialab

Isabell Wagner, Managing Director, Germany, bigmouthmedia GmbH

Moderated by:

Daniel Krisch, Director, Client Services, h2c consulting GmbH, and Market Analyst, Europe, PhoCusWright Inc.

13.30 - 14.05

Executive Roundtable: The Power of Local

Despite major OTAs continuing to expand globally, many regional OTAs thrive in their home markets. Leveraging local-based competitive advantage is the key differentiator and continuing to do that defines the future opportunity.

Executive Roundtable:

France: Pierre Alzon, Deputy CEO, Voyages-SNCF.com

The Netherlands: Wim Butte, Founder & CEO, Airtrade Holding BV, Founder & Co-CEO, Vayama.com

UK: Simon Cooper, CEO, On The Beach Ltd

Spain: Javier Pérez-Tenessa, Founder & CEO, eDreams Inc.

Germany: Hans Simon, General Manager, Onlineweg.de Touristik GmbH

Moderated by:

Michaela Papenhoff, CEO, h2c consulting GmbH, and Senior Market Analyst, PhoCusWright Inc.

14.05 - 14.50

Late Lunch

Take this time to relax, network or visit the convention cafe (location TBD) where snacks, salads, and hot and cold drinks are available for purchase.

14.50 - 14.55

Five Minutes of Fame: Previewing Travel Industry Start-ups (3 of 4)

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Manfred Osthues, Managing Director, protel hotelsoftware GmbH



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14.55 - 15.25

Executive Roundtable: Next Generation Excellence in Tourism Marketing

Attracting and retaining new travelers to new destinations require a new digital tool set. As consumers around the world increasingly turn to online searching, shopping, sharing and purchasing, the traditional tour operator/travel agency model must be augmented. Inbound tourism marketing is evolving into a sophisticated science.

Executive Roundtable:

Ryan Bifulco, Founder & President, Travel Spike LLC

Roger Carter, Managing Director, TEAM Tourism Consulting

Konrad Plankensteiner, CEO, Tiscover AG

Olaf Schlieper, Managing Director of Media Management, German National Tourist Board

Mag. Martin Schobert, Head of Research and Development (CIO), Austrian National Tourist Office

Moderated by:

Cees T. Bosselaar, Director, Business Development, PhoCusWright Inc.

15.25 - 16.05

Keynote: You Can Be Better In Travel

Start a new airline in this marketplace? Yes! Hoping to pioneer a new chapter in trans-Atlantic aviation, new ideas are shaping this subsidiary airline. Focused on the constant struggle between road warrior budgets and comforts, the balance between managing cost and delivering value is the strategic driver.

Talkback (20 min): Industry peers lead Q&A

Keynote Speaker:

Dale Moss, Managing Director, OpenSkies (a British Airways company)

Talkback Roundtable:

Andrew Owen-Jones, Managing Director, TravelTainment Ltd.

Anne Rösener, Vice President, Central and Eastern Europe, Sabre Travel Network

16.05 - 16.35

Executive Roundtable: Economics of PPC and PPA

Travel distribution business models are blurring. The growth of ad and referral-based revenue is challenging the dominance of traditional bookings-driven business models for industry intermediaries. Hybrid business models are sprouting everywhere. PPC and PPA are the new commission and markup.

Executive Roundtable:

Faisal Galaria, Managing Director, Europe and Asia, Kayak.com

Javier González-Soria, Managing Director, Google Travel Spain

Thilo Hertwig, Executive E-Commerce Manager, Steigenberger Hotels AG

Ray Witter, Managing Director, Europe, Travel Ad Network

Moderated by:

Carroll Rheem, Director, Research, PhoCusWright Inc.

16.35 - 17.15

Keynote: Luxury and Romance Meet Technology

Luxury brands capture the aspirational components of consumer minds and wallets, and not only for the wealthy. Affluent consumers usually want the best, but that can mean the most authentic or the most adventurous, and not



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always the most luxurious. Now, boutique venues and romance get the same attention online as the rest of travel, tourism and hospitality.

Talkback (20 min): Industry peers lead Q&A

Keynote Speaker:

Tamara Heber-Percy, Co-Founder, Mr & Mrs Smith Hotel Collections
James Lohan, Managing Director, Mr & Mrs Smith Hotel Collections

Talkback Roundtable:

Martin F. Jørgensen, CEO, Net Trans Services AS
Richard V. Leutwyler, President, Utell Hotels & Resorts

17.15 - 17.55

Executive Roundtable: Best Practices in Mobile Applications for Travel

Mobile technology is on the verge of altering the way consumers search, shop, organize, plan and buy travel. New wireless technologies, convergent next-generation devices and user-friendly applications like mapping and user reviews have once again brought mobile travel opportunities into the spotlight.

Executive Roundtable:

Pablo Alvarez, Group Innovation Manager, lastminute.com
Stefano Galastri, President & CEO, SIA Internet
Marina Hegemann, Managing Director, TouristMobile GmbH
Michael Lacy, CEO, Handy Group (UK) Ltd
Gerry Samuels, Founder & Executive Director, Mobile Travel Technologies Ltd.

Moderated by:

Norman L. Rose, Senior Corporate and Technology Analyst, Travel Tech Consulting Inc.

17.55 - 18.25

Executive Interview

PhoCusWright CEO Philip Wolf has been interviewing travel, tourism and hospitality heads around the world for over a decade. His probing perseverance for clear answers combined with vast industry experience to make for special interviews. Considering the changes underway in today's marketplace, this one-on-one session provides a rare and insider's perspective on many important strategic issues.

Interview guest:

Marc Charron, Managing Director, Europe, TripAdvisor

Interviewer:

Philip C. Wolf, President & CEO, PhoCusWright Inc.

18.25 - 18.30

Five Minutes of Fame: Previewing Travel Industry Start-ups (4 of 4)

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Peter Fitzgerald, CEO, CompareHotelsDirect.com

18.30 - 18.35

Epilogue

Speaker:



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Philip C. Wolf, President & CEO, PhoCusWright Inc.

18.35 - 19.35

Cocktail Reception

Details TBA

PhoCusWright@ITB: Expanding E-Travel Across Europe - The PhoCusWright@ITB Hospitality Lounge Opens

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 10.00 - 19.35

Latin America Forum: Chances in the Crisis

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Thursday, March 12, 2009 10.15 - 12.30

Tourism in Latin America: Chances in the Crisis - Specialisation and Quality: Key issues for tourism in Mexico and Latin America?

10:15am: The band 'The New Art Company of Mexico' is performing

10:30am: Welcome and introduction. The tourism development in Latin America in 2008
Andreas M. Gross, Chairman, ARGE Latin America

10:40am: Presentation: Analysis of the economical conditions in Latin America and the German outbound market
Norbert Salcher, Tourism Expert

10:50am: Presentation: Facing the global crisis: Mexico as an example for the chances of Latin America
José Ramirez, Director, National Tourist Office of Mexico

11:00am: Presentation: Specialisation and Quality in Tourism: Key issues for success in Latin America?
Roland Junker, Senior Product Manager the Caribbean and Latin America, Neckermann Fernreisen GmbH

11:10am: Presentation: The new "worlds of experience" and their consequences for Latin American and global tourism
Beate Zwemann, Managing Director, BZ.Comm

11:20am: Panel discussion

Panel guests:

Roland Junker, Senior Product Manager the Caribbean and Latin America, Neckermann Fernreisen GmbH

Gareth Lyons, Sales Manager, Senderos

José Ramirez, Director, National Tourist Office of Mexico

Norbert Salcher, Tourism Expert

Beate Zwemann, Managing Director, BZ.Comm

Welcome and Moderation:

Andreas M. Gross, Chairman, ARGE Lateinamerika e.V.

PhoCusWright@ITB: Expanding E-Travel Across Europe - Welcome

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 10.15 - 10.20

Speaker:

Philip C. Wolf, President & CEO, PhoCusWright Inc.



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PhoCusWright@ITB: Expanding E-Travel Across Europe - Street Talk. VC Talk.
Walk The Talk

Hall 7.3, Auditorium Europe /
PhoCusWright@ITB

Thursday, March 12, 2009 10.20 - 10.50

PhoCusWright's signature opening session analyzes the intersection of financial strategy – market visibility, raising capital, exit strategies – and the world's largest industry: travel, tourism and hospitality, responsible for 8% of worldwide employment, 9% of capital investment and 10% of global GDP.

Moderated by:

Gene Quinn, Chairman, PhoCusWright Inc.

Speakers:

Marc Duijndam, Partner, Greenhouse Innovation

Jason Katz, Founding Partner, KP Capital LLP

Daniel Smith, Partner, ISIS Equity Partners

Business Travel Executive Day/MICE - Keynote: „Business Travel
Management: a 'Black Box'

Hall 7.1 a, Auditorium New York 3 / **ITB Business
Travel Days**

Thursday, March 12, 2009 10.30 - 11.30

Keynote Speaker:

Lutz I. Stammnitz, President Procurement, Mobility and Logistics, Siemens AG, Business Travel Manager of the year 2008 (TIC)

Business Travel Executive Day/MICE

Hall 7.1 a, Auditorium New York 3 / **ITB Business Travel Days**

Thursday, March 12, 2009 10.30 - 18.00

10.30 - 11.30

Keynote: „Business Travel Management: a 'Black Box'

Keynote Speaker:

Lutz I. Stammnitz, President Procurement, Mobility and Logistics, Siemens AG, Business Travel Manager of the year 2008 (TIC)

11.45 - 12.30

Panel Discussion: Legal, Illegal or does it not matter at all? Visa issues of business travellers

Speakers:

Jochen Mesenberg, Managing Director, CIBT Visum Centrale

Christoph Schelske, Internationaler Visumdienst Schelske IVDS

Christoph Wolf, Director Law of International Trade, Trade Facilitation, Association of German Chambers of Industry and Commerce (DIHK)

13.00 - 14.30

Presentation: Companies and Airlines: Negotiation Positions – Negotiation Options

A good contract considers the interests of both parties. What does a Travel Manager need to know about the negotiating range of his key account manager to achieve economic, effective and sustainable compromises?

Speaker:



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Michael Schneider, VDR Academy, The Business Travel Association of Germany (VDR)

14.45 - 16.15

Presentation: How to identify hidden Tax Traps while organising Business Trips or Events

Speaker:

Bernd Hartmann, VDR Academy, The Business Travel Association of Germany (VDR)

16.30 - 17.15

Presentation: Event Planning Policies

Speaker:

Gerhard Bleile, President, Association of German Event Organisers

17.15 - 18.00

Panel Discussion: MICE Destination Germany

Moderated by:

Gerd Otto-Rieke, Akademie Neue Medien

Panel guests:

Gerhard Bleile, President, Association of German Event Organisers

Haakon Herbst, Board of Directors, HSMA Germany e.V.

