

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

Date	Time	Activity	Venue
<b>5 March, Tuesday</b>			
	18:00	<b>Opening Ceremony</b> (Attendance is by invitation only)	CityCube Berlin
<b>6 March, Wednesday</b>			
	10:00 – 12:30	<b>Official ITB Berlin opening tour</b>	
	10:00 – 13:00	<b>Affiliate Members Board Meeting</b> (Attendance is by invitation only)	City Cube, A8
	11:00 – 11:45	<b>Overtourism: Keynote-Panel: Overtourism Revisited: Best Demonstrated Practices Instead Of “Business As Usual”</b> 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
	12:00 – 12:45	<b>Overtourism 1: Smart Control Via Digital Technologies</b> ITB Berlin Convention 2019 in collaboration with UNWTO Digital technologies and smartphones can untangle streams of visitors. Visitors can be guided away during rush hours or from over-visited hotspots. What do effective technology solutions look like, and which data are required from which sources? What have been the experiences so far with the innovative apps	City Cube Club
	14:00 - 16:00	<b>9<sup>th</sup> Silk Road Ministers Meeting</b> (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 <a href="mailto:silkroad@unwto.org">silkroad@unwto.org</a>	Berlin Room, Hall 7.3
	18:00 – 20:00	<b>Launch of the Global Report on Women in Tourism, Second Edition in collaboration with GIZ, UN Women, World Bank and Amadeus.</b> (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	Palais

		<p>equality and the empowerment of women, to prepare the first edition of the Global Report on Women in Tourism.</p> <p>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.</p> <p>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.</p> <p>During the launch event, high-level representatives from the 5 partners of 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 <a href="#">here</a> or contact <a href="mailto:ecsr@unwto.org">ecsr@unwto.org</a></p>	
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**7 March, Thursday**

	10:00 – 12:00	<p><b>High-Level Dialogue on Digital Skills in Tourism</b></p> <p>Supported by Google</p> <p>Organized in the framework of the “<b>UNWTO 2019 year: Education, Skills Development and Jobs,</b>” 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 <a href="#">official website</a> To register, please fill in this <a href="#">form</a></p>	Berlin 1, Hall 7.3a
	13:30 – 14:30	<p><b>Launch of the UNWTO Music Tourism Network Networking cocktail Hosted by ProColombia</b></p> <p>A collaboration of the World Tourism Organization (UNWTO) of the United Nations and ProColombia.</p> <p>Music is in essence a universal and ubiquitous cultural expression and language. By including music in itineraries and trips, it is possible to drive greater revenue across the tourism sector and it is an excellent opportunity for destinations to differentiate themselves. Furthermore, and in the context of promoting a more sustainable tourism sector, music tourism can contribute to the achievement of the Sustainable Development Goals (SDGs), especially since it is something that can be, and is, practiced by everyone, everywhere – it promotes equality and protects intangible cultural heritage.</p> <p>Speakers include Ion Vilcu, Director of the Affiliate Members Department of UNWTO, Julián Guerrero, Vice president of tourism of ProColombia, Katja Hermes, CMO of Sound Diplomacy and Marcelo Risi, UNWTO Director of Communications.</p> <p>Join us and discover the network, taste, dance and sing the country of a thousand rhythms with a special presentation by musician, Larsito followed by a networking cocktail. Those attending will receive a copy of the new white paper 'Music is the new gastronomy', published by UNWTO, ProColombia and Sound Diplomacy.</p> <p>To confirm your participation or request an interview, please contact:</p> <p>Interview and confirmation contact: Carolina Ethel Martínez E-mail: <a href="mailto:cemartinez@procolombia.co">cemartinez@procolombia.co</a></p> <p>UNWTO contact: Affiliate Members Department Email: <a href="mailto:am@unwto.org">am@unwto.org</a></p>	Halle 23a, Stand 108 (stand of Colombia)

	14:00 – 16:00	<b>Silk Road Tour Operators Forum</b> 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.  For more information and to register, please <a href="#">click here</a> .	Palais West Room
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