



AGENDA

20th World Travel Monitor[®] Forum 30th – 31st October 2012, Pisa, Italy

Day of Arrival - Monday, 29th October 2012

20:00 – 23:00 | Welcome Dinner

Day 1 - Tuesday 30th October 2012:

“WORLD TRAVEL PERFORMANCE DAY 2012”

Session 1 | World Travel Market Trends 2012 and Outlook 2013

09:00 – 13:15

Moderator: *Dr. Kurt Gathof, Basle*

Managing Director of GBC Consulting

09:00 | **Welcome to Pisa and Briefing to the 20th World Travel Monitor[®] Forum**
Mr. Rolf Freitag, Pisa
President of IPK International – World Travel Monitor[®] Company

09:20 | **Introduction to the History of the Villa di Corliano**
Countess Maria Teresa Agostini Venerosi della Seta, Pisa

09:40 | **Keynote: Wall Street’s View of World Economy 2012 and 2013**
Dr. Kenneth Andrews, New York
President of Andrews Research Association

10:10 | **Questions and Answers – Discussion of the Economic Outlook 2013**

10:20 | *Break*

10:50 | **World Travel Monitor[®] Results 2012 and World Travel Confidence 2013**
Mr. Rolf Freitag, Pisa
President of IPK International – World Travel Monitor[®] Company

11:15 | **World Tourism Outlook seen by United Nations World Tourism Organization**
Mr. Michel Julian, Madrid
Tourism Trends and Marketing Strategies, UNWTO

11:40 | *Break*

12:10 | **Worldwide Hospitality Trends 2012 and Hospitality Outlook 2013**
Ms. Naureen Ahmed, London
Forecast Analyst of STR Global

12:30 | **Questions and Answers – Discussion of the World Travel Outlook 2013**



- 12:40 | **Asian Travel Monitor® Results 2012 and Asian Travel Confidence 2013**
Mr. Hiroshi Kurosui, Tokyo
Senior Researcher of Japan Travel Bureau Foundation
- 13:05 | **Questions and Answers – Discussion of the Asian Travel Outlook 2013**
- 13:15 | *Lunch*

Session 2
14:45 - 18:30

World Travel Market Trends 2012 and Outlook 2013

Moderator: *Rolf Freitag, Pisa*
President of IPK International

- 14:45 | **European Travel Monitor® Results 2012 and European Travel Confidence 2013**
Stefanie Grothe, Munich
Marketing Researcher of World Travel Monitor®, IPK International
- 15:05 | **European Inbound Travel Results 2012 and Outlook 2013**
Mr. Eduardo Santander & Ms. Valeria Croce, Brussels – Leslie Vella, Malta
ETC Market Intelligence and Research Team
- 15:35 | **Questions and Answers – Discussion of the European Travel Outlook 2013**
- 15:45 | *Break*
- 16:15 | **North American Travel Monitor® Results 2012 and Travel Confidence 2013**
Ms. Gabriela Espinosa Teran, Mexico City
Market Intelligence Directorate, PROMOTUR National Mexican Tourism Organization
- 16:35 | **South American Travel Monitor® Results and Travel Confidence 2013**
Ms. Luciana Sagi, Recife
Technical Director, Tamoios Consultoria
- 16:55 | *Break*
- 17:15 | **Short Term Trend Workshop:**
What will have the greatest impact on travel performance in 2013/2014?
Moderator: *Dr. Kurt Gathof, Basle*
Managing Director of GBC Consulting
- 17:45 | **Incorporation of Olympics and World Cup Soccer Games into a National Tourist Board Strategy**
Mr. Marcelo Pedroso, Brasilia
Director – International Markets, Embratur – Brazilian Tourism Board



18:05	Discussion of the Impact of Global Events on a Destination Country
18:15	End of “World Travel Performance Day 2012”
20:15	<i>Dinner</i>

Day 2 – Wednesday 31st October 2012:

“SOCIAL MEDIA AND SUSTAINABILITY”

Session 3
09:00 –
13:15

Social Media in Travel Business

Moderator: *Mr. Rolf Freitag, Pisa*
President of IPK International

09:00	The Underestimated Market Potential of Barrier-free Tourism <i>Ms. Lillian Müller, Copenhagen</i> President of the European Network for Accessible Tourism (ENAT)
09:30	Keynote – What is the social media influence on the travel industry? <i>Mr. Javier Gonzalez-Soria y Moreno de la Santa, Madrid</i> Senior adviser of Google Europe
09:50	Making the most out of social media in travel business <i>Ms. Debbie Hindle, London</i> Managing Director of Four bgb (innovative travel public relations)
10:15	<i>Break</i>
10:45	How travel bloggers can increase sales & brand visibility <i>Mr. Keith Jenkins, Amsterdam</i> Founder & publisher of Velvet Escape (luxury travel blog)
11:05	Questions and Answers
11:15	Social Media – Measuring your social impact with the right metrics <i>Ms. Helene Fritzsche, Vienna</i> Consultant at vi knallgrau
11:35	Questions and Answers
11:45	<i>Break</i>
12:15	The Social Consumer - Innovations in Travel Search <i>Ms. Julia Baunemann, Edinburgh</i> MSc Marketing student and former trainee at IPK International



12:40 | **Long term outlook on social media in the travel industry 2030**
Mr. Albert Postma, Leeuwarden/Netherlands
Professor of scenario planning at European Tourism Futures Institute,
Stenden University o.A.S.

13:05 | **Questions and Answers**

13:15 | *Lunch*

Session 4 | **Sustainability and other Mega Trends**

14:45 – 18:30
Moderator: *Dr. Kurt Gathof, Basle*
Managing Director of GBC Consulting

14:45 | **Worldwide Mountain Holiday Trends – Winter versus Summer**
Ms. Barbara Postel, Munich
Senior Research Manager, IPK International, Munich

15:05 | **Keynote: Green Growth & Travelism - beyond Rio 2020**
Mr. Geoffrey Lipman, Brussels
Director of Greearth Travel – A Green Economy Travel & Tourism Platform

15:25 | *Break*

15:55 | **Sustainable destination management - How to put responsible products into the market pipeline**
Dr. Roger Wehrli, Luzern
Research Coordinator ITV of Lucerne University of Applied Sciences and Arts

16:15 | **Tourism as Part of the Emerging Experience-Economy – Challenges for Destinations**
Prof. Dr. Felizitas Romeiss-Stracke, Munich
Director of "Plattform Tourismus Architektur"

16:40 | **Health and Medical Tourism of Europeans – Segmentation, Motivations, Outlook**
Prof. Dr. Wachowiak, Bad Honnef / Bonn
Professor at International University of Applied Sciences Bad Honnef – Bonn

17:00 | *Break*

17:20 | **Cruise Travel – Which Challenges lie Ahead?**
Prof. Dr. Alexis Papathanassis, Bremerhaven
Dean of Study Affairs – Faculty of Economics & Business
University of Applied Sciences Bremerhaven, Dept. Cruise Industry Management

17:40 | **Adventure Travel Trends and its Perspectives**
Mr. Christopher Doyle, Sacramento, California - USA
Executive Director Europe of Adventure Travel Trade Association



18:00

Medium Term Trend Workshop

New Micro Developments that will Impact World Travel Markets 2013/2014

Moderator: *Dr. Kurt Gathof, Basle*
Managing Director of GBC Consulting

18:30

End of 20th World Travel Monitor[®] Forum

20:30

Dinner

Departure Day - Thursday 1st November 2012