Vera Hufschmidt, Project Manager, VDR Hotel Certification

Petra Kimmig, Senior Manager Convention Department, sanofi-aventis

ITB Hospitality Day

Hall 7.1 b, Auditorium London / [Segments](#)

Thursday, March 12, 2009 10.30 - 17.45

Alongside media partner [hospitalityInside.com](#), international experts discuss the challenges the hotel industry is facing.

Hosted by:

Maria Pütz-Willems, Editor-in-chief, [hospitalityInside.com](#)

10.30 - 11.30

Who is the Eco-Guest? Profile of a Future Customer.

This type of guest is supposed to belong to an environment-friendly and financially strong species. He is the talk of the town but who can describe him in detail?

Moderated by:

Ralf Grauel, Writer, brand eins

Panel guests:

Marc Aeberhard, Chairman of the Board and Owner's Representative, Frégate Island Private

Andrew Harding, Founder, Nature and Kind Travel

Jürgen Maier, Director Membership Travel Services Germany & Austria, American Express Int.

Sue Stephenson, Vice President, Community Footprints, The Ritz-Carlton Hotel Company

Alberto Torres Gutiérrez, Marketing & Sales Manager, Design Hotel Aguas de Ibiza - lifestyle & spa

11.45 - 12.15

Ask Mr. X / Your Chance to Ask Questions about Talent Management.



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You ask, two experts answer: In the future, a hotel's success will depend on its employees. What skills are needed? A director of a hotel management school and a HR director of a hotel chain will debate with the audience.

Moderated by:

Thomas Kraft, Chairman of the Board, IFH Worldwide

Panel guests:

Katrin Melle, Area Director Human Resources, Hyatt Int., Hyatt Regency Mainz, Chairwoman of Hotel Human Resources Circle (HHRC)

Ruud R. Reuland, General Director, Ecole Hotelière de Lausanne

12.30 - 14.00

ITB Hospitality Day Hotspot: Hotel Industry - Quo Vadis? The Global CEO Panel.

90 minutes with the Chief Executives Officers of international hotel groups on property and information technology, brands, markets and employees. Who has the best strategy? A tour d'horizon.

Moderated by:

Maria Pütz-Willems, Editor-in-chief, hospitalityInside.com

Panel guests:

Michael Ball, CEO, Worldhotels

Andrew Cosslett, CEO, IHG (InterContinental Hotels Group) PLC

Ed Fuller, President & Managing Director, Marriott International

Gerald Lawless, Executive Chairman, Jumeirah Group

14.15 - 15.15

Residences: Hotel or Real Estate - Which is more advantageous?

No more hotel financing without residences: They promise cash and require sensitivity to a new lifestyle alternative. Renowned international experts discuss.

Moderated by:

Philip Bacon, Managing Director, HVS Hospitality Services

Panel guests:

Peng Sum Choe, CEO, Frasers Hospitality

Manfred Schönleben, CEO, TMC Partners

Scott Woroch, Executive Vice President Worldwide Development, Four Seasons Hotels & Resorts

15.30 - 16.30

Integrated Resorts. An evolution towards sustainability.

Mega resorts are on the rise – in Singapore just like in Greece, Switzerland and Germany. What are the economic benefits and multiplier effects accruing to the region and the risks for their developers?

Moderated by:

Klaus Lengefeld, Senior Advisor for Tourism and Sustainable Development, German Technical Cooperation Agency (GTZ)

Panel guests:

Eric Bello, Vice President Sales, Las Vegas Sands

Achilles V. Constantakopoulos, Managing Director, Temes SA

Karl J. Pojer, Member of the Executive Committee, TUI AG / TUI Hotels & Resorts

Samih Sawiris, Chairman & CEO, Orascom Development Holding



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16.45 - 17.45

How to React to the Economic Downturn.

Does it still make sense to rely on forecasts? Are there any concepts that can be applied in a cyclical downturn?

Moderated by:

Prof. Dr. Christian Buer, Dean, Faculty Business Administration II, Heilbronn University

Panel guests:

Erich Falkensteiner, CEO, Falkensteiner Michaeler Tourism Group

Stephan Gerhard, President & Chairman of the Board, Treugast Solutions Group

Marc Hildebrand, CEO, Accor Germany

Hans-Dieter Schiller, Vice President European Operations, Choice Hotels Europe

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness

Hall 7.3, Auditorium Europe / [PhoCusWright@ITB](#)

Thursday, March 12, 2009 10.30 - 17.15

ATTENTION: This event is taking place in Hall 7.3, Auditorium Berlin!

10.30 - 10.35

Welcome

Speaker:

Michael Altewischer, Managing Director, Wellness-Hotels-Deutschland (W-H-D), Member of the Board, International Spa & Wellness Association e.V. (ISWA)

10.35 - 11.15

Crossroads of the Wellness Industry

Over the past 20 years especially the Wellness- and Spa-Industry in Asia has experienced an amazing boom and evolution. In times of economical commotion with the spa industry at a quantitative peak what will be next? Learn more about the recent developments of the next Wellness- & Spa-generation and the Wellness lifestyle with its social responsibility.

Speaker:

Michael Loh, Group Publisher, SpaAsia, SpaArabia, CEO, AGELESS Republic

11.20 - 12.15

Spa and Wellness Staff - Finding, keeping and training the best staff for your spa

The shortage of qualified labour is one of the major topics in the Spa industry. Discuss with the experts successful strategies to find, keep and train your staff.

Speakers:

Daniela Anzinger, Founder & Representative, lilli - Ladies In Lifestyle & Leisure Industries, Recruitfinder.at

Claus-Arwed Lauprecht, Member of the Board, International Spa & Wellness Association e.V. (ISWA), European Wellness-Institute (EWI)

12.20 - 13.15

Designing, Creating and Managing a spa that touches your soul and makes 'by the way' also good profit

Guidelines for sustainable success



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Panel guests:

Jean Paul Blisset, Syntax
Monica Risenius, Managing Director, Raison d'Etre
Dagmar Rizzato, General Manager, Rizzato Spa Consulting

13.20 - 14.15

Added Value in Your Spa – What is the Benefit for (y)our Guests?

Successful, much-loved Spas have a leitmotif and tell their guests an own story. But guests expect more than this - sense and meaningfulness for their life. Renowned Spa consultants and operators present and discuss the further development and positioning of Spas in hotels and resorts.

Panel guests:

Heinrich Michael Clausing, Owner, Zur Bleiche Resort & Spa
Wilfried Dreckmann, Spa Project
Monica Risenius, Managing Director, Raison d'Etre
Franz Wagnermayr, Sport- & Wellnesshotel Angerhof

14.20 - 15.30

20 Years of International Spa Scenery – How are the markets in America, Europe and Asia developing? What do they have in common and what are the differences?

The international Spa scenery has established. What is coming next? The three presentations show the challenges of the next years and line up answers in regard to the three continents.

Global Spa Economy Report

At a Glance – short insight into the 'Global Spa Economy Report' carried out for the first time on a global basis in 2007/2008 by SRI International (founded as the Stanford Research Institute, Washington DC) for Global Spa Summit, New York

'Asia Spa Industry Research' and 'Asia-Pacific Wellness Council' Outcomes

Learn about the main facts of the Asian Spa Industry and receive the latest information on the Asian-Pacific Spa Market published by the 'Asia-Pacific Wellness Council', the transnational federation of the Spa Associations in the Asia-Pacific Region

Latest Developments of Wellness & Spa in Europe

with Focus on German Speaking Countries

Speakers:

Susie Ellis, President, SpaFinder, Inc.
Michael Loh, Group Publisher, SpaAsia, SpaArabia, CEO, AGELESS Republic
Alexandra Graf, Dipl. Betriebswirt FH, Institute for Leisure Economics Munich

15.35 - 16.15

Yield Management in the Spa – Opportunities and limits – Yield Management in the spa - yes or no?

Speakers:

Richard Dusseau, CEO, Spatality
Bianca Spalteholz, Hotel Business Development

16.20 - 17.00

Corporate health programmes as a profitable target market for the wellness & spa industry

Professional health programmes have become an important factor for success on both business and tourism levels. The wellness industry can offer what companies need for their employees and managers. – Strategies for a



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new and profitable cooperation.

Speaker:

Dr. Franz Linser, Linser & Partner

17.00 - 17.15

Summary & To do's

Speakers:

Michael Altewischer, Managing Director, Wellness-Hotels-Deutschland (W-H-D), Member of the Board, International Spa & Wellness Association e.V. (ISWA)

Claus-Arwed Lauprecht, Member of the Board, International Spa & Wellness Association e.V. (ISWA), European Wellness-Institute (EWI)

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Welcome

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 10.30 - 10.35

Speaker:

Michael Altewischer, Managing Director, Wellness-Hotels-Deutschland (W-H-D), Member of the Board, International Spa & Wellness Association e.V. (ISWA)

ITB Hospitality Day - Who is the Eco-Guest? Profile of a Future Customer.

Hall 7.1 b, Auditorium London / [Segments](#)

Thursday, March 12, 2009 10.30 - 11.30

This type of guest is supposed to belong to an environment-friendly and financially strong species. He is the talk of the town but who can describe him in detail?

Moderated by:

Ralf Grauel, Writer, brand eins

Panel guests:

Marc Aeberhard, Chairman of the Board and Owner's Representative, Frégate Island Private

Andrew Harding, Founder, Nature and Kind Travel

Jürgen Maier, Director Membership Travel Services Germany & Austria, American Express Int.

Sue Stephenson, Vice President, Community Footprints, The Ritz-Carlton Hotel Company

Alberto Torres Gutiérrez, Marketing & Sales Manager, Design Hotel Aguas de Ibiza - lifestyle & spa

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Crossroads of the Wellness Industry

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 10.35 - 11.15

Over the past 20 years especially the Wellness- and Spa-Industry in Asia has experienced an amazing boom and evolution. In times of economical commotion with the spa industry at a quantitative peak what will be next? Learn more about the recent developments of the next Wellness- & Spa-generation and the Wellness lifestyle with its social responsibility.

Speaker:

Michael Loh, Group Publisher, SpaAsia, SpaArabia, CEO, AGELESS Republic

PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable: The

Hall 7.3, Auditorium Europe /



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Perfect Social Travel Guide

PhoCusWright@ITB

Thursday, March 12, 2009 10.50 - 11.20

Now that Travel 2.0 has become mainstream, finding, organizing and matching relevant user generated content (text and rich media) with individual preferences is the next big challenge to solve.

Executive Roundtable:

Sebastian Heinzl, CEO, tripwolf GmbH

Jan Kooman, CEO, HotelVideoReviews.com

Diarmuid Russell, Acting Global Online Director, Lonely Planet Publications

Jerome Touze, Co-Founder, Director and Co-CEO, WAYN - Where Are You Now? Ltd.

