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ITB BERLIN | NOW

# EVENT PROGRAM 2021

*featuring ITB Berlin NOW Convention, Press Conferences & Exhibitor Presentations*

# THE DIGITAL MEET-UP OF THE TRAVEL INDUSTRY

## 9 – 12 March 2021

Platform and Videos on Demand
available until 31st of May 2021

**Explore all** topics and insights to learn and to stay smart with ITB Berlin NOW. Create your own ITB Berlin NOW schedule to get inspired by topics that fit your interests.

# Events A-Z

## 08.03.2021

**Exhibitor Tutorial: How to ITB Berlin NOW** — EXPO Stage 2
Monday, 8 March 2021 10:00 - 10:30

**Embrace the Train Wreck: A survivor's guide to virtual calls and everything thing else** — EXPO Stage 1
Monday, 8 March 2021 11:00 - 11:22
Speaker
- Syd Atlas

**Trade Visitor Tutorial: How to ITB Berlin NOW** — EXPO Stage 2
Monday, 8 March 2021 11:00 - 11:27

**Exhibitor Tutorial: How to ITB Berlin NOW with German subtitles** — EXPO Stage 2
Monday, 8 March 2021 12:00 - 12:30

**Tutorial: Introducing the structure of ITB Berlin NOW** — EXPO Stage 2
Monday, 8 March 2021 13:00 - 13:22

**ITB Panel Discussion: ITB's International Women's Day Special: "Women in Tourism Building Back Better" powered by SheTrades, International Trade Centre (ITC)** — EXPO Stage 1
Monday, 8 March 2021 13:00 - 13:42
Moderator
- Phyllis Mwangi
Speaker
- Syd Atlas- Naa Oyoe Ofei-Aryeh- Philip C. Wolf- Lea Jordan- tbd- Angela Njehia- Pamela Coke-Hamilton

**Exhibitor Tutorial: How to ITB Berlin NOW with German subtitles** — EXPO Stage 2
Monday, 8 March 2021 14:00 - 14:30

**Shape the future of the travel industry!** — EXPO Stage 1
Monday, 8 March 2021 15:00 - 15:20
Speaker
- Lea Jordan- Philip C. Wolf

**Trade Visitor Tutorial: How to ITB Berlin NOW** — EXPO Stage 2
Monday, 8 March 2021 15:00 - 15:27

**Exhibitor Tutorial: How to ITB Berlin NOW with German subtitles** — EXPO Stage 2
Monday, 8 March 2021 16:00 - 16:30

**Embrace the Train Wreck: A survivor's guide to virtual meetings and everything thing else** — EXPO Stage 1
Monday, 8 March 2021 17:00 - 17:22
Speaker
- Syd Atlas

**Tutorial: Introducing the structure of ITB Berlin NOW** — EXPO Stage 2
Monday, 8 March 2021 17:00 - 17:22

Selektion für diese Trefferliste: Event Program

# Events A-Z

## 09.03.2021

Saxony proudly presents…

Tuesday, 9 March 2021 08:00 - 09:00
Speaker
- Andrew Leung

**Opening Press Conference of ITB Berlin NOW** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 09:00 - 09:50
Moderator
- Monika Jones
Speaker
- Caroline Bremner- Martin Ecknig- Claudia Cramer- Norbert Fiebig

**Barrierefreies Reisen in Sachsen** — Saxony proudly presents…
Tuesday, 9 March 2021 09:00 - 10:00
Speaker
- Antje Rennack

**Convention Opening** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 10:00 - 10:15
Co-Host
- Lea Jordan- Prof. Dr. Roland Conrady
Greetings
- Chen Dong

**Introduction to Norwegian Cruise Line: What Makes NCL Different and How to Sell** — EXPO Stage 1
Tuesday, 9 March 2021 10:00 - 10:30
Speaker
- Jennifer Pichl

**INDONESIA – Travel Update and current measurements in Indonesia** — EXPO Stage 2
Tuesday, 9 March 2021 10:00 - 10:30
Moderator
- Inga-Lena Koerner
Speaker
- Dorothea Hohn

**SAX TALK - Appetizers from Saxony** — Saxony on stage
Tuesday, 9 March 2021 10:00 - 10:30
Speaker
- Veronika Hiebl- Wolfgang Gärtner

**ABU DHABI – Destination Update** — EXPO Stage 3
Tuesday, 9 March 2021 10:00 - 10:30
Speaker
- Husain Ali AlHashmi- Detlef Frhr. von Weitershausen-Haner

**ITB Opening and Interview: TTA Forum – The Year of the Unthinkable – Welcoming & Introductory Business Talk** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 10:00 - 10:30
Host
- Charlotte Lamp Davies
Speaker
- Lukas C.C. Hempel

**Was wird nach Corona? Das Urlaubsland Mecklenburg-Vorpommern im Recovery-Prozess.**
**Neue Konzepte, neue Angebote, neue Tourismuskultur** — Press Conferences 1
Tuesday, 9 March 2021 10:00 - 10:30
Speaker
- Tobias Woitendorf- Mark Ehlers- Wolfgang Waldmüller- Harry Glawe

**Deutschlands Kulturdestination No. 1: Architektur, Kunst und Musik in Sachsen** — Saxony proudly presents…
Tuesday, 9 March 2021 10:00 - 11:00
Speaker
- Wolfgang Gärtner

**ITB Keynote Speech: COVID-19 Pandemic: Situation in WHO EURO Region and Implementation of Public Health and Social Measures (PHSM)** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 10:15 - 10:35
Moderator
- Prof. Dr. Roland Conrady
Speaker
- Dr. Ihor Perehinets

**ITB Panel Discussion: Arriving in a Post-Corona World: The New Reality in Distribution** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 10:35 - 10:55
Moderator
- Lukas C.C. Hempel
Panelist
- Claudio Bellinzona- Luuc Elzinga- Christian Gross- Ilaria D'Uva

**ITB Keynote Interview: Helping the Travel Industry Prepare for What's Next** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 10:40 - 10:55
Interview Guest
- Richard Holden
Interviewer
- Gerry Romanescu

**ITB CEO Interview: The Future of the European Tourism Industry: The Perspective of TUI** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 11:00 - 11:15
Interview Guest
- Friedrich Joussen
Interviewer
- Philip C. Wolf

**German Development Cooperation in the Field of Tourism: An Insight from Experts** — EXPO Stage 1
Tuesday, 9 March 2021 11:00 - 11:30
Speaker
- Netsai Bollmann- Anica Palazzo- Sandra Schmidt-Willand- Anna-Maria Innocenti- Isabelle Robertson- Shushan Asryan- Sebastian Falck

**Reiseschutz 2021: Alles Wissenswerte für die Beratung und den Verkauf in Corona-Zeiten.** — EXPO Stage 3
Tuesday, 9 March 2021 11:00 - 11:30
Speaker
- Stefan Kirchner

**Tunisia – Ready&Safe** — Press Conferences 2
Tuesday, 9 March 2021 11:00 - 11:30
Moderator
- Andrea Philippi
Speaker
- Habib Ammar- Lotfi Mani- Riadh Dekhili- Moez Belhassine

**Touristische Destinationen & Bahn: Kooperation in Vermarktung & Mobilität.** — EXPO Stage 2
Tuesday, 9 March 2021 11:00 - 11:30
Speaker
- Thomas Kemper- Andreas Braun- Jörg Peter Krebs- Andrea Thilo

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Sachsen stellt sich als "Offizielle Kultur-Destination der ITB 2021" mit neuen Trends, kulturellen Ereignissen und Neuigkeiten 2021 und 2022 sowie mit Chemnitz, Europas Kulturhauptstadt 2025, vor.** — Press Conferences 1
Tuesday, 9 March 2021 11:00 - 11:30
Moderator
- Ines Nebelung
Speaker
- Barbara Klepsch- Veronika Hiebl- Sören Uhle

**ITB Panel Discussion: The Rise of Multi Day Tours** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 11:00 - 11:40
Moderator
- Charlotte Lamp Davies
Panelist
- Travis Pittman- Manuel Hilty- Brian Young

**Naturklänge – Aktivtourismus in Sachsen** — Saxony proudly presents…
Tuesday, 9 March 2021 11:00 - 12:00
Speaker
- Susann Schwickert

**Small town- big heart. Discover the stories of Saxony's charming beauties.** — Saxony on stage
Tuesday, 9 March 2021 11:00 - 12:00

**ITB CEO Interview: The Future of the European Tourism Industry: The Perspective of DER Touristik** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 11:20 - 11:35
Interview Guest
- Sören Hartmann
Interviewer
- Prof. Dr. Roland Conrady

**ITB CEO Interview: The Future of European Aviation** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 11:40 - 11:55
Interview Guest
- Eddie Wilson

**ITB Startup NOW: Understanding, Structuring and Offering Nature-Based Camping Tourism - Opportunities for DMOs** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 11:45 - 11:55
Speaker
- Lene Haas

**ITB CEO Interview: The Future of the US and Global Aviation Market** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 12:00 - 12:15
Interview Guest
- Ed Bastian
Interviewer
- Jens Flottau

**ITB Best Practice: Exploring Locally in Recovery** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 12:00 - 12:20
Moderator
- Charlotte Lamp Davies
Panelist
- Dominique Exmann- Nanna Ebert- Jaume Vidal

**Tokyo in 2021, Looking After the Pandemic** — EXPO Stage 2
Tuesday, 9 March 2021 12:00 - 12:30
Speaker
- Jenny Bergold- Yukiko Nakada- Yoshimi Nagase

**EXPLORE FRANCE - Exhibitor Presentation from Atout France – The French Tourism Development Agency and its co-exhibitors.** — EXPO Stage 3
Tuesday, 9 March 2021 12:00 - 12:30
Speaker
- Marina Daldegan- Karine Lober- Andrea Pees- Flore Paka

**Paneldiskussion der Deutschen Zentrale für Tourismus e.V.: Zukunftsszenarien Nachhaltiger Tourismus** — Press Conferences 1
Tuesday, 9 March 2021 12:00 - 12:30
Speaker
- Martin Balas- Olaf Schlieper- Birgit Grauvogel- Sven-Erik Hitzer

**SIO AG - Disrupting tourism software** — EXPO Stage 1
Tuesday, 9 March 2021 12:00 - 12:30
Speaker
- Ben Messner

**Beautiful China Pressekonferenz „Olympische Winterspiele 2022 in Peking** — Press Conferences 2
Tuesday, 9 March 2021 12:00 - 12:30
Moderator
- Christian Lungarotti
Speaker
- Wu Ken- Volker Adams- Chen Hongjie

**Once upon a time- Saxony's fairy-tale castles and gardens** — Saxony on stage
Tuesday, 9 March 2021 12:00 - 12:40

Saxony proudly presents…
Tuesday, 9 March 2021 12:00 - 13:00
Speaker
- Alla Cotta

**ITB CEO Interview: The Future of the Asian and Global Aviation Market** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 12:20 - 12:35
Interview Guest
- Sir Tim Clark
Interviewer
- Kevin May

