



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

CONVENTION PROGRAM

LEADING TOURISM INTO BALANCE.

3 – 5 March 2026 · itb.com/convention



Program as of 23 February. The final version is available online at itb.com/convention.



Official Host Country
ITB Berlin 2026



Official Premium Partner
ITB Berlin 2026



ORANGE STAGE

Hall 7.1a

10:30 – 10:45	Leading Tourism into Balance: The Opening
H	Heinz-Dieter Quack, Ostfalia Hochschule für angewandte Wissenschaften, Professor of Tourism Research
DM	Katie Gallus, katiegallus.de, Moderator – Journalist – Geographer
S	Deborah Rothe, Messe Berlin GmbH, Director
S	David Ruetz, Messe Berlin, Senior Vice President and Board Member, Messe Berlin
10:45 – 11:00	The Outlook: How AI Redefines Travel
S	Mitra Sorrells, Phocuswright, SVP Content
11:00 – 11:25	Intent to Impact: AI-Powered Personalization in Travel Marketing – powered by Microsoft AI
KS	Mascha Driessen, Microsoft, Vice-President Continental Europe
11:25 – 12:15	The Industry View: How Travel Will Become AI-native
M	Dirk Rogl, Travel Commerce, Managing Director
P	James Waters, Booking.com, Chief Business Officer
P	James Byers, Google, Product Lead, Travel
P	Garry Wiseman, Sabre, Chief Product & Technology Officer
P	Piero Sierra, Skyscanner, Chief AI Officer
12:15 – 12:45	Tourism in Transition: Europe's Agenda for 2026 and Beyond
KS	Apostolos Tzitzikostas, European Commission, Commissioner for Sustainable Transport and Tourism
12:45 – 13:15	Geopolitical Shifts and the Emergence of a New World Order: Strategic Implications for Tourism
KS	Joschka Fischer, Joschka Fischer & Company, Chairman of the Advisory Board
14:00 – 14:35	Bet on Nature: How Airbnb's Innovation is Shaping the Next Era of Travel
M	Mitra Sorrells, Phocuswright, SVP Content
S	Nathan Blecharczyk, Airbnb, Co-founder and Chief Strategy Officer
14:35 – 15:15	The Understanding: Polycrisis in Travel
M	Katie Gallus, katiegallus.de, Moderator – Journalist – Geographer
P	Stephen Dutton, Euromonitor, Global Insight Manager – Travel
P	Aziz Abu Sarah, Mejdí Tours, Co-Founder
P	The Honourable Edmund C. Bartlett, The Ministry of Tourism Jamaica, Minister of Tourism

ORANGE STAGE

Hall 7.1a

15:20 – 15:35	Impulse: Reviving Ukraine's Economy Through Tourism
S	Natalya Tabaka, State Agency for Tourism Development of Ukraine, Chairperson
15:35 – 16:20	The Global Roundtable: Leading Tourism into Balance
M	Marianna Evenstein, Marianna Evenstein, TV & Event Presenter
P	Alona Shkrum, Ministry for Development of Communities and Territories of Ukraine, First Deputy Minister
P	Eduardo Santander, European Travel Commission, CEO
P	S.E. Minster Márcio de Jesus Lopes Daniel, Republic of Angola, Minister of Tourism
P	Sheikha Nasser Al Nowais, UN Tourism, Secretary-General
16:20 – 16:40	Politics, Perception and Travel: Building Resilience in Tourism
S	Barry Rogers, TOPOSOPHY, Director Destination Strategy
16:40 – 17:20	The Industry Outlook: Maintaining the Balance
M	Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
P	Dr. Ellen Madeker, Airbnb, Head of Public Policy DACH & CEE
P	Geoff Brown, Low Season Traveller Ltd., Founder & CEO
P	Geoff Freeman, U.S. Travel Association, President and CEO
P	Sören Hartmann, Bundesverband der Deutschen Tourismuswirtschaft e.V., President
P	Miro Draškovic, Dubrovnik Tourist Board, Director
17:20 – 17:30	Leading Tourism into Balance: The Wrap-Up
H	Dirk Rogl, Travel Commerce, Managing Director
H	Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
DM	Katie Gallus, katiegallus.de, Moderator – Journalist – Geographer

BLUE STAGE

Hall 7.1b

10:30 – 10:40	Exclusive Preview from the Travel Compass 2026 Study – How Market Development is Driven by New Business Models and AI
KS	Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Partner
10:40 – 11:20	Shaping the Future of Tour Operators – How AI-Driven Digital Transformation is Redefining Business Models and Industry Leadership
M	Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Partner
KS	Boris Raoul, DERTOUR Group, CEO DERTOUR Deutschland und Österreich & CTO DERTOUR Group
P	Benjamin Jacobi, TUI Deutschland GmbH, Managing Director
P	Norman Ladig, Booking.com, Regional Manager DACH
P	Dr. Patrick Andrae, HomeToGo, Co-Founder & CEO
11:20 – 12:00	Beyond Flights and Hotels – Does the Future of Tour Operating Lie in the Stay?
M	Marianna Evenstein, Marianna Evenstein, TV & Event Presenter
P	Peter Ulwahn, TUI Musement, CEO
P	Tobias Boese, vivido travel GmbH, CEO & Co-founder
P	Nithya Ramesh, Trip.com, Regional Director Europe, Product & Marketing
P	Dr. Klaus-Ulrich Sperl, DERTOUR Group, CEO DERTOUR Destination Management Companies
12:20 – 13:00	The Critical Success Factors in a Data- and AI-Driven Sales World
M	Marianna Evenstein, Marianna Evenstein, TV & Event Presenter
P	Jan-Frederik Valentin, Ennea Capital Partners GmbH, Managing Partner
P	Christian Sabbagh, Travelsoft, Founder & CEO
P	André Rangel de Sousa, Tryp.com, CEO
P	Casper Maasdam, Trip.com Group, CEO Travix & Managing Director Operations Europe
13:00 – 13:45	GDS in Transition – New Models in Global Distribution
M	Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Partner
P	Dr. Oliver Rengelshausen, Amadeus GmbH, Managing Director
P	Garry Wiseman, Sabre, Chief Product & Technology Officer
P	Charles Tandonnet, Travelsoft, VP Growth Program
P	Jason Toothman, Travelport, Chief Commercial Officer

