

行政院所屬各機關因公出國人員報告書
(出國類別：參加國際旅展)

參加 2003 柏林國際旅展 及巴黎、柏林觀光推廣會報告

服務機關：交通部觀光局
報告人：職 稱：局 長
姓 名：蘇 成 田
出 國 地 區：法國、德國
旅展期間：九十二年三月二日至三月十四日
報告日期：九十二年三月二十四日

交通部觀光局
科 長
謝 素 真

149/
CO9>01>49

系統識別號：C09201249

行政院及所屬各機關出國報告提要

頁數：12 含附件：否：是

出國報告名稱：參加 2003 柏林國際旅展及巴黎、柏林觀光推廣會報告

出國計畫主辦機關：交通部觀光局

聯絡人/電話：

出國人員姓名/服務機關/單位/職稱/電話：

蘇成田/交通部觀光局/局長/02-23491601

謝素真/交通部觀光局/科長/02-23491636

出國類別：1.考察2.進修3.研究4.實習5.其他（旅展推廣）

出國期間：民國 92 年 3 月 2 日至民國 92 年 3 月 14 日

報告日期：92 年 3 月 24 日

出國地區：法國、德國

分類號/目：H9/觀光

關鍵詞：柏林旅展、ITB

內容摘要：

2003 柏林國際旅展 (ITB BERLIN 2003)，業於三月七日至十一日假柏林商展中心舉辦完竣，該展係每年舉辦之綜合性旅展，也是世界上規模最大之旅展，今年邁入第三十七屆，主辦單位為柏林會展中心。本年參展單位來自 181 國的參展單位 9,971 個，較去年 9,678 個成長 3%，參訪民眾十二萬五千餘人。台灣館仍由觀光局與華航及長榮聯合設置，展場面積 210 平方公尺，攤位佈置以具現代感之中式茶坊為造型，呈現台灣融合傳統古樸與摩登現代的文化面貌。參展期間，訪客絡繹不絕，德國聯邦國會觀光委員會主席並率領委員一行八人造訪台灣館。德國國家電視台亦到場錄製剪輯，將台灣館之特色隨德國境內數家頻道之播放呈現給德國民眾。

為配合達成觀光客倍增之目標，旅展期間特由觀光局駐德辦事處委請公關公司協助在巴黎及柏林各舉辦一場推廣會，目的在向當地旅行業者及媒體宣傳台灣推展觀光之計畫及介紹台灣觀光資源並建立業者關係。此係我國首次在歐舉辦之推廣活動，當地業界對台灣擁有如此豐富之觀光資源特色咸表贊嘆與高度興趣。此外局長並藉此行拜會德國聯邦經濟勞工部負責觀光政策之司長 Helmut Kruger 博士、德國萊茵邦經濟交通部長 Mr. Hans-Artur Bauckhage，期加強雙方之觀光合作，並在德國企業台灣委員會之「台灣經濟論壇」，以「綠色矽島」為主題演講，介紹台灣觀光事業之發展願景，及應邀在「國際青年旅遊組織聯盟 (FIYTO)」所舉辦的研討會專題報告，介紹台灣青年旅遊發展現況。

此行最大體認是歐陸人士沒有台灣是可以觀光的印象，因此宣傳乃是開拓歐洲市場之首務。另柏林旅展為全球觀光界之盛事，展場如能獲得租用，明年應予擴大一倍，並鼓勵業者踴躍參加，以增加展場氣勢和效果。

本文電子檔已上傳至出國報告資訊網 (<http://report.nat.gov.tw>)

參加 2003 柏林國際旅展 及巴黎、柏林觀光推廣會報告

目 錄

壹、 柏林國際旅展簡介-----	1
貳、 參展經過-----	3
參、 拜會及演講-----	8
肆、 業務洽談-----	10
伍、 參展心得-----	11
陸、 照片、剪報、大會新聞資料-----	13

參加 2003 柏林國際旅展 及巴黎、柏林觀光推廣會報告

壹、柏林旅展簡介

「柏林國際旅展」(International Tourismus-Borse 簡稱 ITB BERLIN 2003)，為每年舉辦之全球性旅展，也是世界上規模最大之旅展，每年假柏林會展中心舉行(展場總面積 160,000 平方公尺)，今年已邁入第三十七屆，主辦單位為柏林會展中心(Messe Berlin)。

該項旅展係結合產、官、學及部分開放民眾參觀之綜合性旅展。展出內容包含休閒觀光旅遊、會議旅遊、商務旅遊、獎勵旅遊、青年旅遊、修學旅遊、冒險旅遊、運動旅遊、醫療養生旅遊、渡假、購物等。參展國家皆利用本項旅展，盡力展現各該國特色，以塑造國家形象；據統計百分之八十以上參觀民眾係利用參訪資訊規劃年度旅遊行程。

本年柏林國際旅展，展期自三月七日至十一日(週五至

次週二)；三月七日至九日開放一般民眾購票進場參觀，三月十日至十一日係專業交易會，僅限業者進場。據主辦單位統計，本年參展單位來自 181 國的政府觀光組織、旅行業、旅館業、渡假村等共 9,971 個單位，較去年 9,678 個單位成長 3%「註：包含德國國內 (Domestic) 展商 2,371 個，與去年的 2,362 個比較，相當穩定，國際 (Foreign) 展商 7,600 個，相較去年 7,316 個，成長 4.2%」。參訪民眾十二萬五千餘人。

ITB BERLIN 每年約有來自全球 181 個國家地區之六萬多個交易商進場洽談生意或簽訂合約，因此主辦單位用心籌劃了 353 場一系列支援活動或研討會，以增長參展者之新知識與理念，俾提升柏林國際旅展成為「觀光市場之遵循與導引者 (Market Observation and Orientation)」。

本次旅展最大賣方參展國為西班牙，共有 855 個參展商；本年澳洲與紐西蘭共同承租攤位，聯合設立紐澳展覽專區。德國本身則有 2,333 家公司聯合參展，展攤面積達 30,000 平方公尺，爰此柏林旅展不僅是一項國際性旅展，也是德國

境內招攬入境旅客之最大市集。另外少數亞洲國家則開始在展覽期間召開記者會，以提升參展效果。

貳、參展經過

一、代表團

本年柏林國際旅展援例由觀光局委託台灣觀光協會組成參展代表團前往參加，參展成員包括華航、長榮兩家航空公司，金界、極品、宏祥等三家旅行社，台北商旅、福華、桃園住都、亞都麗緻、西華等五家飯店、中華民國休閒農業發展協會，及擔任文化表演節目的忘樂小集民族樂團、國畫家陳柏梁與李孟玲老師、三位廚藝師傅及春水堂珍珠奶茶才藝表演等三十五人，為歷年參加柏林旅展團員最多者。團長由金界旅行社董事長張李正琴擔任，觀光局局長則以顧問名義隨團指導。

二、團員行程

本次行程，主要為參加柏林旅展及在巴黎和柏林各舉辦一場對業者及媒體之推廣活動。為配合巴黎推廣酒

會，團長張女士提前數日飛抵巴黎安排相關事宜，代表團成員則於三月二日自台北出發，三日抵巴黎，四日假長榮桂冠酒店舉辦推廣酒會；三月五日轉赴柏林佈置旅展會場，三月七日旅展開鑼，十日則於柏林五星級飯店 Kampinski 舉辦推廣酒會，三月十一日展場結束聯夜撤攤。配合長榮班機，代表團十二日轉抵巴黎留宿一夜，十三日搭乘長榮班機，十四日返抵台北。

三、旅展活動概況

本年柏林旅展之展場與往年一樣，仍由觀光局與華航及長榮聯合設置，展場面積 210 平方公尺，攤位之佈置沿用去年之設計（原則上每三年更換一次），以具現代感之中式茶坊為造型，呈現台灣融合傳統古樸與摩登現代的文化面貌，設計手法相當具水準及品味。文化表演節目則有國畫、音樂、小籠湯包、密汁火腿、及珍珠奶茶等美食搭配以展現台灣的觀光意象和魅力，吸引無數參觀人潮。

另在我駐德代表處胡代表為真努力安排下，柏林旅展

最高指導單位，德國聯邦國會觀光委員會議員等一行八人，於三月八日上午在委員會主席 Mr. Ernst Hinsken 率領下，造訪我國攤位，引起不小騷動。胡代表與觀光局局長在場親自接待。一行人在我攤位約莫停留半小時，國畫家陳老師柏梁並以一幅「富貴白頭」致贈委員會主席 Mr. Ernst Hinsken。

由於台灣館設計優雅，造形別具風味與特色，因此德國國家電視台特於三月九日到訪台灣館錄製介紹影帶。台灣攤位忘樂小集的國樂表演，陳柏梁老師的山水揮毫，李孟玲老師畫扇，搖製珍珠奶茶及小籠湯包出爐之特寫都一一納入境頭。據悉德國國家電視台將針對亞洲館製作十七分鐘介紹剪輯，並於德國境內數個頻道播放，因此台灣館的特色與 CIS (Taiwan - Touch Your Heart) 將可隨著鏡頭呈現給德國民眾。

四、推廣活動

推廣活動之目的主要在向當地旅行業者及媒體宣傳台灣推展觀光之計畫，介紹台灣之觀光資源及建立業

務關係。

(一) 三月四日巴黎推廣活動：假長榮桂冠酒店舉辦

「台灣之夜」，除安排旅遊交易會外，並有台灣觀光資源特色簡報及酒、餐會等，內容充實豐富。在當地業者及媒體踴躍參與下，產生極大迴響。此係我國多年來首次在法國舉辦之推廣活動；法國觀光業界咸對台灣擁有如此豐富之觀光資源特色表示贊嘆與高度興趣。本項推廣活動出席者包括旅遊業 49 人，媒體 23 人及當地重要人士 11 人；我駐法代表處邱代表榮男及同仁等亦參加此項盛會；並有當地多家媒體，如歐洲日報、中國時報、法國環球旅報 (UNIVERS DES VOYAGES) 等採訪觀光局局長。

(二) 三月十日柏林推廣活動：假柏林五星級

Kampinski 飯店舉行。由於柏林旅展最後兩日 (三月十日及十一日) 係僅限業者進場之交易會，此時所有業者齊聚柏林，因此特別選擇十

日晚間舉辦推廣酒會。又本項推廣活動，基於買賣雙方在旅展現場已有當面洽談業務之機會，因此不再舉辦交易會。餐會在三十分鐘精彩幽默的台灣觀光資源簡報後展開。本次活動出席者包括來自奧地利、英國、德國等之旅遊業者 42 人，媒體 29 人、當地重要貴賓及德國經濟觀光政策部門重要官員 9 人；我駐德代表處胡代表為真及相關館員亦出席此項推廣盛會。

出席者對台灣之美麗風光及人文資產表示高昂興緻，紛紛探詢我方業者，因此餐會持續到晚間十二時，才在依依不捨氣氛中結束。會後台灣代表團業者咸感欣慰，直稱係一項成功的觀光推廣活動，建議政府嗣後應經常在歐舉辦此類推廣活動，以加強歐陸人士對台灣之印象，讓渠等將台灣列入旅遊行程中。

參、拜會及演講

此次旅展期間，除參展推廣活動外，觀光局局長亦進行三項拜會活動及二次演講，簡述如下：

一、三月五日下午代表團甫抵達柏林，觀光局局長隨即率領重要團員八人前往駐德國代表處拜會，感謝代表處協助此次旅展活動事宜。晚間胡代表為真設宴邀集當地數位重要人士與拜會之代表團員餐敘，期增進中德兩國情誼並交換意見。

二、三月六日在駐德經濟組沈組長勝明安排陪同下，局長率領觀光局駐法蘭克辦事處張維庭主任及觀光局國際組謝素真科長前往「德國聯邦經濟勞工部」拜會，由該部所屬負責德國觀光政策部門之司長 Helmut Kruger 博士接見，交換促進雙方觀光交流意見，我方並邀請德方於今年組團赴台參加台北國際旅展（ITF），以加強雙方觀光業者間的合作。德方表示對台灣僅有科技產出國之印象，未料到台灣也有豐富的觀光資源，將盡力促成合作（註：據悉「德國企業台灣委員會」已向德國商展促進會建議

德國應於明年組團赴台參加 ITF。)。

三、三月六日晚，觀光局局長在駐德代表處經濟組的安排下，前往德國企業台灣委員會之「台灣經濟論壇」，以「綠色砂島」為主題演講，介紹台灣觀光事業之發展願景。該項論壇係由德國工商總會 (DIHK)、工業總會 (BDI)、批發商暨外貿公會 (BGA)、零售商外貿公會 (AVE)、漢堡東亞協會 (OAV) 等五個機構代表共同組成，主要任務為加強與台灣之經貿服務與合作。各出席人員在聽完演講後，紛紛對台灣擁有豐富而多元之觀光資源特色表示興趣。

四、三月九日觀光局局長應德國萊茵邦經濟交通部長 Hans-Artur Bauckhage 之邀，前往該邦展場拜會。B 部長甫於去年十一月間訪台推展商務，渠期盼台灣能多進口該邦所產之葡萄酒，並且多些觀光客到訪，我方則建議來台參加台北旅展，舉辦食品展以推銷其農特產品及觀光。