**ITB Keynote: Recovery through Happiness. Can a Human-Centred Approach Reinvent Rravel on its Way to Recovery** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 12:25 - 12:55
Speaker
- Milena Nikolova

**ITB CEO Interview: The Future of the European and Global Aviation Market** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 12:40 - 12:55
Interview Guest
- Ben Smith
Interviewer
- Christa Larwood

**ITB CEO Interview: The Future of the Global Hospitality Industry** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 13:00 - 13:15
Interview Guest
- Mark S. Hoplamazian
Interviewer
- Lea Jordan

**Attention to detail- manufactories and craftsmanship that have reached world status** — Saxony on stage
Tuesday, 9 March 2021 13:00 - 13:25

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Return to Greece: The journey to revive a unique experience has just started.** — Press Conferences 2
Tuesday, 9 March 2021 13:00 - 13:30
Speaker
- Harry Theoharis- Marina Bekiari

**BARCELONA MEDICAL DESTINATION: High complex treatments and Covid-19** — EXPO Stage 3
Tuesday, 9 March 2021 13:00 - 13:30
Speaker
- Esther Orriols- Dr. Antoni Arias

**UNWTO - Eliminate.Innovate.Circulate** — EXPO Stage 1
Tuesday, 9 March 2021 13:00 - 13:30
Speaker
- Carl Hunter- Thomas Loughlin- Dr. Dirk Glaesser- Jeffery Smith- Virginia Fernández-Trapa- Dr. Megan Morikawa

**Expo 2020 Dubai (1st October 2021 to 31st March 2022)** — EXPO Stage 2
Tuesday, 9 March 2021 13:00 - 13:30
Speaker
- Mark Grossfield

**ITB Panel Discussion: ITB's International Women's Day Special: "Women in Tourism Building Back Better" powered by SheTrades, International Trade Centre (ITC)** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 13:00 - 13:40
Host
- Rika Jean-Francois
Moderator
- Phyllis Mwangi
Speaker
- Angela Njehia- tbd- Naa Oyoe Ofei-Aryeh- Pamela Coke-Hamilton

**Neues aus Sachsen – Ausblick auf die Highlights 2021/ 22** — Saxony proudly presents…
Tuesday, 9 March 2021 13:00 - 14:00
Speaker
- Susann Richter

**ITB Executive Interview: The Future of the Global Hospitality Industry** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 13:20 - 13:35
Interview Guest
- Patrick Mendes
Interviewer
- Monica Pitrelli

**Mauritius Now – Press Conference** — Press Conferences 1
Tuesday, 9 March 2021 13:30 - 14:00
Speaker
- Arvind Bundhun

**ITB CEO Interview: The Future of the German Hospitality Industry** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 13:40 - 13:55
Interview Guest
- Marcus Bernhardt
Interviewer
- Lea Jordan

**ITB Other: Launch of the Social Entrepreneurship in Tourism Competition 2021** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 13:45 - 13:55
Moderator
- Phakamile Hlazo
Speaker
- Jost Neumann- Prof. Dr Claudia Brözel

**ITB Impulse: Air Transport in International Tourism** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 14:00 - 14:15
Interview Guest
- Harry Hohmeister
Interviewer
- Prof. Dr. Roland Conrady

**Mit der Deutschen Bahn fit in den Nachmittag: Gesunde Ernährung – natürlich auch auf Reisen möglich.** — EXPO Stage 2
Tuesday, 9 March 2021 14:00 - 14:30
Speaker
- Kerstin Hardt- Andrea Thilo

**Putting a measurable financial value on Biodiversity in tourism** — EXPO Stage 1
Tuesday, 9 March 2021 14:00 - 14:30
Speaker
- Shana Vida Gavron

**SUSTAINABLE RECOVERY OF TOURISM IN PROTECTED AREAS FROM THE COVID-19 PANDEMIC**
**PROWAD LINK – Unlocking the potential of natural areas for a sustainable development in the Wadden Sea (DK, D, NL), Geiranger Fjord (NO), Wash & North Norfolk Coast (UK).**
**Bu...** — EXPO Stage 3
Tuesday, 9 March 2021 14:00 - 14:30
Moderator
- Alexander Larter
Panelist
- Else Ragni Yttredal- Mahmoud Sarhan- Joke Pouliart- Anja Szczesinski- Phillip Eke
Speaker
- Mariana McGill

**ITB Awards: TO DO Award Gewinner-Präsentation** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 14:00 - 14:40
Host
- Antje Monshausen
Moderator
- Claudia Mitteneder- Rika Jean-Francois
Speaker
- Sophal Tath- Dr. Angela Kalisch- Mohsen Mahdizadeh- Claudia Cifuentes- Patricia Barnett- Romà Martí Mateo- Dr. Stroma Cole

**Vertrieb – Sachsen im Reisebüro/ beim Reiseveranstalter** — Saxony proudly presents…
Tuesday, 9 March 2021 14:00 - 15:00
Speaker
- Katrin Berg

**If music is life then this is the place where the (he)art beats** — Saxony on stage
Tuesday, 9 March 2021 14:00 - 15:00

**ITB Panel Discussion: International Tourism Policy Makers Panel** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 14:20 - 14:55
Moderator
- Monika Jones
Panelist
- Raki Phillips- Hon. Orit Farkash-Hacohen- Hon. Gustavo Segura Sancho

**ITB Interview: Tourism in Portugal: Sustainable Solutions for a Strong Recovery. Which are the New Initiatives and Perspectives?** — ITB Berlin NOW Convention Stage 2

Selektion für diese Trefferliste: Event Program

Tuesday, 9 March 2021 14:45 - 14:55
Interview Guest
- Rita Marques
Interviewer
- Rika Jean-Francois

**Knowledge is the key and Saxony's museums have a lot to offer** — Saxony on stage
Tuesday, 9 March 2021 15:00 - 15:30

**Hotel Technology — 5 trends to look out for this year** — EXPO Stage 3
Tuesday, 9 March 2021 15:00 - 15:30
Speaker
- Moritz von Petersdorff-Campen

**ITB Awards: ITB IIPT Celebrating Her Awards** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 15:00 - 15:30
Greetings
- Dr. Taleb Rifai
Host
- Rika Jean-Francois
Speaker
- Louis D'Amore- Sonal Asgotraa- Anita Mendiratta- Petra Hedorfer- Kiran Yadav- Natalia Bayona

**Carbon neutral by 2035 - Visit Finland's 7 step holistic approach to become a sustainable destination** — EXPO Stage 2
Tuesday, 9 March 2021 15:00 - 15:30
Speaker
- Liisa Kokkarinen

**Taiwan - Go Cycling and Feel the Sensation!** — EXPO Stage 1
Tuesday, 9 March 2021 15:00 - 15:30
Speaker
- Pia Böttcher- Frank Hou- Sharon Schwindt

**Familienurlaub in Sachsen – Ein ganz besonderes Erlebnis!** — Saxony proudly presents…
Tuesday, 9 March 2021 15:00 - 16:00
Speaker
- Petra Sobeck

**ITB CEO Interview: Trends and Challenges in the Global Cruise Market** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 15:15 - 15:30
Interview Guest
- Pierfrancesco Vago
Interviewer
- Thomas P. Illes

**Press Conference Jamaica Tourist Board** — Press Conferences 2
Tuesday, 9 March 2021 15:30 - 16:00

**ITB CEO Interview: Trends and Challenges in the Global Cruise Market** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 15:35 - 15:55
Interview Guest
- Lisa Lutoff-Perlo- Wybcke Meier
Interviewer
- Thomas P. Illes

**ITB Panel Discussion: Tourism & Human Rights: Multiple Experiences of Discrimination and Inequality and How to Fight It** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 15:35 - 16:15
Moderator
- Rika Jean-Francois
Panelist
- Stephanie M. Jones- Tobias Sauer- Sandi Robinson- Iaia Pedemonte

**Industrial heritage- take a steam-powered ride through history** — Saxony on stage
Tuesday, 9 March 2021 16:00 - 16:20

**ITB World Travel Survey: Global Tourism Demand Forecast** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 16:00 - 16:25
Moderator
- Prof. Dr. Roland Conrady
Speaker
- Peter Kautz- Claudia Cramer

**Dominican Republic Ministry of Tourism Responsible Tourism Recovery Plan – North Coast & Samaná** — EXPO Stage 3
Tuesday, 9 March 2021 16:00 - 16:30
Q&A
- Lorena Victoria
Speaker
- Petra Cruz- RAMON ANTONIO TEJEDA ENCARNACION- RENATA GAZIZOVA- Yudelka López- JAIME LIZARDO- CHRISTIAN JANNASCH- LUIS YANCEL TORIBIO TRINIDAD

**Panama's Extraordinary Natural and Cultural Heritage** — EXPO Stage 1
Tuesday, 9 March 2021 16:00 - 16:30
Speaker
- Iván Xavier Eskildsen Alfaro

**Sabre Hospitality Solutions: The power of ONE platform to master recovery & the guest experience.** — EXPO Stage 2
Tuesday, 9 March 2021 16:00 - 16:30
Speaker
- Justin Ricketts- Frank Trampert

**Saksonia – najwiesze informacje, ciekawe wydarzenia i turystyczne nowoci** — Saxony proudly presents…
Tuesday, 9 March 2021 16:00 - 17:00
Speaker
- Barbara Klary

**ITB Panel Discussion: Indigenous Tourism & Sustainability: Authentic Indigenous Experiences and Resilience in Times of Crisis** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 16:20 - 16:55
Moderator
- Rika Jean-Francois
Panelist
- Ben Sherman- Gopinath Parayil- Darren Capewell- Beverley O'Neil

**ITB Podiumsdiskussion: D-A-CH Tourism Market Outlook** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 16:30 - 16:55
Moderator
- Sabine Pracht
Panelist
- Jörg Peter Krebs- Petra Hedorfer- Dr. Petra Stolba- Prof. Dr. Martin Lohmann

**ITALIA - Press Conference** — Press Conferences 1
Tuesday, 9 March 2021 16:30 - 17:00
Speaker
- Oliver Graue- Giorgio Palmucci- Massimo Garavaglia- Christian Lungarotti- Maria Elena Rossi

Selektion für diese Trefferliste: Event Program

# Events A-Z

**ITB Keynote: What's Next in Experiences: The Outlook for Tours, Activities & Attractions** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 17:00 - 17:20
Speaker
- Douglas Quinby

**ITB Impulse: The New Tourism Paradigm: Safe Travel Ecosystem** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 17:00 - 17:20
Moderator
- Prof. Dr. Roland Conrady
Speaker
- Monika Wiederhold

**How can the Copernicus Climate Change Service (C3S) Help Shape the Future of the Global Tourism Industry (Post-COVID-19)?** — EXPO Stage 1
Tuesday, 9 March 2021 17:00 - 17:30
Speaker
- Samuel Almond- Julie Berckmans- Adeline Cauchy- Nezih ISCI

**Northern Mexico off the beaten tourist paths Enigmatic Copper Canyon, land of the Rarámuri** — EXPO Stage 2
Tuesday, 9 March 2021 17:00 - 17:30
Speaker
- Amalia Navarrete