BLUE STAGE

Hall 7.1b

14:30 – 15:10	The Impact of Agentic AI on the Shopping and Purchasing Habits of Airline Travellers
M	Dr. Felix Dannegger, Oystin Advisory GmbH, Managing Partner
KS	Marcel Pouchain Meyer, Ryanair, Head of Marketing & Communications DACH
P	Stuart Barwood, Mobi.AI, Chief Revenue Officer
P	Bas 't Hooft, Air France-KLM, General Manager Germany
P	Peter Marriott, Dataiera.com, Co-Founder
15:10 – 15:50	Leisure First? – The Growing Importance of Leisure Travel for Airline Strategies
M	Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Partner
P	Christian Lesjak, Condor Flugdienst GmbH, Commercial Director, Sales
P	Paul Bixby, easyJet holidays, CCO
P	Nabil Sultan, Emirates, Executive Vice President Passenger Sales and Country Management
P	Peter Glade, TUI Group, Chief Commercial Officer Commerical Airline
15:50 – 16:30	Outlook of Long-Distance Rail and Beyond – Cross-Border Networks, Multimodal Connectivity and Changing Distribution Structures
M	Dr. Markus Heller, Dr. Fried & Partner GmbH, Managing Partner
KS	Dr. Ingo Kucz, White Octopus GmbH, CEO
P	Veronica Diquattro, Omio, President B2C and Supply Europe
P	Björn Bender, Rail Europe, CEO & Executive Chairman
P	Kurt Bauer, ÖBB, Head of Long Distance Passenger Services and New Rail Business
P	Elmer van Burren, European Sleeper, Co-Founder & Managing Director
16:30 – 17:10	Growth, Saturation, Segmentation – Cruise Industry Between Boom and Balance
M	Georg Ehrmann, von Beust & Coll. Beratungsges. mbH & Co. KG, Gründer und Gesellschafter
P	Felix Eichhorn, AIDA Cruises, President
P	Gerard Nolan, Royal Caribbean Group, Vice President & Managing Director, EMEA
P	Kevin Bulbolz, Norwegian Cruise Line, VP & Managing Director Europe & MEA
P	Jörg Eichler, MSC Cruises & Explora Journeys, Managing Director DACH Region
17:10 – 17:45	The Future of Cruise Distribution – Online and Direct Channels in Focus
M	Georg Ehrmann, von Beust & Coll. Beratungsges. mbH & Co. KG, Gründer und Gesellschafter
P	Detlev Schäferjohann, e-hoi GmbH, CEO
P	Polina Weber, Google, Industry Manager Travel
P	Christian Kaatz, Anton Götten GmbH/ CroisiEurope, CEO
P	Alexander Ewig, AIDA Cruises, SVP Marketing & Sales
P	Georg Schmickler, MSC Cruises, Senior Vice President Onboard Revenues

10:30

18:00

Future Track

Future Track

Tour Operator & Travel Sales Track

Carrier & Cruise Track

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

GREEN STAGE

Hall 7.1b

- 10:30 – 10:35 **The Balance of Tomorrow: A Warm Welcome to today's Hospitality Track**
- H** Dr. Karoline Wiegerink, Hotelschool The Hague, Professor City Hospitality
 - H** Lukas Knauber, Hotelschool The Hague, Master Student Leading Hotel Transformation
 - H** Lukas Biermann, Hotelschool The Hague, Master Student Leading Hotel Transformation
 - H** Marjolein Bekker, Hotelschool The Hague, Bachelor Student
- 10:35 – 11:15 **Kick-off ITB with the Global Google Travel Outlook**
- H** Lukas Biermann, Hotelschool The Hague, Master Student Leading Hotel Transformation
 - H** Marjolein Bekker, Hotelschool The Hague, Bachelor Student
 - KS** Alejandro Stockdale, Google, International Growth Senior Manager
 - KS** Jorge Gilabert, Alvarez & Marsal, Managing Director
- 11:20 – 12:15 **A next level of understanding the Guest with AI: Synthetic Personas in Hospitality Innovation**
- M** Kirsten Feld-Türkis, KFT Brand & Business Solutions, Managing Owner
 - KS** Sven Dörrenbächer, EMBRAICE, Founder
 - P** Julie White, Accor, CCO Europe & North Africa, Premium Midscale and Economy Brands
 - P** Dr. Jörg Meurer, Prophet Germany, Partner
 - P** Ali Beklen, HotelRunner, Founder & Managing Partner
- 12:15 – 13:15 **Future-proofing hospitality: the skill gap dilemma**
- M** Dr. Alexander Schmidt, Hotelschool The Hague, Professor of Technological Innovation
 - S** Katerina Shearer, booking.com, Senior Manager Public Affairs
 - S** Dana Jiménez Herrera, Hotelschool The Hague, Researcher, Senior Lecturer Leadership and Organisational Behaviour
 - P** Jan Henningsen, Hotel Berlin Berlin, General Manager
 - P** Matthias Schmid, Booking.com, Senior Vice President Accommodations
 - P** Jos Vranken, Hotelschool The Hague, President of Board of Directors

Hospitality Track

GREEN STAGE

Hall 7.1b

- 13:15 – 14:00 **Creating Business Value from Sustainability Data – Why This Is Hospitality's Next Competitive Advantage (powered by BeCause)**
- M** Isabel Lissner, BeCause, Senior Sustainability Manager
 - P** Dr. Renée Nicole Wagner, Orascom Hotels Management, Corporate Director ESG & Quality Management
 - P** Jahanzeb Ahmed, BeCause, Chief Commercial Officer & Co-Founder
 - P** Sara Digiesi, BWH Hotels, CEO Italy & Eastern Europe
 - P** Glenn Mandziuk, World Sustainable Hospitality Alliance, CEO & President
- 14:45 – 15:10 **From Wheelchair to World Explorer**
- M** Charlotte Lamp Davies, A Bright Approach, CEO
 - KS** Camilo Navarro, Wheeltheworld, COO & Co-Founder
- 15:15 – 15:55 **From Risks to Resilience: Practical Steps for Inclusive LGBTQ+ Travel in the future**
- M** Thomas Bömkes, Diversity Tourism GmbH, Managing Director
 - S** Carlota Galván, HBX Group (Hotelbeds), Head of Sustainability and H&S
 - P** Marcel Conrad, A3M Global Monitoring GmbH, Deputy Chief Content Officer
 - P** Dr. Prem Jagyasi, Dr Prem and Associates, MD, CEO
- 16:00 – 16:40 **Inclusive by Design: Rethinking Culture in Travel Companies**
- M** Charlotte Lamp Davies, A Bright Approach, CEO
 - S** Matthijs Welle, Mews, CEO
 - S** Stuart Greif, Forbes Travel Guide, Executive Vice President, Chief Strategy, Innovation & Operating Officer
 - S** Stephen Joyce, Protect Group, Global Strategy Lead – Travel & Tours
- 16:45 – 17:10 **When AI Decides Who Belongs**
- KS** Prof. Dr. Fevzi Okumus, University of South Carolina, Professor and Director of Global Strategy and Strategic Engagement
- 17:15 – 17:40 **Beyond Intentions: Making Gender Equality Real in Tourism**
- M** Charlotte Lamp Davies, A Bright Approach, CEO
 - P** Prof. Dr. Claudia Brözel, Eberswalde University for Sustainable Development, Program Director, Master's in Sustainable Tourism Management
 - P** Sven Liebert, Federal Association of the German Tourism Industry, Secretary General
 - P** Irmela Preissner, Biblische Reisen GmbH, Managing Director
 - P** Sabine Wendt, Visit Berlin, General Manager

