ITB 2022

https://itb.com/en/itb-kongress/livestream_itb_id341822/
https://www.youtube.com/user/ITBBerlin/videos

Future & Resilience, eTravel & Responsible Tourism - alles unter dem
Motto **"Open for Digital, Responsible & Resilient Solutions"**.

TUESDAY, 8 MARCH 2022

TRAVEL HERO PODCAST:
Christopher Warren - My Green Butler
- everyone slightly lost how to manage effectively a completely new environment
- Green butler = a friend on the journey towards better sustainable habits and conserve resources (gamification)
- Not forget to make the business case fun, it's innovative, creative, liberating
- Mandatory energy use reportage in Europe
- Problem is not the newly built hotels but making the existing, heritage buildings more carbon efficient
- Live reportage and tracking every 15minutes and publishing business process -> no greenwashing, guests are sceptic
- Staff has to be trained how to communicate sustainability correctly -> how to promote your business better
- Not report different categories every year
- Keep staff longer
- More respect towards the staff, thank them for their efforts
- 50-38% waste caused by guests, rest by the staff
- Tourism = the happiness business (deep personal happiness, things that help to live your values)
- Relationship between material, behavior, side consequences (e.g. better sleep, matrace material, heating and cooling)
- Humans are more calm if they know that there is a way out and feel that they can cope with it -> don't take panic actions
- Offer cost-effective products to small independent actors
- Powerful peer pressure: guests not tolerating businesses that are not sustainable
- Research and advice available for free for everyone -> that is why we research
- The world is not run by humans -> we have to respect and live at one with nature
- Is traveling a basic human need?

- keep staff motivated when only cancellations
- Agility and resilience cannot be read from a CV (looking for non-linear

careers)
- Transparency about the situation of the company is true
- Connecting employees beyond the workplace, Mixing teams regularly
- Unfamiliar situation: making decisions without information and data
- Own API systems -> giving employees detailed information and suggestions for trips
- More flexible cancellation
- Longer stay requests-> family vacation lasting longer, home schooling and remote work
- Alternative accommodation
- Social Security issues: companies have to guarantee safety, remote work within boundaries
- Micro travel: In the USA: employees moving to where they want to live and decide to travel to the job (instead other way round)
- Functions of office is changing, reducing size, create hubs
- Having the right equipment for remote work
- High alignment, loosely coupled ("management offsite" -> all leaders have to have the vision, skills and knowledge to manage their teams)
- Thank you sessions
- Not loose touch with corporate identity
- Forcing people to separating work and life, take vacations, stand up (Private fitness coaches, mental health classes, coffee chats and meeting points and rituals, close the laptop), mindsets: Working through the night is not cool
- "Fuel time" = broaden horizon, "Fool Time" = fun and distraction, and "Full Time" = intense work
- Collaboration across time zones (asynchrone group environments)

HAPPINESS:
Stress:
- reframe stress (anxious, nervous, excited bodily the same, just about context and thinking differently), have a label for it
- Find the sweet spot
- Sympathetic Nervous system vs. pathetic nervous system
- Cortisole emitted and causing symptoms
- Compartmentalization -> set time aside to worry about things at a specific time
- Progressive Muscle relaxation
- Not find relaxation in the metro

1:00 – 1:25pm
C-LEVEL INTERVIEW - GLOBAL TRENDS IN TRAVEL & TECHNOLOGY:

LEARNINGS FROM ASIA - INSIGHTS FROM ONE OF THE BIGGEST TRAVEL TECHNOLOGY BRANDS WORLDWIDE
C-Level Interview: Jane Sun, CEO, Trip.com Group
Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- # Customer first, partners second, brand and employees third
- Immediate refunding, quick responses
- Establish funds and offer loans
- 0-salary volunteer employees, and agreement to work from home

Technologies:
- Dealing with amount of customer requests to improve
    - AI robots handling calls during peak times
- Contactless technology for safety
- Working with border control institutions to provide up to date information
- Data mining for product offers
- Short videos and Livestreams to younger generations
- Open platforms: Encourage smaller tour operators and platforms to offer their products on big platforms

Trends:
Regarding customer:
- 4s booking patterns:
    - Smaller group tours
    - Safety measures (hand sanitizers, face masks offered at hotels)
    - Shortened booking window
    - Scene of vacation
- Wellness trips
- Family packages
- Remote travel into less developed areas for younger travelers, tourism as a philosophy

Regarding businesses:
- Female employees and leaders (taxi shuttles, education fees, periods for writing PHD, companies paying for freezing fertile eggs to manage time when they want to have children)
- Optimism and resilience

Prospects:
- Strong recovery of demand for the winter season

3:00 – 3:20pm
LOOK TO RESILIENT MARKETS FOR RECOVERY: YOUTH AND STUDENT TRAVEL

Panel Discussion: Wendi Aylward, Managing Director, AIFS Australia / Vicki Cunningham, CEO, BUNAC & USIT / Russell Hedge, CEO, HI USA Moderator: David Chapman, Director General, WYSE Travel Confederation