五、三月十日下午，局長應邀在「國際青年旅遊組織聯盟 (FIYTO)」所舉辦的研討會專題報告，介紹台灣青年旅遊發展現況。FIYTO (the Federation of International Youth Travel Organizations)，係於 1950 年成立，以倡導青年旅遊為宗旨的國際旅遊組織。觀光局於去 (九十一) 年加入 FIYTO 成為會員。目前 FIYTO 有逾 70 個國家 450 個成員，為一重要之旅遊組織，其理事會會長 Jack Coronna 及秘書長 Peter Kruyt 於去年十一月台北國際旅展期間曾應邀來台演講，介紹世界青年旅遊之發展情形，本年四月該聯盟之理監事會議在我方盛邀下，將前來我國舉行，觀光局並將利用機會同時舉辦青年旅遊訓練營，請出席理事們為我青年旅遊工作人員進行講習。

肆、業務洽談

本次參展期間之業務洽談，由於參加業者增加及委請公關公司協助之故，明顯較往年增多。旅行業務方面係由與會

業者個別在會場內或個別拜會中接洽，觀光局則有行銷公司前來洽商協助在歐洲宣傳推廣事宜。其中較具體者為法國及英國兩市場之推廣案及德國觀光研究院提供之歐洲五國（有國籍航空公司航點者）市場之調查研究及行銷策略研究案，均頗具參考運用之價值。

伍、參展心得

- 一、此次柏林旅展由於參展業者增加，本局僱用公關公司協助及舉辦兩場推廣會之故，不論我方業者或對方之業者均明顯感受到政府推動觀光倍增計畫之企圖心，業務合作與推廣工作等為均已走向產品行銷之具體層次，不再如往年以形象宣傳為多，而缺具體產品之情形。
- 二、歐洲業者及民眾來過台灣或聽過簡報者，咸認台灣乃美麗之島，值得一遊，但均反應由於缺少宣傳因此沒有台灣是可以觀光的印象。爰此宣傳乃是開拓歐洲市場之首要之務。

三、此次展覽期間，駐德胡為真代表不僅率館員二十餘人蒞臨會場參觀打氣，並由透過其努力邀請到德國聯邦議會觀光委員會之主席 Mr. Ernst Hinskin 在三月八日率八位委員到我國攤位參觀，停留半小時之久，引起相當騷動，頗為難得，蓋據 Hinskin 主席稱該委員會一行在亞洲參展之八十餘攤位中，只停留參觀了十個攤位。

四、柏林旅展世界最大旅展，亦為全球觀光界之盛事，為加強台灣之觀光推展工作，明年之參展工作有必要即行規劃。展場如能獲得租用，擬予擴大一倍，並鼓勵業者踴躍參加，以增加展場氣勢和效果。



圖一、三月四日巴黎長榮桂冠酒店觀光推廣酒會蘇局長成田致歡迎詞



圖二、三月四日巴黎長榮桂冠酒店觀光推廣酒會茶藝表演



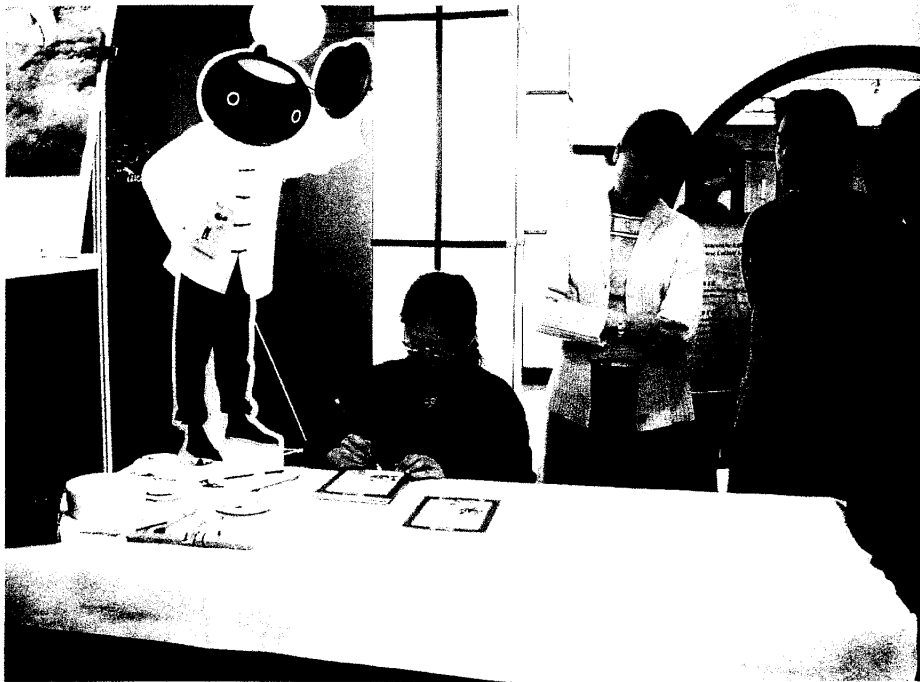
圖三、三月四日巴黎長榮桂冠酒店觀光推廣酒會會後團員合影



圖四、2003 柏林國際旅展展館正面



圖五、2003 柏林國際旅展台灣館正面



圖六、2003 柏林國際旅展李孟玲老師畫扇暨阿茶人形看版



圖七、2003 柏林國際旅展台灣館攤位一角



圖八、2003 柏林國際旅展業務洽談



圖九、2003 柏林國際旅展長榮航空攤位一角



圖十、2003 柏林國際旅展中華航空攤位一角



圖十一、2003 柏林國際旅展三月七日開幕酒會柏林市長 Mr. Klaus Wowereit 致歡迎詞



圖十二、2003 柏林國際旅展三月七日開幕酒會現場一角



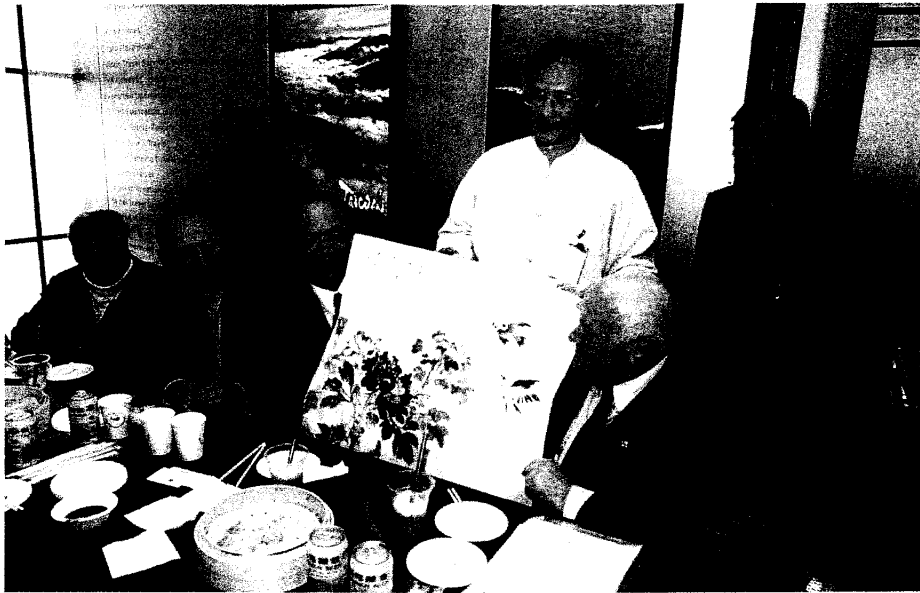
圖十三、2003 柏林國際旅展全體團員於台灣館前合影



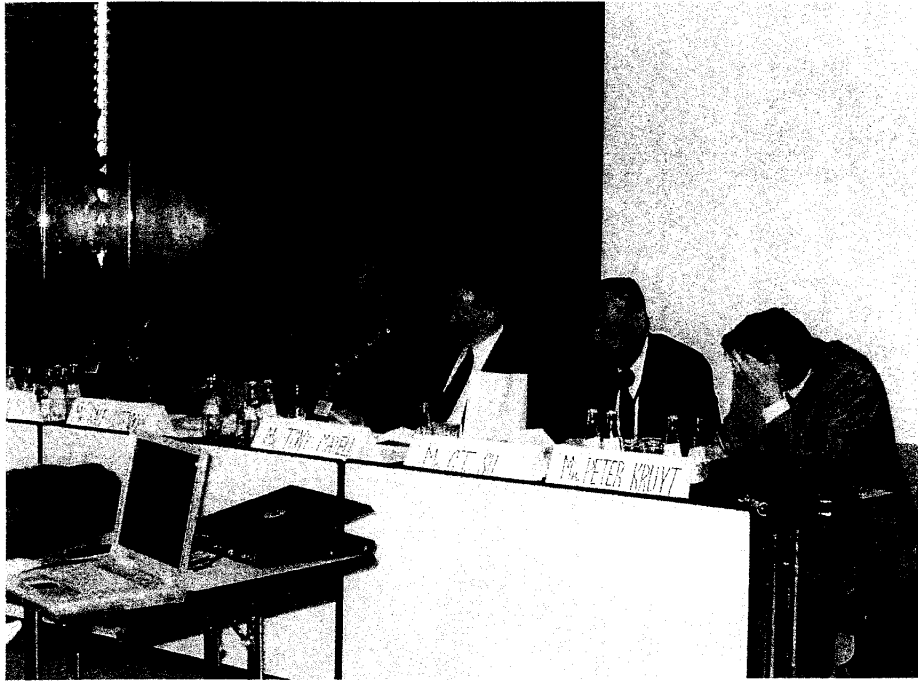
圖十四、德國聯邦國會觀光委員會主席 Mr. Ernst Hinsken 率委員一行八人造訪台灣館，蘇局長與駐德胡代表為真在場迎接



圖十五、德國聯邦國會觀光委員會主席 Mr. Ernst Hinsken 一行八人造訪台灣館
品嚐中華小吃



圖十六、國畫家陳柏梁老師以一幅「富貴白頭」贈送德國聯邦國會觀光委員會
主席 Mr. Ernst Hinsken



圖十七、2003 柏林國際旅展國際青年旅遊組織聯盟（FIYTO）舉辦研討會



圖十八、國際青年旅遊組織聯盟祕書長 Mr. Peter Kruyt 於研討會中報告



圖十九、蘇局長於國際青年旅遊組織聯盟研討會中報告台灣青年旅遊發展現況



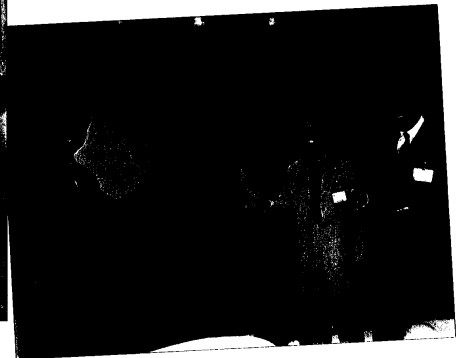
圖二十、三月十日柏林觀光推廣酒會蘇局長致歡迎詞



HONG Kong on sale: (from left) Rosedale Hotel Management's Louis Cheng, Best Western Rosedale on the Park's Theresa Wong, Harbour Plaza Hong Kong's Musetta Wong and Metropark Hotel's Belinda Fung.



ECO-friendly: Sabah Tourism Board's Karen Leiking (left) and Borneo Eco Tours' Susan Soong.



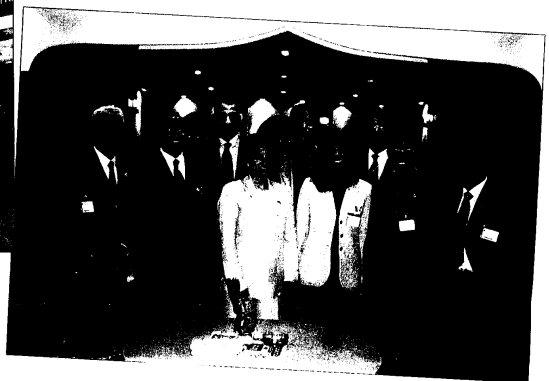
PROMINENT sign: (from left) Parkroyal Hotels & Resorts' Winston Koh, Christina Chua and Bennet Chang.



MAKING waves: (from left) Macau Government Tourist Office's Isabela Antunes, Manuel Pires, Christine Schnell and Rodolfo Manuel Baptista Faustino.



BUILDING bridges: (from left) Gloria Plaza Hotel Beijing's Patrick Zhang, Gloria International Hotel's Willie Ooi, TTG Asia Media's Darren Ng and Hotel Cambodiana Phnom Penh's Ben Bala.



ARABIAN dreams: (from left) Novotel Al Dana Resort's Thomas Zarsadias Teo, Kingdom of Bahrain - Ministry of Transportation, Civil Aviation Affairs' Yousep Al Nasser, Algasabi Travel's Isaac Mathew, Kingdom of Bahrain - Ministry of Information, Tourism Affairs' Ashraf Hafez Eman and Samia Salman Al-Jowder, Oasis Travel & Tourism's Hatem Ali Ahmed, Novotel Al Dana Resort's Khadija Rachdad, Kingdom of Bahrain - Ministry of Transportation, Civil Aviation Affairs' Rashid Khan, Bahrain Racing Circuit's Rawaf Alhasan and Breakaway Holiday's Vinod Patric.