ITB Tech Time

Diversity & Inclusion Track

eTRAVEL STAGE

Hall 6.1

- 10:30 – 10:55 **[Opening Keynote] Beyond Resolution: The Future of Travel Tech**
- KS** Tino Klähne, Lufthansa Innovation Hub, Principal Futurist
- 11:00 – 11:30 **Executive Forecast 2026: What Really Matters in Travel Tech Now**
- H** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - P** Chinmai Sharma, Sabre Corporation, SVP & Global Head – Lodging, Ground and Sea
 - P** Mark Rabe, Sojern, CEO
 - P** Andreas Nau, Ennea Partners, Partners
- 11:35 – 11:55 **From Search to Scroll: Turning Discovery into Bookings**
- KS** Judith Eyck, HolidayPirates, Chief Operating Officer
- 12:00 – 12:20 **The Strategic Payment Advantage: Accelerating Global Travel with lastminute.com – powered by Adyen**
- H** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Phil Crawford, Adyen, Head of Global F&B and Hospitality
 - S** Nicola Bettari, lastminute.com, Fintech and Payments Director
- 12:25 – 13:00 **Winning the Decision Layer: What AI Changes for Hotel Distribution**
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - KS** Sanjay Vakil, DirectBooker, Co-Founder & CEO
 - P** Uta von Dietze, Wyndham Hotels & Resorts, Vice President Commercial Performance EMEA
 - P** Andrew Boch, Mobi.ai, CEO
- 13:05 – 13:20 **[Best Practice Case] Mixed Reality Experience „UNESCO world heritage in Germany“**
- S** Olaf Schlieper, German National Tourist Board, Innovation Manager
- 13:25 – 13:45 **From Stadiums to Stays: Leveraging Global Event Partnerships to Grow Airbnb**
- H** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Ro Arévalo, Airbnb, Global Vice President for Homes

eTravel Track

eTRAVEL STAGE

Hall 6.1

- 14:30 – 15:00 **[Opening Panel] Check-in 2026 and beyond – Technology Trends and Developments shaping Hospitality**
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - P** Dan Ogen, Leonardo Hotels Central Europe, Chief Digital and Marketing Officer
 - P** Pedro Colaco, Guestcentric, CEO & Co-Founder
 - P** Champa Magesh, The Access Group, Managing Director Hospitality
 - P** Teresa Mackintosh, Aven Hospitality, Chief Executive Officer
- 15:00 – 15:20 **Moving Beyond the Front Desk: A Vision for Mobile, Guest-First Hospitality**
- M** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Wolfgang Emperger, Shiji Group, Senior Vice President Europe and Africa
 - S** Otto Konstantin Lindner, Hospitality X, Co-Founder & Managing Director
- 15:20 – 15:40 **Turn Real Hotel Data into Unreal Performance – powered by Duetto**
- KS** Michael Grove, Duetto, CEO of HotStats
- 15:40 – 16:00 **Marketplace Reimagined: Orchestrating Hotel Content Distribution**
- KS** Mirja Sichel, Amadeus, EVP Hospitality Distribution
- 16:00 – 16:20 **The response gap: Why deep system connectivity is now business-critical – powered by SiteMinder**
- M** Leah Rankin, SiteMinder, Chief Product Officer
 - P** Klaus Kohlmar, iDeaS, Chief Evangelist and Development Officer
 - P** Linda Vallner, Cloudbeds, Vice President EMEA
 - P** Richard Valtr, Mews, Founder
- 16:20 – 16:40 **[Best Case Study] Scaling to 160 Hotels with Zero Front Desks: The Autonomous Hotel Playbook**
- S** Philip von Ditzfurth, apaleo, Founder
 - S** Julius Anders, Ex-Numa, former Numa Group General Manager DACH
- 16:40 – 17:00 **When the Hotel Sees You – Inside the Predictive Future of Guest Recognition and Augmented Reality**
- KS** David Poprawka, Infor Hospitality, Innovation Strategist
- 17:00 – 17:20 **[Use Case] From Views to Bookings: The 'Greatest Performance' Strategy by a&o x TikTok**
- S** Thomas Hertkorn, a&o Hostels, Head of Online Marketing
 - S** Bengt Graper, TikTok, Brand Partnerships Manager Automotive, Travel and Mobility

Hospitality Tech Track

10:30

18:00

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

ORANGE STAGE

Hall 7.1a

- 10:30 – 10:35 Opening & Welcome**
- DM** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - DM** **Katie Gallus**, katiegallus.de, Moderator – Journalist – Geographer
- 10:35 – 11:05 Travel's Uneven Future: How Demand, Dollars, and Influence Are Shifting**
- M** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - KS** **Sarah Kopit**, Skift, Editor-in-Chief
- 11:10 – 11:30 Google Search & Ads in a Future with Agentic (The Future of Search is built for Traveler)**
- KS** **Anna Sawbridge**, Google, Director, Travel
 - KS** **Yannis Simaiakis**, Google, Director Travel and Local Partnerships EMEA
- 11:35 – 11:55 ITB C-Level Interview – Accor: Leading Hospitality in Europe: Brand Strategy, Guest Experience and Growth in a Changing Market**
- M** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - S** **Karelle Lamouche**, Accor, CEO Europe & Northern Africa
- 12:00 – 12:20 [Executive Fireside Chat] Shaping Balanced Travel: From Travel Trends to Responsible Tourism**
- M** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - S** **Kathrin Anselm**, Airbnb, General Manager Central and Eastern Europe
- 12:20 – 12:30 Better Together: How Boutique and Independent Hotels Expand Airbnb's Ecosystem**
- M** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - S** **Jesse Stein**, Airbnb, Global Head of Real Estate
- 12:35 – 13:10 AI and the New Power Map of Travel**
- M** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - P** **Matthijs Welle**, Mews, CEO
 - P** **Bhanu Chopra**, RateGain, Founder & Managing Director
 - P** **Dr. Patrick Andrae**, HomeToGo, Co-Founder & CEO
- 13:15 – 13:35 Unlocking Travel with Smarter Payments**
- KS** **Daniel Marovitz**, Booking.com, Senior Vice President Fintech
- 14:20 – 14:35 Unlocking Wanderlust: AI, Storytelling and the New Travel Marketing Playbook**
- KS** **Jennifer Andre**, Expedia Group Advertising, Global Vice President, Business Development