- Understand the importance of the international youth and student travel market.
- See the unique barriers and opportunities of the youth and student travel market.
- Estimate the multi-fold value of the market for tourism and hospitality employers and destinations

- 23% of international arrivals pre-covid
- 336 mio. Young people
- Not just for recreation but also education, working holiday experience
- Ca. 3000(E)
- Youth REMAINS resilient markets (natural caution, but first returners)
- motivated by labour shortages and revenues but it is also cultural and social enrichment (staying, funding families) -> people keep coming back throughout their entire lives -> spending more money
- Challenges in Youth Travel:
    - Fluent communication on arrival arrangements, making it easy
    - Youth mobility programs only available to privileged people (get more programs, slow lobbying processes, low effectiveness)
    - Companies using covid as an excuse for poor customer service, limited performance, insecurity about quitting job announcements, etc.
    - Working better together with governments -> give m
    - Only a limited number of countries that are attractive for work experience (e. g. USA, Kanada, Australia, New Zealand, UK)
- Capturing their attention now to get them as loyal customers for the future
- Youth travelers the first ones to introduce new trends

3:25 – 3:55pm
HR TRENDS IN 2022: FUTURE OF HUMAN RESOURCE MANAGEMENT IN TOURISM
Panel Discussion: Mario Maxeiner, Managing Director Northern Europe, RCIS, Georgia, Ukraine and the Baltic States, IHG Hotels & Resorts / Rida Munir, Head of Talent Acquisition, Personio (efficiency in recruiting process to have more time for talent acquisition and employer branding)/ Leah Shelly, Director of Global Engagement, G Adventures
Moderator: Sophia Krekel, Head of Sales Hospitality Solutions, Stepstone

- The pandemic exacerbated the shortage of skilled labor in the hospitality and tourism industry as employees moved to other sectors or went back to their home countries.
- What strategies have proven successful in recruiting and retaining

skilled workers to become more resilient and prepared for the future?
- Which technical solutions can positively affect the recruiting process?

– Irony: if tourists return, do we have the staff to serve them? (Unemployment rate very high, rates of quitting 2x than historic average among tourist employees, lowest wages, underrepresentation of women and minorities) -> Scarcity of qualified staff before pandemic now
– 1/10 people working in tourism
– Tourism as attractive sector (chance to see the world, work with people, attractive career paths)
– 60 mio. jobs lost in tourism sector between 2019/2020 (switching to transportation, groceries)
– Hotel industry hit hardest, cannot keep up with demand
  – Historic, old-fashioned, static image: Very hard education academies, having personnel for different tasks -> now staff taking on different tasks in customer service
  – Hotels = team player industry to make the guest happy
– not all countries have support mechanisms
– Employer branding became more important, truthfulness about one's organization, real mission statement, purpose beyond organization
– Community, creativity, commodity -> Offer development and growth programs, new values important, working hours and models, interest experiments, LGBTQ+ community ...
– Motives and priorities for application among Generation Z changing (happiness, connection and creativity)
– Hard to have standardized recruitment processes to estimate creativity, different models for recruiting
– Growth of job hopping, switching non-linear careers
– Persona and profile head hunting -> search for talents not skills (search less for titles, positions, roles -> more about the message)
– Promote internal mobility -> not just upwards but also horizontal/ lateral, across the organization
– Hard for organizations to learn what is going on in local markets and communities
– Jobs not just as „filling the gaps" but stay in the industry, start a career, retain them through flexibility
– Employees that add to the community and culture
– Digital first experience (recruit on global scales due to hybrid and remote work
– Slack
– Smaller companies are copying the big players and then make it yours-> NO! first use flexibility and uniqueness first

4:35 – 4:55pm

ADVENTURE TRAVEL: THRIVING IN A FUTURE WORLD
Interview: David Beurle, CEO, FutureIQ
Interviewer: Gergana Nikolova, Regional Director, Europe & Central Asia,
Adventure Travel Trade Association

- Adventure tourism is returning earlier and stronger than other forms of tourism
- Adventure tourism elements:
  - 1. being active
  - 2. awe-inspiring moments
  - 3. Having intimate, meaningful interaction with culture, ature and beautiful landscapes
- acceleration: small destinations without proper infrastructure coping with strong influx -> building DMOs to IMMOs
- Educate visitors to be part of the solution, not the problem (How important is it for people to do the right thing when they are on vacation? What role do they have to play? Consciousness and willingness has to be priority, not a side effect)
- How do you change behavior?
  - Messages (MMOs: codes of conducts, make pledges, ...)
  - Destinations and individual communities having real control measures in their tool box (limit numbers, trial hits, signage, separating clearly, setting boundaries)
- Resilience & sustainability go hand in hand
- Outdoor recreation, etc. driven by a new philosophy
- New forms of cultural education
- Predictions: Cost more, not as frequent, take longer
- Explotive tourism will fade away if they are not as attractive as other forms