Moderated by:

Kevin May, Editor, Travolution

ITB Corporate Social Responsibility Day - Opening of the CSR Day

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Thursday, March 12, 2009 11.00 - 11.05

Speaker:

Klaus Betz, Press Officer, Institute for Tourism and Development

ITB Corporate Social Responsibility Day

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Thursday, March 12, 2009 11.00 - 18.00

Corporate Social Responsibility (CSR) is not just the issue of the day but a premise for a company's long term economic success and competitiveness. The first ITB CSR Day presents the results of an exclusive consumer survey on the willingness to pay for CSR, as well as best practices from other industries and precise suggestions for the implementation and monitoring of CSR in the travel industry. Top keynote speakers present their visions of CSR. Planeterra is the sponsor of the ITB CSR Day.

Hosted by:

Klaus Betz, Press Officer, Institute for Tourism and Development

11.00 - 11.05

Opening of the CSR Day

Speaker:

Klaus Betz, Press Officer, Institute for Tourism and Development

11.05 - 11.15

A Word from our Sponsor Planeterra

Speaker:

Richard G. Edwards, Director, Planeterra Foundation

11.15 - 11.45

Keynote 1: Corporate Social Responsibility: From Nice-to-have to Need-to-have

Corporate Social Responsibility is no longer a luxury for the travel and tourism sector, but a necessity in the global marketplace. The UN Foundation supports the protection of World Heritage sites and promotes livelihoods for the



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communities that depend on them. Through partnerships with the UN, consumers, governments, and conservation organizations, the UN Foundation has worked hand-in-hand with the tourism industry to develop practical solutions to meet growing demand for sustainable travel while supporting local communities and environments around the destination.

Speaker:

Erika Harms, Executive Director of Sustainable Development, United Nations Foundation

11.45 - 12.15

Keynote 2: Social Inclusion as a Competitive Advantage for Tourism Destinations

People with restricted mobility face obstacles when traveling. So far there is no consistent approach among destinations that allows equal participation of all population groups. Such an approach could actually strengthen destinations' competitive advantage. What plans does the Ruhr region have and what do they expect to achieve?

Speaker:

Dr. Fritz Pleitgen, Chairman, Ruhr.2010 GmbH

12.30 - 13.00

Exclusive Study: Consumers' Willingness-to-pay for Corporate Social Responsibility

The first comprehensive empirical study on CSR in the tourism industry shows how consumers perceive CSR and how they honor this strategy. The study, prepared by GfK, presents how CSR can improve company profitability.

Speaker:

Dr. Wolfgang Adlwarth, Managing Director, GfK Panel Services Germany

13.15 - 14.00

Benchmarking CSR

Corporate Social Responsibility is successfully practiced in many industries. What are the best practices and what can the tourism industry learn from them?

Moderated by:

Klaus Betz, Press Officer, Institute for Tourism and Development

Panel guests:

Dr. Hans-Herwig Geyer, Director Corporate Responsibility & Communications, Beluga Shipping GmbH

Peter-Mario Kubsch, Managing Director, Studiosus Reisen München GmbH

Dr. Gerhard Prätorius, Head of Coordination CSR and Sustainability, Volkswagen Group

14.15 - 15.30

CSR at Work

Innovative best practices exist for every stakeholder in the global tourism industry. What goals do companies pursue with these concepts and how are they applied successfully? Are CSR concepts in the tourism industry only niche products or are these best practice examples trendsetters with a potential impact on the entire industry?

Introductory presentation:

David Ruetz, Senior Manager, Head of ITB Berlin

Moderated by:

David Jones, Director General, The World Youth, Student & Educational (WYSE) Travel Confederation

Panel guests:

Richard G. Edwards, Director, Planeterra Foundation



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John Koldowski, Director Strategic Intelligence Centre, PATA
Dr. Rüdiger Leidner, Committee member, NATKO, Federal Ministry of Economics and Technology
Mechtild Maurer, Executive Director, ECPAT Deutschland e.V.
Gopinath Parayil, Founder and Chief Executive, Blue Yonder Holidays Pvt. Ltd., International Centre for Responsible Tourism, India
David Ruetz, Senior Manager, Head of ITB Berlin
Birgit Steck, Tourism Advisor, SNV - The Netherlands Development Organisation

15.45 - 16.15

CSR Reporting and Transparency

Do good deeds and talk about them: What effects do sustainability reports have? Are change processes being initiated? What were the experiences of the first 20 certified pioneer businesses? Will large-scale companies in the tourism industry be successful when adopting this concept?

Moderated by:

Thomas Loew, Managing Director, Institute 4 Sustainability

Panel guests:

Angela Giraldo, Co-Director, Communication, KATE Center for Ecology and Development
Matthias Leisinger, Head of Corporate Responsibility, Kuoni Travel Ltd.
Rolf Pfeifer, Managing Director, forum anders reisen

16.30 - 17.15

Practical Aspects of CSR - Challenges and Solutions

Last but not least: Under the title 'Challenges & Solutions' the TÜV Rheinland Group discusses questions on the practical and systemic implementation of CSR together with representatives from UNEP, travel operators and hoteliers.

Corporate Social Responsibility (CSR) in the tourism industry has various facets. Ecological as well as social aspects play a role when planning a journey, during travel, or when enjoying a holiday destination. Environmentally friendly transport or the possibility of a Carbon Footprint trade off can make reaching even far away destinations less harmful to the environment. Moreover, focussing on local produce when at the holiday destination supports local environments and societies. Consuming local foods and purchasing locally manufactured souvenirs mean sharing the profits with the locals and often avoiding conflicts with the indigenous population. Additionally, the tourism company has the opportunity to be part of a sustainable development when local communities are involved and revenues shared when planning and constructing a new hotel or leisure facility.

Moderated by:

Volker Angres, Head of Environmental Department, ZDF

Panel guests:

Aiko Bode, Head of CSR, TÜV Rheinland Gruppe
Dr. Klaus A. Dietsch, Member of the Board, Tour Operators' Initiative for Sustainable Tourism Development
Severin Schulte, Managing Director, Severin touristik GmbH
Andreas Vermöhlen, Environmental Management and Sustainable Development Specialist, TUI AG

17.15 - 18.00

Cocktail Reception

ITB Corporate Social Responsibility Day - A Word from our Sponsor
Planeterra

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and
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Thursday, March 12, 2009 11.05 - 11.15

Speaker:

Richard G. Edwards, Director, Planeterra Foundation

ITB Corporate Social Responsibility Day - Keynote 1: Corporate Social Responsibility: From Nice-to-have to Need-to-have

Hall 7.1 a, Auditorium New York 2 / [ITB CSR Day and Workshops](#)

Thursday, March 12, 2009 11.15 - 11.45

Corporate Social Responsibility is no longer a luxury for the travel and tourism sector, but a necessity in the global marketplace. The UN Foundation supports the protection of World Heritage sites and promotes livelihoods for the communities that depend on them. Through partnerships with the UN, consumers, governments, and conservation organizations, the UN Foundation has worked hand-in-hand with the tourism industry to develop practical solutions to meet growing demand for sustainable travel while supporting local communities and environments around the destination.

Speaker:

Erika Harms, Executive Director of Sustainable Development, United Nations Foundation

PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable: The Semantic Web Meets Travel

Hall 7.3, Auditorium Europe / [PhoCusWright@ITB](#)

Thursday, March 12, 2009 11.20 - 11.50

Just when you thought the Web was beginning to realize its full potential, the next generation comes along! It's called the Semantic Web and many people claim it will be the contributing force that enables the Web to reach its full potential with far reaching consequences.

Executive Roundtable:

Jakob Riegger, Co-Founder & CEO, TRUSTYOU

Morris Sim, Co-Founder & CEO, Circos.com Inc.

Moderated by:

Tom P. Botts, Partner, Hudson Crossing LLC

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Spa and Wellness Staff - Finding, keeping and training the best staff for your spa

Hall 7.3, Auditorium Europe / [PhoCusWright@ITB](#)

Thursday, March 12, 2009 11.20 - 12.15

The shortage of qualified labour is one of the major topics in the Spa industry. Discuss with the experts successful strategies to find, keep and train your staff.

Speakers:

Daniela Anzinger, Founder & Representative, lilli - Ladies In Lifestyle & Leisure Industries, Recruitfinder.at

Claus-Arwed Lauprecht, Member of the Board, International Spa & Wellness Association e.V. (ISWA), European Wellness-Institute (EWI)

ITB Hospitality Day - Ask Mr. X / Your Chance to Ask Questions about Talent Management.

Hall 7.1 b, Auditorium London / [Segments](#)

Thursday, March 12, 2009 11.45 - 12.15

You ask, two experts answer: In the future, a hotel's success will depend on its employees. What skills are needed? A director of a hotel management school and a HR director of a hotel chain will debate with the audience.



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Moderated by:

Thomas Kraft, Chairman of the Board, IFH Worldwide

Panel guests:

Katrin Melle, Area Director Human Resources, Hyatt Int., Hyatt Regency Mainz, Chairwoman of Hotel Human Resources Circle (HHRC)
Ruud R. Reuland, General Director, Ecole Hôtelière de Lausanne

ITB Corporate Social Responsibility Day - Keynote 2: Social Inclusion as a Competitive Advantage for Tourism Destinations

Hall 7.1 a, Auditorium New York 2 / **ITB CSR Day and Workshops**

Thursday, March 12, 2009 11.45 - 12.15

People with restricted mobility face obstacles when traveling. So far there is no consistent approach among destinations that allows equal participation of all population groups. Such an approach could actually strengthen destinations' competitive advantage. What plans does the Ruhr region have and what do they expect to achieve?

Speaker:

Dr. Fritz Pleitgen, Chairman, Ruhr.2010 GmbH

Business Travel Executive Day/MICE - Panel Discussion: Legal, Illegal or does it not matter at all? Visa issues of business travellers

Hall 7.1 a, Auditorium New York 3 / **ITB Business Travel Days**

Thursday, March 12, 2009 11.45 - 12.30

Speakers:

Jochen Mesenberg, Managing Director, CIBT Visum Centrale

Christoph Schelske, Internationaler Visumdienst Schelske IVDS

Christoph Wolf, Director Law of International Trade, Trade Facilitation, Association of German Chambers of Industry and Commerce (DIHK)

PhoCusWright@ITB: Expanding E-Travel Across Europe - Keynote: Technical Innovation Re-Invents Travel Distribution

Hall 7.3, Auditorium Europe / **PhoCusWright@ITB**

Thursday, March 12, 2009 11.50 - 12.30

Until now, online travel distribution channels have lacked user-friendly, integrated train booking options. New technology removes significant technical and business barriers, enabling corporate and leisure travelers to search, shop and buy train tickets and passes as easily as buying plane tickets.

Talkback (20 min): Industry peers lead Q&A

Keynote Speaker:

Eberhard Kurz, CIO, Passenger Transport Division, DB Mobility Logistics AG

Talkback Roundtable:

Bret Gordon, President & CEO, Wandriam Inc.

