

# Berlin Travel Festival

People,  
Places and  
Memories

## Exclusive Preview of the Berlin Travel Festival 2018 at ITB Berlin

A question that many of us pose, and one that keeps the travel industry spinning: What is the future of travel? The **Berlin Travel Festival** will be a game-changing format, geared towards end-consumers and inviting the travel trade to participate in shaking things up. One year prior to the official launch in March 2018, the three-day **Preview at ITB Berlin** will give the industry a first taste of what's to come.

[www.berlintravelfestival.com](http://www.berlintravelfestival.com)


Moving into the fairground's **Marshall-Haus** from **8-10 March 2017**, trade visitors, exhibitors and media are invited to a sneak preview. Under the motto "People, Places, Memories" the interactive exhibition is also the stage for a twice-daily program of stimulating presentations and evening get-togethers.



The full format  
launching 2018:  
an overview

## Berlin Travel Festival Arena, Berlin-Kreuzberg 9-11 March 2018

**What:** Designed to disrupt, inspire and unveil, the Berlin Travel Festival will bring together every facet of the travel experience. For travel retailers raring to innovate and globetrotting enthusiasts who are curious about a new, unplugged way to connect.



Like a cabinet of curiosities, there will be much to discover. The experience floor groups destination by type including urban, beach, mountain and jungle. Within each area, exhibitions range from gadgets to accommodations, and fashion to new places. The stage hosts musicians, influencers, authors and entrepreneurs from inside and outside the travel sphere. A community area invites visitors to chill out, read, taste and play.

**Who:** Consumers meet the tastemakers of travel commerce.

**The visitors:** A new generation of lifestyle travelers. Most of them are millennials, all are avid and experienced travelers who use their time off for personal growth, whether spiritual, physical, intellectual or emotional.

**The Hosts:** Travel professionals, brands and retailers – visionaries and creatives of the travel trade. Including specialist travel agencies, guest houses and hotels, creators of cool gadgets and smart services. The festival is a multi-faceted platform for increasing visibility and building relationships with new customers and brands. Through productive and profitable experiences in the offline world, knowledge is shared and communities are built.

**Why:** Offline is the new online: a full-circle shift. Consumers delve into a destination long before they set foot on a plane. It's time to make the planning phase as inspiring as the journey itself – triggering senses and expanding minds. The festival gives the online world a forum to come to life. Themed "People, Places and Memories," it's where new connections are made and journeys begin.

**When/Where:** 9-11 March 2018, Arena, Berlin-Kreuzberg. One year after the preview in 2017, the first festival will pop up at Arena, a vast industrial event space on the river Spree. Taking place in partnership with Messe Berlin, and parallel to ITB Berlin, combination fair & festival tickets will be available.



**The Preview –  
Berlin Travel Festival  
@ ITB Berlin 2017  
Get a first glimpse  
of the future**

**Berlin Travel Festival**  
Marshall-Haus,  
Kinosaal (Film Theatre)  
ITB Berlin Fair  
8-10 March 2017

- Under the motto “People, Places, and Memories” the space will be transformed into an experiential setting – an excerpt of what’s planned for March 2018.
- Mornings, afternoons and evenings, the space will host a range of talks, presentations and relaxed get-togethers.
- The approach: to give a taste of the festival, with a stage program that is always inspiring, casual and eye-to-eye. It’s about sharing not lecturing, from one traveler to another.
- A bar and lounge area invite further one-on-one conversations.
- The space is outfitted in the same design language and clustering of themes that will form the core of the future festival.

**NOTE TO EDITORS**

The preview event is open to all ITB visitors during the trade-only days, 8-10 March 2017. See below for the full program.

For additional information, please visit [www.berlintravelfestival.com](http://www.berlintravelfestival.com) or contact:

**Anja Voparil**  
[anja@berlintravelfestival.com](mailto:anja@berlintravelfestival.com)  
+49 170 5424859

**Kathrin Willhöft**  
[kathrin@berlintravelfestival.com](mailto:kathrin@berlintravelfestival.com)  
+49 170 4790535

Berlin Travel Festival  
Preview Program  
ITB Berlin 2017  
Marshall-Haus

WEDNESDAY  
8 March 2017

10:30-12:30

Seeing the World Anew

**Sissel Tolaas** — The world-renowned scent scientist and installation artist talks about travel, smell, and memory and introduces us to her revolutionary scent memory kit.

**Gesa Neitzel** — TV producer, turned travel writer, turned safari guide, and now best-selling author gives a talk about ditching normal life for a life out in the wild.

15:00-17:00

New Ways of Traveling

**Kash Battacharya** — Traveler extraordinaire and author of the Budget Traveller blog shares insider stories around travel and his experiences flashpacking.

**Bruno Haid** — Founder of Roam.co, an international network of coliving spaces, talks to us about the ever-growing, coliving trend.

**Alonso Teruel** — Global Director of Content at Neue House discusses Neue House and creating coworking spaces around the world.

18:00-20:30

Wednesday is  
the New Saturday

**Travel Massive** — The global community of travel insiders hosts an evening aperitivo with Aqua Monaco's cheeky cocktails inspired by today's travelers.

THURSDAY  
9 March 2017

10:30-12:30

Paving New Roads

**Benjamin Glaenger** — A talk about the future of travel and AirBnB's shift from an accommodations platform to provider of bespoke, hyper-local experiences.

**Anna Suznjevic** — My Well Traveled Friend blogger and traveler magnifique introduces us to new trends in family travel, from slow travel to single mum travel.

**Stefan Bogner** — The world-famous photographer and founder of the magazine Curves, will give us a presentation about his adventures on and off the road.

15:00-17:00

The New Design  
Hotels Book

**Design Hotels** — The Berlin Travel Festival hosts the launch of the new 2017 Design Hotels Book, which features their collection of 283 stunning properties from across the globe and the original hoteliers who created them.

18:00-20:30

Thursday is  
the New Saturday

**Travel Massive** — The global community of travel insiders hosts an evening aperitivo with Aqua Monaco's cheeky cocktails inspired by today's travelers.

FRIDAY  
10 March 2017

10:30-12:30

The New Foodists

**BiteMojo** — The brains behind BiteMojo introduce us to their new app, which enables travelers to take self-guided, neighborhood-specific food tours.

**Anna Lai** — One half of the brilliant team behind Big Stuff BBQ, one of Markthalle Neun's most successful and beloved street food stands, gives a talk about food trucks and street food culture.

13:00-16:00

Fun with New Friends

We have reserved the afternoon and evening for fun, drinks, food, talking, not talking, schmoozing, escape planning, decompressing, meeting new friends, and saying hello to old friends, too. Don't be shy, come on by.