

Berlin Travel Festival

March 9-11, 2018 | Arena Berlin

Photo by James Barkman
from Off the Road
© Gestalten, 2017



PRESS KIT

The Berlin Travel Festival debuts on March 9–11, 2018 at Arena Berlin in Kreuzberg. The first event of its kind in Berlin, the festival is reinventing the traditional trade fair by creating an innovative travel playground for consumers and travel professionals alike. Highlights for trade include Shop Shift—A Trend Lab for Creative Minds, a day of seminars and workshops, as well as a public weekend of talks, events, and performances bringing the voices of a new generation of globetrotters to the stage. With over 100 exhibitors, 80 speakers, and an anticipated 4,000 trade visitors and 15,000 consumer guests, the Berlin Travel Festival traverses the themes of tomorrow’s market.

Innovation is driven by new approaches to travel: from the way journeys are planned to moments on the road and how they are captured and shared. Over the last decade, travel has changed dramatically. With a tap, we can connect to faraway places and people, images that awaken our wanderlust, as well as more information and options than ever. We’re a new generation of fashionable travelers and daring explorers with a unique set of habits, expectations, and destinations with big plans for the future. Packed with color, curiosities, and a commitment to achieving a better tomorrow, the Berlin Travel Festival was created with this new tribe in mind.

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Photo by Maddie Fordham
from The Great Outdoors



PRESS PREVIEW

March 8, 9:30am

Arena Berlin

Join us for a preview of the festival. Bernd Neff, co-founder of the Berlin Travel Festival will share his insights on the need for disruption in the travel industry. Get a sneak peek as the space is transformed into a playground filled with color and curiosities. We'll introduce highlights of the three-day event, both for travel enthusiasts and industry professionals.

Bernd has 25 years of experience spanning fashion, media, design, events, and tourism, including with Scholz & Friends Group and at Design Hotels. The Festival is the culmination of all his passions.

Also meet Kash Bhattacharya of the award-winning blog budgettraveller.org and Daniel Straub, creator of the amphibious caravan SEALANDER—weather permitting, you can look forward to a joyride on the Spree!

RSVP press@berlintravelfestival.com

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THE CONCEPT

The three-day event is a curated gathering where physical and digital brands, products, speakers, and publications dovetail. Divided into five main areas—**Ocean Life**, **Culture Journeys**, **Weekenders**, **Outdoor Escapes**, and the **Nest**, which highlights new ventures—each section of the Berlin Travel Festival offers thought-provoking concepts, destinations, experiences, and perspectives.

MEET THE EXPERTS

With over 100 exhibitors from New York to Bangkok, some of the most cutting-edge names in travel today will be on hand. From hotels to destinations to travel apps, the themes range from digital detox and sustainable travel to African safaris and vanlife.

Showcasing individualized, transformative brands, the festival's Experience Floors embrace the super-empowered traveler. Festival-goers talk to the experts while exploring culture, technology, fashion, gear, and trends from around the globe.

Bad Gastein • BoutiqueHomes • Bugaboo • Carl Goes • Casa Bonay
Curves – Soulful Driving • CYBEX/gb • DOCK INN Hostel Warnemünde
enorm Magazin • EyeEm • Festivalguide • G Adventures • Gestalten
HENRI Hotels • Manufactum • Mapify • MYVAN • ONAK Canoes
Panasonic LUMIX • POP Hostels • re:publica • Rooms Hotels
safariFRANK • Saltwater Shop • Sea Shepherd • SEALANDER
Sir Hotels • Smart Travelling • Superbude • TOMS • Tourism NT
Welcome Beyond • Where About Now • YOLO Reisen
and many more...

PRESENTATIONS, WORKSHOPS, CONCERTS, FILMS, and MORE

The Berlin Travel Festival has invited the trailblazers of travel: from ocean to off-road, DIY to custom made, food to films, the hand-picked line-up of 80 speakers will be sharing their knowledge on stage, in one-on-one workshops, and as part of the hands-on program.