Marketing & Distribution Track

ORANGE STAGE

Hall 7.1a

- 14:40 – 15:20 YouTube: Social Search, Viral Inspiration, and the Future of Travel**
- KS** **Julia Stern**, Google, Managing Director Digital First (Germany)
 - S** **Christian Bärwind**, TUI, Marketing & Sales DACH
 - S** **Dr. Martell Beck**, Deutsche Bahn, Chief Marketing Officer
 - S** **Marvelin [Marvin Pöttgen]**, Beatbox Germany, CEO
- 15:25 – 15:50 TikTok Revolutionizing Travel: From Inspiration to Trends and Bookings.**
- KS** **Erdem Zeren**, TikTok, Head of Automotive, Travel & Mobility
- 16:00 – 16:20 ITB Travel Tech Startup Scene**
- H** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - P** **Suzanna Chiu**, Amadeus IT Group, Head of Amadeus Ventures
 - P** **Michael Treskow**, Eight Roads Ventures, Partner
 - P** **Lars Mangelsdorf**, Perk, VP of Spend at Perk, Swiss Entrepreneur, Seed Investor and Co-Founder of Yokoy (acquired by Perk)
- 16:20 – 17:00 ITB Travel Tech Startup Pitches**
- H** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - S** **Danielle Finch**, Equera, Founder & CEO
 - S** **Jakob Riegger**, Strana.ai, Co-Founder
 - S** **Roland Hehn**, avenue.ai, Co-Founder & CEO
 - S** **Brian Dass**, OneJourney, Founder & CEO
 - P** **Suzanna Chiu**, Amadeus IT Group, Head of Amadeus Ventures
 - P** **Michael Treskow**, Eight Roads Ventures, Partner
 - P** **Lars Mangelsdorf**, Perk, VP of Spend, Entrepreneur, Seed Investor and Co-Founder of Yokoy (acquired by Perk)
- 17:00 – 17:20 ITB Travel Tech Startup Session Closing Panel**
- H** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - P** **Suzanna Chiu**, Amadeus IT Group, Head of Amadeus Ventures
 - P** **Michael Treskow**, Eight Roads Ventures, Partner
 - P** **Lars Mangelsdorf**, Perk, VP of Spend at Perk, Swiss Entrepreneur, Seed Investor and Co-Founder of Yokoy (acquired by Perk)
- 17:20 – 17:30 Wrap Up & Closing**
- DM** **Lea Jordan**, ITB Berlin Convention, Member of the Board of Experts
 - DM** **Katie Gallus**, katiegallus.de, Moderator – Journalist – Geographer

Marketing & Distribution Track

BLUE STAGE

Hall 7.1b

- 10:30 – 10:45 Opening of the Destination Track**
- H** **S.E. Minster Márcio de Jesus Lopes Daniel**, Republic of Angola, Minister of Tourism
 - DM** **Prof. Dr. Harald Pechlaner**, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
- 10:45 – 11:20 Culture as a Catalyst: How Music and Arts Drive Destination Growth**
- DM** **Prof. Dr. Harald Pechlaner**, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
 - P** **Norbert Kettner**, WienTourismus, CEO
 - P** **Philipp Burger**, Frei.Wild, Songwriter u. Gastgeber
 - P** **Donovan White**, Jamaica Tourist Board, Director of Tourism
- 11:20 – 11:40 Smart Destinations Reloaded: How AI and Web 3 Transform Destination Management**
- KS** **Prof. Dr. Dimitrios Buhalis**, Bournemouth University, Professor
- 11:40 – 12:20 The Painful Transition from Destination to Living Space Management**
- M** **Prof. Dr. Harald Pechlaner**, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
 - P** **Vicki Miller**, Visit Scotland, CEO
 - P** **Majju Viiki**, City of Tampere/Visit Tampere, Account Manager
 - P** **Manuel Bitschnau**, Destinations-Netzwerk Austria, dna Presidium member and dna Regional Spokesperson for Vorarlberg
 - P** **Andreas Schulten**, Stadtwerke, Founder
- 12:20 – 13:15 City Destinations under Pressure**
- M** **Prof. Dr. Harald Pechlaner**, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
 - P** **Dr. Tillman Prinz**, Federal Chamber of German Architects, Secretary General
 - P** **Roman Egger**, Smartvisions, Managing Director
 - P** **Jose Antonio Donaire**, Tourism Commissioner, Barcelona City Council
 - P** **Saskia Klinder**, meetreet GmbH, Co-Founder & CEO
- 14:00 – 15:00 Partnering for Impact: Tourism and International Cooperation Driving Sustainable Development**
- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
 - KS** **Michael Krake**, Federal Ministry for Economic Cooperation and Development (BMZ), Deputy Director General
 - P** **Thomas Ellerbeck**, TUI Group, Member of the Group Executive Committee TUI Group, Chairman of the TUI Care Foundation
 - P** **Dr. Ingo Burmester**, DERTOUR Group, CEO Hotel Division

Destination Track

BLUE STAGE

Hall 7.1b

- 15:00 – 16:00 Shaping Tourism Transformation: Cooperation Instruments & Market Partnerships**
- M** **Susanne Friedrich**, Agency for Business and Economic Development (AWE), Director
 - S** **José Manuel Fröhling**, GIZ Tunisia, Head of Project
 - S** **Volker Adams**, German Travel Association (DRV), Head of Political Affairs & Tourism
 - S** **Ahmed Bettaieb**, Tunisian Federation of Travel Agencies (FTAV), President
 - S** **Chafi Mrouki**, German Travel Association (DRV), Head of Project
 - S** **Tanja Rochus**, Hauser Exkursionen International GmbH, Head of Product
 - S** **Sherzod Norbekov**, Nuratau Travel Uzbekistan, Director
 - S** **Marius Thümmrich**, Import Promotion Desk (IPD), Expert Sustainable Tourism
- 16:00 – 17:00 Platform for Partnership: Sector Dialogue on Tourism for Sustainable Development**
- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
 - P** **Dr. Marlen Homeyer**, Federal Ministry for Economic Cooperation and Development (BMZ), Senior Policy Officer
 - P** **Dr. Nicole Häusler**, ZENAT – Centre for Sustainable Tourism, Professor of Sustainable Tourism Management
 - P** **Petra Thomas**, forum anders reisen e.V. – association for sustainable tourism, Managing Director
 - S** **Zay**, ZinMai Experiences, Co-Founder
 - S** **Veronika Blach**, TUI Care Foundation, Senior Programme Developer
 - S** **Katharina Stechl**, Roundtable Human Rights in Tourism, Program Manager
 - S** **Martin Wiest**, Tourvest Destination Management, CEO
 - S** **Thomas Bohlander**, Gebeco, Managing Director
 - S** **Tatjana Peters**, Futouris e.V., Project Manager
- 17:00 – 17:50 These Ideas Will Transform Tourism**
- M** **Rajan Datar**, BBC, Broadcaster & Journalist
 - KS** **Virginia Fernández-Trapa**, UN Tourism, Programme Coordinator, Climate Action and Circularity
 - P** **Julie Cheetham**, Travalyt, CEO
 - P** **Bijan Khazai**, Risklayer and Hotel Resilient, CEO
 - P** **Ewout Versloot**, NBTC Netherlands, Manager Strategy and Innovation
 - P** **Nina Boys**, Beyond Green, Vice President of Sustainability
 - P** **Narendra Ramgulam**, Caribbean Tourism Organisation, Deputy Director Sustainable Tourism
 - P** **Jeremy Sampson**, Travel Foundation, CEO