5:00 – 5:50pm
POST CORONA – THE PAVING WAY FOR NEW HOTEL CONCEPTS
Panel Discussion: Erik Nissen Johansen, Architect &CEO, Stylt Trampoli AB, Gothenburg (awarded top hotel/ product designer in 2022)/ Norbert Pokorny, CEO & MD , Art of Travel Munich / Christa Augsburger & Timo Albiez, Managing Director & Dean, Schweizerische Hotelfachschule Luzern
Moderator: Marc Aeberhard, Founder & Owner, Luxury Hotel & Spa Management Ltd.
- Whilst a majority of hotel operators and tourism providers are still busy consolidating their businesses after the Covid–havoc, he top-end tier of the market is striving for new concepts and formulas in full swing.
- The anticipated developments, ideas and forecasts of the past sessions have all proven to be correct: the new luxury dimensions are flying high: individualised and personalised concepts, the particular emphasis on safety, space and time and most of all exclusivity and the

- striving for concepts beyond the ordinary including sensual luxury and spiritual luxury is rapidly gaining ground.
- Seldom have times been so interesting to launch new hotel and tourism concepts to a market thirsty to travel and indulge again

- Luxury was tangible (rooms, vehicles, etc.) -> paradigm change -> intangible, sensual, spiritual dimensions (space, time, personalization, safety, health, exclusivity)
- „Spiritual luxury" = finding happiness in luxury (combining everything that is important for us in life in tourism, fulfillment of dreams)
- Not living up to standards but create new standards
- High end? Top end? Is there an end-level to luxury?
- Value and power changing from the person that offers the best product to the person that assembles the most effective, personalized, fast way
- What happens to the money that the wealthy people spend on luxury? (Avoid leakage, not import luxury food from most remote areas, higher wages to the employees)
- Yield driven luxury products vs. purpose driven luxury products
- New hotels + hoteliers:
  - building / designing new hotels in new forms buildings (Light houses, Tree houses, igloos, Tents), Remote islands
  - Symbolic values of the hotels (understanding one's non-importance as a single individual within the ultimate endless nature), way to the hotel as an adventure, playing with suspense and excitement, securing energy and food supply for the hotel
  - Not create a hotel, just create a place that is perfect for a person with a very concrete need/ hobby
  - Only opening up for a certain season in each part of the world
  - Massive reduction in range of products (focus, niche)
- New guests:
  - Being part of a team / a friend
  - Not interested in huge suites, etc. but being welcomed by name and being served according to personal preferences
  - Interested in the history, learn other ways to live
  - Cultural differences
  - Consciousness that they always have another option
  - Having their own second/ third homes in different locations -> will not suffer from staying at home (Safety
  - Keen to spend money, but interested in who is behind/ which project is supported -> who tells the right story gets the money
- New employees:
  - Micro managers of facilities -> need specialists
  - Hotel coaches + facilitators -> helping the guests during their stay to have best experience

- - Be educated in philosophy, psychology, history, religion -> go into deep discussions with guests in the evening, manage emotional relationships (include in studies curricula, give scholarships)
    - Internships and reflection about it (help young professionals to reflect about themselves first, develop personal mission)
    - Understand that there are different forms of value
    - Team-work is essential (staff and students living together at hospitality school)
    - Not a job, but a passion (empathy)
    - Only 1/5 students are really innovative and creative
    - Internal communication between „teaching" and „learning" generations
  - Provoking irrationality -> Price can be as high as you want if you have the right idea
  - Not just 100% technologized -> human beings are key
  - criticizing luxury travel as hyprocratic, ignorant to poorer people's problems, etc.?

NEW PRODUCTS:
- Personalized guidebook (created from social media posts, photos, recommendations, stories, feelings, etc. of travelers having visited a country, e. g. Georgien) -> instead of commercial books

WEDNESDAY, 9 MARCH 2022

10:10 – 10:40am
THE TRAVEL REVOLUTION - ITB EXECUTIVE INTERVIEW - AIRBNB
Interview: Kathrin Anselm, General Manager DACH, CEE & Russia, Airbnb
Interviewer: Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel
- Changing consumer demands in travel and how Airbnb adjusted its business model to accommodate the new trends
- Rise of flexibility and new work - implications on leadership and teams
- Guiding employees in times of uncertainty & diversity in travel