Anton Hell, Managing Director, hit-CONSULT GmbH

ITB Corporate Social Responsibility Day

Press briefing room, hall 7.1b / **Press dates**

Thursday, March 12, 2009 12.00

Speaker:

Erika Harms, Executive Director of Sustainable Development, United Nations Foundation



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David Jones, Director General, The World Youth and Student Travel Conference WYSTC_

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Designing, Creating and Managing a spa that touches your soul and makes 'by the way' also good profit

Hall 7.3, Auditorium Europe /
[PhoCusWright@ITB](#)

Thursday, March 12, 2009 12.20 - 13.15

Guidelines for sustainable success

Panel guests:

Jean Paul Blisset, Syntax

Monica Risenius, Managing Director, Raison d'Etre

Dagmar Rizzato, General Manager, Rizzato Spa Consulting

PhoCusWright@ITB: Expanding E-Travel Across Europe - Five Minutes of Fame: Previewing Travel Industry Start-ups (1 of 4)

Hall 7.3, Auditorium Europe /
[PhoCusWright@ITB](#)

Thursday, March 12, 2009 12.30 - 12.35

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Jean-Marc Godart, Managing Director, deciZium SA

ITB Corporate Social Responsibility Day - Exclusive Study: Consumers' Willingness-to-pay for Corporate Social Responsibility

Hall 7.1 a, Auditorium New York 2 / [ITB CSR Day and Workshops](#)

Thursday, March 12, 2009 12.30 - 13.00

The first comprehensive empirical study on CSR in the tourism industry shows how consumers perceive CSR and how they honor this strategy. The study, prepared by GfK, presents how CSR can improve company profitability.

Speaker:

Dr. Wolfgang Adlwarth, Managing Director, GfK Panel Services Germany

ITB Hospitality Day - ITB Hospitality Day Hotspot: Hotel Industry - Quo Vadis? The Global CEO Panel.

Hall 7.1 b, Auditorium London /
[Segments](#)

Thursday, March 12, 2009 12.30 - 14.00

90 minutes with the Chief Executives Officers of international hotel groups on property and information technology, brands, markets and employees. Who has the best strategy? A tour d'horizon.

Moderated by:

Maria Pütz-Willems, Editor-in-chief, hospitalityInside.com

Panel guests:

Michael Ball, CEO, Worldhotels

Andrew Cosslett, CEO, IHG (InterContinental Hotels Group) PLC

Ed Fuller, President & Managing Director, Marriott International

Gerald Lawless, Executive Chairman, Jumeirah Group



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PhoCusWright@ITB: Expanding E-Travel Across Europe - Break

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 12.35 - 12.55

Progress in Tourism Research: Financial Crisis

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Thursday, March 12, 2009 12.45 - 14.15

The repercussions of the economic downturn did not stop short of the tourism industry. In many cases the financing base of tourism businesses is endangered and with it the innovation and investment behavior of the companies as well. Not only investment financing models are put to test but also short, medium and long term corporate development strategies. Experts from the financial field, tour operators, hotel industry and business consulting talk about the ramifications of the financial crisis in short presentations and a panel discussion.

Introduction:

- Prof. Dr. Harald Pechlaner, President, German Society for Research in Tourism (DGT e.V.)

Short presentations:

- The financial crisis and the banking crisis: What is the future of tourism?
Raimon Kaufeld, Equity Analyst Travel, Transport, Logistics, WestLB AG
- Tourism in the economic crisis - Effects of the crisis and measures for coping with the challenges?
Dr. Andreas Deuber, Deputy Director Real Estate M&A, UBS AG
- Impacts of the financial crisis on the European hospitality (investment) industry
Dr. Jörg Frehse, Managing Partner, Frehse Hotel Corporate Finance GmbH & Co. KG
- Economic and financial crisis - Effects of the crisis from the Asia/Pacific-perspective
John Koldowski, Director Strategic Intelligence Centre, PATA

Moderated by:

Prof. Dr. Harald Pechlaner, President, German Society for Research in Tourism (DGT e.V.), Catholic University Eichstätt-Ingolstadt

Speakers & Panel guests:

Dr. Andreas Deuber, Deputy Director Real Estate M&A, UBS AG
Dr. Jörg Frehse, Managing Partner, Frehse Hotel Corporate Finance GmbH & Co. KG
Raimon Kaufeld, Equity Analyst Travel, Transport, Logistics, WestLB AG
John Koldowski, Director Strategic Intelligence Centre, PATA
Prof. Dr. Harald Pechlaner, President, German Society for Research in Tourism (DGT e.V.), Catholic University Eichstätt-Ingolstadt

PhoCusWright@ITB: Expanding E-Travel Across Europe - Five Minutes of Fame: Previewing Travel Industry Start-ups (2 of 4)

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 12.55 - 13.00

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Ronald Lenz, Co-Founder & Creative Director, 7scenes

PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable: From Thought to Finish: Implementation Realities in a Digital World

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 13.00 - 13.30



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The travel industry is enormously fragmented with companies and infrastructure located all over the world. However, one destination at a time, the travel researching, planning, sharing and purchasing process is becoming wholly digital. As a result, travel companies place great demands on their online agencies. Issues such as continuous technology innovation, travel 2.0 brand management, optimizing online marketing spend and reaching new customers will be explored.

Executive Roundtable:

Justin Cooke, Managing Director, Fortune Cookie (UK) Ltd
Kais Makhoulouf, Vice President, Strategic Partnerships and Emerging Platforms, Nurun Inc.
Diego Ricchiuti, Managing Director, Agency.com
Marco Tosi, Managing Director, LBi IconMedialab
Isabell Wagner, Managing Director, Germany, bigmouthmedia GmbH

Moderated by:

Daniel Krisch, Director, Client Services, h2c consulting GmbH, and Market Analyst, Europe, PhoCusWright Inc.

**Business Travel Executive Day/MICE - Presentation: Companies and Airlines:
Negotiation Positions – Negotiation Options**

**Hall 7.1 a, Auditorium New York 3 / ITB
Business Travel Days**

Thursday, March 12, 2009 13.00 - 14.30

A good contract considers the interests of both parties. What does a Travel Manager need to know about the negotiating range of his key account manager to achieve economic, effective and sustainable compromises?

Speaker:

Michael Schneider, VDR Academy, The Business Travel Association of Germany (VDR)

ITB Corporate Social Responsibility Day - Benchmarking CSR Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Thursday, March 12, 2009 13.15 - 14.00

Corporate Social Responsibility is successfully practiced in many industries. What are the best practices and what can the tourism industry learn from them?

Moderated by:

Klaus Betz, Press Officer, Institute for Tourism and Development

Panel guests:

Dr. Hans-Herwig Geyer, Director Corporate Responsibility & Communications, Beluga Shipping GmbH
Peter-Mario Kubsch, Managing Director, Studiosus Reisen München GmbH
Dr. Gerhard Prätorius, Head of Coordination CSR and Sustainability, Volkswagen Group

**Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Added Value in Your
Spa – What is the Benefit for (y)our Guests?**

**Hall 7.3, Auditorium Europe /
PhoCusWright@ITB**

Thursday, March 12, 2009 13.20 - 14.15

Successful, much-loved Spas have a leitmotif and tell their guests an own story. But guests expect more than this - sense and meaningfulness for their life. Renowned Spa consultants and operators present and discuss the further development and positioning of Spas in hotels and resorts.

Panel guests:

Heinrich Michael Clausing, Owner, Zur Bleiche Resort & Spa
Wilfried Dreckmann, Spa Project
Monica Risenius, Managing Director, Raison d'Etre
Franz Wagnermayr, Sport- & Wellnesshotel Angerhof



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**PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable:
The Power of Local**

**Hall 7.3, Auditorium Europe /
PhoCusWright@ITB**

Thursday, March 12, 2009 13.30 - 14.05

Despite major OTAs continuing to expand globally, many regional OTAs thrive in their home markets. Leveraging local-based competitive advantage is the key differentiator and continuing to do that defines the future opportunity.

Executive Roundtable:

France: Pierre Alzon, Deputy CEO, Voyages-SNCF.com

The Netherlands: Wim Butte, Founder & CEO, Airtrade Holding BV, Founder & Co-CEO, Vayama.com

UK: Simon Cooper, CEO, On The Beach Ltd

Spain: Javier Pérez-Tenessa, Founder & CEO, eDreams Inc.

Germany: Hans Simon, General Manager, Onlineweg.de Touristik GmbH

Moderated by:

Michaela Papenhoff, CEO, h2c consulting GmbH, and Senior Market Analyst, PhoCusWright Inc.

PhoCusWright@ITB: Expanding E-Travel Across Europe - Late Lunch

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 14.05 - 14.50

Take this time to relax, network or visit the convention cafe (location TBD) where snacks, salads, and hot and cold drinks are available for purchase.

**ITB Hospitality Day - Residences: Hotel or Real Estate - Which is more
advantageous?**

**Hall 7.1 b, Auditorium London /
Segments**

Thursday, March 12, 2009 14.15 - 15.15

No more hotel financing without residences: They promise cash and require sensitivity to a new lifestyle alternative. Renowned international experts discuss.

Moderated by:

Philip Bacon, Managing Director, HVS Hospitality Services

Panel guests:

Peng Sum Choe, CEO, Frasers Hospitality

Manfred Schönleben, CEO, TMC Partners

Scott Woroch, Executive Vice President Worldwide Development, Four Seasons Hotels & Resorts

ITB Corporate Social Responsibility Day - CSR at Work

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Thursday, March 12, 2009 14.15 - 15.30

Innovative best practices exist for every stakeholder in the global tourism industry. What goals do companies pursue with these concepts and how are they applied successfully? Are CSR concepts in the tourism industry only niche products or are these best practice examples trendsetters with a potential impact on the entire industry?

Introductory presentation:

David Ruetz, Senior Manager, Head of ITB Berlin

Moderated by:



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David Jones, Director General, The World Youth, Student & Educational (WYSE) Travel Confederation

Panel guests:

Richard G. Edwards, Director, Planeterra Foundation

John Koldowski, Director Strategic Intelligence Centre, PATA

Dr. Rüdiger Leidner, Committee member, NATKO, Federal Ministry of Economics and Technology

Mechtild Maurer, Executive Director, ECPAT Deutschland e.V.

Gopinath Parayil, Founder and Chief Executive, Blue Yonder Holidays Pvt. Ltd., International Centre for Responsible Tourism, India

David Ruetz, Senior Manager, Head of ITB Berlin

Birgit Steck, Tourism Advisor, SNV - The Netherlands Development Organisation

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - 20 Years of International Spa Scenery – How are the markets in America, Europe and Asia developing? What do they have in common and what are the differences?

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 14.20 - 15.30

The international Spa scenery has established. What is coming next? The three presentations show the challenges of the next years and line up answers in regard to the three continents.