Destination Track

10:30

18:00

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

GREEN STAGE

Hall 7.1b

10:30 – 10:45 Business Travel in Numbers	
M	Claudia Unger, VDR, Content and Network
S	Christoph Carnier, VDR, President, VDR & Senior Director Travel, Fleet & Events @ Merck
10:45 – 11:30 How AI is Transforming Business Travel Across the Journey	
M	Claudia Unger, VDR, Content and Network
P	Joachim Marschal, Uber for Business, Country Manager DACH
P	Sebastian Adams, Marriott, Director Global Sales für Deutschland, Österreich und die Schweiz
P	Olivier Garbe, Amex GBT, Senior Engineering Director – Data, AI & Platforms
P	Alexander Schott, meetago Group, SVP Product & Innovation and CPO
11:30 – 12:00 Keeping business travelers safe in uncertain times	
M	Claudia Unger, VDR, Content and Network
S	Sophie Zimmer, KfW, Senior Advisor Security Management International
12:00 – 12:40 The Economic Impact of Business and Blended Travel	
M	Claudia Unger, VDR, Content and Network
P	Patrick Diemer, BT4Europe, Chair
P	Oliver Bransch, PwC GmbH WPG, Senior Manager Strategic Procurement: Business Travel / IT
P	Matthias Schultze, GCB German Convention Bureau e.V., Managing Director
P	Fulvio Origo, GBTA, Sr. Director EMEA
12:40 – 13:10 Beyond the Intermediary? Airline Distribution, Modern Retailing and the Corporate Reality	
M	Claudia Unger, VDR, Content and Network
S	Ben Park, Parexel, Executive Director of Travel & Sustainability
S	Heinrich Lange, Lufthansa Group, Vice President Digital Retailing
13:15 – 13:35 Beyond Ownership: Reimagining corporate mobility (powered by Europcar)	
S	Timm Burmeister, Europcar, Director Commercial
13:40 – 14:00 Business Travel – A New World Order (powered by SNCF Connect & Tech)	
KS	Gautier Kerdoncuff, SNCF Connect & Tech, Strategy Director

Business Travel Track

ITB Tech Time

GREEN STAGE

Hall 7.1b

14:45 – 15:30 How Gen Alpha and Gen Z are shaping the travel industry	
M	David Chapman, WYSE Travel Confederation, Director General
P	Dom Barrow, Contiki, National Business Development Manager UK / EU
P	Sarah Clifford, UNIDAYS, Global Lead, Travel and Experiences
P	Alex Hill, Drifter, Director of Partnerships and Sales
15:30 – 16:15 Cycling tourism trends 2026: innovation, knowledge and public-private strategies	
M	Agathe Daudibon, European Cyclists' Federation, EuroVelo and Cycling Tourism Director
P	Heiko Riekenberg, CycleSummit / Bikemap, CEO
P	Wanda Nowotarska, EuroVelo Council member/ West Pomerania Region, Regional cycling officer West Pomerania Region
P	Bastiaan Overeem, Netherlands Board of Tourism & Conventions, Programme Manager
P	Christian Tänzler, Allgemeiner Deutscher Fahrrad-Club e.V. (ADFC), Member of the Federal Executive Board in charge of Tourism
P	Isabell Eberlein, Velokonzert, CEO
16:15 – 16:50 The Power of Connection: Where Adventure Unites Nature, Culture, and Community	
M	Elisabeth Hakim, PROMPERU, European Market Executive
P	Daniel Tischler, Southtraveler, Founder, Travel Blogger
P	Santiago Sánchez, Muyuna Amazon Lodge, General Manager
P	Oscar Zúñiga, Salkantay Trekking Peru, Commercial Director
16:50 – 17:30 Camping: One of Europe's Fastest-Growing Travel Segments	
M	Prof. Dr. Frank Schaal, Bundesverband der Campingwirtschaft in Deutschland e.V., CEO
P	Roman Bauer, mein PLATZ Service GmbH, Owner and CEO
P	Daniel Onggowinarso, Caravanning Industrie Verband Deutschland e.V., CEO
P	Simone Pokrandt, Leading Campings of Europe, Managing Director
P	Bernd Pfandl, 50 Plus Campingplatz Fischen/Steiermark, CEO and Owner
P	Giel Hendrikk, Booking Experts, Head of Business Development & Operations DACH
P	Uwe Frers, PINCAMP The camping company of ADAC, ANWB, and TCS, CEO
P	Johan Söör, First Camp Group, Group CEO
17:30 – 18:30 Adventure Connect: From Demand to Impact: The New Adventure Travel Market	
M	Shannon Stowell, ATTA, CEO
P	Esther Romero, Andalucía Tourism Board, Head of Product and International Trade Fairs
P	Andre Kiwitz, Ventura Travel, CEO
P	Julinus Jeffery Jimit, Sabah Tourism Board, CEO

Youth, Adventure & Outdoor Track

eTRAVEL STAGE

Hall 6.1

10:30 – 10:35 Opening	
DM	Charlotte Lamp Davies, A Bright Approach, CEO
10:35 – 10:55 Unlocking Tours and Activities travel demand: Exclusive research for smarter decisions	
S	Olivier Ponti, Amadeus, Director of Market Intelligence & Insights
11:00 – 11:30 From Insight to Action: What Global Research Means for Operators in Tours & Activities	
M	Charlotte Lamp Davies, A Bright Approach, CEO
S	Travis Pittman, TourRadar, Co-founder and CEO
P	Lisa Chen, ToursByLocals, CEO and President
P	Roisin O'Sullivan, Walks & Devour, Global Managing Director, Walks & Devour
11:35 – 12:00 Purpose and Profit: Scaling Community Tourism in a Tech-Driven World	
M	Charlotte Lamp Davies, A Bright Approach, CEO
KS	Bruce Poon Tip, G Adventures, Founder
12:05 – 12:35 On the Ground: Shaping Visitor Behaviour Through Tours & Activities	
M	Dan Christian, Travel Trends Podcast, Host/Founder
S	Clarissa Cappelletti, WeRoad, Regional Manager
S	Efrat Blaier, Bookaway, General Manager
P	Gebhard Rainer, HX Expeditions, CEO
P	Gitte Mikkelsen, Wonderful Copenhagen, Senior Manager
12:40 – 13:10 Who Owns the Experience Now? Agentic AI: Winners & Losers	
M	Linda Fox, Phocuswire, Executive editor
P	Kasia Jawien, Expedia, Sr. Director of Activities
P	Manuel Hilty, Nezasa, CEO and Co-founder
P	Arturo Moreno, Civitatis, Chief Supply and Data Officer
13:15 – 13:45 Longevity meets Experiences: What It Means for Tours & Activities	
M	Daniela Gerdes, Mon Bliss, CEO
M	Karina Bertagnolli, Mon Bliss Lab, Co-Founder
P	Celina Hiller, The Longevity Hotels, Founder
P	Katharina Hegemann, Neue Wege Reisen GmbH, Managing Director

Tours & Activities Track

eTRAVEL STAGE

Hall 6.1

14:30 – 15:00 The Future with Agentic: From Information to Intelligence	
DM	Dirk Rogl, Travel Commerce, Managing Director
KS	Dr. Stefan Ebener, Google, Head of Customer Engineering, EMEA North
15:00 – 15:20 Balancing Destinations Through AI-Driven Insights – powered by Rome2Rio	
KS	Wendy Olson Killion, Rome2Rio, CEO
S	Vivian Toledano, Strategic Development Lead, Visit Brasil
15:20 – 16:10 Agentic Commerce Unlocked: AI Use Cases Redefining Travel	
M	Dirk Rogl, Travel Commerce, Managing Director
S	Piero Sierra, Skyscanner, Chief AI Officer
S	Sergio Golia, Amadeus, Vice President, Strategy, Travel Unit
S	Anne Pruvot, SNCF Connect & Tech, CEO
16:10 – 16:30 Leading with Agentic AI: Executive Perspectives with Travolution	
M	Kate Harden-England, Travolution, Editor
16:30 – 17:00 AI Lessons From China: Fliggy's Path to the Omni-Intelligent Travel Agent	
KS	Dr. Alex Chen, Fliggy, CTO
17:00 – 17:30 How Human Can AI Become? The Rise of the Next-Generation Travel Influencer	
KS	Martin Stoll, Sparkloft Media, CEO