Get ready for performances, concerts, tastings, and films that trigger the senses and expand the mind. Join us for DIY sessions in Lotus Belle's glamping yurt, screenings critically examining the impact of travel on ocean life, outdoor cooking classes on stage, tips on couchsurfing in Iran, and more tales of epic adventures than could fill a lifetime.

Adventures Big and Small • Astrophotography • Build Your Own Skateboard
Auf dem Landweg nach New York • Backpack Stories • Canna-Tourism
Building the World's Greatest Hiking Trail • Conflictfood • Hit the Road
Couchsurfing im Iran • Handpicked Paradise • Pack your Kids and Travel Wild
Run a Company from a Land Rover • Travel the World in Style on a Budget
Leben in Papua-Neuguinea • Nomads for LGBT Visibility • Ranger Workshops
Off the Beaten Path Travel • Professional Photography with Small Cameras
Sabbatical • Shape Your Own Surfboard • Slow Travel • Surf Yoga
The Art of Being an Everyday Adventurer • Traumberuf Reiseblogger
The Biggest Family Travel Blog in Europe • The Great Outdoors
Thoughts about Regional Food Travel with Kids • Traveling with Disabilities
Zero-Waste Travel • Um die Welt ohne Geld • and many more...

WE ARE FAMILY

There are plenty of adventures planned for families too, much more than just a drop your kids and run. Zwergstadt has a Kid's Vacation Club on site including a ranger class, an "On Safari" drawing workshop, a clown show, and much more. Kids aged 16 and under get in free and with the Family Ticket, two adults benefit from a 25% discount on day tickets at a price of 30€ instead of 40€.



Photo by Thomas Alboth
The Family Without Borders



SHOPSHIFT

A Trend Lab for Creative Minds

Friday, March 9, 2018

The Berlin Travel Festival kicks off with a deep dive into the business of selling travel and experiences, changing consumer expectations, and the intersection of digital and social technology with personal, offline consulting. Friday's main topic will be "Click and Mortar" business practices and how to seamlessly integrate new concepts and technologies within physical retail spaces.

How can a renewed customer enthusiasm for innovative travel retail concepts be accommodated? And how can the consumer's expectations for individualized guidance be exceeded by creating active customer experiences?

While exhibitor portfolios at the Berlin Travel Festival demonstrate a blend of products and brands that resonate with new concept store ideas, the stage program starts an essential dialogue between industry leaders and thinkers in travel, retail, fashion, music, design, and technology.

A panel of experts will present their experiences in translating online business into offline retail. The day's hosts include **Chris Sanderson** (The Future Laboratory), **Patrick Whyte** (European Editor, Skift), **Silvia Italiani** (Amadeus Travel Channels), **Nicole Srock.Stanley** (CEO, dan pearlman), **Gabriel D. Doucet Donida** (Founder, Atelier Voyage), and **Thies Steffen** (FOODBOOM).

12:15 Official Opening

12:45 Megatrends Defining Travel in 2018
Patrick Whyte
Skift

1:30 The Future Consumer Landscape
Chris Sanderson
The Future Laboratory

2:30 Retail Experience Architecture
Nicole Srock.Stanley
dan pearlman

3:15 The Journey to Successful Travel
Gabriel D. Doucet Donida
Atelier Voyage

4:00 Travel Retailer of the Future
Silvia Italiani
Amadeus Travel Channels

4:30 Tasty Visual Bites
Thies Steffen
FOODBOOM

5:30 Summary

6:00 Opening Party

Plan Your Trip to the Berlin Travel Festival

March 9–11, 2018 | Arena Berlin

OPENING HOURS

Friday, March 9, 10am–6pm
Berlin Travel Festival Pass Holders &
ITB Trade Visitors

12pm–5pm: Shop Shift—A Trend Lab for
Creative Minds, Presentations and Talks

Friday, March 9, 6pm–10pm
Vanlifers, Dream Makers, and Adventure
Collectors

Saturday, March 10, 10am–10pm
Escape Seekers, Culture Surfers, Gen Yers,
and World Savers

Sunday, March 11, 10am–7pm
Mini-Millennials, Culinary Aficionados,
and Experience Seekers

TICKETS

Tickets are available online at berlintravelfestival.com or at the venue's box office. Through Berlin Travel Festival's partnership with ITB Berlin, some ticket options grant entrance to both events (details below).