Global Spa Economy Report

At a Glance – short insight into at the 'Global Spa Economy Report' carried out for the first time on a global basis in 2007/2008 by SRI International (founded as the Stanford Research Institute, Washington DC) for Global Spa Summit, New York

'Asia Spa Industry Research' and 'Asia-Pacific Wellness Council' Outcomes

Learn about the main facts of the Asian Spa Industry and receive the latest information on the Asian-Pacific Market published by the 'Asia-Pacific Wellness Council', the transnational federation of the Spa Associations in the Asia-Pacific Region

Latest Developments of Wellness & Spa in Europe

with Focus on German Speaking Countries

Speakers:

Susie Ellis, President, SpaFinder, Inc.

Michael Loh, Group Publisher, SpaAsia, SpaArabia, CEO, AGELESS Republic

Alexandra Graf, Dipl. Betriebswirt FH, Institute for Leisure Economics Munich

Turkey Forum: Investment in Tourism Destinations in Times of the Financial Crisis

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Thursday, March 12, 2009 14.30 - 15.30

Policy makers and high-ranking decision makers from the ministry of tourism, finance and the Turkish tourism industry discuss their investment strategies. What are the ramifications of the financial crisis? Will the aspiring tourism destination Turkey emerge stronger from the financial crisis?

Introduction:

Ayse Didem Akman, Ministry of Culture and Tourism, Turkey

Aysegül Öztas, Ministry of Culture and Tourism, Turkey

Moderated by:

Jasper Tautz, Expert Foreign Travel, German Travel Association (DRV)

Panel guests:

Michael Maasmeier, Entrepreneur, Investment Support and Promotion Agency of Turkey (ISPAT) / Counterpart Group

Ayla Mirmahmutogullari, Director General of Investment and Business, Ministry of Culture and Tourism, Turkey

Oya Narin, President, Marty Hotel Management Co.

Koray Yetik, Secretary General, Turkish Tourism Investors Association (TYD)



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Business Travel Executive Day/MICE - Presentation: How to identify hidden Tax Traps while organising Business Trips or Events

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

Thursday, March 12, 2009 14.45 - 16.15

Speaker:

Bernd Hartmann, VDR Academy, The Business Travel Association of Germany (VDR)

PhoCusWright@ITB: Expanding E-Travel Across Europe - Five Minutes of Fame: Previewing Travel Industry Start-ups (3 of 4)

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 14.50 - 14.55

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Manfred Osthues, Managing Director, protel hotelsoftware GmbH

PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable: Next Generation Excellence in Tourism Marketing

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 14.55 - 15.25

Attracting and retaining new travelers to new destinations require a new digital tool set. As consumers around the world increasingly turn to online searching, shopping, sharing and purchasing, the traditional tour operator/travel agency model must be augmented. Inbound tourism marketing is evolving into a sophisticated science.

Executive Roundtable:

Ryan Bifulco, Founder & President, Travel Spike LLC

Roger Carter, Managing Director, TEAM Tourism Consulting

Konrad Plankensteiner, CEO, Tiscover AG

Olaf Schlieper, Managing Director of Media Management, German National Tourist Board

Mag. Martin Schobert, Head of Research and Development (CIO), Austrian National Tourist Office

Moderated by:

Cees T. Bosselaar, Director, Business Development, PhoCusWright Inc.

PhoCusWright@ITB: Expanding E-Travel Across Europe - Keynote: You Can Be Better In Travel

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 15.25 - 16.05

Start a new airline in this marketplace? Yes! Hoping to pioneer a new chapter in trans-Atlantic aviation, new ideas are shaping this subsidiary airline. Focused on the constant struggle between road warrior budgets and comforts, the balance between managing cost and delivering value is the strategic driver.

Talkback (20 min): Industry peers lead Q&A

Keynote Speaker:

Dale Moss, Managing Director, OpenSkies (a British Airways company)

Talkback Roundtable:

Andrew Owen-Jones, Managing Director, TravelTainment Ltd.

Anne Rösener, Vice President, Central and Eastern Europe, Sabre Travel Network



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ITB Hospitality Day - Integrated Resorts. An evolution towards sustainability.

Hall 7.1 b, Auditorium London / Segments

Thursday, March 12, 2009 15.30 - 16.30

Mega resorts are on the rise – in Singapore just like in Greece, Switzerland and Germany. What are the economic benefits and multiplier effects accruing to the region and the risks for their developers?

Moderated by:

Klaus Lengefeld, Senior Advisor for Tourism and Sustainable Development, German Technical Cooperation Agency (GTZ)

Panel guests:

Eric Bello, Vice President Sales, Las Vegas Sands

Achilles V. Constantakopoulos, Managing Director, Temes SA

Karl J. Pojer, Member of the Executive Committee, TUI AG / TUI Hotels & Resorts

Samih Sawiris, Chairman & CEO, Orascom Development Holding

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Yield Management in the Spa – Opportunities and limits –Yield Management in the spa - yes or no'

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 15.35 - 16.15

Speakers:

Richard Dusseau, CEO, Spatality

Bianca Spalteholz, Hotel Business Development

ITB Corporate Social Responsibility Day - CSR Reporting and Transparency

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Thursday, March 12, 2009 15.45 - 16.15

Do good deeds and talk about them: What effects do sustainability reports have? Are change processes being initiated? What were the experiences of the first 20 certified pioneer businesses? Will large-scale companies in the tourism industry be successful when adopting this concept?

Moderated by:

Thomas Loew, Managing Director, Institute 4 Sustainability

Panel guests:

Angela Giraldo, Co-Director, Communication, KATE Center for Ecology and Development

Matthias Leisinger, Head of Corporate Responsibility, Kuoni Travel Ltd.

Rolf Pfeifer, Managing Director, forum anders reisen

Africa Forum: 2010 FIFA World Cup: Tourism Development in Southern Africa

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Thursday, March 12, 2009 15.45 - 17.30

The neighboring countries of Namibia, Botswana, Zambia, Angola and Zimbabwe are developing transborder national parks to promote tourism as an economic factor. How is the region positioning itself in the global tourism industry? How will infrastructure in the neighboring countries develop? Will the World Cup deliver any significant impact? How can the increase of tourism help reduce poverty?

Keynote Speaker:

Hon. Netumbo Nandi-Ndaitwah, Ministry of Environment & Tourism, Namibia

Moderated by:

Dieter Möller, Journalist Tourism/Finance



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Panel guests:

Helge Bendl, Journalist, Photographer and Zambezi Adventurer

Eberhard Brandes, CEO, WWF Germany

Dr. Ingolf Diedrich, Head of Division Southern Africa, Federal Ministry of Economic Cooperation and Development (BMZ)

Remmy Makumbe, Director of Infrastructure and Services, Southern African Development Community SADC

Hon. Netumbo Nandi-Ndaitwah, Ministry of Environment & Tourism, Namibia

Ousmane Ndiaye, Regional Representative for Africa, UNWTO

Bruno Wenn, Senior Vice President, Regional Department Sub-Saharan Africa, KfW Development Bank

Welcome:

Taleb Rifai, Secretary-General a.i., World Tourism Organization (UNWTO)

**PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable:
Economics of PPC and PPA**

**Hall 7.3, Auditorium Europe /
PhoCusWright@ITB**

Thursday, March 12, 2009 16.05 - 16.35

Travel distribution business models are blurring. The growth of ad and referral-based revenue is challenging the dominance of traditional bookings-driven business models for industry intermediaries. Hybrid business models are sprouting everywhere. PPC and PPA are the new commission and markup.

Executive Roundtable:

Faisal Galaria, Managing Director, Europe and Asia, Kayak.com

Javier González-Soria, Managing Director, Google Travel Spain

Thilo Hertwig, Executive E-Commerce Manager, Steigenberger Hotels AG

Ray Witter, Managing Director, Europe, Travel Ad Network

Moderated by:

Carroll Rheem, Director, Research, PhoCusWright Inc.

**Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Corporate health
programmes as a profitable target market for the wellness & spa industry**

**Hall 7.3, Auditorium Europe /
PhoCusWright@ITB**

Thursday, March 12, 2009 16.20 - 17.00

Professional health programmes have become an important factor for success on both business and tourism levels. The wellness industry can offer what companies need for their employees and managers. – Strategies for a new and profitable cooperation.

Speaker:

Dr. Franz Linser, Linser & Partner

**ITB Corporate Social Responsibility Day - Practical Aspects of CSR -
Challenges and Solutions**

**Hall 7.1 a, Auditorium New York 2 / ITB CSR Day
and Workshops**

Thursday, March 12, 2009 16.30 - 17.15

Last but not least: Under the title 'Challenges & Solutions' the TÜV Rheinland Group discusses questions on the practical and systemic implementation of CSR together with representatives from UNEP, travel operators and hoteliers.

Corporate Social Responsibility (CSR) in the tourism industry has various facets. Ecological as well as social aspects play a role when planning a journey, during travel, or when enjoying a holiday destination. Environmentally friendly transport or the possibility of a Carbon Footprint trade off can make reaching even far away destinations less harmful to the environment. Moreover, focussing on local produce when at the holiday destination supports local environments and societies. Consuming local foods and purchasing locally manufactured souvenirs mean sharing the profits with the locals and often avoiding conflicts with the indigenous population. Additionally, the tourism company has the opportunity to be part of a sustainable development when local communities are involved and revenues shared when planning and constructing a new hotel or leisure facility.



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Moderated by:

Volker Angres, Head of Environmental Department, ZDF

Panel guests:

Aiko Bode, Head of CSR, TÜV Rheinland Gruppe

Dr. Klaus A. Dietsch, Member of the Board, Tour Operators' Initiative for Sustainable Tourism Development

Severin Schulte, Managing Director, Severin touristik GmbH

Andreas Vermöhlen, Environmental Management and Sustainable Development Specialist, TUI AG

Business Travel Executive Day/MICE - Presentation: Event Planning Policies

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

Thursday, March 12, 2009 16.30 - 17.15

Speaker:

Gerhard Bleile, President, Association of German Event Organisers

PhoCusWright@ITB: Expanding E-Travel Across Europe - Keynote: Luxury and Romance Meet Technology

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 16.35 - 17.15

Luxury brands capture the aspirational components of consumer minds and wallets, and not only for the wealthy. Affluent consumers usually want the best, but that can mean the most authentic or the most adventurous, and not always the most luxurious. Now, boutique venues and romance get the same attention online as the rest of travel, tourism and hospitality.

Talkback (20 min): Industry peers lead Q&A

Keynote Speaker:

Tamara Heber-Percy, Co-Founder, Mr & Mrs Smith Hotel Collections

James Lohan, Managing Director, Mr & Mrs Smith Hotel Collections

Talkback Roundtable:

Martin F. Jørgensen, CEO, Net Trans Services AS

Richard V. Leutwyler, President, Utell Hotels & Resorts

ITB Hospitality Day - How to React to the Economic Downturn.