AI Track

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

ORANGE STAGE

Hall 7.1a

10:30 – 10:35 **Opening ITB Berlin Responsible Tourism Track**

- DM** **Katie Gallus**, katiegallus.de, Moderator – Journalist – Geographer
- H** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor

10:35 – 11:00 **Can AI Save Nature?**

- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
- KS** **Dr. Frauke Fischer**, Agentur Auf!, Business Biodiversity Expert

11:00 – 12:00 **The Climate Adaptation Gap in Tourism: From Risk to Resilience**

- M** **Matthias Beyer**, mascontour, Managing Director
- KS** **Thomas Frommhold**, mascontour, Senior Consultant
- P** **Dr. Ana Tripkovic Markovic**, European Travel Commission (ETC) / National Tourism Organisation of Montenegro, Vice-President and Managing Director
- P** **Dona Regis-Prosper**, Caribbean Tourism Organization, Secretary-General and CEO
- P** **Prof. Dr. Stefan Gössling**, School of Business and Economics, Linnaeus University, Professor
- S** **Jeremy Sampson**, Travel Foundation, CEO

12:00 – 13:00 **Safeguarding What We Sell: Embedding Biodiversity in Tourism's DNA**

- M** **Matthias Beyer**, mascontour, Managing Director
- KS** **Martina von Münchhausen**, WWF Germany, Senior Programme Manager Sustainable Tourism
- KS** **Tatjana Peters**, Futouris e.V., Project Manager
- P** **Lucienne Damm**, TUI Cruises, Head of Sustainability
- P** **Anna Lindner**, DERTOUR Group, Manager Corporate Responsibility
- P** **Luise Toepfer**, Chamäleon, Sustainability Expert

13:00 – 13:45 **Listening matters: Dialogues as a Key to Sustainable Development**

- M** **Katie Gallus**, katiegallus.de, Moderator – Journalist – Geographer
- P** **Tony Reyhanloo**, Studiosius-Group, Head of Corporate Responsibility
- P** **Prof. Dr. Bernhard Pörksen**, University of Tübingen, Media Scholar
- P** **Divya Khandal**, Dhonk Crafts and Tiger Learning Centre, Managing Director
- P** **Arbana Lleshi**, Albtours D / Vas Group, Office Manager

ORANGE STAGE

Hall 7.1a

14:30 – 15:00 **Regenerative Mindset – A Battle of the Systems**

- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
- P** **David Leventhal**, Founder, Regenerative Travel, Operating Manager, Playa Viva
- P** **Susanne Becken**, Griffith University, Australia, Professor of Sustainable Tourism
- P** **Anna Pollock**, Conscious.Travel, Founder

15:00 – 15:40 **Regenerative by design – Stories from Practitioners**

- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
- KS** **Ásta Kristín Sigurjónsdóttir**, Iceland Tourism, CEO
- KS** **Elke Dens**, Place Generation, Founder
- KS** **Rob Holmes**, GLP Films, Founder & Chief Strategist

15:40 – 16:30 **Leading with Heart: Women as Catalysts for Regenerative Tourism**

- M** **Catherine Gallagher**, Women Travel Leaders, Co-founder
- P** **Dr. Azam Bahrami Barogh**, Middle East and West Asia Ecotourism Network, Consultant and Founder
- P** **Megan Parkinson**, The Long Run, European Hub Manager
- P** **Vanessa Marino**, Amazon Emotions, Founder & Managing Director
- P** **Amanda Ho**, Regenerative Travel, Co-Founder & CEO

16:30 – 17:00 **Space-Based Technology For Ground-Based Regeneration**

- M** **Dr. Tarek Habib**, Murmuration, Chairman and CEO
- P** **Peter Vanik**, EU Agency for the Space Programme (EUSPA), Market Development & Entrepreneurship Consultant
- P** **Guy Bigwood**, Global Destination Sustainability Movement, CEO and Chief Changemaker

17:00 – 17:20 **The (Im)possible Journey – Visiting All Countries Without Flying**

- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
- KS** **Thor Pedersen**, Author of 'The Impossible Journey', Adventurer

17:20 – 17:50 **What If the Impossible Is Just the Next Thing We Haven't Tried Yet?**

- H** **Katie Gallus**, katiegallus.de, Moderator – Journalist – Geographer
- M** **Prof. Dr. Willy Legrand**, IU International University of Applied Sciences, Professor
- KS** **Dr. Ellen Madeker**, Airbnb, Head of Public Policy DACH & CEE
- KS** **Natalia Rosa**, Kavango Zambezi TFCA, Tourism Consultant
- KS** **Tom Armitt**, Planeterra, Senior Manager, Climate and Biodiversity

BLUE STAGE

Hall 7.1b

10:30 – 10:35 **The Balance of Tomorrow: Opening Thursday's Hospitality Track**

- H** **Dr. Karoline Wiegerink**, Hotelschool The Hague, Professor City Hospitality
- H** **Lukas Knauber**, Hotelschool The Hague, Master Student Leading Hotel Transformation
- H** **Lukas Biermann**, Hotelschool The Hague, Master Student Leading Hotel Transformation
- H** **Marjolein Bekker**, Hotelschool The Hague, Bachelor Student

10:35 – 11:10 **The Luxury We Are Leaving Behind: Why Regenerative Hospitality is the Future**

- M** **Yasemin Oruc**, Hotelschool The Hague & Anicha Consultancy, Senior Lecturer & Research Fellow
- S** **Dr. Alessandro Inversini**, EHL Hospitality Business School, Professor
- S** **Dr. Valentina Clergue**, EHL Hospitality Business School, Assistant Professor
- P** **Hector De Castro**, REGENERA LUXURY, Founder and President

11:10 – 11:40 **Inside Regenerative Hospitality: Real Stories Shaping the Future**

- M** **Yasemin Oruc**, Hotelschool The Hague & Anicha Consultancy, Senior Lecturer & Research Fellow
- P** **Jean-Yves Minet**, Accor, GLOBAL BRAND PRESIDENT MIDSCALE & ECONOMY
- P** **Willem van Emden**, De Plesman, Managing Director
- P** **Aydin Yasayacak**, Ad Astra Travel, Founder & Navigator-in-Chief
- P** **Noor Krooshoop**, Amsterdam Canal Hotels, Hotel Manager

