



19th WORLD TRAVEL MONITOR FORUM

03 – 04 November 2011, Pisa, Italy

Wednesday, 02 November 11 – Arrival Day

20:00 – 23:00 Welcome Dinner

DAY 1 – THURSDAY 03 NOVEMBER 11: “TRAVEL TRENDS 2011 AND OUTLOOK 2012”

Session 1 09:00 – 13:15	World Travel Market Trends and Outlook 2012 Moderator: Rolf Freitag, Pisa (President of IPK International)
09:00	Welcome to Pisa and Briefing to the 19th World Travel Monitor Forum <u>Mr. Rolf Freitag</u> , Pisa President IPK International – World Travel Monitor Company
09:30	Introduction to the History of the Villa di Corliano <u>Countess Maria Teresa Agostini Venerosi della Seta</u> , Pisa
09:45	Turbulent Times: Economic Outlook for Europe and the World <u>Dr. Gernot Nerb</u> , Munich Advisor to the Board of Directors, IFO Institute, Munich University
10:05	Questions and answers
10:15	<i>Coffee Break</i>
10:45	World Tourism Outlook seen by United Nations World Tourism Organization <u>Ms. Valeria Croce</u> , Madrid External Collaborator, UNWTO Tourism Trends and Marketing Strategies Programme
11:05	Questions and answers
11:15	World Travel Monitor Results 2011 and World Travel Confidence 2012 <u>Mr. Rolf Freitag</u> , Pisa President IPK International – World Travel Monitor Company
11:35	Questions and Answers - Discussion of the World Travel Outlook 2012
11:45	<i>Break</i>
12:15	Worldwide Hospitality Trends 2011 and Hospitality Outlook 2012 <u>Ms. Naureen Ahmed Fick</u> , London Forecast Analyst, STR Global
12:35	Questions and answers
12:45	Health Promise versus Risk Culture. A Future Travel and Tourism Scenario <u>Dr. Peter Roth</u> , Frankfurt PRM Peter Roth Marketing
13:10	Questions and answers
13:15	<i>Lunch</i>



Session 2 **World Travel Market Trends 2011 and Outlook 2012**
14:45 - 18:30 **Moderator: Rolf Freitag, Pisa** (President of IPK International)

14:45 **European Travel Monitor Results 2011 and European Travel Confidence 2012**

Mr. Dennis Pyka, Munich
Research Director World Travel Monitor, IPK International

15:05 **European Inbound Travel Results 2011 and Outlook 2012**

Mr. Leslie Vella, Malta
Director Marketing, Malta Tourism Authority

Mr. Tom Ylkänen, Helsinki
Head of Research, Finnish Tourist Board

15:25 **Discussion of the European Travel Outlook 2012**

15:35 *Coffee Break*

16:05 **Asian Travel Monitor Results 2011 and Asian Travel Confidence 2012**

Mr. Mason Florence, Bangkok
Executive Director, Mekong Tourism Coordination Office (MTCO)

16:25 **Special Report: The Current Market Performance of Japan and Outlook 2012**

Mr. Hiroshi Kurosu, Tokyo
Director Research, JTP – Japan Travel Bureau Foundation

16:40 **Discussion of the Asian Travel Outlook 2012**

16:50 *Break*

17:20 **North American Travel Monitor Results 2011 and Travel Confidence 2012**

Mr. Kenneth Andrews, New York
Andrews Research – a Consultant to the Wall Street

17:40 **South American Travel Monitor Results and Travel Confidence 2012**

Ms. Gabriela Espinosa Teran, Mexico
Directorate Market Intelligence, Consejo de Promoción Turística de México (Mexican Tourist Board)

18:00 **Think Tank: World Travel and Tourism Outlook 2012**

Mr: Kenneth Andrews, Consultant to the Wall Street, New York
Mr. David Goodger, Tourism Economics, Oxford
Dr. Gernot Nerb, IFO Institute, Munich
Moderation: Prof. Dr. Roland Conrady, Worms
University of Applied Sciences Worms - Dept. Tourism & Travel Management
Scientific Director ITB Berlin Convention