Festival Pass (38€ / 25€) All events, all weekend

Day Ticket (20€ / 13.50€) Saturday, 10am–10pm or Sunday 10am–7pm

Evening Ticket (12€ / 8€) Friday or Saturday, 6pm–10pm or Sunday 4pm–7pm

Family Ticket (30€) Saturday or Sunday, 10am–10pm or Sunday 10am–7pm

A 25% savings for families on Day Tickets. Valid for two adults, free entrance for accompanying kids 16 and under.

ITB Ticket Holders: Trade Visitor passes are valid for entrance to the Berlin Travel Festival at any time. Public Visitor ITB passes are valid for entrance to the Berlin Travel Festival on Saturday after 6pm and on Sunday after 4pm.

LOCATION

Arena Berlin
Eichenstraße 4
12435 Berlin

ABOUT THE BERLIN TRAVEL FESTIVAL

The Berlin Travel Festival is a unique format focused on new perspectives in travel to further inspire curious adventurers. Organized by I LOVE TRAVEL GmbH in cooperation with ITB Berlin, the three-day festival brings together people, stories, products, and brands with the common goal of addressing future travel planning with social as well as ecological awareness.

PRESS CONTACTS & ACCREDITATION

Additional information is available at berlintravelfestival.com. For further details, press accreditation, and interview requests, please contact:

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THE BERLIN TRAVEL FESTIVAL DEBUTS ON FRIDAY, MARCH 9, 2018
OPENING HOURS 10AM-6PM / TALKS 12AM-5PM

SHOPSHIFT

A Trend Lab for Creative Minds

DESIGNED FOR PROFESSIONALS FROM TRAVEL, RETAIL, FASHION,
MUSIC, DESIGN, AND TECHNOLOGY.

Megatrends Defining Travel in 2018

Patrick Whyte
Skift

Travel Retailer of the Future

Silvia Italiani
Amadeus Travel Channels

The Future Consumer Landscape

Chris Sanderson
The Future Laboratory

The Journey to Successful Travel

Gabriel D. Doucet Donida
Atelier Voyage

Retail Experience Architecture

Nicole Srock.Stanley
dan pearlman

Tasty Visual Bites

Thies Steffen
FOODBOOM

For the full program and more info visit:
berlintravelfestival.com/shopshift

**DIRECTIONS
FROM ITB BERLIN
TO SHOPSHIFT**

SHUTTLE SERVICE Berlin Travel Festival offers
a free shuttle from the ITB Berlin fairground on
Friday between 12-5pm.

S-BAHN From S Messe Nord / ICC (Berlin) with
S42 to Treptower Park. From S Messe Süd with
S9 to Treptower Park. (Approx. 30 min)