11:45 – 12:35 **Longevity Hotels: Medical Breakthrough or Marketing Myth?**

- M** **Daniela Gerdes**, Mon Bliss, CEO
- M** **Nina Ruge**, staYoung, co-founder & content creator
- P** **Marcus Naumann**, Recover Society, Co-founder
- P** **Eva-Maria Hasenauer**, Lanserhof Group, CCO
- P** **Ammar Samad**, Zula Wellness Resort, General Manager

12:35 – 13:15 **How Music, Scent & Neuroscience Enhance Emotional Well-Being Experiences in Hospitality**

- S** **Pascal Perruchot**, Music Eye View, Co-founder & Managing Director
- S** **Pascal Fontaine**, The Feel Good-Beauty Company, CEO

BLUE STAGE

Hall 7.1b

14:00 – 14:30 **Hotels as Neighbourhood Hubs and Third Places | Industry Leaders Inspiration**

- M** **MSc Jan Huizing**, Hotelschool The Hague, Research and Strategy
- S** **Dr. Renée Nicole Wagner**, Orascom Hotels Management, Corporate Director ESG & Quality Management
- S** **Dr. Ingo Burmester**, DERTOUR Group, CEO Hotel Division

14:30 – 15:10 **Hotels as Drivers of Community Value – Challenges and strategies**

- M** **MSc Jan Huizing**, Hotelschool The Hague, Research and Strategy
- P** **Daniek Nijland**, Centre of Expertise Leisure, Tourism & Hospitality, Researcher
- P** **David Turnbull**, Denizen, Managing Director and Founder
- P** **Thomas van Leeuwen**, Hotels for Locals by D/DOCK, Partner-director
- P** **Dimitris Manikis**, Wyndham Hotels & Resorts, President Europe/Middle East/Eurasia/Africa

15:10 – 16:15 **Beyond the Algorithm: Why AI Still Fails at Trust, Culture & Human Connection**

- M** **Dr. Jessika Weber-Sabil**, Breda University of Applied Sciences, Professor of Digital Transformation for Cultural Tourism
- P** **Dr. Katerina Volchek**, Deggendorf Institute of Technology, Professor
- P** **Laurenz Schwarzhappel**, Global Living Apartments, Co-Founder & CEO
- P** **Claire Robinson**, Region Lovers, Co-founder & Co-CEO
- P** **Nicholas Hall**, Digital Tourism Think Tank, CEO
- KS** **Klaas Koerten**, Hotelschool The Hague, Researcher Robotics

16:15 – 16:50 **Reengineering MICE Sales for Hotels – How AI & Automation Transform Group & Event Revenue Across All Channel**

- KS** **Joonas Ahola**, MeetingPackage, CEO & Founder
- H** **Lukas Knauber**, Hotelschool The Hague, Master Student Leading Hotel Transformation
- H** **Marjolein Bekker**, Hotelschool The Hague, Bachelor Student

16:50 – 16:55 **Round-off and take aways for the hospitality ecosystem**

- H** **Dr. Karoline Wiegerink**, Hotelschool The Hague, Professor City Hospitality
- H** **Lukas Knauber**, Hotelschool The Hague, Master Student Leading Hotel Transformation
- H** **Lukas Biermann**, Hotelschool The Hague, Master Student Leading Hotel Transformation
- H** **Marjolein Bekker**, Hotelschool The Hague, Bachelor Student

10:30

18:00

Responsible Tourism Track

Responsible Tourism Track

Hospitality Track

Hospitality Track

Panelist | Speaker | Keynote Speaker | Moderator | Day Moderator | Host

Program as of 23 February. The final version is available online at itb.com/convention.

18:00 ← 10:30

GREEN STAGE

Hall 7.1b

ITB Deep Dives

- 10:30 – 10:40 **Opening ITB Deep Dives**
 - H** Prof. Dr. Heinz-Dieter Quack, Ostfalia Hochschule für angewandte Wissenschaften, Professor of Tourism Research
 - DM** Julia Blume, Ostfalia Hochschule für angewandte Wissenschaften, Research Assistant
 - DM** Felix Hiemeyer, Catholic University Eichstaett-Ingolstadt, Researcher
- 10:45 – 11:30 **Tourism in Balance: How Destinations Redefine Success**
 - DM** Julia Blume, Ostfalia Hochschule für angewandte Wissenschaften, Research Assistant
 - M** Dirk Rogl, Travel Commerce, Managing Director
 - P** Tourism Director Maximilian Hillmeier, Bad Hindelang, Tourismusdirektor
 - P** Dr. Sabine Rödel, Bad Hindelang, Bürgermeisterin
 - P** Florian Größwang, TourCert Austria, Innovation Ecosystem Builder
 - P** Pedro Homar Oliver, Fundación Turismo Palma de Mallorca 365, Managing Director
- 11:30 – 12:20 **How to Develop Circular Economy in Tourism**
 - DM** Julia Blume, Ostfalia Hochschule für angewandte Wissenschaften, Research Assistant
 - M** Dr. Hannes Thees, Catholic University Eichstaett-Ingolstadt, Postdoctoral Researcher
 - P** Hoang Anh Nguyen, ecoLocked GmbH, Chief Growth & Communications Officer
 - P** Dina Padalkina, Circular Berlin, Founder and City Lead
 - P** Jan-Uwe Riest, Gut Boltenhof, Founder
 - P** Dr. Jasper Heslinga, European Tourism Futures Institute (ETFI), Senior Researcher – Lecturer
- 12:20 – 13:15 **Let's build a Crisis Response Room for Travel: What do we need to protect against Crisis?**
 - DM** Felix Hiemeyer, Catholic University Eichstaett-Ingolstadt, Researcher
 - M** Prof. Dr. Harald Pechlaner, Catholic University Eichstaett-Ingolstadt, Founding Chair, School of Transformation and Sustainability
 - P** Alastair Crossley, AXA Partners, Global Head of Travel Solutions
 - P** Ben Lynam, Travel Foundation, Head of Communications and Research
 - P** Dr. Dolores Ordóñez, Anysolution, Director
 - P** Martin Riecken, 11 Fifty-Nine, Managing Director & Owner