18:30 **End of “World Travel Performance Day”**

20:30 *Dinner*



DAY 2 – FRIDAY 04 NOVEMBER 11: “SUSTAINABLE TRAVEL AND DIGITAL TOURISM”

Session 3 **Sustainable Growth, Future Mobility and Travel Risks**
09:00 – 13:15 **Moderator: Rolf Freitag, Pisa** (President of IPK International)

- 09:00** **Research Implications of the Evolving Green Growth Paradigm**
Prof. Geoffrey Lipman, Brussels
Creative Disruption Architect / Greenearth.Travel – A Green Economy Travel & Tourism Platform
- 09:30** **Is there a Demand for Green Tourism?**
Dr. Roger Wehrli, Lucerne
Head of Research, Lucerne University of Applied Sciences and Arts, Institute of Tourism
- 09:45** **How Sustainable is the Global Cruise Market**
Prof. Dr. Alexis Papatthanassis, Bremerhaven,
Dean of Study Affairs – Faculty of Economics & Business
University of Applied Sciences Bremerhaven, Dept. Cruise Industry Management
- 10:05* Coffee Break
- 10:35** **The Traditional Tourism Marketing is Dead – What comes next?**
Mr. Eulogio Bordas, Barcelona
CEO, THR Consultores
- 11:10** **Televoting**
- 11:20* *Break*
- 11:50** **Bulding Successful Destination Brands in the Post-Advertising Era**
Mr. Klaus Dieter Koch, Nuremberg
Managing Partner of Brand:Trust GmbH
- 12:20** **Questions and answers**
- 12:30** **The Poor and the Rich Travelers – What makes the Difference?**
Ms. Barbara Postel, Munich
Senior Analyst and Project Coordinator, IPK International
- 12:55** **Future Demand for Air Travel**
Mr. Ricky Mack, Seattle
Market Research & Forecasting Director, Business Strategy & Marketing,
Commercial Airplanes - Boeing
- 13:15* *Lunch*



Session 4 **Online Tourism Marketing and New Online Approaches**
14:45 – 18:30 **Moderator: Rolf Freitag, Pisa** (President of IPK International)

- 14:45** **Trends of the Future. Growing Potential of Medical Wellness**
Mr. Heinz Schletterer, Strass i. Zillertal
CEO Schletterer Group
- 15:05** **How to Execute an Up-to-Date China Tourism Marketing Strategy**
Mr. Jens Thraenhart, Beijing
Co-Founder and President, Dragon Trail Beijing
Dragon Trail is China's leading Travel Technology and Digital Marketing Company
with offices in Beijing, Shanghai and Xian
- 15:45* *Coffee Break*
- 16:15** **Video Conferences and Digital Communication – Why Business Travel
is not Going Away**
Mr. David Goodger, Oxford
Director of Tourism Economics in Europe
- 16:35** **Digital Marketing in the Next Decade: Integrating Emerging Trends in Tourism**
Mr. Geoff Ramsey, New York
CEO of eMarketer
Assisted by Ms. Julia Baunemann, IPK International, Munich
- 16:55** **Successful Online Marketing Campaigns – Some Concrete Examples**
Mr. Matthias Grundböck, Innsbruck
CEO, Tiscover AG
- 17:05* *Break*
- 17:35** **The Future of Social Travelling – Collaborative Consumption in the Tourist Sector**
Mr. Giuseppe Mozzillo, Madrid
Country Manager Iberia, WIMDU
- 17:55** **Questions and answers**
- 18:00** **To Tweet or not to Tweet? Social Media and New Marketing**
Mr. Alan Roe, Birmingham
CEO, Ara Associates Ltd.
- 18:30** **End of 19th World Travel Monitor Forum**
- 20:30* *Good Bye Dinner*

Saturday 05 November 2011: "Departure Day"