March 9-11, 2018 ARENA BERLIN

Friday, March 9, 2018

Es geht los The Journey Starts Now

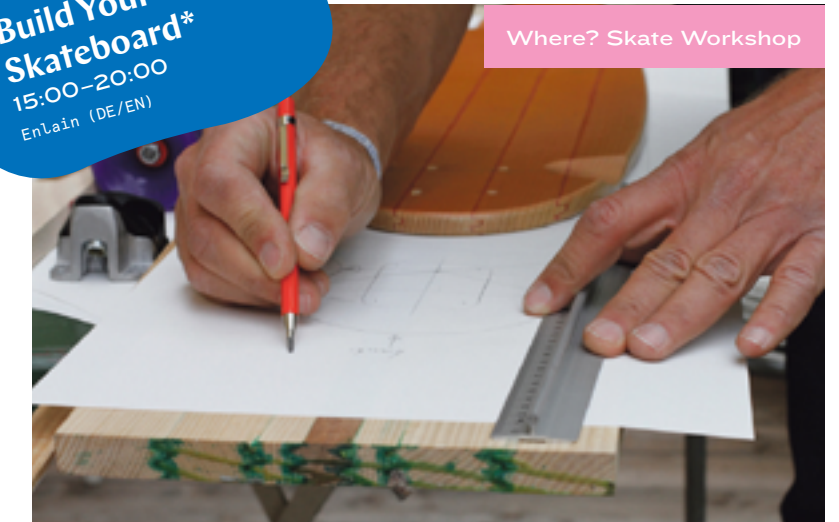
DE Wir haben die ganze Welt bereist, um die aufregendsten Speaker
aufzuspüren und auf unsere Bühnen einzuladen. Das Programm reicht
von intimen Gesprächsrunden bis hin zu herausragenden Performances:
eine komplett neue Art, die Zukunft des Reisens zu thematisieren.

EN We've searched every corner of the globe to find the most thought-provoking
speakers and presenters. Our stages will host everything from intimate
discussions to extraordinary performances. This is an opportunity
to experience the future of travel as never before.

Hands
On

Build Your Own
Skateboard*
15:00-20:00
Entain (DE/EN)

Where? Skate Workshop



Where? DIY Studio

Natural Cosmetics
Workshop*
18:00-19:30
Hand im Glück (DE/EN)



Main Stage

Culture Lab

Center Court

Tent One

Time	Main Stage	Culture Lab	Center Court	Tent One
18:00	Berlin Travel Festival Opening Night! (DE/EN)			
18:30				
19:00	Living the Vanlife Matthias Straub (DE)		Making of... Curves Magazin Stefan Bogner (DE)	Eine Langzeitreise mit dem Auto. Tipps und Tricks Matthias Vatterodt (DE)
19:30	Life of the Traveling Musician VanderAa Band (EN)	Leaving the Comfort Zone - Spitzenköche am Campingkocher (DE)	Live Alternative Maria Vanonen (EN)	
20:00	World Street Music VanderAa Band Amir & Lital The King Stones Pan Turbia (EN)		How to Run a Company from a Land Rover Defender Fabian Dittrich (EN)	Milli Bau Seidenstraße The Silk Road 1956-1974 Julica Norouzi (DE)
20:30				
21:00				
21:30				
22:00				

Check out all the events:
berlintravelfestival.com/program

*Limited spots available. Please register online.
(The program is subject to change.)