GREEN STAGE

Hall 7.1b

ITB Deep Dives

- 14:00 – 15:00 **Diversity under Pressure: How to remove the Barriers for Female Leaders?**
 - DM** Julia Blume, Ostfalia Hochschule für angewandte Wissenschaften, Research Assistant
 - KS** Dr. Madlen Schwing, FGF e.V., Managing Director
 - P** Olga Heuser, Dialogshift, CEO
 - P** Carola Hoekstra, SGR, Chairman of the board
 - P** Pétur Óskarsson, The Icelandic Travel Industry Association, Chairman Of The Board at SAF
 - P** Dikasha Sondhi, Kinexin Convention Management, Coordinator & Young Leader
 - P** Olaf P. Beck, Lindner Hotel Group, Vice President People & Culture
- 15:00 – 15:50 **Team Off-sites: an Opportunity for Destination Growth in the Off-season?**
 - KS** Veronika Engel, CoworkationALPS e.V., Managing Director
 - M** Felix Hiemeyer, Catholic University Eichstaett-Ingolstadt, Researcher
 - M** Frank Grafenstein, neusta Grafenstein GmbH, Founder
 - P** Christiane Seelgen, Wiesbaden Congress & Marketing GmbH, VP Business Development
 - P** Christopher Pomeroy, Hopscotch Groupe, Global Head of Tourism
- 15:50 – 16:40 **Human Intelligence Unlocked: How AI Powers the Workforce (In German only)**
 - DM** Felix Hiemeyer, Catholic University Eichstaett-Ingolstadt, Researcher
 - M** Prof. Dr. Heinz-Dieter Quack, Ostfalia Hochschule für angewandte Wissenschaften, Professor of Tourism Research
 - KS** Thomas Stranig, BWS Invest GmbH, CEO
 - P** Van Linh Do, Vietnam Recruiting UG, CEO
 - P** Julia Seibert, DIHK | Deutsche Industrie- und Handelskammer, Digital Economy, Infrastructure, Regional Policy, Head of the Tourism Industry and Tourism Policy Division
 - P** Dr. Sebastian Rosengrün, AI Impact Lab, Founder and managing director
 - P** Sabine Pracht, Pracht Change, Journalist, Moderator and Coach for Transformation & Leadership
- 16:40 – 16:50 **Wrap Up & Closing**
 - DM** Julia Blume, Ostfalia Hochschule für angewandte Wissenschaften, Research Assistant
 - DM** Felix Hiemeyer, Catholic University Eichstaett-Ingolstadt, Researcher

eTRAVEL STAGE

Hall 6.1

eTravel Track

- 10:30 – 11:15 [Google Masterclass] **Beyond the Search Bar: Winning in the AI Travel Era**
 - S** Wishy Arora, Group Product Manager – Travel, Google
- 11:20 – 11:40 **Beyond the Buzz: How AI Agents Transform Group and Event Sales in Hospitality**
 - KS** Felix Undeutsch, hivr.ai, CEO & Co-Founder
- 11:45 – 12:10 **Leadership Innovation in Travel & Hospitality, Beyond Transactional Efficiency in the Age of AI**
 - H** Lea Jordan, ITB Berlin Convention, Member of the Board of Experts
 - S** Dana Jiménez Herrera, Hotelschool The Hague, Researcher, Senior Lecturer Leadership and Organisational Behaviour
 - S** Jeroen van Velzen, elevela, Serial founder, investor, and founder coach
- 12:15 – 12:35 **When Less Feels Better: How Psychology and AI Shape Smarter Travel Decisions**
 - KS** Prof. Dr. Kai Markus Müller, Rateboard, Professor of Consumer Behavior / Chief of Behavioral Strategy, RateBoard
- 12:40 – 13:00 **Boosting hotel direct sales: How AI and Google are driving the game – powered by Blastness**
 - S** Matteo Pagni, Blastness, SEA Partnership Manager
 - S** Marco Barlaam, Google, Customer Solutions
- 13:00 – 13:20 **From bookings to belonging – Building long-term value through community.**
 - KS** Andrea D'Amico, WeRoad, CEO
- 13:25 – 13:45 **The Hidden Operational Costs of Travel Payments – powered by Sunrate**
 - M** Kevin White, Mastercard, Vice President Corporate Solutions
 - P** Paul Batchelor, SUNRATE, Head of Sales Europe
 - P** Mary Cotugno, Travelsoft Pay, Head of Payments
 - P** Will Plummer, Repayd, CEO

eTRAVEL STAGE

Hall 6.1

Travel Tech Track

- 14:30 – 15:00 **From Itineraries to Intelligence: How AI, SSI and Autonomous Systems Redefine Traveltech**
 - DM** Dirk Rogl, Travel Commerce, Managing Director
 - KS** Alex Bainbridge, Autoura, CEO
- 15:00 – 15:20 **Revolutionising Travel Experience: Connecting Digital Identity, Seamless Experiences and the Mobility Ecosystem**
 - S** Peter Altmann, Amadeus, VP Mobility and Travel Protection
- 15:20 – 15:40 **The End of Effort: Driving Velocity and Vitality into High-Performance – powered by Uber for Business**
 - S** Joachim Marschal, Uber for Business, Country Manager DACH
- 15:45 – 16:10 **Beyond the Buzz: How Blockchain can fix Travel Distribution**
 - KS** Anke Hsu, Chain4Travel, Chief Growth Officer
- 16:10 – 16:50 **Is Traveltech ready for AI? How to feed the Artificial Agents**
 - DM** Dirk Rogl, Travel Commerce, Managing Director
 - S** Mathis Boldt, Giata, CEO
 - S** Bradley Johnson, Sabre, VP of Product Management
- 16:50 – 17:15 **From Hype to Value: The Investor View on Traveltech's Next Cycle**
 - KS** Morgann Lesné, Cambon Partners, Partner

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

Program as of 23 February. The final version is available online at itb.com/convention.

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CONVENTION INFORMATION

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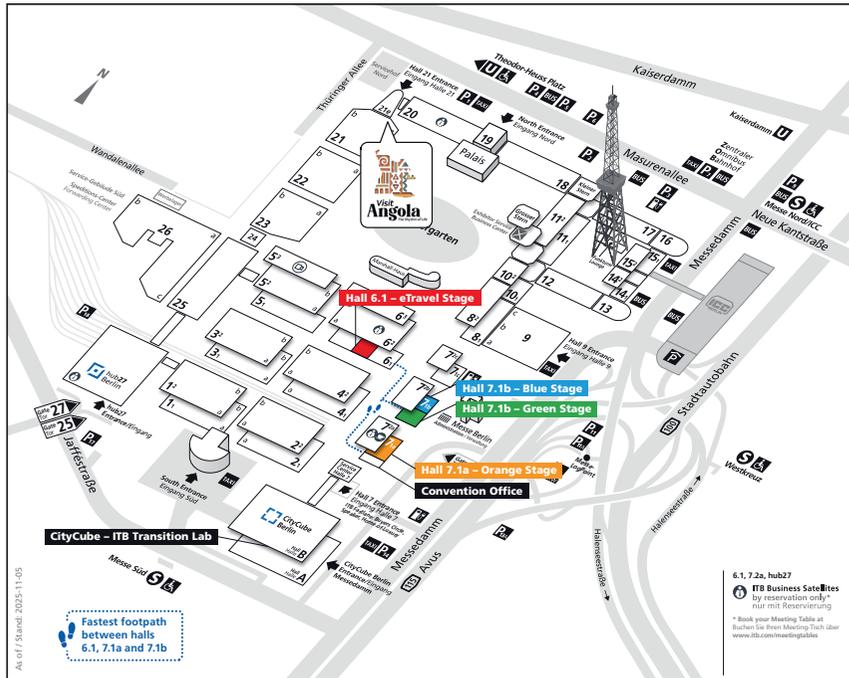


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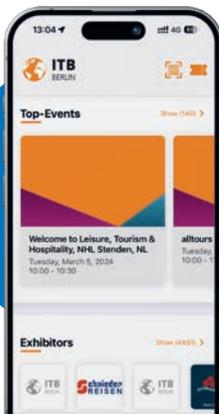


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