**YOGA WITH RICARDA** — EXPO Stage 3
Tuesday, 9 March 2021 17:00 - 17:30
Speaker
- Ricarda

**Young, wild and free- let's celebrate the new creative scene** — Saxony on stage
Tuesday, 9 March 2021 17:00 - 18:00

**News from Saxony** — Saxony proudly presents…
Tuesday, 9 March 2021 17:00 - 18:00
Speaker
- Wolfgang Gärtner

**ITB Panel Discussion: What's Next in Experiences: The Outlook for Tours, Activities & Attractions** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 17:25 - 17:55
Moderator
- Douglas Quinby
Panelist
- Brad Weber- David King- Dominique Sidley

**ITB Panel Discussion: The New Tourism Paradigm: Safe Travel Ecosystem** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 17:25 - 17:55
Moderator
- Monika Wiederhold
Panelist
- Harry Sommer- Hon. Harry Theocharis- Nick Careen- Jose Filipe Torres- Virginia Messina

**ITB Startup NOW: Presentation by Smart Guide** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 18:00 - 18:10
Speaker
- Jan Dolezal

**ITB CEO Interview: The Future of Mobility** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 18:00 - 18:15
Interview Guest
- Dara Khosrowshahi
Interviewer
- Philip C. Wolf

**Welcome to Christmas Wonderland** — Saxony on stage
Tuesday, 9 March 2021 18:00 - 18:30

**Germany's Cultural Destination No. 1 – Architecture, Art and Music in Saxony** — Saxony proudly presents…
Tuesday, 9 March 2021 18:00 - 19:00
Speaker
- Wolfgang Gärtner

**ITB Startup NOW: Presentation by Citynomadi Ltd** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 18:15 - 18:25
Speaker
- Merja Taipaleenmäki

**ITB CEO Interview: Traveller Trends, Insights and Tripadvisor's Innovations for the Tourism Industry** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 18:20 - 18:35
Interview Guest
- Stephen Kaufer
Interviewer
- Christa Larwood

**ITB Panel Discussion: New Tech Driving Tours & Activities** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 18:30 - 18:55
Moderator
- Alex Govoreanu
Panelist
- Jan Dolezal- Merja Taipaleenmäki

**ITB CEO Interview: Looking beyond the Crisis towards a New Era of Personalized Travel** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 18:40 - 19:00
Interview Guest
- Sean Menke
Interviewer
- Lea Jordan

**ITB Wrap Up of The Day** — ITB Berlin NOW Convention Stage 2
Tuesday, 9 March 2021 19:00 - 19:15
Host
- Charlotte Lamp Davies- Katie Gallus

**Outlook Speech: The Transformation of the European Hotel Industry after COVID-19** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 19:00 - 19:15
Speaker
- Satya Anand

**It's Not a Webinar. It's a Saxon-ar.** — Saxony proudly presents…
Tuesday, 9 March 2021 19:00 - 20:00
Speaker
- Shireesh Sharma

**Wrap-up** — ITB Berlin NOW Convention Stage 1
Tuesday, 9 March 2021 19:15 - 19:30
Speaker
- Lea Jordan- Prof. Dr. Roland Conrady

Selektion für diese Trefferliste: Event Program

# Events A-Z

## 10.03.2021

**()** — Saxony proudly presents…
Wednesday, 10 March 2021 08:00 - 09:00
Speaker
- Andrew Leung

**Accessible Tourism in Saxony** — Saxony proudly presents…
Wednesday, 10 March 2021 09:00 - 10:00
Speaker
- Antje Rennack

**ITB Opening: Business Travel: Introduction Business Travel** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 10:00 - 10:05
Moderator
- Hans-Ingo Biehl

**Convention Opening** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 10:00 - 10:15
Co-Host
- Gerry Romanescu- Anouk Ellen Susan
Greetings
- Jens Bischof

**ISO Travel Solutions GmbH - Jump-Start to the Fast Lane - New IT Solutions that Not Only Get You Back on Track, But Also to the fast lane.** — EXPO Stage 1
Wednesday, 10 March 2021 10:00 - 10:30
Speaker
- Markus Kretschmer- Marc Baur- Klaus Masson

**Strong Customer Authentication (SCA) – Conversion Killer or Next Level of Security?** — EXPO Stage 2
Wednesday, 10 March 2021 10:00 - 10:30
Speaker
- Ralf Hesse- Jörg Möller

**Faszination Schweden – atemberaubende Natur und noch so viel mehr** — EXPO Stage 3
Wednesday, 10 March 2021 10:00 - 10:30
Speaker
- Ninnan Stenmark Åhlén

**GRITACCESS - France & Italy: A heritage journey!** — EXPO Stage 4
Wednesday, 10 March 2021 10:00 - 10:30
Speaker
- Placide Mignucci

**Sachsen-Anhalt. Die Welt der Himmelsscheibe von Nebra und 50 Gartenträume zum Genießen. Echt schön! Pressekonferenz des Reiselandes Sachsen-Anhalt** — Press Conferences 2
Wednesday, 10 March 2021 10:00 - 10:30
Speaker
- Brigitte Mang- Thomas Einsfelder- Prof. Dr. Armin Willingmann

**Press Conference Turkey Tourism Promotion and Development Agency** — Press Conferences 1
Wednesday, 10 March 2021 10:00 - 10:30
Speaker
- Erkan Yac

**Once upon a time- Saxony's fairy-tale castles and gardens** — Saxony on stage
Wednesday, 10 March 2021 10:00 - 10:40

**Deutschlands Kulturdestination No. 1: Architektur, Kunst und Musik in Sachsen** — Saxony proudly presents…
Wednesday, 10 March 2021 10:00 - 11:00
Speaker
- Wolfgang Gärtner

**ITB Panel: Business Travel: REthink, REbuild, RElevance – the Future of Meetings & Events** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 10:05 - 10:35
Panelist
- Nick Pupa- René Proske- Michael Bourke- Toby Frowen- Patric Weiler- Daniel Poulsen

**ITB Keynote Interview: From Mass to Meaningful Travel: Airbnb shares insights on Travel Trends and the Role of Hosting when travel recovers** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 10:15 - 10:35
Interview Guest
- Nathan Blecharzyk
Interviewer
- Monika Jones

**ITB Keynote Speech: The Rise of Trust - A Global Study on Changing Customer Attitudes to Trust in Travel: Exclusive ITB/Travelzoo Survey** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 10:40 - 10:55
Moderator
- Anouk Ellen Susan
Speaker
- Christian Smart

**ITB Keynote: Business Travel: Agility in Times of Pandemic and the Future of Business Travel** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 10:40 - 10:55
Speaker
- Stefan Tolga Gumuseli

**ITB Executive Interview: Money Rules the World - Financial Investors and Tourism Trends** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 11:00 - 11:20
Interview Guest
- Sascha Hausmann
Interviewer
- Gerry Romanescu

**ITB Keynote: Business Travel: The Speed of Innovation & Digitization in Mobility is the Cornerstone for Higher Security & More Flexibility in Business Travel.** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 11:00 - 11:20
Speaker
- Florian von Klier- Vinzenz Pflanz

**Roadmaps for Effective Development Cooperation in Tourism: New Handbooks on the Tourism Value Chain and Tourism & Inclusion of Persons with Disabilities** — EXPO Stage 2
Wednesday, 10 March 2021 11:00 - 11:30
Speaker
- Sandra Schmidt-Willand- Kai Partale

**Mauritius Now – Update on the dream destination in the Indian Ocean** — EXPO Stage 3
Wednesday, 10 March 2021 11:00 - 11:30
Q&A
- Kerstin Sänger- Cornelia Fischer
Speaker
- Arvind Bundhun

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Magical Morning Meditation with Tine** — EXPO Stage 4
Wednesday, 10 March 2021 11:00 - 11:30
Speaker
- Tine

**Exhibitor Presentation BBC** — EXPO Stage 1
Wednesday, 10 March 2021 11:00 - 11:30

**Norwegian Cruise Line: Press Update** — Press Conferences 1
Wednesday, 10 March 2021 11:00 - 11:30
Speaker
- Kevin Bubolz

**SAX TALK - Appetizers from Saxony** — Saxony on stage
Wednesday, 10 March 2021 11:00 - 11:30
Speaker
- Veronika Hiebl- Wolfgang Gärtner

**Naturklänge – Aktivtourismus in Sachsen** — Saxony proudly presents…
Wednesday, 10 March 2021 11:00 - 12:00
Speaker
- Susann Schwickert

**ITB CEO Interview: Flucht aus der Commoditisierungs-Falle: Lessons Learned from Best Practice Industries** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 11:25 - 11:40
Interview Guest
- Klaus-Dieter Koch
Interviewer
- Anouk Ellen Susan

**ITB Keynote: Business Travel: Multimodal Mobility - Efficient and Sustainable** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 11:25 - 11:40
Speaker
- Tim Koch

**Welcome to Christmas Wonderland** — Saxony on stage
Wednesday, 10 March 2021 11:30 - 12:00

**1 Thought Leader – 3 Questions – 9 Minutes: Conversational Commerce & WhatsApp Sales** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 11:45 - 11:55
Interviewer
- Gerry Romanescu
Thought Leader
- Artjem Weissbeck

**ITB Interview: Business Travel: Re-Starting Susiness Travel: Why Flexibility, Reliability and Digitalization are the Response to Change in Demand.** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 11:45 - 11:55
Speaker
- Dorothea Hohn- Martin Gruber

**ITB Executive Interview: Cloud Services: New Opportunities for the Global Travel and Tourism Industry** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 12:00 - 12:20
Interview Guest
- David Peller
Interviewer
- Philip C. Wolf

**ITB Panel Discussion: Business Travel: First Steps to Welcoming Back Business Travelers in the Hospitality Industry According to Corporate Requirements** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 12:00 - 12:20
Host
- Hans-Ingo Biehl
Panelist
- Christoph Carnier- Martina Eggler- Dominika Rudnick- Marina Christensen

**VENICE SANDS: TOGETHER AS ONE. 150 KM OF COASTLINE FLYING THE BLUE FLAG. DISCOVER THE VENETIAN RIVERIA'S BEST AND SAFEST BEACHES.** — EXPO Stage 1
Wednesday, 10 March 2021 12:00 - 12:30
Speaker
- Simone Venturini- Luigi Pasqualinotto- Marco Catto- Michela Cafarchia

**Destination Jamaica presents a magnificent palette of experiences, unique culture, engaging activities, breath taking landscapes, and a warm welcoming people full of rhythm and sway. Come and feel the pulse and vibes at JAMAICA – Heartbeat of the World.** — EXPO Stage 2
Wednesday, 10 March 2021 12:00 - 12:30
Speaker
- Hans van Wamel

**The Philippines: Importance of Sustainability in Tourism** — EXPO Stage 3
Wednesday, 10 March 2021 12:00 - 12:30
Moderator
- Margarita Valdes
Speaker
- Raf Dionisio- Maria Anthonette Velasco-Allones- Joselito Costas

**Revenue Management in times of crisis and beyond** — EXPO Stage 4
Wednesday, 10 March 2021 12:00 - 12:30
Speaker
- Florian Augustin- Raphael Koppmann