JAVA jive: (from left) Hotel Santika Yogyakarta Donny Tisanantoro, Regency of Sleman's Ibnu Subiyanto, Government of Central Java's Mardiyanto, Mayor of Yogyakarta Herry Zudianto and Hyatt Regency Yogyakarta's Guntur Tampubolon.



TICKET to ride: (front row, from left) Singapore Tourism Board's Kum Hong and Apollo Enterprises' Cliff Leong. (Back row, from left) Far East Organization's Mohd Rafiq, Singapore Tourism Board's Markus Lum, Star Cruises's Gary Sharman, Carlton Hotel Singapore's Jay Gai, Sentosa Development Corporation's Darrell Metzger and Singapore Tourism Board's Brigitte Fleischauer.



MILES of smiles: (from left) Tourism Authority of Thailand's Suwat Kumwong, Juthamas Sriwan and Salit Nilhwongse.

DOOR to Asia: (below, from left) Taiwan Visitors Association's Quentin Shiao, Taiwan Ministry of Transportation and Communications, Tourism Bureau's Su Cheng-Tyan, Golden Foundation Tour's Jean Chang and Taiwan Visitors Association's Tseng Chyan Shun.



STAR HOLIDAY MART PTE LTD
 Star Holiday Mart Pte Ltd
 30 Duxton Road, Singapore 089493
 Tel: (65) 6735 9009
 Fax: (65) 6737 9909
 Email: sales@starmart.com.sg
 shminb@starmart.com.sg

Liebe Freunde

Hier in Singapur feiern wir gerade den Beginn des Jahres der Ziege eines der 12 Tiere im chinesischen Horoskop! Dies möchten wir zum Anlass nehmen, Ihnen, unseren Partnern in Europa und vor allem in Deutschland, ganz herzlich für die gute Mitarbeit, Unterstützung und Kommunikation zu danken, die Sie uns in den letzten Jahren gegeben haben.

Dank Ihrer Mithilfe sind wir, Star Holiday Mart gemeinsam mit MP Travel Malaysia, Tours, zu einem der führenden Reiseagenturen in der Region geworben. Wir sind nicht nur Reiseveranstalter sondern bieten auch

Stadtführungen und alle dazugehörigen Dienstleistungen an Studiosus, ADAC und De-La-Re. Wir hoffen auf weiterhin gute Zusammenarbeit und würden uns freuen, Sie hier in Südost-Asien begrüssen zu können.

Mit freundlichen Grüssen,

See the region with the STAR....

Email: general@starmart.com.sg



MP TRAVEL & TOURS SDN BHD

MP Travel & Tours Sdn Bhd
 144-A Jalan Bukit Bintang,
 55100 Kuala Lumpur, Malaysia
 Tel: (6) 03 - 21427177
 Fax: (6) 03 - 21459291 / 21456520
 Email: mstkul@tm.net.my

See you at Internationale Tourismus Borse [ITB] 2003, Berlin. 7-11 Mar, Hall 26, Stand 109, Star Holiday Mart.



DEUTSCHER TOURISMUSVERBAND E.V

**Speech by the Vice-President of the
German Tourism Association (DTV)
State Secretary Tilo Braune
at the
ITB Press Conference on 3 March 2003**

The spoken word remains the authoritative version

The good news first: compared with other industries and travel destinations, over the past twelve months holiday regions in Germany have experienced relatively good business.

After many successful years of continuous growth we now have to concede that in most of the federal Lands our hopes of growth rates in the tourism industry have not been fulfilled. In many regions, tourism in Germany in 2002 was less successful than initially expected.

Preliminary figures from the Federal Statistics Office state that in 2002 the number of overnights in accommodation containing nine or more beds reached 338.6 million, a 3 per cent decrease compared with 2001. At 298.1 million, the drop in the number of guests from within Germany was 3 per cent, greater than the 1 per cent decrease recorded for the 40.5 million visitors from abroad.

In addition to international political crises and economic downturns the main reason for this development was economic difficulties in Germany itself. As a result, many Germans cut back on holiday spending. During the summer they stayed on the balconies and patios of their homes. Cheap last-minute offers by tour operators or by the many new foreign low-cost airlines beckoned those who were not going to stay to leave. The floods of the century led to considerable losses in the tourism industry. Thus thousands who had been expected to visit Saxony, Brandenburg and Saxony-Anhalt subsequently stayed away. Unfortunately, in the six summer months of 2002 tourism in the larger German cities also experienced an overall downturn of 3.4 per cent over the previous year.

In the face of widespread reports of economic gloom, which, as already mentioned, affected us quite moderately in comparison with others, we in the tourism industry should not be too pessimistic about things, seeing as our job is to provide people with the happiest days and weeks of the year. Our sights should be set on positive developments and concepts for the future.

For example, up to and including October of last year, at 19.4 million overnights, Mecklenburg-West Pomerania recorded an increase of 7.1 per cent over the same period of the previous year. For a particularly large number of visitors the Baltic coastline was the main attraction here. The point I am making is that there are not only pleasant landscapes to be visited, but rather that there is well-targeted investment, solid collaboration and clever marketing at work. High levels of product quality, modern accommodation facilities and a first-rate infrastructure are what characterise Mecklenburg-West Pomerania's tourism concept. This picture is rounded off by very effective marketing of themes and regions as well as efficient and close cooperation with a number of tour operators. By advertising holidays in mother nature, swimming holidays on lakes and the coast, cycling tours, visits to historical buildings, castles, parks and gardens, this region is attracting the interest of ever-increasing numbers of visitors.

Last year developments in Hamburg took a turn for the better as well. The city famous for hosting musicals particularly enhanced its attractiveness by expanding its events scene - yet another travel trend which is evident throughout the country and runs through all age groups. Holding successful events in the AOL Arena and Color Line Arena was reflected in Hamburg's substantial figures for overnights. In the light of such high demand Hamburg for the first time ever now expects overnights for the year as a whole to exceed the 5-million mark.

There is good news from travel agencies and tour operators as well, whose bookings for travel destinations in Germany last year increased by 13 per cent. An impressive figure indeed.

The latest forecasts indicate that over the next few years the worldwide tourism market will post dynamic growth figures. In order to be able to be part of this global trend, there are numerous developments at local level of which we should take heed:

Last year travel bookings were made at even shorter notice. The times spent on holiday were shorter than in previous years. The 19th German tourism analysis by British American Tobacco's Leisure Research Institute discovered that in 2001 travels lasting 5 to 13 days increased by 10 per cent, and in 2002 this figure reached 15 per cent. Therefore as far as short-term bookings and travel periods are concerned, it is the responsibility of the local tourism trade to come up with more flexible products.

In times of economic hardship holidaymakers are particularly price-conscious. According to a DTV survey last year in the summer holiday season, state tourism associations noted that certain types of low-cost accommodation such as holiday apartments, campsites and youth hostels were increasingly in demand. Spending on catering while on holiday was down. At the same time there was a trend towards spending on costly upmarket services. Thus last summer expensive areas of the market, such as the wellness segment, were much in demand. In spite of their price-conscious spending

behaviour, in those cases where the quality of a product was convincing, holidaymakers were quite likely to spend more. In contrast, medium-priced services and products were not greatly sought after last year.

In this situation I would ask operators in this segment of the market to take constructive steps towards reassessing their products and services and towards exploring new ways of acquiring customers: on the one hand by significantly improving their products (modernising, expanding services etc.) but also by forging alliances and collaborating with other providers of tourism services and travel organisations. Customers today demand quality through and through. Only if these demands are met will providers of tourism services achieve long-term competitive success.

However, in the prevailing global political situation it is difficult to give any reliable forecasts. Market survey institutes at present tell us the following: the German nation's desire to travel remains unabated. A tourism analysis by British American Tobacco which asked 5,000 Germans above the age of 14 about their holidays in 2002 and their intentions for 2003 concluded that their readiness to travel remains the same. As far as firm intentions to travel in 2003 are concerned, a comparison with the previous year (2002: 47% - 2003: 47%) shows no changes. Only the number of people unwilling to travel at all (2002: 24% - 2003: 26%) is mildly on the increase. According to a survey by the Emnid institute, 74 per cent of all those who participated actually intend to go on holiday for at least one week during the course of this year. Thus, since there is good value for money to be had, in the mid-term we can once again count on German travel destinations being all the more in demand.

We in the tourism trade should have no reason to be dismayed by the changes taking place in travel behaviour. Our task is to draw the right conclusions for shaping our products, and we must put all our efforts into expanding Germany's ability to compete on the international market. I would ask providers of tourism services to make greater efforts to be even more professional, and to create products which are both innovative and individually suited to the customer's demands.

Besides active vacations and being in nature's midst, the most popular types of travel with holidaymakers involve visiting cities, enjoying cultural activities, and holidays with events. Yet another trend with future promise is the wellness holiday. In a progressively ageing society the topic of health is of special significance. Nowadays many holidaymakers use the little spare time that they have to attend to their health needs and to recharge the batteries which have run down in their everyday hectic working lives. Experts anticipate that in the next 10 to 15 years the number of wellness holidays will quadruple. Here we have the case of a niche market product exhibiting strong growth.

Older people are making up an increasing proportion of our society and due to their considerable mobility represent a growing number of potential customers. In 2010 a quarter of the German population will be over 60 years old. This category of customers is divided up into numerous sub-groups with many and varied interests. They are generally well-travelled, critical, and well-informed, are free to travel outside school vacation periods and as a rule have greater amounts of freely disposable income. They like their destinations to have a healthy climate, to have opportunities to explore nature, to be able to attend to their health needs, and to have interesting cultural offerings accompany their leisure holidays. These are aspects which providers of tourism in Germany must increasingly take into account in the years to come.

Quite often, offering package tours is no longer enough to satisfy travellers' highly individualistic needs. Instead, offers with flexible booking dates capable of being combined in different ways are required. The internet with its numerous portals and platforms encourages a growing trend among customers to tailor their own programme of travel services and products. In offering services and products this is an aspect which the tourism industry in the future must under all circumstances take into account.

Germany is predestined as a place for successful tourism: a great variety of attractive landscapes within a relatively small area are complemented by a very well organised infrastructure. With such good foundations to build on, if

in the future it is our intention to successfully market Germany as a tourism venue, we must undertake a quality-oriented offensive to expand the tourism infrastructure. For several years the DTV has been developing quality standards for the various local tourism segments, and has been establishing them on the market. By carrying out competitions all over Germany and searching for examples of best practices at national level it has set definitive standards.

Only by ensuring quality in all departments can we continue to secure first place as the most popular travel destination among German holidaymakers. In this context the quality of services offered by those employed in the tourism industry is and will always be of utmost importance. According to a well-known German hotel owner, anyone who does not have a competitive product which stands out, is not easily copied and which can withstand close scrutiny at all times, can only compete with prices. For travel destinations at home this means moving away from products which are interchangeable or at least very similar, and towards offering ones which are unique and special. Travelling in Germany will then continue to be "cheap" and successful.

For further details contact:

Nicole Habrich

Deutscher Tourismusverband (DTV)

Tel.: +49 (0)228/ 985 22 14

Fax: +49 (0)228/ 69 87 22

E-mail: habrich@deutschertourismusverband.de

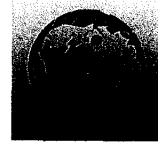
To obtain details on the day of the
press conference, Monday, 3 March 2003,
call +49 (0)163/ 3495703

Presse-Information
~~Press Release~~
Communiqué de Presse

IIIIII Messe Berlin

ITB/50/e - 3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**



ITB Berlin
Internationale
Tourismus-Börse

**ITB 2003: Market leader with 9,971 exhibitors from 181 countries
and territories**

Exhibitor participation up by 3 per cent

**Changes to the timing of the event: Friday, 7 March to Tuesday,
11 March**

Trade visitor days: Monday, 10 March, and Tuesday, 11 March

The International Tourism Exchange ITB Berlin 2003, taking place on the Berlin Exhibition Grounds and in the ICC Berlin from 7 to 11 March, fulfils an important role by providing a fresh impetus for the international tourism industry. Its ability to attract tourism organisations from every continent continues to grow even in its 37th year as the leading communication and marketing forum of the international tourism industry. Each year this trade fair underlines its outstanding role, acting as a stabilising factor for the international tourism industry. It is representative of the international tourism industry, of a globally operating economic sector. It is the market leader worldwide and one of Messe Berlin's leading trade fairs.

World market place for the international tourism industry

As in every year the International Tourism Exchange ITB Berlin offers exhibitors and trade visitors alike a forum for direct discussions between experts, for cultivating contacts and the corporate image, and for signing contracts. Each year the structure of the exhibitors and trade visitors at the ITB Berlin confirms that it really does represent the whole world market. Exhibitors at the ITB Berlin present their services and newly developed products to a specialist international audience, and through direct discussions with experts are able gauge the market response.

Exhibitor numbers up by 3 per cent

9,971 exhibitors (2002: 9,678) from 181 countries and territories representing all sectors of the international tourism industry have confirmed that they will be taking part at the ITB 2003. That means that exhibitor participation is up by 3 per cent.

