

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!: CORONA CAN'T STOP THE DESIRE TO TRAVEL

Berlin, 20 October 2020 From 16–18 October, We Love Travel! took place as a purely digital event beamed out into the world from Arena-Berlin. Audiences tuned in from Sri Lanka to Austria, from Berlin to Paris and London.

The jointly organized event from ITB Berlin and the Berlin Travel Festival has shown that trade fairs are also possible at present. However, it is necessary to adapt the concepts to the changed conditions. We Love Travel! was originally planned as a hybrid event with on site exhibitors and visitors. However, due to the Corona pandemic's latest developments in Berlin, the organizers were compelled to change the concept from hybrid to completely virtual at short notice.

"Even though the industry is currently in what is likely its most serious crisis, We Love Travel! has shown how important it is to have a joint exchange of ideas and a good network, especially now," said **David Ruetz, Head of ITB Berlin.**

TOP LEVEL NETWORKING

ITB Berlin has always successfully offered the travel industry a platform for business, content, and networking. Even though the most successful connections are face-to-face, networking was not to be missed even at a purely virtual event. The **We Love Travel! Networking Platform** enabled virtual meetings in the form of online networking sessions. With over 650 participants, the joint ITB Berlin and the Berlin Travel Festival event is pleased to look back on a successful event. Exhibitors, buyers, speakers, trade visitors, and media representatives arranged around 1,000 individual meetings among themselves. In total, more than 700 new connections were made between participants and the recommendation rate was over 98 percent.

The Corona crisis has brought participants and those affected a deeper understanding of the values, but also risks, of tourism. This was the result of discussions during **Friday's trade visitor day**. If organizers, service providers, and also customers draw the right conclusions from this insight, then they can look forward to a future that will bring positive business figures, high customer satisfaction, and lasting beneficial effects on countries of origin and destinations.

Over 40 speakers joined over the weekend, bringing their stories from the stormy waters around South Africa, the bars of Tehran, and the coasts of South America. Highlights included the multivision show from Ulla Lohmann, photojournalist and filmmaker, who passionately recounted fulfilling her lifelong dream of being the first to explore an active volcano; hitchhiker and world traveler Stefan Korn's tales of spending two years making his way through 56 countries – and all the love, crises, fear of death, and freedom that went along with it; and Anselm Pahnke story of being separated from his friends in the Kalahari, which transformed into a 3,000 desert journey was unforgettable.

FORMAT LAUDED BY SPEAKERS, VISITORS, AND EXHIBITORS

Viewers tuned in over the weekend and praised the event's quick transformation to a digital-only event in light of the current covid situation in Berlin. The We Love Travel! livestream offered opportunities for viewers to chat with each other – and pose questions live to the speakers.

Martina von Münchhausen, tourism expert with WWF Germany, which took part as both an exhibitor and in the program, remarks, "WWF Germany was also able to virtually broadcast interviews and the Living Planet Talk as part of the digital We Love Travel! Festival, providing up-to-date information on the state of the planet and the challenges facing the future of tourism. As a tourism expert, I was able to respond to questions from the audience during interviews. ITB's networking platform of the ITB also offered an opportunity to get in touch with important players in the travel industry. Thanks to the We Love Travel! team for the successful event!"

Olaf Lieberwirth from TMB Tourismus-Marketing Brandenburg GmbH in particular appreciated the new approach to reaching travelers at present, observing, "The digital version of the We Love Travel! Festival was an exciting and interesting way for us to reach our (future) visitors and guests. The whole thing with an impressive technical undertaking."

LOOKING INTO THE FUTURE

Recognizing the importance of continuing to look forward, **Founder and Director of the Berlin Travel Festival, Bernd Neff**, comments, "You could say that We Love Travel! offered a therapeutic approach: Recognized symptoms, made diagnoses, prescribed therapies: We recognized that the industry is hungry for opportunities to talk to each other – so we created a network for exchange. We invited professional experts to offer their diagnosis of problems. And finally, we inspired and motivated – to help both the industry and travel lovers continue to look ahead."

We Love Travel! – a tourism recovery pop-up

The We Love Travel! Event presented by ITB Berlin and the Berlin Travel Festival supports the recovery of the tourism industry and offers all the players involved – buyers, hoteliers, travel bloggers, bloggers, cultural institutions, destinations, publishers and travellers alike – a virtual platform for a dialogue. From 16 to 18 October 2020 the Tourism Recovery pop-up event will present a variety of virtual formats. The concept of this unique event, which will be live-streamed from Arena Berlin, features exhibition areas, numerous networking formats, presentations and discussion panels, as well as online formats targeting trade visitors and the travelling public.

More information on www.welovetravel.berlin