

**EVERY MOMENT
TELLS A STORY.**

3 – 5 MARCH 2026

**Become a speaker at
the ITB eTravel Stage**



Call for Papers – ITB Berlin eTravel Stage – 3 - 5 March 2026

ITB Berlin welcomes applications for the program of the eTravel Stage. We are looking for keynote speeches, use cases, best and worst practices, and expert panelists for panel discussions on trends and developments in travel technology and digital transformation in the travel industry.

We are looking for proposals focusing on topics such as:

- **Artificial Intelligence (AI) and Generative AI:** Current use cases & future perspectives
- **Travel Technology:** Innovations and use cases for tour operator and OTA
- **Green Technology:** How can technology contribute to solutions for a sustainable future?
- **Mixed Reality, Virtual Reality:** Use cases and future perspectives
- **Travel Startups and Fundings:** Innovations and investment strategies
- **Destination Services and Technology:** Use cases, strategies and innovations
- **Web3, Decentralized Networks, and Blockchain Technology:** Use cases and best practices for the tourism industry and the personalization of offers
- **Hospitality, Hotel & Alternative Accommodation Technology:** Trends and developments, guest experience technology
- **Digital Marketing and Social Media:** Use and best practice cases for the tourism industry

Please use this online form to apply:

<https://www.itb.com/en/events/itb-convention/call-for-papers-ettravel-world/>

Deadline for applications: 31 October 2025.

Selection criteria and general eligibility requirements:

- The regular program does not include promotional company presentations or "case studies" that illustrate successes and trends based only on the company's product.
- The submitted topic idea should be, at most, a presentation length of 20 minutes. It can also be a short or impulse presentation opening a panel discussion.
- The theme must be topical and relevant to the tourism industry.
- Submissions on the above topics will be prioritized.
- Best practices and use case studies will be given priority.
- The submitted abstract clearly describes the content and key learnings of the paper.

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- Application is not a guarantee of inclusion of the proposal in the congress program. Messe Berlin's decision is not subject to appeal.
- Speakers receive a complimentary ITB Berlin ticket.
- Unfortunately, the organizer can't provide monetary compensation. The event organizer will not cover travel, accommodation, and meal costs.
- The conference language is usually English

Your audience:

- Executives in the tourism industry (i.e., destination management, business travel, hotel industry, in-destination services, etc.)
- Decision makers from the fields of eCommerce, Marketing, Product Development, Sales, IT
- International travel industry professionals
- Media representatives and bloggers
- Young professionals and professional students

For questions about the program and content:

ITB eTravel Stage Team
E-mail: etravel@itb-berlin.de

For inquiries about sponsorship and exhibition area:

Sabine Bierlein
Senior Product Manager
ITB Berlin
E-mail: Sabine.Bierlein@Messe-Berlin.de