- Exceptional growth of AirBnB even throughout the pandemic
- 6 mio. Hosts, 1 bn. Guests since foundation (Famous people and celebrities offering their homes)
- Company driven by design and the brand (love brand, community as super power)
  - 90% of traffic is direct -> strength of brand
- Trend 1: rural and domestic travel (grew by 45%), city travel is recovering
- Trend 2: stays of 28 days or longer (22%), 7 day trips is core of

booking
- Trend 3: People „living on AirBnB" (for months)
    - Adjust platform (150 improvements last year)
    - e. g. for Hosts: „List your space flows", „AirCover 1 mio.$ insurance")
    - e. g. For guests: be less specific in filters („something crazy", „for over 12 months", „strong wifi", ...)
- Spain and Italy as most important destinations
- Crisis response in Ukraine & Russia
    - Non-profit organization: Free short-term housing for up to 6 months for refugees (Airbnb Inc/ Airbnb Org)
- More popular for families as well (Portugal)
- AirBnB City Portal (collect data on listings, bookings, guest arrivals) -> available for cities
- Helping communities to protect housing and fair & proportional regulations (500 partnerships with cities, voluntary collection agreements with city of fees)
- Host council, global host meetings
- Cut on paid search marketing (Made possible by host campaign 2021 in Europe)
- Inclusive communicational press into channels
- Not control but lead, am I a „fixed mindset" or „growth mindset" and do I keep it fresh in employees as well?
    - Truly ask: „How are you feeling today?"
    - Back to work program (paid for 100%, work 80%) -> scared whether able to live up to expectations, taking off stress, 6 weeks of caregiver allowance
    - Quotas as OKR tools?

10:45 – 11:00 am
METAVERSE - ACCELERATING BUSINESSES' LEAP INTO THE FUTURE
Interview: Jan Starcke, Travel Industry Lead, Meta (facebook) Interviewer: Catharina Fischer, consultant, realizing progress

- Classification of the topic - what exactly is it about?
- Differences to other players in the market
- General opportunities and challenges
- Opportunities for the industry

- Does not exist today, a vision 10-20 years, no launch date
- no single entry point, open platform, not only from Facebook, digital parallel universe, different worlds for different situations (horizon home, horizon work, horizon free time -> jump between the worlds)
- People have to build it, so many companies, start-ups, partners have to jump on, content creators

- Create as an avatar to interact in that sphere, „beam" oneself
    - Shop, test products (eCommerce -> book and pay as your avatar)
    - Business meetings
    - Private meetings
    - Do sports, concerts, watch matches
    - Extended travel
        - Missing a destination
        - Pre-view of hotels, test how close sites are, what can be done, do I like the destination? etc.
        - Selling trips to the Metaverse and in the Metaverse
    - Science (dive into human brain, universe, etc.)
- Just a sneak pre-view, development is endless, lots of pre-testing
- Technologies: AR/VR but so much more
    - Much more realistic, be a real person
- Maybe social media as a part or extension, not clear which role and relationship
- Mission: be close with friends and family
- Learn how to use it, don't be afraid, companies have to think about how to be part of it

11:25 – 11:55am
THE POWER OF BI: NEW DATA TRENDS AND DATA SKILLS FOR THE TRAVEL INDUSTRY.
Panel Discussion: Andreas Wulfes, Managing Director, Neusta Data Intelligence / Hayley Berg, Head of Price Intelligence, Hopper / Mathias Gerber, Regional Direc- tor Central Europe, Sojern
Moderator: Dirk Rogl, Founder, Travel Commerce

- Transparent, reliable and in real time: The pandemic situation poses challenges for measuring success in tourism. Business intelligence provides answers, from forecasting the booking situation to analyzing visitor flows and avoiding hotspots and overbooking. A look into the digital crystal ball: Can business intelligence provide reliable answers?
- state-of-the art BI solutions of individual industry segments on the one hand and examine their potential for other ver- ticals on the other. What does hotel occupancy management tell destinations? How does personalized visitor management work and who benefits from it. And by the way, what are current findings from this new form of market research in March 2021? (We generate daily news as an aside).

- Travel Intelligence
- Easy and fast, understandable data
- Interpret the data -> tools and processes to react to that
- Sojern = build a platform to provide best digital advertising on platform, empower marketeers from airlines, hotels, DMOs, search engines, with data:

- Own data and technology use:
  - Data centers providing signals: WHY do people travel?
  - Find the people behind the searches -> identify the internet users
  - analyze whole customer chain from path to purchase
  - > create own advertisements
- Share data with the partners (e. g. Newest flight search trends)
  - Growth of 25% of flight searches in 2022 in North America and in Europe as well (back to numbers of 2019 again) -> direct impact of Ukraine crisis
    - Impacts on jet fuel prices (prices already high, slower impact, will grow after 2-3 months)
    - Longer routings without stops in some European destination
    - Budget of people growing-> rising average price of hotel searches
- Neusta Data Intelligence
  - Analyze customer travel demand
  - DACH region + leisure travel
  - Travel insight dashboard (forecasting, suggestions for different industry players) -> comparing data with previous years
  - Most demanded markets for short/medium haul summer 2022 (Turkey, Mallorca, Greece)
  - Most demanded markets for long haul summer 2022 (Dominican Republic, Maldives, Arab Emirates)
- Hopper = mobile travel app + B2B initiative: Travel Fintec products
  - Predict future price of travel for the customers (translate data into customer ready products, creating B2B offerings)
  - Create new value by machine learning
  - 1. Historical price archive (global GDS data from last 10 years, 70 trillion price points)
    - Individual travel level (hotels, airlines, tours -> packaged): Price prediction last 3-5 years and last few years -> Book today? Wait for better price? By what amount? On which time to book?
    - Market data in general (general demand, how much spent, in which markets)
  - 2. User behavior data points (how/ when/ how react to, see (not) click on) -> attachment on the data (what creates a response? how big response? When occurring?)
  - 3. Pricing products based on risk (attractive policies without breaking the bank)