The number of foreign exhibitors has risen to 7,600 (2002: 7,316), an increase of 4.2 per cent. At 2,371, the figure for the number of German exhibitors remains steady.

The exhibitors at the ITB Berlin represent every sector of the tourism industry: national and regional tourism organisations, tourist offices, spa and health resort administrations, tour operators and travel agents, carriers, hotel companies, publishers, insurance companies, companies supplying fittings for travel agencies, and travel technology providers.

Commercial interest is centred in particular on holiday travel, educational and cultural travel, travel for health purposes, travel by young people, travel by senior citizens, city tours, international congress business, incentive travel, cruises and business travel.

**Thomas Cook, Club Med, Deutsche Lufthansa,
Start Amadeus, Sabre and Europäische Reiseversicherung
are taking part again in the ITB Berlin 2003**

After withdrawing from the fair last year, companies such as Thomas Cook, Club Med, Deutsche Lufthansa, Start Amadeus, Sabre and Europäische Reiseversicherung will again be taking part in the ITB 2003.

A change in the timing of the ITB Berlin

The timing of the International Tourism Exchange ITB Berlin has been altered. Starting in 2003 it will now begin on Friday (7 March) and end on Tuesday (11 March). During the first three days (Friday to Sunday) travel and tourism's world trade fair will be open to the travelling public and trade visitors. On Monday (10 March) and Tuesday (11 March), however, admission to the ITB Berlin will be restricted to trade visitors only.

Main South Entrance completed in time for the ITB 2003

Berlin's Exhibition Grounds will be able to claim an added attraction at the International Tourism Exchange ITB Berlin 2003. The new semi-circular entrance building reaches a height of 21 metres and can easily be seen from afar. The multifunctional building houses 24 ticket offices, information and registration counters, shops supplying all the items required by those attending fairs, bistros and cloakrooms, and gives trade visitors the choice of registering here or in the ICC Berlin as in previous years.

The new Main South Entrance, which connects both levels in the exhibition halls, for the benefit of visitors, successfully passed its baptism of fire during the International Green Week Berlin, meeting with an enthusiastic response.

Messe Berlin expects more than 60,000 trade visitors

Messe Berlin is expecting more than 60,000 trade visitors from over 180 countries and territories to attend the ITB 2003. Their primary reason for attending is to establish new business contacts. Trade visitors also make use of the travel and tourism world fair to keep abreast of the market, to acquire more professional knowledge, to cultivate existing business links, study their competitors, and to adapt to changes within the profession. The tourism experts attending will include high-level decision-makers, but equally executive members of boards, managing directors and high-ranking employees. Once again this underlines the outstanding position occupied by the ITB Berlin.

Approximately 7,000 journalists from 100 countries will be reporting on the ITB 2003.

Market segments at the ITB 2003

Once again the International Tourism Exchange ITB Berlin 2003 presents trade visitors with a forum dealing with the latest commercial developments and focusing on specific target groups. The main emphasis is on segments of the international tourism industry.

ITB Tourism Studies Centre

With its ITB Tourism Studies Centre the ITB Berlin makes its own contribution to qualified training and improved professional standards among staff in the tourism sector. A total of 46 universities, technical colleges, vocational schools and other advanced training institutions from Germany and abroad are represented in Hall 5.3. There is something to meet every professional interest in areas such as management and marketing, economics, geography and the training of specialist hotel staff. With its programme of lectures, at the ITB 2003 the ITB Tourism Studies Centre again provides its international speakers with an opportunity to engage with members of the audience in a range of in-depth discussions on practical issues of particular relevance to tourism.

A particularly important part will be played by the specialist congress "Progress in Tourism Research", featuring research and findings of outstanding quality. This congress is organised by Messe Berlin and Alpenforschungsinstitut (AFI) in collaboration with AIEST – Association Internationale d'Experts Scientifiques du Tourisme. The congress will also include the presentation of the ITB Tourism Studies Prize by Deutsche Gesellschaft für Tourismuswissenschaften (DGT).

ITB Book World

The ITB Book World (Hall 7.2 b) has been providing the setting for the past seven years for an interdisciplinary dialogue between the publishers of travel books and the representatives of the international tourism industry. Numerous European publishing companies will be using the Book World to offer a wide range of literature to be used by travellers before and during their journeys. In 2003 Messe Berlin has redesigned this economically and culturally important segment to make it even more attractive for exhibitors, trade visitors, the media and the travelling public. At the ITB Berlin 2003 this will take the form of a self-contained area that is intended to encourage its visitors to travel and to read, and also includes an activities stage.

Culture Tourism

The market segment "Art Cities in Europe" has been represented at the ITB Berlin for three years. The high level of demand from trade visitors and their approval have confirmed the effectiveness of this concept which continues to attract considerable interest among those members of the travelling public with a particular interest in the arts. Halls 7.2 a and 7.2 b will feature displays by over 200 museums, cultural departments, opera houses, arts festivals, cities and regions of cultural interest, tour operators and concert promoters from 14 countries, offering over 300 cultural events.

The forward-looking hall concept with its "museum of museums", the opera houses, urban skylines and "KulturKAFFEE" will surely provide a world of new experiences for

trade visitors and culturally interested members of the general public alike.

At the ITB 2003 the cultural initiative ART CITIES IN EUROPE will for the first time publish its city tour guide on a CD ROM and at the same time will present its new culture tourism web portal at www.artcities.de.

ITB Young Travel Centre 2003 with "Sports Travel"

In collaboration with the international organisation FIYTO (Federation of International Youth Travel Organisations), Copenhagen, and Ruf-Jugendreisen, Bielefeld, a market leader for accompanied travel for young people, in 2003 the entire sector involved in "Youth Travel" will be appearing at the ITB for the fifth time. This market segment is undergoing worldwide expansion and is capturing a growing share of the global tourism market. Some 158 tourism companies from 21 countries will be presenting an even wider range of products, underlining the importance of the youth travel market. For the first time Thailand will be represented with its own stand and "Work Experience Pavilion" in the youth travel hall. Here the focus will be on exhibitors of travel for students and other young people, educational trips, travel for those learning foreign languages, adventure travel and school trips. The display will be augmented by information about "School Exchanges" and "Jobs Abroad".

The ITB Young Travel Centre at the ITB Berlin 2003 will also include a new segment, "Sports Travel".

55 per cent of sports travellers make their own travel arrangements. However, in recent years 30 per cent have been influenced by the growing range offered by tour operators. When making their package bookings 15 per cent organise their sporting trips with the aid of travel agencies. The ITB Berlin 2003 has responded to this development by introducing this new market segment this year. The intention is to provide exhibitors with an opportunity to present products and services aimed at the massive and growing popularity of "Activity" holidays. It features such trends as "Fit for Fun" and "Sport as Adventure" (unforgettable experiences, action, test your limits).

ITB Travel Technology

The presentation by the 86 companies from nine countries involved in the ITB Travel Technology market segment ranges from reservation and information systems to the many and varied facilities that are now available online. Following their withdrawal last year Start Amadeus and Sabre have returned to the ITB in 2003. Other major companies in this sector such as Worldspan, Siemens, Micros-Fidelio and partners software are also represented at the ITB 2003. The ITB Berlin 2003 is also expected to attract an increased number of trade visitors from Germany and abroad. This creates ideal conditions for the success of this segment of the market too at the fair. Exhibitors are once again looking forward to in-depth contacts and discussions with the experts, especially during the trade visitors' days.

The editorial team of the "Electronic Congress", now in its 24th year, has decided to change the name, choosing instead the designation **"ITB Travel Technology Congress"**. Along with the change of name, a different venue and a new itinerary, the content of the congress has been restructured for the ITB 2003. The intention is to emphasise the closer links with the displays by exhibitors in the Travel Technology

section of the ITB Berlin. In future this well-known event, with its focus on information technology, multimedia and reservation systems, will be held in Halls 7.1 a, 7.1 b, 7.1 c, 6.1 and parts of Hall 8.1.

The accompanying exhibition augments the services normally available to participants in the fair and is taking place in Hall 7.1 b.

Cruises

Sixteen leading cruise companies are present at the ITB 2003. The ITB 2003 provides an opportunity to help boost the recovery of this sector with new product ideas such as "Luxury Travel", as well as "All-inclusive Offers", which reflect some of the current trends.

Airlines/Airports

The market segment devoted to "Airlines/Airports" again provides an up-to-date and comprehensive review of carrier and airports at the ITB 2003. This particular area of tourism is currently undergoing major restructuring and the ITB 2003 provides an opportunity to inform the international tourism industry about the products and services on offer and to improve public confidence in this area.

Wellness Circuit

The international tourism industry has recognised the importance of the wellness trend and is recording significant growth in this market segment around the world. In response to this development the ITB 2003 is including a "Wellness Circuit" for the first time.

Natur Experience hall presents nature travel

Trade visitors and the travelling public attending the ITB 2003 will find the "Centre for Experiencing Nature and Environmental Protection in Tourism" in Hall 10.2. Fifty exhibitors from 10 countries will be offering their attractions and ideas for experiencing nature and for outstanding natural regions in Germany, Europe and overseas. The tour operators are from South America, Madagascar and Russia. The presentations will feature travel to such natural attractions as the Galapagos Islands and also to the major nature conservation areas of Brandenburg in a new programme which is intended to encourage travel to outstanding natural regions. The Nature Experience Hall is a communication platform and a venue for events ranging from national presentations to practical examples of environmentally and socially responsible tourism.

ITB 2003: geographical layout retained

Once again the International Tourism Exchange ITB Berlin 2003 will be organised on geographical lines. With this arrangement Messe Berlin meets the needs of its exhibitors and trade visitors and reflects market requirements too.

Exhibitors from Romania, Serbia, Slovakia, Czech Republic and Hungary will be in Hall 1.1, while Andorra and Spain occupy Hall 2.1. The displays by Italy, Croatia, Malta and Montenegro will be featured in Hall 2.1. Travel trade professionals will find Bosnia-Herzegovina, France, Greece, Monaco, Portugal and Cyprus in Hall 2.2, and the

Caribbean nations, Colombia, Venezuela and the countries of Central America are in Hall 3.1. Hall 3.2 houses Albania, Armenia, Bulgaria, Georgia, Russia, Turkey, Ukraine and Belarus. Mexico and the countries of South America will be staging their displays in Hall 4.1. Canada and the USA are exhibiting in Hall 4.2.

Belgium, the Netherlands and Luxembourg will be promoting their tourism industries in Hall 7.2 c. Poland is represented in Hall 15.1. Hall 17 contains the Austrian stand, and those of Switzerland and Slovenia too. In addition to the Baltic states, Hall 18 also features the United Kingdom, Ireland and the Scandinavian countries with their tourism attractions.

The African states Botswana, Cape Verde Islands, Lesotho, Madagascar, Malawi, Mali, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Zambia, Zimbabwe and the island of Réunion will be displaying their services and products to the international tourism industry in Hall 20. In Hall 21 trade visitors will find Algeria, Burkina Faso, Cameroon, Ethiopia, Gambia, Ghana, Kenya, Nigeria, Rwanda, Senegal, Sudan, Tanzania, Uganda as well as the northern African states of Egypt, Morocco and Tunisia. Tourism organisations from the Arab states are to be found in Halls 22 (Dubai, Jordan, Oman, Qatar, Palestinian Territories and the United Arab Emirates). Companies from Israel will also be present in Hall 22. Other Arab countries (Bahrain, Yemen, Kuwait, Libya, Saudi-Arabia and Syria) and exhibitors from central Asian, i.e. Azerbaijan, Iran, Kazakhstan, Kyrgyzstan, Mongolia, Tadjikistan, Turkmenistan and Uzbekistan) will be represented in Hall 23. Australia and the Polynesian Islands will be staging their displays in Hall 5.2. Hall 26 is traditionally home to exhibitors from Asia (Brunei, Hong Kong, Japan, Korea, Macao, Philippines, Singapore, Taiwan, Peoples' Republic of China, Indonesia, Cambodia, Malaysia, Myanmar, Thailand, Vietnam, Bhutan, India, Maldives, Nepal, Pakistan and Sri Lanka).

Travel trade professionals will find German exhibitors in the following halls on the Berlin Exhibition Grounds: 5.2, (Hesse, Baden-Württemberg, Deutsche Zentrale für Tourismus), 6.2 (Bavaria, Hamburg, Mecklenburg-West Pomerania, Lower Saxony, Schleswig-Holstein, Bremen), 8.2 (North Rhine-Westphalia, Rhineland-Palatinate, Saarland), 11.2 (Saxony-Anhalt, Saxony and Thuringia) and 12 (Brandenburg, Berlin).

Commercial exhibitors such as hotel groups, carriers and insurance companies are represented in Halls 8.1, 9 and 11.1.

Exhibitors in the "ITB Travel Technology" segment can be found by trade visitors in Halls 6.1, 7.1 b and 7.1.c, and some of them will also be in Hall 8.1. The "Airlines/Airports" market segment is presented in Hall 11.1, "Culture Tourism" is in Halls 7.2 a and 7.2 b, the "ITB Book World" can be found in Hall 7.2. b and "Cruises" in Hall 14.1, while "Travel with Sense – Nature Experience Hall" is in Hall 10.2.