**Economy and tourism: challenges for improving the post-COVID model in the Balearic Islands.** — Press Conferences 1
Wednesday, 10 March 2021 12:00 - 12:30
Speaker
- Iago Neugueruela- Francina Armengol

**Saksen: Wat in een goed vat zit, verzuurt niet!** — Saxony proudly presents…
Wednesday, 10 March 2021 12:00 - 13:00
Speaker
- Robert Witsen

**Young, wild and free- let's celebrate the new creative scene** — Saxony on stage
Wednesday, 10 March 2021 12:00 - 13:00

**ITB Panel Discussion: Business Travel: A Perfect Match: Business Travel & Serviced Apartments in the New Normal** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 12:25 - 12:40
Host
- Julia Harnischfeger
Panelist
- Markus Kuckertz- Holger Fuchs- Oliver Meinicke

**ITB Podiumsdiskussion: Pauschalreise im Umbruch: Umtauschrechte, Flextarife, neue Anzahlungsregeln – was bleibt nach Corona?** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 12:25 - 12:55
Moderator
- Timo Kotowski
Panelist

Selektion für diese Trefferliste: Event Program

- Dr. Ingo Burmester- Guido Wiegand- Kevin Bubolz- Marek Andryszak

**SLOWENIEN – Erlebnisse im Grünen, einzigartige Gastronomie und Nachhaltigkeit: Produkte&Aktivitäten für den Neustart** — Press Conferences 2
Wednesday, 10 March 2021 12:30 - 13:30
Moderator
- Mojca Mavec
Speaker
- Maja Pak- Gregor Vrako- Rebeka Kumer Bizjak- Klemen Langus

**ITB Keynote: Business Travel: This is How You Make the Difference in Modern Travel Management with Climate Protection and Sustainability.** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 12:45 - 12:55
Speaker
- Harald Rettich

**ITB Executive Interview: Defining Customer Psychology: Anxiety and Fear Management during and after the Covid-19 Era** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 13:00 - 13:20
Interview Guest
- Dr. med. Jeffry Mc Cutchan
Interviewer
- Marc Aeberhard

**ITB Opening: Introduction & Welcome by ITB Berlin** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 13:00 - 13:30
Greetings
- Istvan Ujhelyi- Zdravko Poivalšek
Host
- Thomas Bömkes- Rika Jean-Francois
Interview Guest
- Claudia Wagner
Speaker
- Nejc Jus

**Address by the Secretary-General of GNTO Mr. Dimitris Fragakis** — EXPO Stage 3
Wednesday, 10 March 2021 13:00 - 13:30
Speaker
- Alexandros Vassilikos- Angela Gerekou

**Turning Dreamers into Visitors – from Demand Growth to Conversion**
**How to Use Data and Digital Advertising to Bring Visitors Back** — EXPO Stage 2
Wednesday, 10 March 2021 13:00 - 13:30
Speaker
- Nikos Diamantopoulos- Tom Starr

**INDONESIA HERITAGE:**
**Explore Ecotourism and Community Based Tourism Activity (Sumatra, Java and Bali)** — EXPO Stage 1
Wednesday, 10 March 2021 13:00 - 13:30
Moderator
- A.B Sadewa
Speaker
- Sugeng Supriyanto- Barbara Purwa- Ricky Setiawanto

**Corps-Touristique Paneldiskussion: „Wie reisen wir wieder?“** — EXPO Stage 4
Wednesday, 10 March 2021 13:00 - 13:30
Speaker
- Matthias Lemke- Jewgeni Patrouchev- Montserrat Sierra- Jörg Peter Krebs

**Press Conference Maldives Marketing and Public Relations Corporation** — Press Conferences 1
Wednesday, 10 March 2021 13:00 - 13:30

**Neues aus Sachsen – Ausblick auf die Highlights 2021/ 22** — Saxony proudly presents…
Wednesday, 10 March 2021 13:00 - 14:00
Speaker
- Susann Richter

**Small town- big heart. Discover the stories of Saxony's charming beauties.** — Saxony on stage
Wednesday, 10 March 2021 13:00 - 14:00

**ITB Panel Discussion: What will the (Luxury) Hotel Industry look like in a post Covid Future?** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 13:25 - 13:55
Moderator
- Marc Aeberhard
Panelist
- Dr. med. Jeffry Mc Cutchan- Jenny Southan- Fabian Eberle- Erik Nissen Johansen

**ITB Roundtable: HTI Roundtable: The Future of Medical Tourism** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 13:35 - 14:15
Moderator
- Leila Kresic-Juric
Panelist
- Christian Fadi El-Khouri- Sandeep Vohra- Ivana Kolar- Sherif Hassan

**1 Thought Leader – 3 Questions – 9 Minutes: New Lifestyle and Hospitality Trends** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 14:00 - 14:10
Interviewer
- Sophia Quint
Thought Leader
- Monica Pitrelli

**Successfully Managing Overtourism with an Award-Winning Parking Guidance Solution** — EXPO Stage 2
Wednesday, 10 March 2021 14:00 - 14:30
Speaker
- Paul Stellmacher- Thomas Hohenacker- David Parker- Jakub Krolikowski

**Calculate and Reduce CO2 Emissions: Saving Climate and Costs in the Hotel and Non-Hotel Accommodation Business** — EXPO Stage 3
Wednesday, 10 March 2021 14:00 - 14:30
Speaker
- Bettina Kahlert- Kai Landwehr- Leo Maissen- Prof. Dr. Christian Baumgartner

**Mit der Deutschen Bahn fit in den Nachmittag: Bewegung ist die beste Medizin – im Alltag und auf Reisen.** — EXPO Stage 1
Wednesday, 10 March 2021 14:00 - 14:30
Speaker
- Andrea Thilo- Kerstin Hardt

**Zwischen Himmelscheibe von Nebra und den Gartenträumen - Echt schön. Sachsen-Anhalt! Digitaler Veranstalter-Treff vom Reiseland Sachsen-Anhalt** — EXPO Stage 4
Wednesday, 10 March 2021 14:00 - 14:30
Speaker
- Dr. Michael Schefzik- Dr. Ulrike Theisen- Felicitas Remmert

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Athens: one city, never ending stories** — Press Conferences 2
Wednesday, 10 March 2021 14:00 - 14:30
Speaker
- Giannis Goulielmos

**Expo 2020 Dubai (1st October 2021 to 31st March 2022)** — Press Conferences 1
Wednesday, 10 March 2021 14:00 - 14:30
Speaker
- Sumathi Ramanathan

**Attention to detail- manufactories and craftsmanship that have reached world status** — Saxony on stage
Wednesday, 10 March 2021 14:00 - 14:35

**Vertrieb – Sachsen im Reisebüro/ beim Reiseveranstalter** — Saxony proudly presents…
Wednesday, 10 March 2021 14:00 - 15:00
Speaker
- Katrin Berg

**1 Thought Leader – 3 Questions – 9 Minutes: Workation and Longstay - Why now, more than ever, is the Time for Hybrid Hospitality** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 14:15 - 14:25
Interviewer
- Lea Jordan
Thought Leader
- Rafael Museri

**ITB Keynote: EU- Fundraising in Medical Tourism** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 14:20 - 14:30
Speaker
- Tom Dedek

**ITB Panel Discussion: New Perspectives in Health Tourism: Corona Recovery Concepts in Medical Spas and Climate Health Resort** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 14:35 - 15:20
Moderator
- Csilla Mezösi
Panelist
- Mike Wallace- Claude-Eugene Bouvier- Univ. Doz. Dr Friedhart Raschke

**1 Thought Leader – 3 Questions – 9 Minutes: New Luxury Concepts** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 14:45 - 14:55
Interviewer
- Marc Aeberhard
Thought Leader
- Marco den Ouden

**Industrial heritage- take a steam-powered ride through history** — Saxony on stage
Wednesday, 10 March 2021 15:00 - 15:20

**Bachelor Slam** — EXPO Stage 1
Wednesday, 10 March 2021 15:00 - 15:30
Speaker
- Laura Köcher- Falco Rusch- Vladimir Varnavskii- Prof. Dr. Volker Böttcher- Lara Soelder- Charlotte Achilles-Pujol- Samuel Seitz- Dr. Partic Arn- Prof. Dr. Thorsten Merkle- Karina Wolf- Josephine Bartel- Prof. Dr. Alexander Dingeldey

**City Explorer 3D: an integrated VR / AI solution for the enhancement of the digital tourist journey. Case history: Cagliari, Sardinia** — EXPO Stage 2
Wednesday, 10 March 2021 15:00 - 15:30
Speaker
- Riccardo Faticoni- Marco Rossi

**Product Innovation Spotlight** — EXPO Stage 3
Wednesday, 10 March 2021 15:00 - 15:30
Speaker
- Rafael Blanes

**State of the Art Visitor Management and Monitoring: Trends, Guidance and Best Practice** — EXPO Stage 4
Wednesday, 10 March 2021 15:00 - 15:30
Speaker
- Nico Graaff- Tilman Sobek

**Travel Ledger launches its services at ITB 2021** — Press Conferences 2
Wednesday, 10 March 2021 15:00 - 15:30
Speaker
- Roberto Da Re

**Campania restarts from Culture** — Press Conferences 1
Wednesday, 10 March 2021 15:00 - 15:30
Speaker
- Carmine Romano- Daesy Aprile- Antonella Carlo- Almerina Boce

**Familienurlaub in Sachsen – Ein ganz besonderes Erlebnis!** — Saxony proudly presents…
Wednesday, 10 March 2021 15:00 - 16:00
Speaker
- Petra Sobeck

**Eurowings Discover: The New Leisure Airline of the Lufthansa Group - Masterclass by Lufthansa** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 15:15 - 15:30
Speaker
- Marco Götz- Helmut Wölfel

**ITB Keynote: A New Approach to Medical Tourism** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 15:25 - 15:35
Speaker
- Dr. Anna Biak-Wolf

**#SustainableFlying – Just Marketing or a Possible Future Development? - Masterclass by Lufthansa** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 15:35 - 15:55
Moderator
- Anna-Christina Bastian
Speaker
- Annette Mann

**ITB Keynote: ITB Medical Tourism Award with Keynote and Closing Remark - Trend Analysis in Medical Tourism** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 15:40 - 15:55
Host
- Csilla Mezösi- Thomas Bömkes- Leila Kresic-Juric- Rika Jean-Francois
Interview Guest
- Dr. Prem Jagyasi - Romeo Draghicchio

**ITB CEO Interview: The Future of Global and European Travel Distribution** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 16:00 - 16:15
Interview Guest

Selektion für diese Trefferliste: Event Program

- Glenn Fogel
Interviewer
- Philip C. Wolf

**The UNESCO sites in the Veneto region by bike:**
**the Dolomites and Vicenza, the city of Andrea Palladio and Gianbattista Tiepolo** — EXPO Stage 2
Wednesday, 10 March 2021 16:00 - 16:30
Speaker
- Giuliano Vantaggi- Beatrice Fava