1:40 – 2:40pm
HOTEL TECHNOLOGY STARTUPS - WHERE'S THE INNOVATION AT?
Panelist & Jury: David Soskin, Co-Founder & Partner, HOWZAT Partners /

Moritz von Petersdorff-Campen, Founder & Managing Director, Suitepad /
Suzanna Chiu, Head of Amadeus Ventures, Amadeus IT
Startups: Michael Menzel, Founder & CEO, fanz.io / Stephen Burke, Founder &
CEO, Robosize ME / Julia Kimmig, Co-Founder & CEO, Bespokely Interviewer:
Lea Jordan, Head of Marketing & Co-Founder, techtalk.travel

- What trends are impacting the hotel technology startup space, and what's the current sentiment in terms of investments?
- Experienced investors, a successful startup founder, and a hotelier share their views.
- Five founders pitch their just recently founded startup concepts and receive live feedback on-site.

Trends:
- Challenge 1: Getting more guests to the website (better monetization, business model)
- Challenge 2: Delighting the guests (guest experience, data mining)
- Challenge 3: lack of skilled labor
- Challenge 4: Rental accommodation market is expanding rapidly
- Hotels lacking behind in technologization and innovation
- Pre-stay and after-stay is digitalized, at the facility still mostly face to face communication (e. g. Paper collaterals, Suitepads)
- Selling hotel rooms and conference rooms separately

Start-ups:
- Work with start-ups and connect them to hotels (funding, facilitators, ideas linked through Amadeus Ventures)
- Assess the founders and teams correctly (having the right spirit)
- Find list of investors (e. g. CrunchBase)
- Having prototypes ready, customized (get first 10 customers, then afterwards search for

Pitches:
1. Robosize me (Steven Berg)
- Replaced employees with people that lack experience, iteration across hotels -> skills shortage
- Build robots, process automation softwares -> one vendor for everything that do all the technology-related processes to save money and time, specific for hotel industry
- 50 use cases: manual entry of newly negotiated rates in autumn,
- Reduce turmoil and training issues, less data entry errors
- Basic, standard and advanced robots for monthly
- Identify the right key software and robot type partnership: different classes of robot
- 1 robot per property
- Low/ No-code tools

2. Bespokenly
– Hotel management app (all devices, no technical skills)
– Multiple apps within a broader framework: „The space"
    – Launchpad
    – Concierge
    – Storefront
    – Event manager
    – Local guide
– Unlimited templates
– Seamless Customer experience -> one stop shop
– Customers scan QR codes
– Hotels using different systems, loosing important customer data on the way, hard to learn new softwares
– Personalize customer journey
– Travel & Hospitality sector as core vertical sector (not only hotels but also attractions, breweries, wineries)
– Building strategies partnerships
– Easy payment processing, contactless requirements
– Problem of competition

3. Fanz
– 1 Engagement platform for loyalty & payment
– Turning offline ordering into payment in 1 shop solution
– Scan & discover, order, pay -> start the eCommerce marketing play -> check-out and come back
– „come back within 2 days and get cash back/ discounts, …"
– More reviews, higher return, stronger loyalty

4. MiniCal
– Property Management Softwares of Hotels
– Open-source community for hotel technology
– Highly fragmented market of PMS companies (using white label technologies)
– Code built and maintained by the community
– 8 PMS partners, 300+ partners already partnered
– Technology companies linked to the hotel groups, build the calendars and provide the community, etc.
– Be the back-up -> so that the PMS companies can focus on customer support, build new features, etc. -> anyone can start their own PMS
– Interface only 1 system that technology providers have to adapt to
– Revenue from hosting services and paid extensions of the software

Questions to answer in a good pitch:
What do you do with the funds?

What are your problems?
What are the low hanging fruit = early adopters?

Apps:
  – Travel Key

3:55 – 4:20pm
SURVIVING SEO DISASTERS - LISTEN & LEARN FROM SEO CATASTROPHES
Case Study: Kasper Szymanski, Director, SearchBrothers.com
  ○ Former Senior Search Googler and SEO expert Kaspar Szymanski
    sheds light on 3 real life SEO disaster cases.
  ○ Learn which missteps precipitated and ultimately triggered the
    SERP debacles.
  ○ Find out how to avoid an SEO meltdown.

