

Information Needs in Times of Crises for the Travel and Tourism Sector

ITB Berlin, Friday, 9 March 2012
ICC, Salon 21, 09:30 – 11:00

The impact of negative events on tourism demand is widely known. While the importance of communications is proven, members of the Tourism Emergency Response Network (TERN) will discuss their practical experiences and present their information needs and requirements in times of crises to help minimize the impact of negative events on the perception on consumers' behavior while ensuring safety and well-being and allowing for a fast recovery.

Programme

- 09:30 – 09:35** **Opening and introduction to the subject**
Dr. Dirk Glaesser, Coordinator, Risk and Crisis Management, World Tourism Organization (UNWTO)
- 09:35 – 09:50** **The European perspective**
Mr. Michel de Blust, Secretary-General, European Travel Agents' and Tour Operators' Association
- 09:50 – 09:55** **Q&A**
- 09:55 – 10:10** **The British perspective**
Ms. Angela Hills, Destination Services Manager for Destinations and Sustainability, Federation of Tour Operators (ABTA)
- 10:10 – 10:15** **Q&A**
- 10:15 – 10:30** **The German perspective**
Mr. Olaf Collet, Manager for Crisis Management, Market Research, Information Technology, German Travel Association (DRV)
- 10:30 – 10:35** **Q&A**
- 10:35 – 10:50** **The French perspective**
Mr. Jürgen Bachmann, Secretary-General, Association of Tour Operators (CETO)
- 10:50 – 10:55** **Q&A**
- 10:55 – 11:00** **Closing**