**Master Slam** — EXPO Stage 1
Wednesday, 10 March 2021 16:00 - 16:30
Speaker
- Prof. Dr. Sven Groß- Onna Rageth- Samuel Seitz- Torsten Busacker- Dorothee Weissert- Burkhard von Freyberg- Laura Köcher- Selina Steiner

**Oracle Hospitality & Nor1 – Future-proof your business in the Cloud** — EXPO Stage 3
Wednesday, 10 March 2021 16:00 - 16:30
Speaker
- Stephan Mohring- Richard Oram- Valyn Perini

**Petal Search – new global source of traffic & discovery** — EXPO Stage 4
Wednesday, 10 March 2021 16:00 - 16:30
Moderator
- Daria Dobrzynska
Q&A
- Huanhuan Jin- Erwen Tang
Speaker
- Fernando Garcia Calvo

**Press Conference BBC** — Press Conferences 2
Wednesday, 10 March 2021 16:00 - 16:30

**From Zero Carbon Gin to Wild Wellness – Reconnect with Scotland Responsibly in 2021/2022** — Press Conferences 1
Wednesday, 10 March 2021 16:00 - 16:30
Speaker
- Juliane Frank- Marie Coulon- Judy Mariens

**Knowledge is the key and Saxony's museums have a lot to offer** — Saxony on stage
Wednesday, 10 March 2021 16:00 - 16:30

**ITB Keynote: The Youth Travel Industry and COVID-19** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 16:00 - 16:35
Speaker
- Wendy Morrill- Prof. Greg Richards

**Sassonia per l'Italia, un amore condiviso per l'arte** — Saxony proudly presents…
Wednesday, 10 March 2021 16:00 - 17:00
Speaker
- Katja Rödiger

**ITB CEO Interview: The Future of South American Travel Distribution** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 16:20 - 16:35
Interview Guest
- Damian Scokin
Interviewer
- Philip C. Wolf

**ITB Startup NOW: Presentation by Green Tiny Houses** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 16:40 - 16:50
Speaker
- Jan Sadowsky

**ITB CEO Interview: The Future of Asian Travel Distribution** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 16:40 - 16:55
Interview Guest
- Deep Kalra
Interviewer
- Philip C. Wolf

**ITB Panel Discussion: Does Virtual Reality Help to Promote Destinations and their Attractions?** — ITB Berlin NOW Convention Stage 2
Wednesday, 10 March 2021 17:00 - 17:30
Moderator
- Miquel Flecha
Panelist
- Olaf Schlieper- Vladimir Varnavskii- Mateusz Mierzwinski

**Die Zukunft der Geschäftsreise. Digital unterwegs.** — EXPO Stage 2
Wednesday, 10 March 2021 17:00 - 17:30
Speaker
- Jan-Wolf Baake- Dorle Springer- Andrea Thilo

**Skift Global Tourism Trends** — EXPO Stage 4
Wednesday, 10 March 2021 17:00 - 17:30
Speaker
- Lebawit Girma

**UNWTO Changemakers: Female entrepreneurs driving the SDGS** — EXPO Stage 1
Wednesday, 10 March 2021 17:00 - 17:30
Speaker
- Ana Sofia Godoy Alonso- Natalia Bayona- Daphne Tsevreni- Elcia Grandcourt

**Dominican Republic Ministry of Tourism Responsible Tourism Recovery Plan – East Coast / Punta Cana** — EXPO Stage 3
Wednesday, 10 March 2021 17:00 - 17:30
Speaker
- Petra Cruz

**Masterclass by Google: Capturing re-emerging Travel Demand using Google's Tools** — ITB Berlin NOW Convention Stage 1
Wednesday, 10 March 2021 17:00 - 17:40
Moderator
- Gerry Romanescu
Speaker
- Bryan Simis

**News from Saxony** — Saxony proudly presents…
Wednesday, 10 March 2021 17:00 - 18:00
Speaker
- Wolfgang Gärtner

**If music is life then this is the place where the (he)art beats** — Saxony on stage
Wednesday, 10 March 2021 17:00 - 18:00

Selektion für diese Trefferliste: Event Program

# Events A-Z

## 11.03.2021

Saxony proudly presents…

Thursday, 11 March 2021 08:00 - 09:00
Speaker
- Andrew Leung

**Barrierefreies Reisen in Sachsen**
Saxony proudly presents…

Thursday, 11 March 2021 09:00 - 10:00
Speaker
- Antje Rennack

**ITB Opening: Introductory Remarks "Why Data Talk!"**
ITB Berlin NOW Convention Stage 2

Thursday, 11 March 2021 10:00 - 10:10
Host
- Dirk Rogl

**Convention Opening**
ITB Berlin NOW Convention Stage 1

Thursday, 11 March 2021 10:00 - 10:15
Co-Host
- Tobias Klöpf- Monika Jones

**ABU DHABI - Shaping the Next Era of International Tourism**
Press Conferences 1

Thursday, 11 March 2021 10:00 - 10:30
Moderator
- Detlef Frhr. von Weitershausen-Haner- Monique Safayan
Speaker
- SE Ali Hassan Al Shaiba

**Japan auf der ITB Now**
EXPO Stage 2

Thursday, 11 March 2021 10:00 - 10:30
Q&A
- Angela Troisi
Speaker
- Bettina Kraemer

**Why it's time to shape your revenue strategy, with forward looking data - OTA Insight**
EXPO Stage 3

Thursday, 11 March 2021 10:00 - 10:30
Speaker
- Gino Engels

**SAX TALK - Appetizers from Saxony**
Saxony on stage

Thursday, 11 March 2021 10:00 - 10:30
Speaker
- Wolfgang Gärtner- Veronika Hiebl

**The Balearic Islands. Distinct services to meet future challenges and opportunities.**
EXPO Stage 1

Thursday, 11 March 2021 10:00 - 10:30
Moderator
- Toni Pons

**Deutschlands Kulturdestination No. 1: Architektur, Kunst und Musik in Sachsen**
Saxony proudly presents…

Thursday, 11 March 2021 10:00 - 11:00
Speaker
- Wolfgang Gärtner

**ITB Keynote Interview: Resilience and Recovery of Tourism Destinations**
ITB Berlin NOW Convention Stage 1

Thursday, 11 March 2021 10:15 - 10:30
Interview Guest
- Hon. Edmund Bartlett
Interviewer
- Richard Quest

**ITB Keynote: The Great Reset**
ITB Berlin NOW Convention Stage 2

Thursday, 11 March 2021 10:15 - 10:30
Speaker
- Ben Messner

**ITB Keynote Speech: City Tourism after COVID-19: Tourism Re-Start of Beijing**
ITB Berlin NOW Convention Stage 1

Thursday, 11 March 2021 10:35 - 10:50
Moderator
- Monika Jones
Speaker
- Pang Wei

**ITB Keynote: Looking Ahead: Travel Market Projections and Technology Trends**
ITB Berlin NOW Convention Stage 2

Thursday, 11 March 2021 10:35 - 10:55
Speaker
- Charuta Fadnis

**ITB Interview: What should Travel Companies Ask from their Tech Providers?**
ITB Berlin NOW Convention Stage 2

Thursday, 11 March 2021 11:00 - 11:15
Moderator
- Dirk Rogl
Speaker
- George Dumitru

**ITB Impulse: Destination Recovery and Resilience: Pathway towards a "better normal"**
ITB Berlin NOW Convention Stage 1

Thursday, 11 March 2021 11:00 - 11:15
Moderator
- Monika Jones
Speaker
- Matthias Beyer

**Press Conference Friuli Venezia Giulia**
Press Conferences 1

Thursday, 11 March 2021 11:00 - 11:30

**Tourism Australia – Media Briefing**
Press Conferences 2

Thursday, 11 March 2021 11:00 - 11:30
Speaker
- Eva Seller- Phillipa Harrison

**INDONESIA ADVENTURE & RESPONSIBLE TOURISM:**
**Experience The Colorful of People, Culture & Nature**
**( Java, Kalimantan, Sulawesi & Bali)**
EXPO Stage 2

Thursday, 11 March 2021 11:00 - 11:30
Moderator
- Mimi Hudoyo
Speaker
- Monas Tjahjono- Sebastian Ng- Awan Aswinabawa

**Exhibitor Presentation HongKong Tourism Board**
EXPO Stage 3

Thursday, 11 March 2021 11:00 - 11:30
Speaker
- Kai Boecking- Anette Wendel-Menke- Marc Bächtold

**Andalusia, your best and safest travel option for 2021. Discover the southernmost region in Spain and travel to Andalusia with the free travel assistance insurance provided by the Andalusian Tourist Office until the end of this year.**
EXPO Stage 1

Thursday, 11 March 2021 11:00 - 11:30
Speaker
- Fátima Blanco- Esther Romero- José María Pérez

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Naturklänge – Aktivtourismus in Sachsen** — Saxony proudly presents…
Thursday, 11 March 2021 11:00 - 12:00
Speaker
- Susann Schwickert

**If music is life then this is the place where the (he)art beats** — Saxony on stage
Thursday, 11 March 2021 11:00 - 12:00

**ITB Keynote: Air Data Talks - The Importance of Data Driven Strategies in a Highly Volatile Travel Landscape** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 11:20 - 11:30
Speaker
- Michael Docherty

**ITB Resilience Roundtable (with Jacobs Media and the Resilience Council)** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 11:20 - 11:55
Moderator
- Ian Taylor
Panelist
- Hon. Staša Košarac- Hon. Najib Balala- Gloria Guevara- Dan Richards

**ITB Best Case: How Precision Retailing Gives Airlines an Edge for Post-Covid Recovery** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 11:35 - 11:45
Speaker
- Andy Owen Jones

**ITB Interview: Using Data to Personalize the Travel Shopping and Booking Experience** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 11:50 - 12:10
Interview Guest
- Andy Owen Jones
Interviewer
- Pete Comeau

**ITB Introductory Presentation: European Domestic Tourism Reloaded: Key Facts & Figures** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 12:00 - 12:10
Moderator
- Dr. Bettina Bunge
Speaker
- Dr. Eran Ketter

**Hotel Guests More Socially Conscious Than Ever - Capitalising on Green Sustainability in Hotels and Travel Destinations** — EXPO Stage 3
Thursday, 11 March 2021 12:00 - 12:30
Speaker
- Suzann Heinemann- Prof. Dr. Heike Bähre- René Skiba- Michael Buchna- Otto Lindner

**INDONESIA SUSTAINABLE & LEISURE HOLIDAY**
**Visit The Paradise On The East: (Lombok, Komodo, Flores, Timor, Sumba, Papua and Bali)** — EXPO Stage 2
Thursday, 11 March 2021 12:00 - 12:30
Moderator
- Yokke Darmawan
Speaker
- Paul Edmundus Tallo- Putu Winastra- Reno Kirtya

**Ausblick mit Beuys, Bike und Beethoven: Tourismus NRW stellt Reise-und Kampagnenthemen 2021 für Nordrhein-Westfalen vor.** — Press Conferences 1
Thursday, 11 March 2021 12:00 - 12:30
Moderator
- Silke Dames
Speaker
- Jochen Schliemann- Dr. Catherine Nichols- Dr. Heike Döll-König