At the ITB 2003 the Press Centre with its various services and the editorial offices of German and foreign trade publications and PR agencies, news agencies and internet agencies are at their traditional location in Hall 6.3. An additional "Electronic Press Office" will also be set up again in the ICC Berlin. Visitors to the ITB 2003 will find the cinema in Hall 16.

**Data, facts, analyses:
the ITB Congress**

The ITB 2003 will be accompanied by an extensive programme of meetings and seminars, which over the years have contributed to its standing as an event with a considerable international impact. In addition to market data and facts about the international tourism industry, trade visitors and the media can also obtain details about developments within the tourism industry and on international trends. As in every year there will be a host of specialist conferences, workshops, press conferences and seminars. Additional conferences and seminars attended by leading figures will provide a forum for discussion and analysis of a number of special subjects. There will be 123 press conferences, 253 events of the Tourism Experts' Forum, 33 receptions and 27 presentations.

Presse-Information
Press Release
Communiqué de Presse



ITB Berlin
Internationale
Tourismus-Börse

ITB/47/e – 3 March 2003

International Tourism Exchange ITB Berlin 2003
from 7 to 11 March

Abbreviated form

Dates: 7 – 11 March 2003

Venue: Berlin Exhibition Grounds
Palais am Funkturm and ICC Berlin

Exhibitors : **9,971** (2002:9,,678) = + **3 %**

27 additionally represented companies and organisations

Domestic:

Exhibitors:
2,371 (2002: 2,362) **steady**

9 additionally represented companies and organisations

Foreign:

Exhibitors:
7.600 (2002: 7,316) = + **4,2 %**

18 additionally represented companies and organisations

- Ägypten
- Albanien
- Algerien
- Andorra
- Anguilla
- Antigua
- Argentinien
- Armenien
- Aruba
- Aserbaidtschan
- Äthiopien
- Australien
- Bahamas
- Bahrain
- Barbados
- Belgien
- Bermudas
- Bhutan
- Bolivien
- Bonaire
- Bosnien-Herzegowina
- Botswana
- Brasilien
- Brunei
- Bulgarien
- Burkina Faso
- Canouan Island
- Cayman Islands
- Chile
- VR China
- Cook Ilands
- Costa Rica
- Curacao
- Dänemark
- Deutschland
- Dominica
- Dominikanische Republik
- Ecuador
- El Salvador
- Estland
- Färöer
- Fidschi
- Finnland
- Frankreich
- Gambia
- Georgien
- Ghana
- Grenada
- Griechenland
- Großbritannien
- Guadeloupe (franz.)
- Guam
- Guatemala
- Guyana
- Haiti
- Honduras
- Hong Kong
(Sonderverwaltungszone
der VR China)
- Indien
- Indonesien
- Iran
- Irland
- Island
- Israel
- Italien
- Jamaika
- Japan
- Jemen
- Jordanien
- Kambodscha
- Kamerun
- Kanada
- Kapverdische Inseln
- Kasachstan
- Kenia
- Kirgisistan
- Kolumbien
- Korea (Republik)
- Kroatien
- Kuba
- Kuwait
- Laos
- Lesotho
- Lettland
- Libanon
- Libyen
- Liechtenstein
- Litauen
- Luxemburg
- Macau
(Sonderverwaltungszone
der VR China)
- Madagaskar
- Malawi
- Malaysia
- Malediven
- Mali
- Malta
- Marokko
- Martinique
- Mauritius
- Mazedonien
- Mexiko
- Micronesien
- Moldau, Republik
- Monaco
- Mongolei
- Montenegro, Serbien
- Mosambique
- Myanmar
- Namibia
- Nepal
- Neuseeland
- Nicaragua
- Niederlande
- Nigeria
- Nordkorea
- Norwegen
- Oman
- Österreich
- Pakistan
- Palästinensische
Gebiete
- Palau
- Panama
- Papua-Neuguinea
- Paraguay
- Peru
- Philippinen
- Polen
- Portugal
- Puerto Rico
- Qatar
- Reunion
- Ruanda
- Rumänien
- Russland
- Saba
- Saudi-Arabien
- Schweden
- Schweiz
- Senegal
- Seychellen

- Simbabwe
- Singapur
- Slowakische Republik
- Slowenien
- Spanien
- Sri Lanka
- St. Barthélemy
- St. Eustatius
- St. Lucia
- St. Maarten/St. Martin
- St. Vincent & Grenadines
- Südafrika
- Sudan
- Surinam
- Swasiland
- Syrien
- Tadschikistan
- Tahiti
- Taiwan
- Tansania
- Thailand
- Togo
- Trinidad & Tobago
- Tschechische Republik
- Tunesien
- Türkei
- Turkmenistan
- Uganda
- Ukraine
- Ungarn
- Uruguay
- U.S.A.
- Usbekistan
- Venezuela
- Vereinigte Arabische Emirate
- Vietnam
- Virgin Island (brit.)
- Virgin Island (U.S.)
- Weißrussland
- Zambia
- Zypern

Exhibitors from 181 countries will be represented at the ITB 2003.

The following are attending the ITB 2003 first: Canouan Island

The following are not attending the ITB 2003: Belize, Benin, Côte d'Ivoire, Franz. Guyana, Komoren, Montserrat, St. Kitts & Nevis

The following are returning to the ITB 2003: Guyana, Haiti, Republik Moldau, Dominica, Tadschikistan, Guam.

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/6/e - 3 March 2002

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

Travel and Tourism World Trade Fair

**Africa Forum 2003:
IT and African Tourism**

**New Perspectives from NEPAD
The New Partnership for Africa's Development**

The New Partnership for Africa's Development (NEPAD) has defined the promotion of the tourism industry and the wider use of information technology as the main tasks to be pursued in the efforts to assist the economic and social development of the continent. If applied together these measures should improve the competitive position of the tourism industry in African countries, enabling them to achieve a larger share of the international tourism market on a long term basis.

The Africa Forum 2003 will focus on the strategies that have already been agreed and their implications for tourism companies in Africa and in other countries. This event is intended in particular to meet the needs of governments in various African countries, of development work and also of co-operation in the private sector. This is also an opportunity to evaluate what has already been achieved and to review the experience that has already been gained. Outline details of future action will also be provided.

The Africa Forum will be taking place during the ITB 2003 from 2 to 4 p.m. on 9 March in Hall 9 of the ICC Berlin. Representatives of the World Tourism Organization (WTO) and the European Union have been invited to speak at this event. The discussions will be held in English and French.

Programme of the Africa-Forum (9 March 2003)

Welcome:
Leonhard Reeb, Geschäftsführer
Deutscher Reisebüro und Reiseveranstalter Verband (DRV)

* * *

Introduction:
Ousmane NDiaye,
Regional Representative for Africa, World Tourism Organization (WTO), Madrid

* * *

Chaired by:
Dr. Karl Wolfgang Menck
Hamburgisches Welt-Wirtschafts-Archiv (HWWA)

* * *

Roger F. Mahazoasy
Minister of Tourism, Madagaskar

* * *

Ousmane Masseck NDiaye
MP Minister of Tourism and Information Senegal

* * *

Melissa Powell
Managing Director, 3D Global Communications, Johannesburg

* * *

Conclusions:
Dr. Karl Wolfgang Menck

Discussion

Closing remarks
Dr. Karl Wolfgang Menck

**Presse-Information
Press Release
Communiqué de Presse**

ITB/7/e - 3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**



ITB Berlin
Internationale
Tourismus-Börse

ITB 2003: 5th German-Arab Tourism Forum

As in previous years GHORFA (Arab-German Association for Trade and Industry), in collaboration with Messe Berlin, the DIHK (German Council of Industry and Commerce) and the Iktissad wal-Aamal Group will be holding the 5th Arab Tourism Forum. It will be taking place during the International Tourism Exchange ITB Berlin 2003 on Sunday, 9 March, from 9 a.m. to 1 p.m. in Hall 3 of the ICC Berlin.

The Tourism Forum, a platform for the exchange of ideas between the tourism industry in Arab countries and in Germany, will feature contributions on the subject of "Theme Marketing for Arab Destinations", and provides opportunities for improved collaboration in the development of tourism infrastructures and new tourism destinations. At the ITB 2003 particular attention will be focused on the subject of "Wellness". Experts from Germany and the Arab world will hold round table discussions about wellness tourism as a factor in the success of tourism destinations. The emphasis will be on "Thalassotherapy" and on "Wellness Treatment at Red Sea Resorts". The programme will be rounded off by the presentation of special tourism destinations in Oman, Yemen and the United Arab Emirates.

For additional details contact GHORFA at +49 30-27 89 07 22/-23, fax. +49 30 278 90 749 or romani@ghorfa.de. Details can also be obtained from the internet at www.ghorfa.de

**Presse-Information
Press Release
Communiqué de Presse**

ITB/10/e - 3 March 2003



ITB Berlin
Internationale
Tourismus-Börse

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: Tomorrow's consumers -
How the tourism sector can take advantage of social changes**

Messe Berlin and N.I.T.(Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH), Kiel, have been regularly staging an international conference at the ITB Berlin since 1993. At the ITB 2003 participants in this international meeting will be discussing the subject of "Tomorrow's consumers: how the tourism sector can take advantage of social changes". It will take place on Saturday, 8 March 2003, from 11 a.m. to 1 p.m. in Hall 7 of the ICC Berlin. German and English will be used at this meeting (simultaneous interpreting).

An older growing society, less births, more education, more singles, more "patchwork families", new minorities and changing roles of men and women: these are examples of present demographic trends mainly influencing the western industrial societies. The discussion in the tourism industry however focuses on the present occurrences and developments on the supply side of market. The foreseeable, for most people rather well-known, demographic trends are hardly paid attention to at all - even though they could have dramatic consequences. But what do these and other trends actually mean for the future tourism industry? Concentrating on the demand side of market, the international conference "Tourism in a changing society: how to profit from demographic trends" focuses on the impacts of demographic development. The conference wants to show strategies for destinations, segments and companies on how to take advantage of this change.

An overview of the major (future) trends on the demand side will form the setting for the following examples from the tourism industry on how to cope and profit from these trends. The following international tourism experts are asked to outline the future for their particular destination, product, etc:

- Stephan Krings, TUI (Deutschland)
- Peter Kruyt, FIYTO (Dänemark, Niederlande)
- Annette Karlsson, Haman Scandinavia (Schweden)
- Frank Haussels, Tourism Authority of Thailand (Thailand)
- Alvaro Blanco, Turespaña, (Spanien) - not confirmed

- Frank Thumb, McCann-Erickson (Deutschland)

The audience is also invited to play an active role. Aim of the conference is to promote flexible forward thinking in a fast changing world.

Conference languages will be English and German (simultaneous translation).

For more information contact:

N.I.T. (Institut für Tourismus- und Bäderforschung in Nordeuropa GmbH),
Wrangelstrasse 16, D - 24015 Kiel, telephone: +49(0)431 6771-18, e-mail: info@nit-
Kiel.de, internet: www.nit-kiel.de, contact/project manager: Johanna Danielsson,
telephone: +46 961 106 -35; e-mail: johanna-danielsson@telia.com

Presse-Information Press Release Communiqué de Presse



ITB Berlin
Internationale
Tourismus-Börse

ITB/11/e - 3 March 2003

International Tourism Exchange ITB Berlin 2003 from 7 to 11 March

The ITB 2003 highlights "Cultural Tourism"

Following the outstanding success of the market segment of "Cultural Tourism" in previous years, an even larger display featuring 200 exhibitors from 14 countries will be staged again in Halls 7.2 a and partly in 7.2 b at the International Tourism Exchange ITB Berlin 2003, which will be held from 7 to 11 March on the Berlin Exhibition Grounds and in the ICC Berlin. Over 300 cultural events will take place, with highlights including theatrical and orchestral performances, festivals, musicals, cabaret, exhibitions at museums and theme years. Cultural cities, cultural authorities, tour operators and ticket offices will also form part of the programme.

"Cultural Tourism" has become well established at the ITB Berlin and since its introduction to the fair has been broadly welcomed by trade visitors, representatives of the media and the general public alike. This concept which focuses on particular themes and has established a forum for the cultural aspects of tourism has indeed proven its worth. According to Kai Geiger, responsible for creating this market segment and managing director of ART CITIES IN EUROPE "After three years the Cultural Tourism Hall is once again much in demand. Exhibitor numbers have remained steady. Culturally motivated tourism as a trend has proved its worth.

The forward-looking hall concept with its "museum of museums", the opera houses, urban skylines and "KulturKAFFEE" will surely provide a world of new experiences for trade visitors and culturally interested members of the general public alike. Highlights will include the presentation organised by Genoa and Lille, the European cultural capital of 2004, the design of the opera house by the Bregenzer Festspiele, and once again displays from Spain will be much in forefront of events. Exhibitors from Birmingham und Glasgow will be represented here for the first time

At the ITB 2003 the cultural initiative ART CITIES IN EUROPE will for the first time publish its city tour guide on a CD ROM and at the same time will present its new culture tourism web portal at www.artcities.de.