Saturday, March 10, 2018

	Main Stage	Culture Lab	Center Court	Tent One	Tent Two	DIY Studio
11:30						Natural Cosmetics Workshop* Hand im Glück (DE/EN)
12:00			I Do It My Way Saskia Rudolph (DE)	Changing the World While Traveling Beata Pyszniak, Miganoush Magarian (EN)	Multicultural Self-Awareness Workshop* Olta Shimbereva (EN)	
12:30						
13:00	Building the World's Greatest Hiking Trail Tom Allen (EN)	LAAX – Freestyle as Lifestyle Christoph Schmidt & Eliane Bernasocchi (DE)	Architecture Matters Jan Hamer, Johanna Michel, Dirk Preuss, Britta Krämer & Thomas Kröger (DE)	Elevator Pitch		
13:30				Traveling with Disabilities – The #YellowTheWorld Campaign Dario Sorgato (EN)		
14:00	Adventures Big and Small Dave Cornthwaite (EN)	The Polar Light Expedition – Mikroexpeditionen für alle Helden des Alltags Thomas Oschwald (DE)	Leben in Papua Neuguinea Daniel von Rüdiger (DE)		Tourist Guides – Ambassadors of Responsible Tourism* Maja Camelj & Tina Hudnik (EN)	Make Your Own Travel Journal* Hand im Glück (DE/EN)
14:30				Astrophotography for Everyone Steven Clarey (EN)		
15:00		Was bedeutet Nachhaltigkeit im Alltag und beim Reisen? Bettina Bork, Franziska Diallo, Gonzalo R. Bethencourt & Martin Hansen. Hosted by: Selina von Holleben (DE)	Backpack Stories Bolle & Marco, Angelika Schwaff & Daniel Tischer Hosted by: Carla Vollert (DE)		Ranger Schnupperkurs* Stephanie Haberl & Britta Glasemann (DE)	
15:30	Slow Fashion à la Vivienne Westwood Sarah Wiener, Gexl Tostmann (DE)			Travel with a Purpose – Peru Katharina Schumacher (DE)		Natural Cosmetics Workshop* Hand im Glück (DE/EN)
16:00	Couchsurfing im Iran Stephan Orth (DE)			Tansania Jörg Gabriel (DE)		
16:30		Handpicked Paradise Chris & Oliver Lausch (EN)	Canna-Tourism is a Thing Sean Roby (EN)		Oh wie schön ist #urbanana! Jan-Paul Laarmann (DE)	
17:00	Am Ende der Straße Dylan Wickrama (DE)				Sustainable Tourism Meets Local Pioneers Arianna Nicoletti (EN)	
17:30			Das Northern Territory – Australiens Outback Katja Bockwinkel (DE)			
18:00	Surf & Travel Konstantin Arnold, International OCEAN FILM TOUR (DE)	Hostels: Where are They Going? Alex Rivers (EN)		How to Plan a Big Adventure* Dave Cornthwaite (EN)		Make Your Own Travel Journal* Hand im Glück (DE/EN)
18:30	Travel for a Good Cause Charity Hotelroom Auction Mit unsere Pfreundin Wana Limar (EN/DE)		Elevator Pitch		Watervoyage Nina Pestke (EN)	
19:00		A Matter of Perspective Nadine & Tom Michelberger, & Frank Uffen (EN)	Müll in den Meeren und Meeresschutz auf Reisen Nicolai Duda (DE)			
19:30	Sailing Conductors – Eine musikalische Reise um die Welt Captain Ben & Smutje Hannes (DE)				Tasting: Bayerisches Craft Beer Holger Hahn (DE)	
20:00			Screening: Losing Sight of Shore (EN)			
20:30				Worst Travel Stories Hosted by: Dzaino (DE/EN)		
21:00						
21:30			Screening: Under an Arctic Sky (EN)			
22:00						



Where? Main Stage

Morning Meditation – The Lovers Ritual
From 11:15–11:30
Annette Sohnlein (DE)

Where? Skate Workshop

Build Your Own Skateboard*
13:00–18:00
EnLain (DE/EN)

Where? Athletic Ground

Interactive Hoop Zone
From 16:00 on
HoopLa! Berlin (DE/EN)

Kids Vacation Club
10:00–19:00
Zwergstadt Spielmobil (DE/EN)

Clown Quatsch
Saturday 16:00 & Sunday 15:00

Leselounge: Kinder der Welt
Upcycling Arts and Crafts

Check out all the events:
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(The program is subject to change.)