**Knowledge is the key and Saxony's museums have a lot to offer** — Saxony on stage
Thursday, 11 March 2021 12:00 - 12:30

Saxony proudly presents…
Thursday, 11 March 2021 12:00 - 13:00
Speaker
- Alla Cotta

**ITB Panel Discussion: Domestic vs. International Tourism in Europe Reloaded: Opportunities & Challenges** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 12:10 - 12:35
Moderator
- Dr. Bettina Bunge
Panelist
- Arturo Ortiz Arduan- Norbert Kettner

**ITB Startup NOW: Presentation by goPassport Australia** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 12:15 - 12:25

**ITB Keynote: From Human Touch to Human Tech** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 12:30 - 12:45
Speaker
- Christian Warneck

**ITB Panel Discussion: The Role of Data Towards a Frictionless Travel Experience** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 12:50 - 13:20
Moderator
- Dirk Rogl- Lea Jordan
Panelist
- James Adams- Anthony Hunt- Christian Warneck

**ITB Introductory Presentation: New Normal, New Practices (in Cooperation with WTCF & COTRI)** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 13:00 - 13:15
Speaker
- Philip Dodd- Prof. Dr. Wolfgang Arlt

**Exhibitor Presentation Italian National Tourist Board** — EXPO Stage 2
Thursday, 11 March 2021 13:00 - 13:30

**Adventures of Georgian living culture: from peaks to the sea coast** — EXPO Stage 1
Thursday, 11 March 2021 13:00 - 13:30
Speaker
- Anna Kekelia

**Die Ferienregion Nationalpark Hohe Tauern präsentiert das Sommerprogramm 2021 und zum Sommerauftakt mit dem Hohe Tauern Panorama Trail einen neuen Weitwanderweg mit 150 Kilometer und 7000 Höhenmeter auf 10 spektakulären Etappen.** — Press Conferences 1
Thursday, 11 March 2021 13:00 - 13:30
Speaker
- Roland Rauch

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Small town- big heart. Discover the stories of Saxony's charming beauties.** — Saxony on stage
Thursday, 11 March 2021 13:00 - 14:00

**Neues aus Sachsen – Ausblick auf die Highlights 2021/ 22** — Saxony proudly presents…
Thursday, 11 March 2021 13:00 - 14:00
Speaker
- Susann Richter

**ITB Panel Discussion: New Normal, New Practices - What can we Learn from the Pandemic for a Better Urban Tourism? (in Cooperation with WTCF & COTRI)** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 13:15 - 13:55
Moderator
- Prof. Dr. Wolfgang Arlt
Panelist
- Jason Wang- Olivier Ponti- Bowen Sun- Kum Hong Siew

**ITB Keynote: Adventure ON** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 13:25 - 13:55
Speaker
- Gergana Nikolova

**Mit der Deutschen Bahn fit in den Nachmittag: Raus aus dem Stress – rein in den Urlaubsmodus** — EXPO Stage 1
Thursday, 11 March 2021 14:00 - 14:30
Speaker
- Andrea Thilo- Kerstin Hardt

**Welcome to Christmas Wonderland** — Saxony on stage
Thursday, 11 March 2021 14:00 - 14:30

**Botswana – Ready to host you** — EXPO Stage 2
Thursday, 11 March 2021 14:00 - 14:30
Speaker
- Keitumetse Setlang

**ITB Impulse: Adventure Travel COVID-19 Health & Safety Guidelines with ATTA** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 14:00 - 14:30
Speaker
- Gergana Nikolova- Gustavo Timo

**A discussion: How to maximise revenue as the world returns to travel.** — EXPO Stage 3
Thursday, 11 March 2021 14:00 - 14:30
Speaker
- Warren Mandelbaum- Stefan Schlachter- Damiano Zennaro

**Durch neue Kooperationen zu frischen Ideen im Tourismus** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 14:00 - 15:00
Moderator
- Kristin Hendinger
Speaker
- Denise Hierl- Sophie Hußler- Dahna Menner- Patrick Pirl- Anne-Sophie Rettel- Barbara Klepsch- Sindy Vogel- Martin Dulig- Gabriele Clauss- Michael Kretschmer- Andrea Kis- Josephine Hage

**Vertrieb – Sachsen im Reisebüro/ beim Reiseveranstalter** — Saxony proudly presents…
Thursday, 11 March 2021 14:00 - 15:00
Speaker
- Katrin Berg

**ITB Impulse: Align With Your Customer's Values When You Need Tangible Action for Climate in 2021** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 14:35 - 14:50
Speaker
- Christina Beckmann

**ITB Opening: Introduction & Welcome by ITB Berlin NOW Greeting from the President of the Italian Tourist Board - ENIT** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 15:00 - 15:10
Host
- Thomas Bömkes- Rika Jean-Francois

**Industrial heritage- take a steam-powered ride through history** — Saxony on stage
Thursday, 11 March 2021 15:00 - 15:20

**Sales platform instead of IBE: How your digital sales can emerge stronger from the crisis with more resilient and flexible technology** — EXPO Stage 3
Thursday, 11 March 2021 15:00 - 15:30
Speaker
- Christian Sögtrop- Tom Hülser- Marvin Strenger

**Communication for Recovery** — EXPO Stage 2
Thursday, 11 March 2021 15:00 - 15:30
Speaker
- Marcelo Risi- Rajan Datar- Marzia Niccolai- Damon Embling- Andrew van der Feltz- Thomas George

**Verona, Where Beauty is Venerated. Dante, Opera & Love** — EXPO Stage 1
Thursday, 11 March 2021 15:00 - 15:30
Speaker
- Solimano Pontarollo- Daniel Frank- Cecilia Gasdia

**Familienurlaub in Sachsen – Ein ganz besonderes Erlebnis!** — Saxony proudly presents…
Thursday, 11 March 2021 15:00 - 16:00
Speaker
- Petra Sobeck

**ITB Keynote: Community Marketing's COVID and LGBTQ Travel Research Key Findings** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 15:15 - 15:30
Speaker
- David Paisley- Tom Roth

**ITB Message from Georgia** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 15:15 - 15:35
Moderator
- Natalia Bakhtadze
Speaker
- Natia Mumladze- Mariam Kvrivishvili- Hon. Natia Turnava- Medea Janiashvili

**ITB Keynote: LGBTQ Travelers Your COVID-era Strategy MUST include LGBTQ Travelers** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 15:35 - 15:45
Speaker
- Ed Salvato

**Georgian Living Culture: From Peaks to the Black Coast** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 15:35 - 15:55
Moderator
- Natalia Bakhtadze
Speaker

Selektion für diese Trefferliste: Event Program

- Otar Berishvili- John H. Wurdeman- Nick Erkomaishvili

**ITB Roundtable: Restarting of LGBT+ Tourism Greeting from the Spanish Tourism Minister** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 15:50 - 16:40
Moderator
- Thomas Bömkes
Panelist
- John Tanzella- Maria Elena Rossi- Arturo Ortiz Arduan- Rika Jean-Francois- María Reyes Maroto Illera- Fred Dixon- Philip Ibrahim- Luca Martinazzoli

**ITB Paneldiskussion: COVID-19 und Tourismusausbildung** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 16:00 - 16:20
Moderator
- Tobias Klöpf
Panelist
- Prof. Dr. Marco Gardini- Prof. Dr. Harald Pechlaner- Prof. Dr. Jürgen Schmude

**Exhibitor Presentation UNWTO** — EXPO Stage 2
Thursday, 11 March 2021 16:00 - 16:30

**Phocuswright: Empowering Smart Thinking With Research, Events and News** — EXPO Stage 3
Thursday, 11 March 2021 16:00 - 16:30
Speaker
- Stephanie Gordon

**Athens: one city, never ending stories** — EXPO Stage 1
Thursday, 11 March 2021 16:00 - 16:30
Speaker
- Giannis Goulielmos

**Saksonia – najwiesze informacje, ciekawe wydarzenia i turystyczne nowoci** — Saxony proudly presents…
Thursday, 11 March 2021 16:00 - 17:00
Speaker
- Barbara Klary

**Young, wild and free- let's celebrate the new creative scene** — Saxony on stage
Thursday, 11 March 2021 16:00 - 17:00

**Tourism Science Slam – in Kooperation mit DGT und AIEST** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 16:25 - 16:55
Moderator
- Dr. Julia Offe
Slammer
- Simon Ripperger- Kathrin Viergutz- Andreas Kötter

**ITB Keynote: EU Fundraising in LGBT+ Tourism** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 16:45 - 16:55
Speaker
- Tom Dedek

**ITB Keynote: A New Opportunity for LGBT+ Tourism in the Caribbean? Understanding LGBT+ Attitudes to Caribbean Travel with Open for Business** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 17:00 - 17:10
Speaker
- Phil Crehan- Peter Jordan

**European Capitals of Smart Tourism - The Road to Recovery** — EXPO Stage 3
Thursday, 11 March 2021 17:00 - 17:30
Speaker
- Sandra Bumbar- Jonathan Gómez Punzón- Helena Lindqvist

**ITB Panel Discussion: Destination Management and Thought Leaders Forum - Building Ongoing Resiliency (with Jacobs Media & the Resilience Council)** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 17:00 - 17:30
Moderator
- Jill Sinclair
Panelist
- Carlos Cendra- Hon. Ghada Shalaby- Dr. Taleb Rifai- Greg Land

**Dominican Republic Ministry of Tourism Responsible Tourism Recovery Plan – South Coast / Santo Domingo/ Bayahibe / Juan Dolio** — EXPO Stage 1
Thursday, 11 March 2021 17:00 - 17:30
Speaker
- Petra Cruz

**Once upon a time- Saxony's fairy-tale castles and gardens** — Saxony on stage
Thursday, 11 March 2021 17:00 - 17:40

**News from Saxony** — Saxony proudly presents…
Thursday, 11 March 2021 17:00 - 18:00
Speaker
- Wolfgang Gärtner

**ITB Panel Discussion: LGBT+ Leadership Summit** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 17:15 - 17:55
Moderator
- David Downing
Speaker
- Annette Pampel- Martina Kohlhuber- Fabienne Stordiau- Pavel Subrt- DJ Doran

**1 Thought Leader – 3 Questions – 9 Minutes: Peru's Adaptions to the Post-COVID-19 Traveler** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 17:35 - 17:45
Interviewer
- Sophia Quint
Thought Leader
- Hon. Claudia Eugenia Cornejo Mohme

**ITB Startup NOW: Socialbnb – How a Start Up Creates a More Sustainable Tourism for Everyone** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 18:00 - 18:10
Speaker
- Nils Lohmann- Alexander Haufschild

**Attention to detail- manufactories and craftsmanship that have reached world status** — Saxony on stage
Thursday, 11 March 2021 18:00 - 18:25

**DMO Masterclass by Google: The Ever-Changing Travel Landscape and Keeping up with the New Traveller** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 18:00 - 18:30
Speaker
- Iva Kutle Škrlec- Patrick Haller

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Feel your best - healthy afternoon stretch with Tine** — EXPO Stage 1
Thursday, 11 March 2021 18:00 - 18:30
Speaker
- Tine