  – #1
  – Operating commercial websites: Audit first. Audit regularly.
  – SEO must be unified (1 decision making entity and that ensures that
    technology works together)
  – Redirect leads and customers too often
  – Migration and transfer all legacy sold-out content from one site to
    another
  – Launch a new website and new domain but that website did not work
    properly
  – Websites not visible on Google -> loosing a lot of sales because no

  – #2
  – Travel comparison for target audience
  – Expansion decision: to serve new markets just offer same content in
    new translation (instead of just localizing the content) -> 5 landing
    pages in parallel -> filtering was open -> all products were found as
    landing pages (too much, overflow of almost identical landing pages)
    -> cannibalization of each other on Google Search
  – Canonicals
  – Users landing on webpages without much content -> prefer fewer
    landing pages with better signals
  – Record and save server logs (generated every time when a website is
    generated) -> no data available (despite cost and legal arguments, are
    worth it for large websites, at least for 12 months)

4:25 – 4:55pm
**TECHNOLOGY & TRAVEL: HOW IS TECHNOLOGY SHAPING THE FUTURE OF
TRAVEL AND HOSPITALITY DISTRIBUTION ?**

Panel Discussion: Sebastien Leitner, Vice President Strategic Partnerships/ President, Cloudbeds, HEDNA / Mandar Vaidya, CEO at OYO Europe / Eddy Veldhuizen, Senior Director Connectivity Partnerships, Booking.com / Monika Wiederhold, EVP Global Ecosystem Initiatives, Amadeus

- What technology trends are impacting travel and hospitality distribution?
- How will the current travel and hospitality distribution ecosystem change?
- How will this change the industry overall? What's the outlook for the future of travel distribution?

- The customer decides whether the development works -> technology is just a tool that has to be used
- OYO 3rd most downloaded travel tech app
- Who is ahead? Customers -> technology -> providers
- Data Science: AI, Machine Learning
- finding the perfect personal „vacation home" among 11.000 search results -> reduce complexity with data-driven solutions
- Integration from back-end and front-end (for customer experience)
- An „amazon experience" in travel shopping
- Problems:
    - Too many different ways of communication, no standards
    - Automated communication and interconnected connectivity (based on hotel booking/ flight information/ activities, etc. already save the first steps)
        - Not only work on one's own website and platforms, but supporting other interfaces to make integration easier, working with competitors vertically -> Ecosystems (data sharing and technology) -> seamless experience
            - Join platforms
    - Low industry standards in general (still managing bookings in Excel) -> get all the players on board -> entire digitalization
    - Critical stakeholders: governments (sensitive topics, protection of consumer interests)
    - Cut/ automate/ simplify all repetitive tasks from the customer journey
    - Get over the unpredictability
        - Historical forecasting models fail, not prepare for short-term reactions
        - Forward looking, real-time data
        - application: Revenue management, distribution systems, personalizations to increase conversion, cross-selling offers
            - Dynamic, real-time
            - Fully synchronized, shared and accessible data
            - Having a single platform or point of access instead of

      making adjustments
- User interfaces:
    - speed: Shortening timelines (from just 3 clicks to 1 click)
    - Convenience

5:00 – 5:20pm COLOGNE TOURISM BOARD: EXPERIMENTS WITH TIKTOK OF A DESTINATION Case Study: Dr. Jürgen Amann, CEO, Cologne Tourism Board

- Cologne as strong home for TikTokers
- 1bn. active users worldwide, most downloaded app in 2020
- 16-23 years old
- Cooperation potential with influencer
- Specifics of TikTok:
    - Different content production (videos)
    - Challenges
    - Placing your brand and spend time with the brand (include in their own posts)
    - Music
    - Higher engagement and interaction rate
    - Avoid advertising
    - New algorithms (going viral with a single video, independent from follower number, no connection between likes and followers)
    - Subtitles (German/ English)
    - Funny & humorous, self-irony
    - Other users can integrate videos and nipples in their own content
    - Organic routes -> not pay for advertisement but for high quality production
    - React fast, trend based, flexible, not plan in advance
    - Experiment, making fun
    - Local patriotism and participation (e. g. Correcting wrong facts)
    - Gamification
- Video type 1: Inspiration & Information: Interesting facts about architecture/ pieces of art, gastronomy, tipps for rainy days, lifestyle and typical phrases/ life situation)
- Video type 2: Following & Adopting trends: (e. g. living close to the destination but not being an expert/ how to express certain things in Germany/ carnival song edition „how money songs do you know?")
- Needing professional knowledge & support
- Take the platform serious
- Often unexpected which video content kicks of -> unpredictability (high range between low and high-performing videos)

THURSDAY, 10 MARCH 2022

11:30 am-12:20pm
HOW TO WALK THE TALK? THE HOSPITALITY CEOS ON SUSTAINABILITY
Keynote: Wolfgang M. Neumann, Chair, Sustainable Hospitality Alliance
Panel Discussion: Marloes Knippenberg, CEO, Kerten Hospitality/ Sébastien
Bazin, Chairman & CEO, Accor Group / Nakul Anand, Exicutive Director ITC
Ltd. / Dirk Bakker, CEO, Colliers
Moderator: Prof. Dr. Willy Legrand, Department of Hospitality, Tourism and
Event Management, IU International University of Applied Sciences & Xenia zu
Hohenlohe, Co-Founder, Managin Partner, Considerate Group
  - How do we turn commitments into actions?
  - Leading industry CEOs discuss actions that are driving sustainability
    within their businesses and across the industry.
  - Beyond operations, buildings and value the chain in hospitality must
    be taken into consideration: how do we get everyone on board?
  - Beyond net zero, what are the plans and actions for restoration of
    natural and social environments?