Sunday, March 11, 2018

	Main Stage	Culture Lab	Center Court	Tent One	Tent Two	DIY Studio
10:30						
11:00		Thoughts About Regional Food Itay Novik (EN)				Natural Cosmetics Workshop* Hand im Glück (DE/EN)
11:30	Forbidden Food Pepi de Boissieu (EN)				Travel as Lifestyle – Rise of the Location Independent Julianne Becker (EN)	
12:00	The Art of Being an Everyday Adventurer Cecilie Dawes (EN)	Conflictfood Gernot Württenberger & Salem EL-Mogaddedi (DE)	From a Baby to the Biggest Family Travel Blog in Europe The Family Without Borders (EN)	Reisen mit Kindern – die perfekten Begleiter Ines Dietrich (DE)	Digital Detox Maiko Engel (DE)	
12:30			Reality Check: Wir sind dann mal in Elternzeit Luise Müller-Hofstede & Karolin Langfeldt (DE)	The Beauty of Slow Travel in the Czech Republic Adéla Kudrnová (EN)	Ranger Schnupperkurs* Stephanie Habert & Britta Glasmann (DE)	Make Your Own Travel Journal* Hand im Glück (DE/EN)
13:00	Zero-Waste Travel Milena Glimbovski (DE)	The Great Outdoors – Camp & Cook Markus Sämmer (DE)	How to Pack Your Kids and Travel Wild Barbara Grzegorzewska (EN)	Elevator Pitch	Slow Down – Ein multisensorischer Workshop gegen Stress* Alexandra Katzer & Susanne Schwarz (DE)	
13:30				Street Photography – Wie man an fremden Orten Fotos macht Jörg Nicht (DE)		Natural Cosmetics Workshop* Hand im Glück (DE/EN)
14:00	Auf dem Landweg nach New York Leavinghomefunktion (DE)	African People's Cooking School Marlies Alpers-Gabriel & Thore Gabers (EN)	Abenteuer Ameisenbär Lydia Möcklinghoff (DE)	Sabbatical: Hör auf zu träumen und trau dich! Nicole Bittger & Claudia Sittner (DE)	Fliegenfischen-Schnupperkurs* Ole Rogowski (DE)	
14:30	Zwei um die Welt – In 80 Tagen ohne Geld Paul & Hansen Hoepner (DE)	Dänemark ist mehr als Hot Dog und Legoland Hannes Arendholz (DE)	Off the Beaten Path Joe Baur (EN)	Wohin geht die Reise? Immer ins Herz! Katrin Hübler (DE)	Fliegenfischen-Schnupperkurs* Ole Rogowski (DE)	Make Your Own Travel Journal* Hand im Glück (DE/EN)
15:00		Curating Transformative Moments Laura Nolte, Tobias Tanner, Ivo von Renner, & Jackson Romijn (EN)	Relationships Upon Arrival Travis Hollingsworth (EN)			
15:30		UNESCO City of Music Mannheim Rainer Kern (DE)	I: Traumberuf Reiseblogger 2: Kamera-Hacks auf Reisen Valeria & Adi (DE)	Elevator Pitch		
16:00	Screening: One Year on a Bike (EN)	Exploring the World Through (Street) Art CharLotte Specht & Mario Rueda (EN)	Traveling Light: Professional Photography with Small Cameras Jacob James (EN)	Nomads for LGBT Visibility Dastan Kasmyrtov (EN)	Fliegenfischen-Schnupperkurs* Ole Rogowski (DE)	
16:30						
17:00						
17:30						
18:00						
18:30						
19:00						

Talks Entertainment Workshops

Ready, Set, (Elevator) Pitch!
New ventures in three minutes.

Hands On

Where? Skate Workshop

Build Your Own Skateboard*
12:00-17:00
EnLain (DE/EN)

Where? Athletic Ground

Surf Yoga*
11:30-13:00
O'Neill GSW, Nele Wiese (DE)

Where? Outside Arena

Photowalk: Street Photography*
15:30-17:30
Jörg Nicht (DE)

Kids Vacation Club
10:00-19:00
Zwergstadt Spielmobil (DE/EN)

Auf Safari! Lesung & Tiermalerei
Saturday 14:00-16:00
Florian Bayer (DE)

Clown Quatsch
Saturday 16:00 & Sunday 15:00

Leselounge: Kinder der Welt
Upcycling Arts and Crafts

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