For additional press information contact:

ART CITIES IN EUROPE GmbH, Raitenau-gasse 5, 78462 Konstanz, tel.: +49 7531 90730, fax: +49 7531 90735, geiger@artcities.de, www.artcities.de

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/13/e - 3. March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

ITB 2003: PATWA Seminar: Strides & Trends

New Delhi: The PATWA Secretary General, Mr. Sagar Ahluwalia, has said that world leaders in the field of tourism and environment will participate in the Pacific Area Travel Writers' Association international seminar in Berlin. The seminar, being held in coordination with the ITB, Messe Berlin, will critically X-ray the trends and strides in tourism since the great tragedy of New York and Washington, caused by the terrorist attacks on the New York World Trade Towers and the Pentagon on September 11, 2001.

Mr. Ahluwalia said the Tourism leaders and representatives of several countries will address the seminar. Among them will be the WTM Secretary General Francesco Frangialli, the chief Executive Jürgen Bartels - Le Méridien Hotels & Resorts, the chairman of Reed Travel Exhibition, Tom Nutley, the chairman of IMEX, Ray Bloom and the chairman of the Ceylon Tourist Board, Pady M. Withana. Among the distinguished ministers of tourism expected to be present are: India's Tourism Minister, Jagmohan, the Tourism Minister of the Republic of Maldives, Hassan Sobir and the tourism ministers of Nepal, Sri Lanka, Malaysia, and Thailand.

The international seminar would be followed by the presentation of PATWA Award Secretary General said that since 9/11 Terrorism strict and continuous panic about the possible terrorist strikes on several European, American and Asian targets, tourism had faced a traumatic challenge but due to wisdom and determination of world tourism leaders and national tourism organizations had survived the challenge. There had been critical ups and downs in the life of this, one of the biggest cultural industries in the world which could thrive best under an environment of peace and democracy. The world writers, particularly the PATWA members had an important role in communicating to the world that it had to choose tourism to get rid of the terrorism psychology of the world's misled and misguided.

Mr. Ahluwalia said that the world must pay serious attention to "Eco Terrorism" too where mindless and greedy on slaughter of man continued all over the world against nature, environment, the world over had to be protected against this "Blind Terrorism" and PATWA seminar participants would also address themselves to this critical challenge and trend.

The aim of PATWA is to promote professional development of Travel Writing and Travel Communication, which will make invaluable contribution in the promotion of tourism. PATWA will support the fundamental objectives of PATA (Pacific Asia Travel Association) efforts for tourism and the same time it will maintain adherence to the fundamental principles of the UNESCO, United Nation and of the World Tourism Organization.

9th March 2003, 10 a.m. at Saal No. 10 at ICC Building at Berlin.

Presse-Information Press Release Communiqué de Presse



ITB Berlin
Internationale
Tourismus-Börse

ITB/14/e - 3 March 2003

International Tourism Exchange ITB Berlin 2003 from 7 to 11 March

ITB 2003: 4th "Travel and Health" Forum - "Travelling with children"

Invitation from the Centre for Travel Medicine and the German Foreign Office

Travelling with children requires preparations which are different, and in particular more thorough than if going abroad with adults. Children are more at risk to the effects of temperature extremes, intense sunlight and dehydration. Parents or those in charge of youth travel groups can quickly encounter mishaps if they give insufficient consideration to medical requirements when they plan their holidays and travels abroad.

"Travelling with children – health care advice" is the main topic of the 4th "Travel and Health" Forum taking place at the International Tourism Exchange ITB Berlin 2003 on Friday, 7 March and Saturday, 8 March at the International Congress Center ICC Berlin. Recognised and well-informed speakers will supply information on the following topics: taking care of children when travelling with them, inoculations when travelling abroad, environmental risks, and advice to parents on how to act in particular circumstances. The forum is jointly hosted by the Centre for Health Care Aspects Abroad (CRM), Düsseldorf, and the health service of the German Foreign Office in Berlin. Over 350 specialists, doctors, pharmacists and representatives from the tourism industry are expected to attend.

"It is our aim to create the best health care conditions possible for parents and adults when travelling with children abroad", said Prof. Dr. Erich Kröger, head of the CRM. The Centre for Health Care Aspects Abroad has been active in this field for the last 15 years. Its activities focus on training doctors, pharmacists and their assistants as well as on publishing specialist literature, papers and providing internet services on the subject of health care aspects abroad. The "Travel and Health" Forum enables representatives of the tourism industry, pharmacists and doctors specialising in health care aspects abroad to exchange information on their views, visions and needs.

Topical information on travel destinations is also available at:

www.auswaertiges-amt.de
www.crm.de
www.travelmed.de

**Presse-Information
Press Release
Communiqué de Presse**

ITB/17/e - 3 March 2003



ITB Berlin
Internationale
Tourismus-Börse

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

ITB-AKTUELL - ITB MEETS THE PRESS - ITB-AKTUELL

Friday, 7 March 2003
13.00 – 13.45, ICC Berlin, Hall 6

"Tourism development in Germany in 2002"

A discussion with: **Ulrich Spörel**, Head of the Department of Tourism Statistics, Federal Statistics Office, Wiesbaden

The Federal Statistics Office presents current findings from the official statistics on the development of tourism in Germany in 2002. Has the general restraint in consumer demand among German households also had an impact on travel within Germany? How has incoming tourism by foreign visitors developed in the face of worldwide economic uncertainty? How has tourism developed in individual German states? These are some of the issues that the speaker will examine in his presentation.

Saturday, 8 March 2003
13.00 – 13.45, ICC Berlin, Hall 6

"Key Future Trends"

A discussion with: **Dr. Auliana Poon**, General Manager, Tourism Intelligence International, Bielefeld

As a consequence of 11 September, renewed economic recession and uncertainty about a possible conflict and its consequences, the suppliers of travel services and facilities and the entire travel industry are asking: what will the future bring? How will travellers react? How can we generate growth in such uncertain times? Where does a potential for growth still exist? How can we remain competitive and still acquire a larger share of the market?

A new tourism scenario – future key trends. Cheaper, shorter and faster travel options, less long haul travel, IT is it, increasing polarisation, destination management: enough is enough, the new consumers, Tourism Intelligence International.

Sunday, 9 March 2003
13.00 – 13.45, ICC Berlin, Hall 6

“Treugast Investment Ranking 2003 in the run-up to Basel II”

A discussion with: **Stephan Gerhard**, General Manager, Treugast Unternehmensberatungs-Gesellschaft, Munich/Berlin

Winners and losers – performance and credit ratings as a basis for hotel financing. The slogan will be “Only the best”. Basel II and ratings by the banks that this will necessitate will create far-reaching changes on the property market. “Only top destinations and 1A micro-locations, together with a long term leasing agreement with one of the leading hotel groups” will ensure profitable returns for investors. For the fourth time the economic and tourism experts from the business consultancy Unternehmensberatung Treugast Munich/Berlin examined the 50 hotel companies that are of prime interest to bankers and investors. Can the leading group in 2002, consisting of Accor, Arabella/Sheraton and Dorint, maintain their dominant position? How do the leading hotel companies in Germany measure up? The performance-oriented investment rankings for 2003 only give the winners and losers, those that have moved up, and those that have dropped out during the economic difficulties of the past season. Based on a catalogue of 38 criteria the analysts provide a well-founded review of the capabilities of the various companies. A nine-stage rating table, ranging from AAA to C, enables the results of the investigations to be accurately interpreted. In his discussions with the press the general manager of Treugast, Stephan Gerhard, presents the blue chips, reveals background details and previews coming trends.

Press contact: Elke Birke, Husumer Strasse 3, 20251 Hamburg, tel.: 040 46 777 100, fax 040 46 777 099, e-mail: info@elkebirkepr.de

Sunday, 9 March 2003
14.00 – 14.45, ICC Berlin, Hall 8

“Pacific Asian : Open for Business”

A discussion with: **Peter de Jong**, President & CEO, Pacific Asia Travel Association (PATA), Bangkok

Topics:

1. The continued, strong performance of our Pacific Asia region as a whole, despite the impact of September 11/2001 and October 12/2002. It shall include recent statistics on the leading destinations (China, Macau, Hong Kong, Malaysia, Vietnam, Thailand, Korea but also Fiji, New Zealand and other “quiet achievers”).
2. The predominant role which China and India will play in the global travel & tourism industry in the years ahead.
3. Recent Security and Crisis Management initiatives PATA has taken to make our region a more secure destination.
4. An update on Bali as a destination and a few remarks about Travel Advisories.

Monday, 10 March 2003,
13.00 – 13.45, ICC Berlin, Hall 6

“The European hotel market, what it can offer, and the most recent figures for 2002”

A discussion with: **Colette Ambiehl**, MKG Consulting, Paris

Monday, 10 March 2003,
13.00 – 13.45, ICC Berlin, Hall 8

“A growing trend in travel to natural surroundings?”

A discussion with: **Christine Garbe**, AeraNova Consult, Berlin
Rolf Pfeifer, forum anders reisen,
Herbert Hamele, ECOTRANS e.V.

Holidaymakers and leisure-seekers are keen to experience nature: cycling and rambling are among the most popular holiday and leisure activities among Germans. Growth rates in double figures are being reported by specialist tour operators, despite the overall decline in bookings received by major tour operators, suggesting that the desire to experience nature is an increasingly popular trend in tourism. Representatives of the World Tourism Organization, the German tour operators' network known as forum anders reisen, and the initiative aimed at creating a European-wide environmental brand, VISIT, as well as the organiser of the Nature Experience Hall at this year's ITB, will be assessing the commercial significance of nature tourism. In addition various initiatives intended to improve the environmental impact of tourism will be presented.

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/18/e - 3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: TO DO! 2002 – Competition for Socially
Responsible Tourism**

In 2002 the Study Group for Tourism and Development invited entries for the eighth time for the TO DO! - Competition for Socially Responsible Tourism.

Of the 17 entries six were from industrialised countries and twelve from the developing nations. The panel of TO DO! judges selected potential winners and these entries were then scrutinised by specially appointed experts.

The organisers of this competition, together with the organisations sponsoring it, believe that the future of tourism will also depend on the material and non-material benefits that it brings for the host population in the various destination areas. Consequently one of the main criteria of this competition involves the concept of **participation**, and seeks to encourage the **involvement of different interests among the local population in the planning and implementation of tourism projects or measures.**

Therefore in assessing the projects it was vitally important, for example, that the indigenous population should be involved in advance in the process of tourism planning, through information events, questionnaires or public discussions. During the implementation stage the aim was to involve as wide a range of the population as possible in the project through active participation and co-determination, and to enable them to share in the economic and socio-cultural effects of the project.

The projects that have been awarded the TO DO! 2002 will be announced on Sunday, 9 March, at 4 p.m. in the ICC Berlin, Hall 8, during the ITB 2003.

Press contact:

Klaus Betz, STUDIENKREIS FÜR TOURISMUS UND ENTWICKLUNG E.V.,
Ammerland, tel. +49(0)7194-382, fax: +49(0)7194-8836,
e-mail: klarobetz@compuserve.com
<http://www.studienkreis.org>

**Presse-Information
Press Release
Communiqué de Presse**

ITB/19/e - 3 March 2003



ITB Berlin
Internationale
Tourismus-Börse

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: Results of the TOURA D'OR 2002 -
International Film Competition "Tourism with a Future"**

In 2002 the Study Group for Tourism and Development invited entries for the seventh time for its **TOURA D'OR - International Film Competition "Tourism with a Viable Future"**.

The TOURA D' OR is awarded to film and television productions that foster socially responsible and more environmentally acceptable forms of tourism, thereby promoting tourism with a viable future. More specifically this means films that encourage travellers to look behind the scenes, that help them to acquire a better understanding of everyday reality in the host countries or to come into contact with the local population, based on a mutual respect for one another. These awards are also made for films which either take a constructive but critical look at some of the negative aspects and effects of tourism or, ideally, indicate positive examples of sustainable tourism development, thereby creating a tourism with a viable future.

A total of 34 films were considered, in the categories of information and documentary films, contributions to magazines or films for service purposes, advertising films, spots, and also miscellaneous.

The titles of the winners of the TOURA D'OR 2002 will be announced on Saturday, 8 March at 2 p.m. in the ICC Berlin, Hall 8, during the ITB 2003.

Press contact:
Klaus Betz, STUDIENKREIS FÜR TOURISMUS UND ENTWICKLUNG E.V.,
Ammerland,
tel. +49(0)7194-382, fax: +49(0)7194-8836,
e-mail: klarobetz@compuserve.com
<http://www.studienkreis.org>

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/21/e - 3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

ITB 2003: Opening Ceremonies

The opening ceremonies of the International Tourism Exchange 2003 will take place on Friday, 7 March, at 7 p.m. in Hall 1 of the ICC Berlin.

The travel and tourism world's fair will be opened by the Federal Minister of Economics and Labour, Wolfgang Clement. Raimund Hosch, Chief Executive Officer of Messe Berlin, will address the guests at the opening ceremonies. The guests from around the world will be welcomed by Klaus Wowereit, Governing Mayor of Berlin. Messe Berlin is expecting over 5,000 tourism experts from all over the world to attend.