  - 380 mio. New jobs created through SDGs
  - Hospitality contributes with 1% to greenhouse gases
  - Real estate owners, hotels, banks and investors, architects, local
    communities, brands, developers, must be aligned -> Regardless of
    size, category, etc.
  - „Net Positive Hospitality"
    - Beyond having 0 impact -> make a positive impact (= putting back
      more Tham taken out) (from compensation to contribution,
      reverse what we can not just sustain)
    - 4 steps plan: starting simple actions, robust actions, acceleration,
      leading the impacts
  - Safeguard the environment and the people
  - ACCOR: Hotels destroyed in Ukraine, being safety places for refugees
    (opening 1 new hotel every day -> open less hotels but more effective)
  - Methodology is crucial (measure the right things, employees
    understand the numbers, amount and keys of carbon emission, water
    consumption, of a hotel in a specific destination)
  - Start with the own team, not with the guests
  - mentality: Not just hollow vision, but live it as CEO leader, question
    EVERY uncomfortable process
  - Rules & regulations different in different countries (taxonomy as
    international overspending guideline) -> affecting the owners AND the
    operators
  - Overlooked groups: children, disabled people
  - Lead 0 carbon Platinum Certificates for hotel buildings
  - marketing the benefits to owners (What is the cost, the impact and

where to start? -> apply calculation tools)
- „Stranded assets" of existing properties -> upgrade (refinancing, construction material, isolation, ...)
- Be honest when it is the wrong location
- Glasgow Act -> total decarbonization by 2030, -6% carbon, limit global worming to 1.5 degree

2:30 – 2:50pm
CARBON NEUTRALITY IS NOT ENOUGH
Panel Discussion: Dr. Susanne Etti, Intrepid Travel's environmental impact specialist / Celine Oleson, Corporate Partnerships, Climeworks / Jane Ashton, Sustainability Director, Easyjet / Christian Delom, Executive Director, A World for Travel
Moderator: Randy Durband, CEO, Global Sustainable Tourism Council (GSTC)
- A quick update from across the industry since Evora, COP26 and COP15.
  What learnings were delivered at these important global events and what actions are happening within the travel industry?
- What are the industry's basic needs to get in gear and affect change?
- Exciting technologies for carbon capture are bringing notoriety to destinations

- 69% willing to avoid popular destinations or travel off-season 83% of global travelers think that sustainable travel is vital
- Only 15/ 200 companies achieved carbon initiatives
- Transition to 100% renewable energy, replace flights below 1.5h, offer low-carbon products like walking tours, collaborative supply chain actions
- 2 phases: Promote nature-based products & decarbonize own business
- VisitValencia & VisitGlasgow as best practice cases
- EasyJet: Carbon efficiency improved by 30x since 2000, only Airline that completely offsets -> but only interim strategy
    - Fleet modernization
    - Big data for operational efficiency
    - Sustainable aviation fuels (hydrogen airplanes by 2025)
- Science-based targets
- Sustainability certification standards as requirement for partnership -> contracting along the supply chain
- Direct air capture: Convert carbon from the air and storing it back on the ground into rocks, tackling unavoidable emissions -> plants currently in Iceland (2000 t/ year -> reach 1 mio.t by 2030)

2:55 – 3:15pm
DIVERSITY, EQUITY & INCLUSION (=DEI)

LEADED CONVERSATION: LIZ ORTIGUERA, CEO, PATA / URSULA PETULA BARZEY, FOUNDER, DIGITAL MARKETING CONSULTANT
Leaded Conversation: Liz Ortiguera, CEO, PATA / Ursula Petula Barzey, Founder, Digital Marketing Consultant Interviewer: Rika Jean Francois, Commissioner CSR, ITB Berlin

- Tourism needs to embrace diversity and to ensure all individuals are welcomed, respected and provided with fair, equal opportunities.
- DEI also addresses unequally distributed systemic ways of access to education, health care, vaccination.
- This conversation touches ways out of inequalities and racism like equitable recruitment and sustainable development policies to guide the sector.

COVID inequality:
- Travel now 5% of GDP (down from 10%)

- Only 56% of population is fully vacined, 3 bn. not 1 vaccination
- Not the governments but the private sector (travel sector -> open-minded, most aware of inequality)
    - Give platforms to educate and give voice to scientists
    - Micro-donations
    - Hotels as quarantine hotels
    - Tour busses = mobile vaccine units
    - Open-license solutions, open for all (low price)

Missing representation of non-white leaders in travel organizations
- Drastically shifting demographics -> attract a diverse audience coming in (2 mio. Black people in UK, 14 mio. Black people in US)
- Niche audiences are worth billions of money („black travelers", „Asian travelers")
- Staffing not enough -> also conferences, partner, who selected to go on trips, internship programs, vendor lists of marketing agencies, specific ads, customized solutions, special destination offers, models

Women empowerment:
- Only 5% of CEOs are female in tourism
- Leaders that reflect their culture and origin (identification, role models, no special treatment)
- Search specifically for „black employees?" -> make the effort to hire actively
- Moral or economic motivation?

