

WE LOVE TRAVEL!

A tourism recovery pop-up

16–18
OCTOBER
2020



Presented by ITB Berlin & Berlin Travel Festival

ALL-DIGITAL
Free Livestream on Sat. & Sun.!

WE LOVE TRAVEL! GOES ALL DIGITAL: ONLINE BRAND SHOWROOMS, NETWORK FORMATS, PRESENTATIONS, AND DISCUSSION PANELS FOR PRIVATE TRAVELERS AND INDUSTRY REPRESENTATIVES

- Industry relaunch: ITB Berlin and the Berlin Travel Festival present a three-day online event for trade and private visitors
- 90 exhibitors and over 50 speakers
- For 25 Euros trade professionals can access Friday's exclusive digital presentations and networking formats
- The weekend's program is aimed at private travelers
- The livestream is available all weekend free of charge and with no registration needed at welovetravel.berlin/livestream

Berlin, 14 October 2020 With a three-day online event for trade professionals and private individuals, the travel industry is slowly making its comeback after the corona-enforced break. We Love Travel! – A Tourism Recovery Pop-up, a joint event presented by ITB Berlin and the Berlin Travel Festival, will take place entirely digitally from 16–18 October 2020. During the pop-up, which was initially planned as a hybrid event, 90 exhibitors and over 50 speakers will take part in virtual presentations to an online audience of industry representatives and private travelers. All network formats, presentations, and discussions will be streamed live from Arena Berlin daily at welovetravel.berlin/livestream. Selected presentations will be available free of charge as video on demand after the event on itb.com/virtualconvention.

“After months of upheaval, the industry and all those interested in travel are eager to exchange thoughts, at least virtually, about the most beautiful topic in the world,” comments **David Ruetz, Head of ITB Berlin**. “With We Love Travel! we are bringing the travel community together digitally and offering professional stimuli for the industry as well as lots of inspiration for private visitors,” adds **Bernd Neff, Founder and Managing Director of the Berlin Travel Festival**.

DATES

16 October 2020: 10am–6pm (livestream for trade visitors)

Kick-off press conference: 9–10 am (livestream for media and bloggers)

17–18 October 2020: 11am–6pm (livestream for private and trade visitors)

Tickets for trade visitor Friday's trade visitors are available here www.welovetravel.berlin/tickets

ENGAGING PROGRAM FOR TRADE PROFESSIONALS

The **B2B Friday** offers industry representatives a diverse program of discussions and networking events. Organized jointly by ITB Berlin and the Verband Internet Reisevertrieb e.V. (VIR), the program starts at 10 am and presents the latest facts and figures from the tourism industry right from the start. Under the title **Crunching Numbers**, experts from **renowned market research companies** offer insights into the industry's current situation at 10:15am. View all of Friday's B2B program points here.

All **online trade visitor ticket holders** have access to the **[We Love Travel! networking platform](#)** and an opportunity to exchange ideas with all of the speakers, exhibitors participating and further industry experts in networking events.

EXHIBITORS FROM AROUND THE WORLD WILL PRESENT THEMSELVES ONLINE WITH VIRTUAL BRAND SHOWROOMS FOR TRADE AND PRIVATE VISITORS

Travel enthusiasts can look forward to numerous national and international exhibitors, such as **Sri Lanka, Cyprus, Spain, Tunisia**, and the Canadian province of **Saskatchewan**. Exhibitors from Germany and neighboring countries include the German states of **Saxony, Berlin, and Brandenburg** as well as **Hamburg, Saale Unstrut**, and the vacation region of **Zell am See-Kaprun**. Visitors can also discover current travel trends, sustainable projects, and innovative start-ups online. Virtual exhibitors of products and services and innovative start-ups online. Virtual exhibitors of products and services include providers such as **Seelensafari, Heldencamper, or SpotAR**.

In addition to getting to know exhibitors via the website, exciting speakers will take to the stage. Diving into sustainability in travel are Martina von Münchhausen (WWF) with her "Living Planet Talk," as well as renowned German nature photographer Markus Mauthe.

The audience can look forward to several fascinating interviews conducted by moderator Nils Straatmann in the run-up to the event, including with environmental activist Rob Greenfield and Tiny Houses architect Leonardo Di Chiara.

During a panel discussion, Travelbook, Germany's largest online travel magazine, will explore the question: Where is the journey headed after the Corona crisis – is tourism taking the opportunity to rethink?

The panel discussion "Voice4Africa – Why we should travel to Africa now" with Hardy Krüger Jr., Hanna Kleber, Caspar Venter, and Johannes Soeder is certain to change perspectives.

GEO SAISON delivers a variety of interviews and video contributions with Benjamin von Stuckrad-Barre and Martin Suter, among others, who talk about the microcosm "hotel." Michael Dietz and Jochen Schliemann from the "Reisen Reisen" podcast report on unusual encounters in packed trains.

During "Walden talks..." Peter Zenkl and Sophie Mutlu recount their life in the wilderness without running water and electricity. And photographer Hauke Dressler reports on his journey with his father, who suffers from dementia. Their destination: a hut in the Finnish wilderness.

Also noteworthy is the multivision show by expedition photographer Ulla Lohmann. Her journey begins in the middle of the ocean, in the Marquesas, and leads from Tasmania to Papua New Guinea.

The Escobar-Walter family gives an account of their global circumnavigation and its unplanned end due to Corona.

An absolute highlight for the adventurous is Anselm Pahnke's presentation: He ventured into South Africa's Kalahari Desert alone on his bicycle. Then he continued his journey in Asia along the historic

Silk Road - through Iran and Tajikistan to Tibet, across the Himalayas to Myanmar, and through the Southeast Asian island states. Until, finally, his tour ended in Sydney after three years and 40,000 kilometers.

All further program contributions as well as all detailed information like the time schedule can be found on the **program page**.

We Love Travel! – a tourism recovery pop-up

The We Love Travel! Event presented by ITB Berlin and Berlin Travel Festival supports the recovery of the tourism industry and offers a platform for personal encounters for all players involved - buyers, hoteliers, travel bloggers, cultural institutions, destinations, publishers and travellers alike. From 16 to 18 October 2020, the Tourism Recovery Pop-up will combine virtual and in-person formats. The concept of this unique event in the Arena Berlin includes exhibition space, numerous networking formats, presentations and discussion panels, as well as online formats that appeal both to trade visitors and the travelling public. More information is available at **www.welovetravel.berlin**