The Secretary General of the World Tourism Organization (WTO), Francesco Frangialli, Madrid, will take the opportunity presented by these opening ceremonies to state his views on some of the issues currently confronting the international tourism industry.

The setting for the supporting programme at the opening ceremonies of the ITB 2003 is being designed by Croatia.

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/28/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: 4th Caribbean Forum -
"Caribbean: confidence in the economic upturn"**

The Caribbean Tourism Organisation (CTO) and Arbeitsgemeinschaft Karibik/Caribbean Working Group (AGK: CTO-Chapter Central Europe) are facing the future with confidence. They have expressed their "Confidence in the economic upturn". The basis for this positive statement will be explained in more detail at the 4th Caribbean Forum at the ITB Berlin.

Jean Holder, Secretary General of the CTO, Jo Spalburg, Deputy Marketing-Director of the CTO and Philippe Boucard, Chairman of the AGK, will be providing information about the current situation in the Caribbean on Sunday, 9 March. They will also be presenting the latest visitor figures and announcing this year's marketing activities in Germany. Following the press conference participants will have an opportunity to engage in face-to-face discussions with the representatives of the individual islands over a Caribbean cocktail.

The Caribbean Forum will take place on Sunday, 9 March, from 2 to 4 p.m. in the Europa Room in Hall 7.3.

For additional details:

Arbeitsgemeinschaft Karibik e.V., CTO-Chapter Central Europe, Friedberger Anlage 21, D-60316 Frankfurt, tel.: +49(0)69/4059 3777, fax: +49(0)69/4059 3776, e-mail: info@karibik.de, internet: www.karibik.de

Contact for editorial departments: INEX Communications, Carla Marconi, Konrad-Adenauer-Allee 1-3, 61130 Nidderau, tel.: +49(0)6187/900 780, fax: +49(0)6187/900 785, e-mail: info@inexcom.de, internet: www.inexcom.de

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/30/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: IPK International at the ITB 2003 -
“World Travel Monitor – Annual Press Conference”**

Each year IPK International (WORLD Travel Monitor Company Ltd.) stages its international annual press conference as part of the supporting programme of the ITB Berlin 2003. The short papers will be used to present the latest findings obtained by the “World Travel Monitor”

This year’s reports will deal with global travel trends, the development of tourism demand in Europe and some positive new aspects concerning the German travel market in 2002/2003. This will feature coverage of their own markets by international partners of IPK International, as well as the Tourism Marketing Director of JTB (Japan Travel Bureau Foundation), with whom the company entered into a joint venture this year.

With over 500,000 interviews annually the World Travel Monitor from IPK International is the world’s largest continuous survey of the travel market. Using standardised methodology it has been conducted in all the countries of Europe since 1988, and since 1993 in a growing number of overseas countries of origin too. Over 50 countries and more than 200 companies around the world make use of the World Travel Monitor for their strategic planning.

More information about the Travel Monitor and IPK International can be found on the internet at www.ipkinternational.com. Please address any queries to postel@ipkinternational.com.

**Presse-Information
Press Release
Communiqué de Presse**

ITB/31/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**



ITB Berlin
Internationale
Tourismus-Börse

**ITB 2003: Nature Experience Hall presents
Nature Travel**

Trade visitors and the travelling public attending the ITB 2003 will find the "Centre for Experiencing Nature and Environmental Protection in Tourism" in Hall 10.2. Fifty exhibitors from 10 countries will be offering their attractions and ideas for experiencing nature and for outstanding natural regions in Germany, Europe and overseas on a display area measuring some 400 square metres. The organiser of the Nature Experience Hall, Christine Garbe, AeraNova Consult, has observed a positive trend since the ITB 2002: "Compared with last year the range of exhibitors has become wider and more international. Moreover the continuation of this concept has been ensured as a result of joint ventures with some interesting partners in the media and with sponsors."

Tour operators will be attending from as far afield as South America, Madagascar and Russia. The presentations will feature travel to such natural attractions as the Galapagos Islands and also to the major nature conservation areas of Brandenburg in a new programme which is intended to encourage travel to outstanding natural regions. The concept of the Nature Experience Hall and its implementation enjoy the support of Messe Berlin, which has been actively assisting initiatives to promote sustainable tourism for more than 20 years, and of the tour operator Studiosus, a market leader in educational travel, and of the eco-energy company NaturEnergie from the Black Forest.

There is no disputing the importance of the natural world in tourism. It forms the basis for vacation tourism in Germany and also around the world. According to the Travel Analysis almost a third of all vacation travel by Germans can be classed as "nature holidays". Over 30 % of German vacationers frequently or very frequently go hiking during their holidays, and an even larger percentage visit natural attractions. German tour operators specialising in travel in natural surroundings recorded double-digit growth last year. Total expenditure on such nature holidays amounted to almost 10 per cent of overall tourism sales.

The Nature Experience Hall is therefore a communication platform for tourism specialists and experts in environmentally and socially responsible tourism. The stage in this hall provides the venue for a wide range of events from national presentations to practical models, and this is an opportunity for potential travellers to find out what is available, and for tourism specialists to obtain new suggestions. In association with the radio station SFB4 and the daily newspaper Berliner Tagesspiegel, during the week from 23 February to 2 March the Nature Experience Hall will form the subject of the travel programme "Reisefieber".

The exhibitors will include the World Tourism Organization, Madrid, with some practical examples of combining the environment & tourism, the DANTE network with its model for "Fair Tourism" and the tour operators' network "forum anders reisen" with some ideas for a new approach to the subject.

The Nature Experience hall will also include a stage where visitors can familiarise themselves with various natural regions and examine the concepts of environmentally based and socially compatible tourism development. There will also be 11 events on a variety of topics at the ITB 2003, including Oman, Gomera and the Galapagos Islands. Apart from the exhibitors, the stage in Hall 10.2 will also feature the nature conservation organisation Naturschutzbund, together with the emergency aid organisation for children, Kindernothilfe, and the German alpine association Deutsches Alpenverein. With these presentations the display in the Nature Experience Hall will augment the already wide range of specialist events at the ITB 2003.

For additional details: AeraNova Consult, Schulzendorfer Strasse 87, DE 13467 Berlin, telephone: +493040584980, fax: + 49(0)30/4058498, info@aeronova.de.

Veranstaltungen NaturErlebnis Halle

Tag	Uhrzeit	Titel der Veranstaltung	Veranstalter
Sonnabend, 08.03.2003	11.00 – 12.00	Oman – Das andere Arabien Oman – The alternative Arabia	Arabia Felix Synform
	13.00 – 14.00	Hohe Tatra – das kleinste Hochgebirge der Welt Hohe Tatra – the smallest mountain range of the world	BUND Service GmbH
	16.30	Der faire Aperero – Vorstellung des Reiseleitfadens und der Zertifizierungsinitiative Fair Trade Initiative South Africa	Arbeitskreis Tourismus & Entwicklung, Schweiz
Sonntag, 09.03.2003	11.00 – 12.00	Naturerlebnis im Biosphärenreservat Flusslandschaft Elbe	Elbetourist
	15.00 – 16.00	Sounds and Silence of Galapagos	Canodros – Galapakos and Amazon Adventures
	17.00	Guyana Naturally... – Rum Punch Event	Guyana Tourism Authority
Montag, 10.03.2003	11.00 – 12.00	Praxisbeispiel Umwelt und Entwicklung – Pauschalismus als Verbündeter für Armutsbekämpfung und Naturschutz an der Küste Kenias environment and development in practice – package tourism as partner for the fight against poverty and nature conservancy at the coast of Kenia	Naturschutzbund / Kindernothilfe
	12.00 – 13.00	Mut zur Flut – Hochwasser als Chance der touristischen In-Wertsetzung The Flood – high water as chance for tourism investment	FUTOUR – Umwelt- und Regionalberatung
	15.00 – 15.30	Galapakos and amazon adventures	Canadros
	16.00 – 16.30	„Nur professionelle Wellness ist wirtschaftlich!“ – Buchpräsentation „Wellness und Wirtschaft“	Barbara Richter, Consultant, Herausgeberin Maria Pütz-Willems, Fachjournalistin, Herausgeberin
Dienstag, 11.03.2003	11.00 – 12.00	www.lustaufnatur.net - Die Datenbank für das Reisen in Deutsche Großschutzgebiete www.lustaufnatur.net - the data bank for trips in protected areas of Germany	Naturfreundejugend Deutschland
	13.00 – 14.00	Wanderparadies La Gomera - Von Ort zu Ort durch die wildromantische Kanareninsel	Gomera Trekking Tours
	15.00 – 16.00	Berge bewegen Menschen – Nicht nur im Jahr der Berge Mountains are moving people - not only in the International Year of Mountains	Deutscher Alpenverein



Deutsche Gesellschaft für
Technische Zusammenarbeit (GTZ) GmbH



UNEP

FIRST ANNOUNCEMENT

The United Nations Environment Programme (UNEP-DTIE) and the German Technical Cooperation (GTZ) co-operate on sustainable tourism in Latin America & the Caribbean

Sustainable All-Inclusive?

(Nachhaltig All-Inclusive?)

ITB 2003 Palais am Funkturm Westseite

Monday, March 10, 10.30 – 12.00 am

Sustainable Tourism and All-Inclusive Resorts seems to be a contradiction per se. All inclusive resorts are often highly criticized as islands of affluence within the country, isolated from the rest of the population. It is said that they do not contribute much to the local economy but instead threaten the local environment and socio-cultural structure of the neighbouring communities.

Is that the whole truth?

What about the salaries carried home by 200 Nicaraguans working in the first All-Inclusive in that very poor country? What about local suppliers of food, drinks and handicraft purchased by that resort for thousands of US\$ a week?

A first approach to bridge the gap between beach tourism and the local economy by the British cooperation has shown interesting results in Gambia: the mainly informal suppliers such as fruit or handicraft sellers managed to increase their weekly earnings from resort guests by 50-200%.

Such first evidence has lead GTZ to start this "Sustainable All-Inclusive Resorts?" initiative. It aims at identifying resorts' contribution to the local economy and the environment, and to find out how to improve it for mutual benefit. A first study will be carried out in a partnership with two resorts in Central America & the Caribbean.

What is the role of Tour Operators?

Tour operators are often the main intermediaries between resorts and the consumers. This position allows them to influence the performance of suppliers as well as to direct the choice of consumers towards more sustainable products and services. The Tour Operators' Initiative (TOI) members have committed to integrate 'sustainability principles' in their business relations with their suppliers. Jointly they have developed a common framework and as a first step, they will disseminate to more than 10.000 contracted hotels a booklet on best environmental and social practices, produced in co-operation with Conservation International/CELB.

Speakers include:

Klaus Lengefeld, *GTZ coordination Latin America & Caribbean*, Opening remarks the Sustainable All-Inclusives initiative and the role of the tour operators.

Dr. Harold Goodwin, *International Centre for Responsible Tourism and University of Greenwich, UK*, on recent findings from Africa;

Dr. Theo Eberhard, *Munich University of Applied Sciences (to be reconfirmed)*, on the interaction of resorts with local agriculture.

Giulia Carbone, *UNEP*, on the Tour Operators Initiative

Jamie Sweeting, *Conservation International/CELB*, on the "Guide for hotels on environmental and social best practices".

For more information, please contact: Giulia Carbone at gcarbone@unep.fr or
Klaus Lengefeld at Klaus.Lengefeld@gtz.de

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/33/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: dreams on rails -
120 years of the Orient Express – born again at the ITB Berlin**

One hundred and twenty years ago exclusive travel was reserved for the privileged few: six-course meals in the dining car to the sound of piano music helped to make the journey pass more quickly, and the travellers were among their own kind. This was the train that inspired Agatha Christie's novel: "Murder on the Orient-Express".

Eight original carriages will be on display in Berlin, including the famous "Fleche d'Or" with its valuable marquetry, and the luxurious bar carriages, the traditional "Présidentielle" and the "Aquitaine". The train will be headed by the 01 1102, under steam, which is the world's only streamlined express steam locomotive of the former German railways, the Deutsche Reichsbahn (150 kph). The entire rolling stock of NIOE Train de Luxe AG consists of 40 carriages and four locomotives.

"Fleche d'Or" Pullman Car No. 4080

Travelling in the classic English surroundings of a late 1920s Pullman car: the 24 1st class armchairs at the twelve double tables are authentic in every detail. In 1937 the Fleche d'Or (built in 1927) was converted to a restaurant car and now it is the only operational Pullman car complete with kitchen anywhere in Europe. This carriage has had a fascinating history. Originally used on the Amsterdam-Basel feeder service, in 1955 it became a permanent part of the Southern Express on the Irun-Madrid-Lisbon route. It was discovered in a very poor condition near Madrid in the late 1970s, was taken to Ostende where it was lovingly restored over a two-year period. Fortunately the valuable wooden marquetry had been removed and put in storage, and it was therefore possible to re-install it in the carriage. This helps to give the carriage, and your journey, the style and elegance associated with the 1920s.

