

PROGRAMME OF UNWTO ACTIVITIES
Wednesday 6 - Sunday 10, March 2019
(PROVISIONAL)

Date	Time	Activity	Venue
5 March, Tuesday			
	18:00	Opening Ceremony (Attendance is by invitation only)	CityCube Berlin
6 March, Wednesday			
	10:00 – 12:30	Official ITB Berlin opening tour	
	10:00 – 13:00	Affiliate Members Board Meeting (Attendance is by invitation only)	City Cube, A8
	11:00 – 11:45	Overtourism: Keynote-Panel: Overtourism Revisited: Best Demonstrated Practices Instead Of “Business As Usual” ITB Berlin Convention 2019 in collaboration with UNWTO Infinite growth cannot work in a finite space: The intensity and growth of conflicts in more and more tourist hotspots shows that things cannot go on as before. In the meantime, a number of solutions have been found for severely affected urban destinations. How can a destination set the right conditions for sustainable growth - on a national, regional and local basis? Results of a global empirical exclusive study by Travelzoo and ITB also show when tourists accept or desire access and price barriers, smart technologies, tourist selection and visitor guidance. What are the lessons learned and best practice examples? And last but not least: Can the findings also be applied to increasingly affected rural attractions?	City Cube, Auditorium A1
	14:00 - 16:00	9th Silk Road Ministers Meeting (Attendance is by invitation only) To be attended by countries from the Silk Road and beyond, the meeting will focus on collaborative tourism opportunities aimed at strengthening regional cohesion. In addition to the presentation of project proposals in the areas of marketing and promotion, tourism research and capacity building, participating countries will be able to outline their own Silk Road ideas and initiatives during an open discussion. For more information, please click here or contact silkroad@unwto.org	Berlin Room, Hall 7.3
	18:00 – 20:00	Launch of the Global Report on Women in Tourism, Second Edition in collaboration with GIZ, UN Women, World Bank and Amadeus. (Attendance is by invitation only) In 2009, UNWTO, the United Nations' specialized agency for tourism, joined forces with UN Women, the United Nations entity for gender equality and the empowerment of women, to prepare the first edition of the Global Report on Women in Tourism. Based upon the success of the first Report, UNWTO, in cooperation with the German Development Agency (GIZ), UN Women, World Bank and Amadeus are collaborating in the preparation of the second edition. The report will compile the latest statistical data and in-depth examples of good practice to illustrate the contribution tourism is making towards the UN Sustainable Development Goal 5 - Achieving Gender Equality and Empowering all Women and Girls. During the launch event, high-level representatives from the 5 partners of	Palais

		<p>the report will present the key-findings that have emerged from the research as well as examples of businesses and organizations from around the world who are leading the way for female empowerment in the tourism sector.</p> <p>For more information, please click here or contact ecsr@unwto.org</p>	
7 March, Thursday			
	10:00 – 12:00	<p>High-Level Dialogue on Digital Skills in Tourism</p> <p>Supported by Google</p> <p>Organized in the framework of the “UNWTO 2019 year: Education, Skills Development and Jobs,” in collaboration with Google, the Ministerial Panel Discussion on Digital Skills in Tourism will bring together Ministers from across the European region to discuss the importance of digital education in tourism, a topic that remains a major challenge for many European destinations nowadays. Through a stimulating debate, participating government officials will explore the role that governments must play in building the digital capacity of the sector, shedding the light on examples of policies and best practices that contribute to strengthening the sector and ensure the many opportunities brought by digital transformation are fully harnessed.</p> <p>For more information, please visit the official website To register, please fill in this form</p>	Berlin 1, Hall 7.3a
	14:00 – 16:00	<p>Silk Road Tour Operators Forum</p> <p>UNWTO will be running a 2-hour workshop aimed at empowering Silk Road tour operators to better understand, engage and work with the international travel trade. This year's session will feature a training on how to better market and communicate available products, followed by a round-table discussion on how to improve synergies between the various stakeholders active within the field of cultural tourism routes.</p> <p>For more information and to register, please click here.</p>	Palais West Room