Hall 7.1 b, Auditorium London / Segments

Thursday, March 12, 2009 16.45 - 17.45

Does it still make sense to rely on forecasts? Are there any concepts that can be applied in a cyclical downturn?

Moderated by:

Prof. Dr. Christian Buer, Dean, Faculty Business Administration II, Heilbronn University

Panel guests:

Erich Falkensteiner, CEO, Falkensteiner Michaeler Tourism Group

Stephan Gerhard, President & Chairman of the Board, Treugast Solutions Group

Marc Hildebrand, CEO, Accor Germany

Hans-Dieter Schiller, Vice President European Operations, Choice Hotels Europe

Integrated Resorts. An Evolution towards Sustainability

Press briefing room, hall 7.1b / Press dates

Thursday, March 12, 2009 16.45



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Speaker:

Karl J. Pojer, Member of the Executive Committee TUI AG / TUI Hotels & Resorts

Parallel Event Auditorium Berlin: ITB Experts' Forum Wellness - Summary & To do's

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 17.00 - 17.15

Speakers:

Michael Altewischer, Managing Director, Wellness-Hotels-Deutschland (W-H-D), Member of the Board, International Spa & Wellness Association e.V. (ISWA)

Claus-Arwed Lauprecht, Member of the Board, International Spa & Wellness Association e.V. (ISWA), European Wellness-Institute (EWI)

ITB Corporate Social Responsibility Day - Cocktail Reception Hall 7.1 a, Auditorium New York 2 / [ITB CSR Day and Workshops](#)

Thursday, March 12, 2009 17.15 - 18.00

PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Roundtable: Best Practices in Mobile Applications for Travel

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 17.15 - 17.55

Mobile technology is on the verge of altering the way consumers search, shop, organize, plan and buy travel. New wireless technologies, convergent next-generation devices and user-friendly applications like mapping and user reviews have once again brought mobile travel opportunities into the spotlight.

Executive Roundtable:

Pablo Alvarez, Group Innovation Manager, lastminute.com

Stefano Galastri, President & CEO, SIA Internet

Marina Hegemann, Managing Director, TouristMobile GmbH

Michael Lacy, CEO, Handy Group (UK) Ltd

Gerry Samuels, Founder & Executive Director, Mobile Travel Technologies Ltd.

Moderated by:

Norman L. Rose, Senior Corporate and Technology Analyst, Travel Tech Consulting Inc.

Business Travel Executive Day/MICE - Panel Discussion: MICE Destination Germany

Hall 7.1 a, Auditorium New York 3 / [ITB Business Travel Days](#)

Thursday, March 12, 2009 17.15 - 18.00

Moderated by:

Gerd Otto-Rieke, Akademie Neue Medien

Panel guests:

Gerhard Bleile, President, Association of German Event Organisers

Haakon Herbst, Board of Directors, HSMA Germany e.V.

Vera Hufschmidt, Project Manager, VDR Hotel Certification

Petra Kimmig, Senior Manager Convention Department, sanofi-aventis



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PhoCusWright@ITB: Expanding E-Travel Across Europe - Executive Interview

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 17.55 - 18.25

PhoCusWright CEO Philip Wolf has been interviewing travel, tourism and hospitality heads around the world for over a decade. His probing perseverance for clear answers combined with vast industry experience to make for special interviews. Considering the changes underway in today's marketplace, this one-on-one session provides a rare and insider's perspective on many important strategic issues.

Interview guest:

Marc Charron, Managing Director, Europe, TripAdvisor

Interviewer:

Philip C. Wolf, President & CEO, PhoCusWright Inc.

PhoCusWright@ITB: Expanding E-Travel Across Europe - Five Minutes of Fame: Previewing Travel Industry Start-ups (4 of 4)

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 18.25 - 18.30

CEOs from travel-related start-up companies make their case in front of a savvy, distinguished audience!

Speaker:

Peter Fitzgerald, CEO, CompareHotelsDirect.com

PhoCusWright@ITB: Expanding E-Travel Across Europe - Epilogue

Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 18.30 - 18.35

Speaker:

Philip C. Wolf, President & CEO, PhoCusWright Inc.

PhoCusWright@ITB: Expanding E-Travel Across Europe - Cocktail Reception Hall 7.3, Auditorium Europe / PhoCusWright@ITB

Thursday, March 12, 2009 18.35 - 19.35

Details TBA

Program 03/13/2009

ITB Aviation Day - Keynote: The Future of Global Aviation

Hall 7.1 b, Auditorium London / Segments

Friday, March 13, 2009 10.30 - 11.00

How does the future of the global aviation industry look like and where does Turkish Airlines stand? Dr. Temel Kotil has developed Turkish Airlines into an internationally recognized airline with an ideal geo-strategic hub at the crossroads of Europe and Asia. Turkish Airlines continues to expand fast despite current market conditions. What is the Star Alliance member's success based on and what are the strategic plans to position Turkish Airlines as premium airline in the global aviation industry? Status quo and outlook.

Keynote Speaker:

Dr. Candan Karlitekin, Chairman of the Board, Turkish Airlines



Program is subject to change

ITB Berlin Convention

March 11 - 14, 2009



Business Travel Day for Operational Excellence - Presentation: Guidelines for sustainable Business Travel

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

Friday, March 13, 2009 10.30 - 11.00

Speaker:

Anja Hänel, Project Manager, Transport Club Germany - Association of Sustainable Mobility

Carbon Management in Tourism: A Smart Strategy in Response to Climate Change

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Friday, March 13, 2009 10.30 - 12.15

High oil prices - in the medium-term future -, the integration of aviation in the EU ETS and other emission trading schemes, and the growing environmental awareness of tourists and corporate customers all lead to new demands on tourism businesses. Innovative, pro-environmental management must consequently address energy use and emissions of greenhouse gases, following the new guiding principle of a "carbon-smart tourism".

The session "Carbon Management in Tourism" will reveal new and challenging ways of addressing emission reductions in tourism, including all sectors of the industry. Most of these are profitable in the short- and medium-term future, making re-structuring a goal in concert with the economic bottom-line.

10:30-10:35: Geoffrey Lipman (UNWTO, Assistant Secretary-General)

10:35-10:40: Professor Dr. Daniel Scott (University of Waterloo, Canada Research Chair in Global Change and Tourism)

10:40-11:10: Professor Dr. Stefan Gössling (ECLAT/Lund University/University of Applied Sciences Eberswalde)
"Carbon-Smart Tourism: Reducing Vulnerability, Increasing Profits"

11:10-11:25: Kati Ihamäki (Finnair, Manager Sustainable Development)
"Carbon Labelling for Aviation"

11:25-11:40: Stephan Stahl (Scandic Hotels, Vice President Sales)
"Carbon-neutral hotel operations"

11:40-11:55: Robyn Nixon (Intrepid Travel/Australia, General Manager, Global Sales & Marketing)
"Our Vision: Climate-neutral by 2010"

11:55-12:10: Dr. Murray Simpson (ECLAT/University of Oxford)
"The Caribbean – Towards becoming a Carbon Neutral Destination"

12:10-12:15: Discussion/Questions

Hosted by: Experts on Climate Change and Tourism (ECLAT), University of Applied Sciences Eberswalde

In cooperation with: United Nations Environment Programme (UNEP), United Nations World Tourism Organization (UNWTO)

Moderated by:

Prof. Dr. Wolfgang Strasdas, University of Applied Sciences Eberswalde

Speakers:

Professor Dr. Stefan Gössling, ECLAT, Lund University, University of Applied Sciences Eberswalde

Kati Ihamäki, VP Sustainable Development, Finnair

Geoffrey Lipman, Assistant Secretary-General, World Tourism Organization (UNWTO)

Robyn Nixon, General Manager, Global Sales & Marketing, Intrepid Travel, Australien

Professor Dr. Daniel Scott, Canada Research Chair in Global Change and Tourism, University of Waterloo

Dr. Murray Simpson, Senior Research Associate, University of Oxford, ECLAT

Stephan Stahl, Vice President Sales, Scandic Hotels



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ITB Berlin Convention

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Business Travel Day for Operational Excellence

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

Friday, March 13, 2009 10.30 - 17.00

10.30 - 11.00

Presentation: Guidelines for sustainable Business Travel

Speaker:

Anja Hänel, Project Manager, Transport Club Germany - Association of Sustainable Mobility

11.15 - 11.45

Presentation: More modern than you'd think – Travel & Mobility Management in Institutions under Public Law

Speaker:

Alfred Petrich, Head of Financing, Business Administration & Travel Management, Bayerischer Rundfunk

12.00 - 12.45

Speech:

Speaker:

Joachim Hunold, CEO, Air Berlin

13.00 - 14.30

Presentation: Business Travel Management 101

Speaker:

Andreas Wilbers, VDR-Academy, The Business Travel Association of Germany (VDR)

14.45 - 15.45

Breaking News and Background

Speaker:

Martin Gaebges, Secretary-General, BARIG

Wolfgang Neumann, Managing Director, Avis

Michael Rabe, Secretary-General, Bundesverband der Deutschen Tourismuswirtschaft BTW

16.00 - 17.00

Panel Discussion: Air Fares and the Curse of Hidden Costs

Moderated by:

Oliver Graue, Editor-in-chief, biztravel

Panel guests:

Jo-achim Hamburger, Corporate Travel Manager, Electrolux Dienstleistungen GmbH

Andreas Konkell, Travel Manager, Carl Zeiss AG

Jörg Martin, CTC Corporate Travel Consulting



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ITB Berlin Convention

March 11 - 14, 2009



ITB Aviation Day

Hall 7.1 b, Auditorium London / Segments

Friday, March 13, 2009 10.30 - 16.45

At this year's ITB Aviation Day executives will address key issues which the global aviation industry is facing. The main emphasis of the ITB Aviation Day 2009 will be placed on the latest challenges in the areas of fuel and emissions, capacities and demand, capital markets and financing. In keynotes executive board members reveal best practice strategies of their airlines. The media partner for the ITB Aviation Day is Flug Revue.

Hosted by:

Prof. Dr. Adrian von Dörnberg, Faculty of Tourism/Transport, University of Applied Sciences Worms

10.30 - 11.00

Keynote: The Future of Global Aviation

How does the future of the global aviation industry look like and where does Turkish Airlines stand? Dr. Temel Kotil has developed Turkish Airlines into an internationally recognized airline with an ideal geo-strategic hub at the crossroads of Europe and Asia. Turkish Airlines continues to expand fast despite current market conditions. What is the Star Alliance member's success based on and what are the strategic plans to position Turkish Airlines as premium airline in the global aviation industry? Status quo and outlook.