**Germany's Cultural Destination No. 1 – Architecture, Art and Music in Saxony** — Saxony proudly presents…
Thursday, 11 March 2021 18:00 - 19:00
Speaker
- Wolfgang Gärtner

**ITB Interview: Why Vacation Rentals Will Still be Booming in 2021** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 18:15 - 18:55
Interview Guest
- Patrick Andrae
Interviewer
- Dirk Rogl

**ITB Customer Insights: Global Travel Recovery Outlook - Roadmap for 2021 and Beyond – in cooperation with IPK International** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 18:35 - 18:55
Moderator
- Tobias Klöpf
Speaker
- Rolf Freitag

**ITB Outlook Interview: New Destination Trends: Perspectives from the Source Markets** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 19:00 - 19:15
Interview Guest
- Laura Meyer
Interviewer
- Gerry Romanescu

**ITB Wrap Up of the Day** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 19:00 - 19:15
Host
- Katie Gallus
Moderator
- Dirk Rogl

**It's Not a Webinar. It's a Saxon-ar.** — Saxony proudly presents…
Thursday, 11 March 2021 19:00 - 20:00
Speaker
- Shireesh Sharma

**Wrap-up** — ITB Berlin NOW Convention Stage 1
Thursday, 11 March 2021 19:15 - 19:30
Speaker
- Monika Jones- Tobias Klöpf

**ITB Berlin NOW Happy After Hour with Paul van Dyk** — ITB Berlin NOW Convention Stage 2
Thursday, 11 March 2021 19:15 - 20:15

Selektion für diese Trefferliste: Event Program

# Events A-Z

## 12.03.2021

**()** — Saxony proudly presents…
Friday, 12 March 2021 08:00 - 09:00
Speaker
- Andrew Leung

**Accessible Tourism in Saxony** — Saxony proudly presents…
Friday, 12 March 2021 09:00 - 10:00
Speaker
- Antje Rennack

**Convention Opening** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 10:00 - 10:15
Co-Host
- Princess Xenia zu Hohenlohe- Prof. Dr. Willy Legrand

**ITB Opening and Interview: Short introduction** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 10:00 - 10:15
Host
- Bernd Fritzges
Moderator
- Mario Schmidt
Panelist
- Dirk Hoffmann

**Thrilling but Safe Korea** — EXPO Stage 2
Friday, 12 March 2021 10:00 - 10:30
Speaker
- Dr. Michael J. Ahn- Stephanie Nickel- Dooyoun Hwang

**Breath Again – Croatia, Kvarner Region** — EXPO Stage 1
Friday, 12 March 2021 10:00 - 10:30
Speaker
- Tanja Augustinovic

**SAX TALK - Appetizers from Saxony** — Saxony on stage
Friday, 12 March 2021 10:00 - 10:30
Speaker
- Wolfgang Gärtner- Veronika Hiebl

**Deutschlands Kulturdestination No. 1: Architektur, Kunst und Musik in Sachsen** — Saxony proudly presents…
Friday, 12 March 2021 10:00 - 11:00
Speaker
- Wolfgang Gärtner

**ITB Keynote: The Future Role of Events in the Communication Mix of Organisations** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 10:15 - 10:35
Moderator
- Mario Schmidt
Speaker
- Matthias Schultze

**ITB Keynote Speech: Climate Change Update** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 10:15 - 10:35
Moderator
- Princess Xenia zu Hohenlohe
Speaker
- Prof. Dr. Dr. h.c. Hans Joachim Schellnhuber

**ITB Keynote: Push'21 - the Next Step to Better Meetings** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 10:40 - 10:55
Moderator
- Mario Schmidt
Speaker
- Daniel Steinbichler- Bernd Fritzges

**ITB Keynote Interview: Climate Change - The new US Government's Perspective** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 10:40 - 10:55
Interview Guest
- Roger Dow
Interviewer
- Monika Jones

**ITB Panel Discussion: Sustainable Events - Why We Still Need to Talk About** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 11:00 - 11:15
Panelist
- Dr Katharina Reuter- Jürgen May- Bernd Fritzges- Doreen Biskup- Stefan Lohmann

**Attention to detail- manufactories and craftsmanship that have reached world status** — Saxony on stage
Friday, 12 March 2021 11:00 - 11:25

**Saint Petersburg City Destination** — EXPO Stage 2
Friday, 12 March 2021 11:00 - 11:30
Speaker
- Asya Sattarova

**Tourism for Sustainable Development 1 (in cooperation with BMZ)** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 11:00 - 11:55
Moderator
- Conny Czymoch
Speaker
- Dr. Anna Spenceley- Petra Thomas- Norbert Barthle- Volker Adams

**Naturklänge – Aktivtourismus in Sachsen** — Saxony proudly presents…
Friday, 12 March 2021 11:00 - 12:00
Speaker
- Susann Schwickert

**ITB Keynote: Are Virtual Events Really More Sustainable?** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 11:20 - 11:40
Moderator
- Mario Schmidt
Speaker
- Jürgen May

**ITB Keynote: Greener Pastures: How Meetings Can Spearhead the Global Sustainability Effort** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 11:40 - 11:55
Moderator
- Mario Schmidt
Speaker
- Lubomila Jordanova- Felix Rundel

**ITB Panel Discussion: Building Trust Through Social Media and Online Communication - Best Case Examples from Virtual Events** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 12:00 - 12:15
Panelist
- Irina Graf- Heidi Legelein- Elina Jutelyte

**YOGA WITH RICARDA** — EXPO Stage 2
Friday, 12 March 2021 12:00 - 12:30
Speaker
- Ricarda

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Welcome to Christmas Wonderland** — Saxony on stage
Friday, 12 March 2021 12:00 - 12:30

**Nepal Awaits** — EXPO Stage 1
Friday, 12 March 2021 12:00 - 12:30
Speaker
- Dr. Dhananjay Regmi

**Tourism for Sustainable Development 2 (in cooperation with BMZ)** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 12:00 - 12:55
Moderator
- Conny Czymoch
Speaker
- Dr. Hang Peou- Elisabeth Uhlig- Mauricio Moreno- Lius Widjaja- Maria Moreno- Manuel Ferreira- Ana Laura Rodríguez Ortiz- Maher Mahjoub- Marina Diotavelli- Dr. Dorothea Czarnecki- Nirmal Shah- Norbert Barthle- Dr. Mechtild Rössler

**Saksen: Wat in een goed vat zit, verzuurt niet!** — Saxony proudly presents…
Friday, 12 March 2021 12:00 - 13:00
Speaker
- Robert Witsen

**ITB Panel Discussion: Human Encounters in Digital Worlds: Designing Virtual Meetings for Trust and Emotion** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 12:20 - 12:55
Moderator
- Mario Schmidt
Panelist
- AC Coppens- Christian Mio Loclair- Prof Regina Friess- Doreen Biskup- Felix Rundel

**ITB Opening: Introduction of Expertsforum Wellness** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 13:00 - 13:10

**Green, Clean and Safe – New Challenges for Hospitality and Tourism** — EXPO Stage 1
Friday, 12 March 2021 13:00 - 13:30
Speaker
- Mareike Reis- Suzann Heinemann- M Sc. Valerie Elss- Prof. Dr. Heike Bähre

**ITB Deep Dive: World Premiere: Top Countries for Sustainable Travel – Euromonitor International** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 13:00 - 13:30
Moderator
- Prof. Dr. Willy Legrand
Speaker
- Caroline Bremner- Stephen Dutton

**Neues aus Sachsen – Ausblick auf die Highlights 2021/ 22** — Saxony proudly presents…
Friday, 12 March 2021 13:00 - 14:00
Speaker
- Susann Richter

**Young, wild and free- let's celebrate the new creative scene** — Saxony on stage
Friday, 12 March 2021 13:00 - 14:00

**ITB Interview: Mental Wellness** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 13:15 - 13:30
Moderator
- Michael Altewischer

**Tourism Situation in Europe Markets 2020/2021 Overview & Outlook for the Months Ahead with Covid-19** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 13:35 - 13:55
Speaker
- Dr. Làszló Puczkó

**ITB Panel Discussion: Euromonitor's Sustainable Travel Index - What are the Winners' Recipes for Success?** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 13:35 - 13:55
Moderator
- Princess Xenia zu Hohenlohe
Panelist
- Caroline Bremner- Stephen Dutton- Ewout Versloot

**Tourism Situation in the African Wellness Markets 2020/2021 Overview & Outlook for the Months Ahead with Covid-19.** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 14:00 - 14:15
Speaker
- Elaine Okeke-Martin

**Industrial heritage- take a steam-powered ride through history** — Saxony on stage
Friday, 12 March 2021 14:00 - 14:20

**Mit der Deutschen Bahn fit in den Nachmittag: Mentales Training – der Urlaub beginnt im Kopf** — EXPO Stage 1
Friday, 12 March 2021 14:00 - 14:30
Speaker
- Andrea Thilo- Kerstin Hardt

**Studiosus-Gespräch: Menschenrechte in den Lieferketten: Welches Sorgfaltspflichtengesetz brauchen wir?** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 14:00 - 14:30
Moderator
- Tanja Samrotzki
Panelist
- Antje Monshausen- Prof. Dr. habil. Lisa Fröhlich- Bettina Roth

**Emerging astro-tourism and COVID-19 pandemic** — EXPO Stage 2
Friday, 12 March 2021 14:00 - 14:30
Speaker
- Etta Dannemann- Andreas Hänel

**Vertrieb – Sachsen im Reisebüro/ beim Reiseveranstalter** — Saxony proudly presents…
Friday, 12 March 2021 14:00 - 15:00
Speaker
- Katrin Berg

**Tourism Situation in Asian Spa & Wellness Markets 2020/2021 Overview & Outlook for the Months Ahead with Covid-19.** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 14:20 - 14:35
Speaker
- Samantha Dunn

**ITB Executive Interview: Climate Change Measures in the Hospitality Industry** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 14:35 - 14:55
Interview Guest
- Madhu Rajesh- Inge Huijbrechts
Interviewer
- Prof. Dr. Willy Legrand

Selektion für diese Trefferliste: Event Program

# Events A-Z

**Market in Sri Lanka: Ayurveda as a Immune Booster During and Post Covid-19 Era** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 14:40 - 14:55
Speaker
- Dr. Asoka Hettigoda

**Wellness Trends 2021 | Im deutschsprachigen Markt** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 15:00 - 15:25
Panelist
- Michael Altewischer- Wibke Metzger- Roland Fricke

**How the pandemic fuels E-Bike boom and local tourism In Europe** — EXPO Stage 1
Friday, 12 March 2021 15:00 - 15:30

**Small town- big heart. Discover the stories of Saxony's charming beauties.** — Saxony on stage
Friday, 12 March 2021 15:00 - 16:00

**Familienurlaub in Sachsen – Ein ganz besonderes Erlebnis!** — Saxony proudly presents…
Friday, 12 March 2021 15:00 - 16:00
Speaker
- Petra Sobeck

**ITB Panel Discussion: Just Transitions in Global Tourism** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 15:15 - 15:55
Introductory presentation
- Prof. Dr. Stefan Gössling
Moderator
- Antje Monshausen
Panelist
- Joyatri Ray- Judy Kepher-Gona- Zina Bencheikh

