



- Session 2**
14:30 - 18:15
- Moderator:** **Rolf Freitag, Pisa** (President of IPK International)
Leslie Vella, Malta (Head of ETC Research Group)
- 14:30** **When will the Asian Travel Market Boom Again?**
John Koldowski, Bangkok
Deputy CEO & Head, Office of Strategy Management, PATA Headquarters
- 15:00** **US Travel Market Trends 2009 and Travel Confidence 2010**
Adam Sacks, Wayne, Pennsylvania, Managing Director Travel and Tourism,
Tourism Economics – An Oxford Economic Company
for Ron Erdman, Washington Deputy Director, Office of Travel and Tourism Industries,
US Department of Commerce
- 15:20** *Coffee Break*
- 15:50** **Canadian Travel Market Trends 2009 and Outlook 2010**
Katherine Mulligan, Vancouver
Research Analyst, Canadian Tourism Commission
- 16:10** **South American Travel Monitor Results 2009 and Travel Confidence 2010**
Karem Basulto, Brasilia
Product Intelligence Manager, EMBRATUR – Brazilian Tourism Institute
- 16:30** *Coffee Break*
- 17:00** **The Global Business Travel Market Today and in the Future**
Ken McGill, Philadelphia
NTBA Lead Research Consultant
- 17:30** **Global Travel Trends 2010 Round Table**
Moderation by Prof. Dr. Roland Conrady, Worms
Director of the ITB Congress, the World's Leading Tourism Conference
- 18:15** **End of "WORLD TRAVEL TRENDS AND GLOBAL CRISIS DAY 1"**
- 20:30** Dinner

DAY 2 – FRIDAY 06 NOVEMBER 09: "MEGATRENDS AND INNOVATION IN TOURISM"

- Session 3**
09:00 – 13:15
- Moderator:** **Rolf Freitag, Pisa** (President, IPK International)
Leslie Vella, Malta (Head of ETC Research Group)
- 09:00** **Consumer Psychology in a Recession (Film)**
John Quelch, Boston, Massachusetts
Professor, Harvard Business School
- 09:20** **Think Tank: Strategies and Responses to the Current Downturn**
Moderation: Adam Sacks, Wayne / Pennsylvania
Managing Director Travel and Tourism, Tourism Economics
- 10:00** *Coffee Break*
- 10:30** **Worldwide Hospitality Trends 2009 and Outlook 2010**
Konstanze Auernheimer, London
Director of Marketing, STR Global



- 11:00** **Hotels in the Future – Visions and Solutions**
Vanessa Borkmann, Stuttgart
Research Project Manager, IAO Fraunhofer Institute
- 11:30** **Accommodation Round Table**
Moderation: Walter Czerny, Vienna
Senior Partner, ATC Consultants
- 11:50 *Coffee Break*
- 12:10** **Worldwide Aviation Trends 2009 and Outlook 2010**
Gary Crichlow, London
Senior Analyst, Ascend Worldwide – A Division of Airclaims
- 12:30** **Air Transportation in the Future – Visions and Solutions**
Ricky Mack, Seattle
Market Research & Forecasting Director, Business Strategy & Marketing
Commercial Airplane, The Boeing Company
- 12:50** **The Future of Mobility and its Impact on Tourism**
Prof. Martin Barth, Lucerne
General Manager, World Tourism Forum Lucerne
- 13:15 *Lunch Break*
- Session 4** **Moderator: Rolf Freitag, Pisa** (President, IPK International)
15:00 – 18:15 **Leslie Vella, Malta** (Head of ETC Research Group)
- 15:00** **Megatrend Sustainability: Sustainable Consumption and Production in Tourism**
Carla A. Aguirre Muñoz, Stockholm
Head of Research, Visit Sweden
- 15:30** **Megatrend Urbanization and its Impact on Tourism Target Groups**
Dr. Peter Roth, Frankfurt
Roth Consulting
- 16:00 *Coffee Break*
- 16:20** **Megatrend Aging Populations: Demographic Threats Have not Gone Away**
Valeria Croce, Vienna
Behavioral and Social Research Program, Modul University Vienna
- 16:50** **Innovation in Tourism – A Way out of the Crisis**
Dr. Markus Grillitsch, Vienna
Managing Partner, ATC Consultants
- 17:10 *Coffee Break*
- 17:30** **Off the Grid Experiential Travel: The New Frontier for the Industry**
Elizabeth Sayner, New York
Head of Strategy, Rockwell Group
- 17:50** **Search for Authenticity – Lifestyles after the Crisis**
Alan Roe, Birmingham
CEO, ARA Associates Ltd.
- 18:15** **End of MEGATRENDS AND INNOVATION IN TOURISM DAY 2**
20:30 *Gala Diner offered by the Lord Mayor of San Giuliano Terme*



DAY 3 – SATURDAY 07 NOVEMBER: “EXCURSION DAY”

10:00 *Departure from your hotel for the excursion*
20:00 *Traditional Goodbye dinner*

SUNDAY 08 NOVEMBER 2008: “DEPARTURE DAY”

IPK will organize a shuttle service for departures