4:50 – 5:05pm
SUSTAINABILITY STORYTELLING FOR DESTINATION MANAGEMENT
Presentation Cases: Rob Holmes, Founder & Chief Strategist, GLP Films

- Benefits of destination management vs. destination marketing

- Power of sustainability storytelling to help sustainable tourism development
- What stories you should be telling if you want to be a sustainable destination
- Tips for strategic sustainable tourism marketing
- Real-world case studies helping destinations take control of their sustainability messaging

- Directing mission-driven brands towards their sustainability goals through the lense of storytelling and content marketing
- Marketing for more arrivals, volume, quantity („heads and beds")-> overtourism -> even worse -> redefining the measures of success, changing the dialogue
- Storytelling = most compelling form of content marketing (websites, podcasts, …) -> memories, anecdotes and stories stand out
- Sustainability has to be part
- Engaging, inspiring, personal
    - Include communities, local speakers + subtitles
    - Show all actors across value chain
    - Emotional wording + music (soul, intention, memories, live, place, dream, magic, calling, take part, respect …)
    - Blending over/ change perspective
    - Feelings derived from the land
- Making customers think „I want to go there"
    - What is unique and special?
    - How supporting the destination sustainability goal/ SDGs?
    - Connection to nature?
- Targeted marketing -> responsible travelers, tying into sustainability strategy
- #buildbackbatter
- Best practices: Community-based tourism in Thailand, Sedona

5:10 – 5:55pm
RESILIENCE IN TIMES OF A PANDEMIC: ARE LGBTQ+ TRAVELERS A LONG-LASTING TARGET GROUP TO HELP THE TOURISM INDUSTRY TO RECOVER?
Keynote: David Paisley, Senior Research Director, Community Marketing & Insights
Panel Discussion: Felipe Cardenas, President Colombian LGBT Chamber of Commerce & Board Chariman, IGLTA / Janette Carter, Vice President of Marketing, Visit Tampa Bay/ Kristi Kavanaugh, Vice President, Global Marketing and Sales Aspen Snowmass / Frédéric Boutry, Coordinator LGBT, Visit Brussels / Giovanna Ceccherini, Advisor AITGL (Associazione Italiana del Turismo Gay & Lesbian

- ◆ The LGBTQ+ travel community is a proven, strong target group for many tourism destinations.
- ◆ Inclusive recovery strategies and big community events can help to obtain long-lasting effects on substantial overnight bookings with great side
  effects which are attractive for other niche markets as well. Best practices will show the way.
- ◆ What exactly are the post Covid19 travel plans of the LGBTQ+ community?

- LGBTQs are "about" 5% of the population, and because of travel frequency and, it may represent 10% of travelers.
- Free research on LGBTQ+ habits on CMI
- Politics changing the dynamics (e. g. Gay protection rights) -> use that history and societal context for marketing
- First group recovering after major terror attacks
- 92% of LGBTQ+ community at least once vaccinated and have no problem with showing proof -> more likely to live in liberal states, more experience with medical science, prevent even more social isolation and get back to community
- Openness to travel again very high, but reluctance to travel to big destinations and crowded spaces -> return to big cities and favorites (in summer)
- DMOs Promoting Community, pride and party events, parades & clubs
    - Marketing switch-> Problematic conflict: big groups and communities vs. personal distancing -> couple experiences instead
    - Over 120 nationalities uniting in events (willing to travel very far, 11% come from countries that have difficult legal situation)
    - Pride event as most international event (40% from abroad)
- Important that small communities open up, be tolerant, offer specific services, not too shy, religious / cultural conflicts and problems, anti-discrimination laws, legal transits under own identity -> industry learning after covid that cannot afford to discriminate against certain segments, get prepared for influx
- Explicit recovery plans for LGBTQ+: „Intersexionality" -> pro-activity from all actors in the industry, open to learn and understand
- Specific „fetish" events, learning from the community what could attract visitors
- „New market" to many companies
- Coming backs in LGBTQ+ groups, not just individuals after covid
- ILG convention as most important event in the industry (October 26-28 in Milano)
- Create a „European manifesto"
- Typical marketing elements: Chill, flair, laughter, „born from love", be

yourself, clubbing, shopping, Symbols and insiders (rainbow, purple, unicorn), street art
- difficulty: high seasonality, concentrated around events -> overcome problem -> focus on „tourism as human efforts, making you feel comfortable" to address the spirit (treat, welcome and support people)
- Good opportunity for fundraising (e. g. For children), transparency is important
- Visitors much more interested in learning the story