**Wellness Real Estate Development in Post Covid-19 Era** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 15:30 - 15:50
Speaker
- Ingo Schweder

**ITB Wrap Up: Conclusion & Good Bye of Expertsforum Wellness 2021** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 15:50 - 15:55

**ITB Opening: eTravel Hospitality Forum** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 16:00 - 16:05
Greetings
- Lea Jordan

**LGBT+ HAPPY HOUR by TOMONTOUR powered by the Italian National Tourist Board – ENIT** — EXPO Stage 1
Friday, 12 March 2021 16:00 - 16:30
Speaker
- Rika Jean-Francois- Theresa Belpusi- Antonella Rossi- Thomas Bömkes

**Once upon a time- Saxony's fairy-tale castles and gardens** — Saxony on stage
Friday, 12 March 2021 16:00 - 16:40

**ITB Interactive Panel: Co-creating Sustainability in Tourism – powered by Futouris** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 16:00 - 16:55
Moderator
- Prof. Dr. Harald Zeiss
Panelist
- Gerald Kassner- Hon. Gustavo Segura Sancho- Ralf Hieke- Wybcke Meier- Prof. Dr. Julia Peters- Liisa Kokkarinen

**Sassonia per l'Italia, un amore condiviso per l'arte** — Saxony proudly presents…
Friday, 12 March 2021 16:00 - 17:00
Speaker
- Katja Rödiger

**ITB Keynote: Reasons to be Optimistic – Technology, Hospitality and the Way Forward** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 16:10 - 16:20
Speaker
- Stan van Roij

**ITB Best Practice:The Rise of Hotel Chatbots: Learnings from the Past Months and Outlook for the Future** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 16:25 - 16:35
Speaker
- Olga Heuser

**ITB Best Practice: Upselling and Digital Marketing: Automation Makes It Easy** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 16:40 - 16:50
Speaker
- Valyn Perini

**ITB Keynote: The Power of Listening Builds Trust** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 16:55 - 17:10
Speaker
- Benjamin Jost

**ITB Keynote: Economic Sustainability: Recovery and Resilience of Destinations** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 17:00 - 17:20
Moderator
- Prof. Dr. Willy Legrand
Speaker
- Alain Dupeyras

**Knowledge is the key and Saxony's museums have a lot to offer** — Saxony on stage
Friday, 12 March 2021 17:00 - 17:30

**News from Saxony** — Saxony proudly presents…
Friday, 12 March 2021 17:00 - 18:00
Speaker
- Wolfgang Gärtner

**ITB Panel Discussion: Rebuilding Trust in Hospitality** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 17:15 - 17:35
Moderator
- Lea Jordan
Panelist
- Benjamin Jost- Georg Ziegler

**ITB Panel Discussion: Economic Sustainability: Recovery and Resilience of Destinations** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 17:25 - 17:55
Moderator
- Matthias Beyer
Panelist
- Dr. Bettina Bunge- Jyrki Oksanen- Alain Dupeyras- H.E. Arif Havas Oegroseno- Dr. Eran Ketter

Selektion für diese Trefferliste: Event Program

# Events A-Z

**ITB Best Case: Contactless Tools and Their Impact on Reliance in a Post-Covid World** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 17:40 - 17:55
Moderator
- Byron Webster
Panelist
- Tane Picken- Mikel Arriet- Martin B. Jones

**ITB Outlook Interview: What can a Sustainable Future of Aviation look like?** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 18:00 - 18:15
Interview Guest
- Karel Bockstael
Interviewer
- Prof. Dr. Willy Legrand

**ITB Keynote: Distribution 2.0 - Why Deep Connectivity Will Change Distribution in the Hospitality Industry Forever** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 18:00 - 18:15
Speaker
- Ben Stephenson

**If music is life then this is the place where the (he)art beats** — Saxony on stage
Friday, 12 March 2021 18:00 - 19:00

**Germany's Cultural Destination No. 1 – Architecture, Art and Music in Saxony** — Saxony proudly presents…
Friday, 12 March 2021 18:00 - 19:00
Speaker
- Susann Schwickert

**ITB Outlook: Future of Aviation: Airports with a Highlight on Sustainability** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 18:20 - 18:35
Speaker
- Kadri Samsunlu

**ITB Best Case: Automation and Digitization: Revolutionising the guest journey in 2021 and beyond** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 18:20 - 18:35
Speaker
- Michael Kessler

**ITB Interview: Why Payment Processes are Essential to a Future-Proof Commercial Hotel Strategy** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 18:40 - 18:55
Interview Guest
- Jarno-Alexander Stuth
Interviewer
- Lea Jordan

**Wrap-up** — ITB Berlin NOW Convention Stage 1
Friday, 12 March 2021 18:40 - 19:00
Speaker
- Prof. Dr. Willy Legrand- Heleri Rande

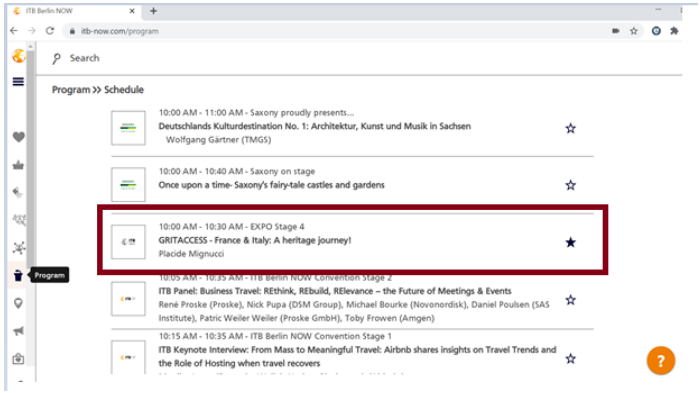
**ITB Wrap Up of The Day** — ITB Berlin NOW Convention Stage 2
Friday, 12 March 2021 19:00 - 19:15
Host
- Lea Jordan- Katie Gallus

**It's Not a Webinar. It's a Saxon-ar.** — Saxony proudly presents…
Friday, 12 March 2021 19:00 - 20:00
Speaker
- Shireesh Sharma

Selektion für diese Trefferliste: Event Program

# ITB Now 2021 – Conférence GRITACCESS

## Le 10 mars de 10h à 10h30 – EXPO Stage 4 :




Program >> Schedule >> GRITACCESS - France & Italy: A heritage journey!

EXPO Stage 4

Wed, Mar 10, 2021, 10:00 - 10:30

GRITACCESS - France & Italy: A heritage journey!

GRITACCESS - Great Tyrrhenian Itinerary Accessible

It's a European network of heritage and cultural routes with two leading countries: France – Italy.

Program >> Schedule >> GRITACCESS - France & Italy: A heritage journey!

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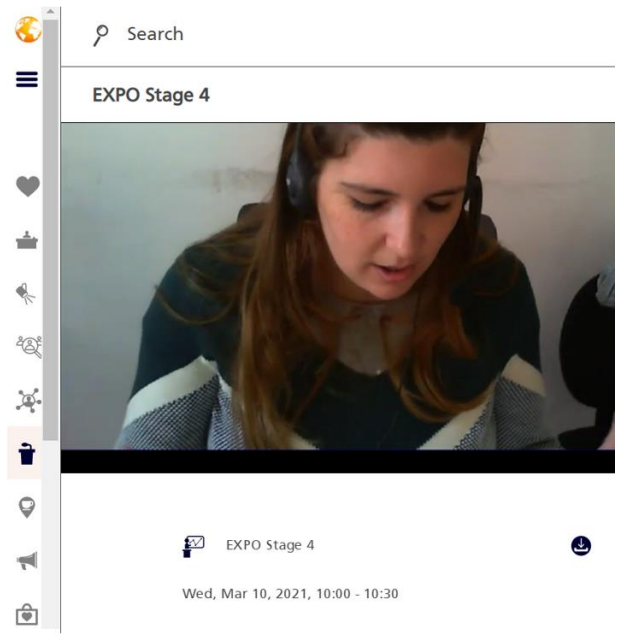
The partner regions are Var, Alpes Maritimes, Liguria,Tuscany, Sardinia, Corsicascane, Sardaigne, Corse.

Program >> Schedule >> GRITACCESS - France & Italy: A heritage journey!

Objectives of the project are the creation of a European network of heritage sites and itineraries. It's a physical, intellectual path to make the territories accessible to those who wish to share a great experience and an adventure. Atypical in the way of approaching territories, populations and their culture. Innovative by the alliance of two foreign shores in the way of conveying common values and cultural diversity with the aim of a complementary tourist offer.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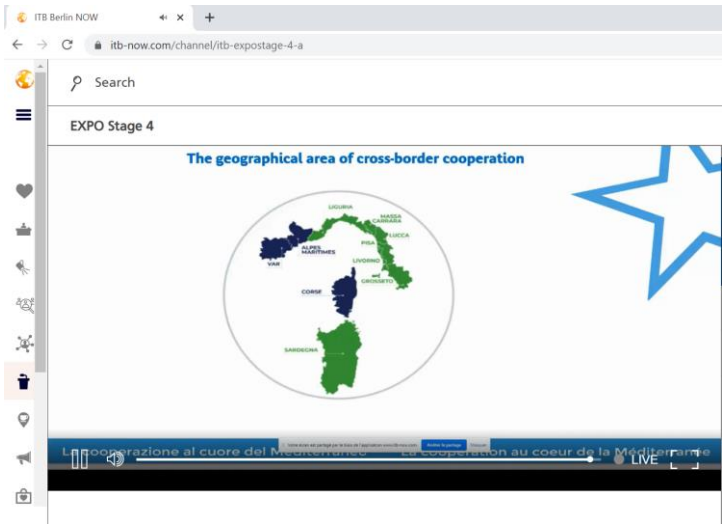
EXPO Stage 4
EXPO Stage 4
Wed, Mar 10, 2021, 10:00 - 10:30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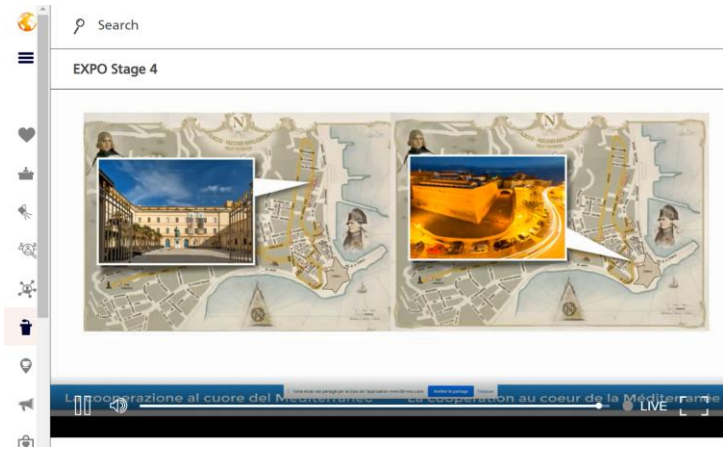
EXPO Stage 4
The geographical area of cross-border cooperation
LIVE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