Keynote Speaker:

Dr. Candan Karlitekin, Chairman of the Board, Turkish Airlines

11.15 - 11.45

Keynote: Meeting Today's Challenges in Global Aviation

The airline market is changing faster than ever before. There is hardly a week without news about mergers and acquisitions. This consolidation is considered one of the biggest challenges the industry will have to cope with globally. Insiders expect this trend to continue in 2009 - further intensified by the overall negative financial and economical conditions. Andrew Crawley, Director Sales & Marketing at British Airways, will address this current topic and provide some interesting insights from the perspective of the British airline.

Keynote Speaker:

Andrew Crawley, Director Sales & Marketing, British Airways

12.00 - 13.45

ITB Aviation Day Hotspot: Fuel and Emissions Panel

The aviation industry is struggling. Fluctuating oil and kerosene prices as well as new climate protection measures create problems of existential magnitude. In order to find solutions to the problem, facts have to be analyzed: How do oil markets actually work? How successful is fuel hedging? Will bio-fuel and other new technologies soon be applied? What experiences did Air New Zealand have during their first bio-fuel test flight? How is the political and economical framework changing with regards to climate protection? How is the industry coping?

Keynote Speaker:

Ed Sims, Group General Manager, International Airline, Air New Zealand

Moderated by:

Matthias Eberle, US correspondent, Handelsblatt, Germany's Business and Financial Daily

Panel guests:

Helmut Fredrich, Vice President, Corporate Fuel Management, Deutsche Lufthansa AG

Billy Glover, Managing Director, Environmental Strategy, Boeing Commercial Airplanes

Ed Sims, Group General Manager, International Airline, Air New Zealand

Paul Steele, Director Aviation Environment, IATA

Session Outlook:



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Prof. Dr. Claudia Kemfert, Environmental economist, German Institute of Economic Research (DIW Berlin), Humboldt University of Berlin

14.00 - 14.45

Is the Industry Doomed?

Airbus and Boeing have the highest level of orders on hand in their company history. Soon large quantities of aircraft will be delivered. On the other hand demand in air transport is dropping dramatically. Airlines are reducing their capacities rigorously. One wonders if the ordered airplanes will ever be delivered? How will they be utilized and how would they be financed? Is there a wave of cancellations coming? Or should airlines seize the opportunity and purchase aircraft now? Our panel guests analyze the consequences.

Interview guest:

Richard L. Aboulaifa, Vice President, Analysis, Teal Group

Interviewer:

Volker Thomalla, Editor-in-chief, Flug Revue

15.00 - 15.45

Panel of Analysts: Is the Financial Crisis Driving the Consolidation of the Aviation Industry?

One of the current and future key issues in global aviation is the financial crisis, which has put the industry in a dicey situation: Will airlines and airports have enough capital at their disposal for essential investments? In which direction will crisis-stricken capital markets push the development of the industry? Are further consolidations inevitable? Are investments in airlines and airports still attractive to investors?

In order to be as up to date as possible, panel guests will be published shortly before the ITB.

Moderated by:

Jens Flottau, Aviation Correspondent, Sueddeutsche Zeitung

Panel guests:

Per-Ola Hellgren, Senior Analyst Transportation, Landesbank Baden-Württemberg

Jürgen Pieper, European Automotive and Transportation Analyst, Bankhaus Metzler

Howard Wheeldon, Senior Strategist, BGC Partners

16.00 - 16.45

Low-Cost, Long-Haul - A Long Shot?

No other business model in aviation is being discussed in a more controversial manner than low-cost long-haul. The naysayers argue that low-cost long-haul will not succeed and cite airlines that have recently faced bankruptcy. Executives for low-cost long-haul carriers argue they can be successful with a sound business strategy. Supporters of this business model are facing critical questions.

Moderated by:

Adrian Finighan, International Anchor & Correspondent, CNN

Panel guests:

Michael Garvens, Chairman of the Management Board, Köln Bonn Airport

Dr. Philipp Goedeking, Managing Director, airconomy aviation intelligence

Azran Osman-Rani, CEO, AirAsia X

ITB Tourism and Culture Day - Opening

Hall 7.1 a, Auditorium New York 1 / [ITB Destination Days](#)



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ITB Berlin Convention

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Friday, March 13, 2009 11.00 - 11.10

Hosted by:

Prof. Dr. Ute Dallmeier, General Manager, Tourismus NRW e.V.
Dr. Wolfgang Isenberg, Director, Thomas Morus Academy Bensberg

ITB Tourism and Culture Day

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Friday, March 13, 2009 11.00 - 15.30

The first ITB Tourism and Culture Day focuses on the culture-trip growth sector. Specific skills and know-how are required in order to capture this attractive target group. The results of an exclusive empirical study on the market segment culture trips will be presented, the impact that events in cultural capitals have on tourism will be discussed. Suggestions will be given on the marketing of cultural events. Also the findings on the correlation of media, culture and tourism deserve closer attention. The ITB Tourism and Culture Day is hosted in cooperation with the ITB partner region 2009 - Ruhr.2010 European Capital of Culture.

11.00 - 11.10

Opening

Hosted by:

Prof. Dr. Ute Dallmeier, General Manager, Tourismus NRW e.V.
Dr. Wolfgang Isenberg, Director, Thomas Morus Academy Bensberg

11.10 - 11.30

Introductory presentation 1: Culture as Tourism Resource

The German Society for Tourism Research (DGT e.V.) presents the results of its 'culture and tourism' research cluster.

Speaker:

Prof. Dr. Harald Pechlaner, President, German Society for Research in Tourism (DGT e.V.), Catholic University Eichstätt-Ingolstadt

11.40 - 12.00

Introductory presentation 2: What Role does Culture Play for the German Tourists? Results of a Recent Empirical Study (sponsored by Gebeco)

The results of a representative nationwide study provide answers to the following questions: Who is interested in culture while vacationing? Why do tourists visit cultural attractions? Of what importance are cultural activities during a vacation and how is the potential for culture trips to be assessed?

Speaker:

Prof. Dr. Albrecht Steinecke, Universität Paderborn

12.15 - 13.15

What Impact do Events in Cultural Capitals have on Tourism?

Events in cultural capitals provide great potential for the promotion of tourism. How does a city become a cultural capital of Europe? And how can a cultural capital best collaborate with tourism businesses?

Moderated by:

Dr. Christiane Florin, Culture Editor, Rheinischer Merkur

Panel guests:

Thomas Bohlander, Managing Director, Gebeco



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Dr. Fritz Pleitgen, Chairman, Ruhr.2010 GmbH
Sir Bob Scott, Executive Chairman, Capital of Culture Company Liverpool

13.30 - 14.15

Culture, Tourism and the Media

The media creates markets. Just like every other industry, tourism and culture are dependent on the media. How does the media cover culture in general and how do they deal with cultural capitals in particular? How should the tourism industry handle the media?

Speaker:

Prof. Dr. Norbert Bolz, Media Scientist, Technische Universität Berlin

14.30 - 15.30

Sales of Trips to Cultural Capitals

Is there a high market potential for trips to cultural capitals and what exactly do the customers want? How should such trips be marketed?

Moderated by:

Peter Hauptvogel, Editor-in-chief, Air Berlin Magazin

Panel guests:

Martin Katz, Managing Director, Ameropa-Reisen GmbH

Burkhard Kieker, CEO, Berlin Tourismus Marketing GmbH BTM

Mag. Martin Schobert, Head of Research and Development (CIO), Austrian National Tourist Office

Hasso von Düring, CEO, TUI Leisure Travel GmbH (TLT)

ITB Tourism and Culture Day - Introductory presentation 1: Culture as Tourism Resource

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Friday, March 13, 2009 11.10 - 11.30

The German Society for Tourism Research (DGT e.V.) presents the results of its 'culture and tourism' research cluster.

Speaker:

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ITB Aviation Day - Keynote: Meeting Today's Challenges in Global Aviation

Hall 7.1 b, Auditorium London / Segments

Friday, March 13, 2009 11.15 - 11.45

The airline market is changing faster than ever before. There is hardly a week without news about mergers and acquisitions. This consolidation is considered one of the biggest challenges the industry will have to cope with globally. Insiders expect this trend to continue in 2009 - further intensified by the overall negative financial and economical conditions. Andrew Crawley, Director Sales & Marketing at British Airways, will address this current topic and provide some interesting insights from the perspective of the British airline.

Keynote Speaker:

Andrew Crawley, Director Sales & Marketing, British Airways

Business Travel Day for Operational Excellence - Presentation: More modern than you'd

Hall 7.1 a, Auditorium New York 3 /



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ITB Berlin Convention

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think – Travel & Mobility Management in Institutions under Public Law

ITB Business Travel Days

Friday, March 13, 2009 11.15 - 11.45

Speaker:

Alfred Petrich, Head of Financing, Business Administration & Travel Management, Bayerischer Rundfunk

ITB Aviation Day – Keynote: The Future of Global Aviation

Press briefing room, hall 7.1b / [Press dates](#)

Friday, March 13, 2009 11.15

Speaker:

Dr. Candan Karlitekin, Chairman of the Board, Turkish Airlines

ITB Tourism and Culture Day - Introductory presentation 2: What Role does Culture Play for the German Tourists? Results of a Recent Empirical Study (sponsored by Gebeco)

Hall 7.1 a, Auditorium New York 1 / [ITB Destination Days](#)

Friday, March 13, 2009 11.40 - 12.00

The results of a representative nationwide study provide answers to the following questions: Who is interested in culture while vacationing? Why do tourists visit cultural attractions? Of what importance are cultural activities during a vacation and how is the potential for culture trips to be assessed?

Speaker:

Prof. Dr. Albrecht Steinecke, Universität Paderborn

Business Travel Day for Operational Excellence - Speech:

Hall 7.1 a, Auditorium New York 3 / [ITB Business Travel Days](#)

Friday, March 13, 2009 12.00 - 12.45

Speaker:

Joachim Hunold, CEO, Air Berlin

ITB Aviation Day - ITB Aviation Day Hotspot: Fuel and Emissions Panel

Hall 7.1 b, Auditorium London / [Segments](#)

Friday, March 13, 2009 12.00 - 13.45

The aviation industry is struggling. Fluctuating oil and kerosene prices as well as new climate protection measures create problems of existential magnitude. In order to find solutions to the problem, facts have to be analyzed: How do oil markets actually work? How successful is fuel hedging? Will bio-fuel and other new technologies soon be applied? What experiences did Air New Zealand have during their first bio-fuel test flight? How is the political and economical framework changing with regards to climate protection? How is the industry coping?

Keynote Speaker:

Ed Sims, Group General Manager, International Airline, Air New Zealand

Moderated by:

Matthias Eberle, US correspondent, Handelsblatt, Germany's Business and Financial Daily

Panel guests:

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Ed Sims, Group General Manager, International Airline, Air New Zealand



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ITB Berlin Convention

March 11 - 14, 2009



Paul Steele, Director Aviation Environment, IATA

Session Outlook:

Prof. Dr. Claudia Kemfert, Environmental economist, German Institute of Economic Research (DIW Berlin), Humboldt University of Berlin

ITB Tourism and Culture Day - What Impact do Events in Cultural Capitals have on Tourism?

Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Friday, March 13, 2009 12.15 - 13.15

Events in cultural capitals provide great potential for the promotion of tourism. How does a city become a cultural capital of Europe? And how can a cultural capital best collaborate with tourism businesses?

Moderated by:

Dr. Christiane Florin, Culture Editor, Rheinischer Merkur

Panel guests:

Thomas Bohlander, Managing Director, Gebeco

Dr. Fritz Pleitgen, Chairman, Ruhr.2010 GmbH

Sir Bob Scott, Executive Chairman, Capital of Culture Company Liverpool

Chinese Inbound Tourism to Europe: Winds of Change Blowing for a Focus on Upmarket Tourism

Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Friday, March 13, 2009 12.30 - 14.30

Agenda:

1. Greetings
- Counsellor Dong Junxin
2. Introduction of Panelists
3. "Situation of China's Outbound Tourism 2009"
- Prof. Dr. Wolfgang Arlt
4. "Winds of Change Blowing for a Focus on Upmarket Tourism"
- Prof. Dr. Monika Echtermeyer
5. "Overview: Upmarket Tourism Development in the Asia-Pacific Region"
- John Koldowski
6. Panel discussion: "How to attract upmarket tourism from China and how to deliver quality in the Chinese way?"
7. Q&A from audience

Moderated by:

Prof. Dr. Monika Echtermeyer, China Expert, International University of Applied Sciences Bad Honnef - Bonn

Prof. Dr. Wolfgang Georg Arlt, Director, COTRI China Outbound Tourism Research Institute

Panel guests:

Barbara Heyken, Market Manager China, Hamburg Tourismus GmbH

John Koldowski, Director Strategic Intelligence Centre, PATA

Horst Lommatzsch, Director Destination Management Asia, German National Tourist Board

Marcel Schneider, Chief Executive Officer, TUI China Travel Co. Ltd.

Welcome:

Junxin Dong, Cultural Counselor, Chinese Embassy

Guided Tour to Business Travel Exhibitors

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days



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Friday, March 13, 2009 13.00 - 17.00

Business Travel Day for Operational Excellence - Presentation: Business Travel Management 101

Hall 7.1 a, Auditorium New York 3 / [ITB Business Travel Days](#)

Friday, March 13, 2009 13.00 - 14.30

Speaker:

Andreas Wilbers, VDR-Academy, The Business Travel Association of Germany (VDR)

ITB Tourism and Culture Day - Culture, Tourism and the Media

Hall 7.1 a, Auditorium New York 1 / [ITB Destination Days](#)

Friday, March 13, 2009 13.30 - 14.15

The media creates markets. Just like every other industry, tourism and culture are dependent on the media. How does the media cover culture in general and how do they deal with cultural capitals in particular? How should the tourism industry handle the media?

Speaker:

Prof. Dr. Norbert Bolz, Media Scientist, Technische Universität Berlin

What Role does Culture play for the German Tourists? Results of a Recent Empirical Study (sponsored by GeBeCo)

Press briefing room, hall 7.1b / [Press dates](#)

Friday, March 13, 2009 13.30

Speaker:

Prof. Dr. Albrecht Steinecke, Universität Paderborn

ITB Aviation Day - Is the Industry Doomed?

Hall 7.1 b, Auditorium London / [Segments](#)

Friday, March 13, 2009 14.00 - 14.45

Airbus and Boeing have the highest level of orders on hand in their company history. Soon large quantities of aircraft will be delivered. On the other hand demand in air transport is dropping dramatically. Airlines are reducing their capacities rigorously. One wonders if the ordered airplanes will ever be delivered? How will they be utilized and how would they be financed? Is there a wave of cancellations coming? Or should airlines seize the opportunity and purchase aircraft now? Our panel guests analyze the consequences.

Interview guest:

Richard L. Aboulafia, Vice President, Analysis, Teal Group

Interviewer:

Volker Thomalla, Editor-in-chief, Flug Revue

ITB Aviation Day Hotspot: Fuel & Emissions Panel

Press briefing room, hall 7.1b / [Press dates](#)

Friday, March 13, 2009 14.00

Speaker:

Billy Glover, Managing Director, Environmental Strategy, Boeing Commercial Airplanes

Prof. Dr. Claudia Kemfert, Environmental Economist / Umweltökonomin, Humboldt-Universität, Berlin, DIW Berlin



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ITB Berlin Convention

March 11 - 14, 2009



Kenneth J. McGill, EVP & Executive Managing Director, Travel & Tourism Services, Global Insight

Ed Sims, Group General Manager, International Airline, Air New Zealand

Paul Steele, Director Aviation Environment, IATA

ITB Tourism and Culture Day - Sales of Trips to Cultural Capitals Hall 7.1 a, Auditorium New York 1 / ITB Destination Days

Friday, March 13, 2009 14.30 - 15.30

Is there a high market potential for trips to cultural capitals and what exactly do the customers want? How should such trips be marketed?

Moderated by:

Peter Hauptvogel, Editor-in-chief, Air Berlin Magazin

Panel guests:

Martin Katz, Managing Director, Ameropa-Reisen GmbH

Burkhard Kieker, CEO, Berlin Tourismus Marketing GmbH BTM

Mag. Martin Schobert, Head of Research and Development (CIO), Austrian National Tourist Office

Hasso von Düring, CEO, TUI Leisure Travel GmbH (TLT)

Business Travel Day for Operational Excellence - Breaking News and Background Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

Friday, March 13, 2009 14.45 - 15.45

Speaker:

Martin Gaebges, Secretary-General, BARIG

Wolfgang Neumann, Managing Director, Avis

Michael Rabe, Secretary-General, Bundesverband der Deutschen Tourismuswirtschaft BTW

Culture Tourism in Turkey: Presented by the Association of Turkish Travel Agencies TURSAB Hall 7.1 a, Auditorium New York 2 / ITB CSR Day and Workshops

Friday, March 13, 2009 15.00 - 16.30

As one of the leading tourism organizations in Turkey it is TURSAB's goal to promote the country's versatile cultural treasures worldwide and to give interested target groups a glimpse of the Turkish culture. Historic, archeologic, ethnologic, artistic and culinary highlights of Turkey will be presented in a colorful audio-visual presentation.

Speakers:

Dr. Gülsen Kirbas, Secretary-General of NOVITAS/ Istanbul, Secretary-General of the Culture and Tourism Committee, TÜRSAB

Ahmet Kolsal, Owner & Director-General of OKTOGON/ Istanbul, Member of the Culture and Tourism Committee, TÜRSAB

Is the Industry doomed? Press briefing room, hall 7.1b / Press dates

Friday, March 13, 2009 15.00

Speaker:

Richard L. Aboulaflia, Vice President, Analysis, Teal Group



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ITB Aviation Day - Panel of Analysts: Is the Financial Crisis Driving the Consolidation of the Aviation Industry?

Hall 7.1 b, Auditorium London / Segments

Friday, March 13, 2009 15.00 - 15.45

One of the current and future key issues in global aviation is the financial crisis, which has put the industry in a dicey situation: Will airlines and airports have enough capital at their disposal for essential investments? In which direction will crisis-stricken capital markets push the development of the industry? Are further consolidations inevitable? Are investments in airlines and airports still attractive to investors?

In order to be as up to date as possible, panel guests will be published shortly before the ITB.

Moderated by:

Jens Flottau, Aviation Correspondent, Sueddeutsche Zeitung

Panel guests:

Per-Ola Hellgren, Senior Analyst Transportation, Landesbank Baden-Württemberg

Jürgen Pieper, European Automotive and Transportation Analyst, Bankhaus Metzler

Howard Wheeldon, Senior Strategist, BGC Partners

ITB Aviation Day - Low-Cost, Long-Haul - A Long Shot?

Hall 7.1 b, Auditorium London / Segments

Friday, March 13, 2009 16.00 - 16.45

No other business model in aviation is being discussed in a more controversial manner than low-cost long-haul. The naysayers argue that low-cost long-haul will not succeed and cite airlines that have recently faced bankruptcy. Executives for low-cost long-haul carriers argue they can be successful with a sound business strategy. Supporters of this business model are facing critical questions.

Moderated by:

Adrian Finighan, International Anchor & Correspondent, CNN

Panel guests:

Michael Garvens, Chairman of the Management Board, Köln Bonn Airport

Dr. Philipp Goedecking, Managing Director, airconomy aviation intelligence

Azran Osman-Rani, CEO, AirAsia X

Is the Financial Crisis Driving the Consolidation of the Aviation Industry?

Press briefing room, hall 7.1b / Press dates

Friday, March 13, 2009 16.00

Speaker:

Per-Ola Hellgren, Senior Analyst Transportation, Landesbank Baden-Württemberg

Jürgen Pieper, European Automotive and Transportation Analyst / Analyst für europäische Automobil- und Transportwerte, Bankhaus Metzler

Business Travel Day for Operational Excellence - Panel Discussion: Air Fares and the Curse of Hidden Costs

Hall 7.1 a, Auditorium New York 3 / ITB Business Travel Days

Friday, March 13, 2009 16.00 - 17.00

Moderated by:

Oliver Graue, Editor-in-chief, biztravel

Panel guests:

Jo-achim Hamburger, Corporate Travel Manager, Electrolux Dienstleistungs GmbH

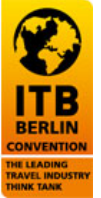
Andreas Konkel, Travel Manager, Carl Zeiss AG



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Jörg Martin, CTC Corporate Travel Consulting

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ITB Indigenous Day

Hall 7.1 a, Auditorium New York 1 / [ITB Destination Days](#)

Saturday, March 14, 2009 11.00 - 13.30

Indigenous peoples use tourism as a means to reach political, ecological and social goals as well as to preserve their heritage, environment, culture and way of life. The ITB Indigenous Day presents successful projects from all over the world, followed by an expert panel discussion.

Moderated by:

Intiaz Muqbil, Executive Editor, Travel Impact Newswire

Speakers:

Dominique Bearune, New Caledonia

Luc Collin, Quebec Aboriginal Tourism Corporation (STAQ)

Kevin Eshkawkogan, Manager, Great Spirit Circle Trail, Ontario, Canada

Prof. Dr. Igde Pitana, Secretary General, Clan Warga Pasek, Bali

Brian Zepeda, Seminole Tribe of Florida, AIANTA Board Member

Best Exhibitor Awards

Hall 7.1 a, Auditorium New York 3 / [ITB Business Travel Days](#)

Saturday, March 14, 2009 17.30 - 19.00

For the 9th year in a row the Cologne Business School (an official partner of ITB Berlin) will award the Best Exhibitors in 11 categories.



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