"La Présidentielle" Voiture Restaurant No. 3354

The list of the famous people who have travelled in this carriage is a long one and reads like a who's who of European heads of state. This is where French presidents such as Charles de Gaulle and Georges Pompidou received distinguished figures and state guests such as Queen Elizabeth II, Andrei Gromyko and King Baudouin. Even the Soviet Secretary General Kruschchev is reported to have felt extremely comfortable when dining in this restaurant car in

1960. Constructed in 1927, this carriage was used by French presidents on many official occasions up to the mid-1970s. Nowadays this scene of so much history seats 30 diners in the utmost comfort. The long table with 18 comfortable armchairs has been a permanent feature of all French state dining cars since 1894, and today it is still the ideal setting for large groups and social occasions. Adjoining it is a more exclusive space with two four-seater and two two-seater tables.

“L'Aquitaine” Salon-Restaurant Car No. 007

Despite its modern technology “L'Aquitaine” has been designed in the Art Deco style of the 1930s that was typical of Pullman cars. In the mid-1960s it was regarded as one of the most up-to-date restaurant cars, complete with air conditioning. Until “L'Aquitaine” was pensioned off in 1980 it was always fitted with the latest technical equipment and was used by various European railways on their most prestigious services, most recently on the legendary 'Capitole', an SNCF express. The main task confronting its restorers (a process which took until 1995) was to provide an authentic re-creation of its elegant external appearance. This included the small oval window next to the doors, decorated with the brass ornamentation of the original Pullman cars. The walls are lined with dark wood with authentic decorations, giving this carriage its elegant but inviting atmosphere. The 2- and 4-seat tables with the accurately re-created plush armchairs can seat 39 travellers.

Guided tours of the train are available for trade visitors and exhibitors. Visitors to the fair can dine in luxury in one of the restaurant cars, and the menu includes champagne and fine canapés.

In addition to the advertised journeys on historic European routes such as the Nostalgie Istanbul Orient Express (NIOE Train de Luxe AG, Zürich) and the well-known Moscow-Beijing route covered by the Nostalgie Russian Orient Express, the train can also be chartered for special events and conferences.

Visitors will find the Orient-Express between Halls 2.2 and 4.2.

For additional details: NIOE Train de Luxe AG, Dr. Hans Hunger,
Militärstrasse 76, CH-8004 Zurich, Switzerland, tel.: +41 1 910 5648,
e-mail:hans.hunger@bluewin.ch.
In Germany: TourConcept, tel.: 02163 499 266, e-mail: info@tourconcept.com

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/37/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: Sixth Annual ITB Incentive Travel & Business
Travel Forum**

At the ICC on Monday 10 (14.00 - 16.00) Messe Berlin, in co-operation with UK based Meetings World (1969) Associates (MWA) will once again stage the Forum which will focus on the high yield, foreign exchange markets of incentive travel and business travel.

The past year or so has seen companies worldwide giving ever closer scrutiny to corporate spending on travel in general - and expert speakers from around the globe will present the latest trends and forecasts in these particularly specialised markets.

„Sixth Annual Incentive & Business Travel Forum

- 14.00 Introduction & Objectives, Moderator
Geoffrey Gray-Forton
Chairman - MWA
Meetings World (1969) Associates (MWA), Bournemouth
- 14.10 Speaker
Jose Antonio Ferreiro
Chief Executive Officer - WTOBC
World Tourism Organization Business Council, Madrid
- 14.40 Interview (with the Moderator)
Christophe Verstraete
Executive Director - Euromic
The Destination Management Partnership
in Europe and the Mediterranean, Brüssel
- 15.10 Speaker
Ghassan Saad
President - WATA
World Association of Travel Agencies, St. Gallen

15.40 Open Forum
Delegates' questions to the four Speakers,
who will be joined by
Drazen Hochecker
Director - ZCB
Zagreb Convention Bureau, Zagreb

Jim Power
Secretary General - Skâl International
International Association
of Tourism Professionals, Torremolinos

16.00 End

Presse-Information Press Release Communiqué de Presse



ITB Berlin
Internationale
Tourismus-Börse

ITB/38/e -3 March 2003

International Tourism Exchange ITB Berlin 2003 from 7 to 11 March

ITB 2003: Selling Private Companies in the Travel and Leisure Sector

In spite of, and perhaps as a consequence of, the events of 11 September 2001, the travel sector continues to consolidate. A generation of family-owned businesses face succession and exit issues. Changing patterns of distribution, new developments among suppliers - such as low-cost airlines- and differing consumer demands, have created additional pressures for independently owned businesses.

Both buyers and, particularly, sellers of private companies require the best corporate financial advice on how to acquire and divest their shareholdings in a cost-effective exercise at the right valuations and with minimum conditions. Every transaction is *sue generis* and requires unique and customised advice.

Continental Capital Partners (www.ccpltd.net) has solid experience in buying and selling private companies, as private equity corporate financiers. However, they also have a track record of acquisitions and disposals in the travel sector, as well as with private equity financial buyers who continue to invest in the sector.

CCP will be holding a workshop at ITB on buying and selling private companies in the travel sector or "getting to that pot at the end of the rainbow". This workshop should be of great interest to owners of specialist travel companies, as well as to corporate development executives within the larger travel multinationals and advisors working in the sector.

The workshop takes place on Monday, 10. March, ICC, hall 21, 15.00 -16.00.

More information: Roger C.H. Luscombe, Continental Capital Partners Ltd., CCP House, 8 Wilfred Street, London SW1E 6PL, Tel.. +44 207 630 2010, Fax: +44 207 630 2011, Email: roger@dealmaker.co.uk

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/49/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

ITB 2003: spotlight on the travel literature market with the "ITB Book Quiz" and "Travel Guide Award ITB 2003"

Messe Berlin is mounting two major events at the "ITB Book World 2003" exhibition, the first of them being the "ITB Book Quiz" and the second a new prize which is being presented for the first time this year, the "Travel Guide Award ITB 2003". The intention is to make visitors to the fair and the tourism sector more aware of the importance of travel guides. These activities at the ITB are being supported by the German book trade's organisation, Börsenverein des deutschen Buchhandels, and by IATA. The Book Quiz is being sponsored by the tour operators TUI and Studiosus, and also by the following publishers of travel guides and maps: DUMONT, Marco Polo, Merian live, Polyglott Apa Guide and SympathieMagazine, the latter being produced by the Study Group for Tourism.

What is the name of Europe's Capital of Culture in 2004? Is it Genoa, Rome, Lille, Berlin, Graz or Barcelona? This is one of the questions in the "ITB Book Quiz" which can be found on the 60,000 leaflets that are being distributed at the various ticket offices. Visitors are invited to hand the completed leaflets in at the ITB Book World. The first prize is a 5-day stay for two in Barcelona with Studiosus, including all the travel arrangements. The second prize consists of a weekend trip to Rome for two with TUI. The winners of the 3rd to 10th prizes will each receive a generous package of selected travel guides from Polyglott Apa Guide, Marco Polo, Merian live, SympathieMagazine and DUMONT.

Messe Berlin is introducing the "Travel Guide Award ITB 2003" for the first time this year. In future it will be given to authors of works published in German or available in this country as translations. These should be recent guides, published not more than two years before the date of the presentation of the award. The deciding criteria are the quality of the contents and of the production of the travel guides. Important factors to be considered are topicality, the research work, quality of the text and illustrations, writing style, utility and maps. The main question to be answered is: how realistically, and thus how critically, does the guide deal with the destinations?

Four prizes are being awarded this year for the best travel guides on the up-and-coming, long haul destination "China", in the following categories: compact travel guides (up to 10 EUROs), traditional travel guides, guides for individual travellers, travel guides focussing on art (special category).

The awards will be presented together with the "Prix ITB" on Sunday, 9 March 2003, at 4 p.m. in the ICC Berlin, Hall 7.

The winners will be chosen by a panel comprising three experts in the fields of travel guides and tourism: Cornelia Camen, BuchMarkt, Maria Ebert, freelance journalist working for Buchreport, and Annelis Versloot from the Schropp bookshop in Berlin. No remuneration will be provided with these prizes. This year a framed certificate will be presented to the winners. This event is being organised by the Munich public relations specialists Philipp in association with Messe Berlin.

A total of 15 titles on the destination China have been nominated for the **"Travel Guide Award ITB 2003"**; in the following categories.

Category 1: Compact travel guides

China. Marco Polo Reiseführer, Reisen mit Insider-Tipps, mit Reiseatlas, Mairs, 2002
Polyglott On Tour, China, 2001
Hong Kong, Merian live, 2002
Beijing, Merian live, 2002
Shanghai, Merian live, 2002
Hong Kong, DUMONT extra, 2003

Category 2: Traditional travel guides

China. Polyglott Apa Guide, Jubiläumsausgabe, 2003
National Geographic Traveler, China, 2002
Baedeker Allianz Reiseführer, China, Baedeker, 2002
China. Richtig Reisen, DUMONT, 2002

Category 3: Individual travel guides

Nelles Guide, China, Hong Kong, Nelles, 2002
China. Manual, Reise Know-How Verlag, 2000, new: April 2003
Mit dem Fahrrad durch China. Imhof, 2000

Special category 4: Art travel guides

China. Kunst-Reiseführer, DUMONT, 2002
Seidenstrasse. Kunst-Reiseführer, DUMONT 2001

The following winners of the "Travel Guide Award ITB 2003" have been selected:

Category 1: Compact travel guides:

China. Marco Polo Reiseführer. Reisen mit Insider-Tipps. Mit Reiseatlas. Mairs, 2002

Category 2: Traditional travel guides:

China. Polyglott Apa Guide. Anniversary issue, 2003

Category 3: Individual travel guides:

China. Manual, Reise Know-How Verlag, 2000, new: April 2003

Special category 4: Art travel guides:

China. Kunst-Reiseführer, DUMONT, 2002 /
Seidenstrasse. Kunst-Reiseführer, DUMONT 2001

Presse-Information Press Release Communiqué de Presse

ITB/51/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**



ITB Berlin
Internationale
Tourismus-Börse

ITB Berlin 2003: "Young Travel Centre" celebrates its fifth anniversary

A young trade fair concept offering an interactive range of events - Thailand and the "Work Experience Pavilion" are new additions to the Youth Travel Hall

The doors will open at the "ITB Young Travel Centre" on Friday, 7 March in Hall 1.1.a to reveal an innovative concept that includes a number of fascinating events and panel discussions. Under the leadership of FIYTO (Federation of International Youth Travel Organisations), Copenhagen, and RUF Jugendreisen, Bielefeld, Germany's market leader for accompanied travel by young people, a total of 158 exhibitors from more than 21 countries will be on display in the Young Travel Hall, which has been taking place successfully for the past five years. Thailand, which will host the "World Youth and Student Travel Conference" (WYSTC) in the autumn of 2003, will be represented with its own stand for the first time in the Young Travel Hall. This is further evidence of the growing interest among tourism associations in the youth travel sector. In addition to Thailand the British Tourist Authority will also be represented by its own stand at the ITB Young Travel Centre.

"The exhibitors will be celebrating the fifth anniversary of the establishment of the Young Travel Hall on Friday, 7 March, at 6 p.m. The concept of a separate hall for displays by suppliers of travel services for young people was introduced in 1999 and since then it has become a regular feature of the ITB Berlin," according to Peter Kruyt, Director General of the FIYTO. "The strength of the youth sector of the travel market is also apparent in the fact that twenty per cent of worldwide tourism comes under the heading of 'Young Travel'." The combination of work and travel is an increasingly important feature of the youth travel sector. This fact has been recognised with the introduction this year of the "Work Experience Pavilion", where visitors can find out what is available in the form of practical experience and jobs abroad.

In addition to the exhibitors, highly qualified international speakers will also be taking part in the programme to provide background details about the "young travel" market segment. The various forums and discussions will no doubt also focus on the current situation in the youth travel sector. In this context Thomas Gehlen, General Manager of RUF Jugendreisen, says: "Against the background of the changing economic situation and the threat of war in Iraq it is difficult for us to estimate how business will develop in 2003. Bookings were down by a considerable amount in the first quarter, but since February they have recovered to last year's level. We are currently unable to provide accurate forecasts for RUF Jugendreisen and SFI Sporttouristik in 2003. The situation is the same among other tour operators." RUF Jugendreisen and SFI Sporttouristik in

particular are reacting to the present state of the market with new products offering an attractive ratio of price to performance. "We believe that the price will be the decisive criterion this year. We are presenting a new product at the ITB 2003, 'RUF Extra 2003', which is aimed in particular at those who are keen to travel but have not yet made any firm decisions," explains Thomas Gehlen.

Activities on the stage at the "ITB Young Travel Centre"

During the three days when the general public is admitted (Friday, 7 March to Sunday, 9 March) there will be plenty to interest visitors. Exhibitors believe that it is important for visitors to be actively involved in events at the fair. A selection of events is listed below in which young and old alike are invited to participate:

Friday, 7 March, is devoted to schools, school groups and travel agency counter staff in particular. Between 3 and 4 p.m. the focus will be on educators and on Berlin schools. The workshop "Competence Centre for School Trips" is being organised on the stage at the Young Travel Centre by **welcome berlin tours**, Berlin, in collaboration with **EVR Reisen**, Dresden and **Alpetour**, Starnberg. It will provide information about ideal ways of preparing and staging trips by school parties to ensure that the experience is a memorable one. The programme on the stage on Saturday between 1 and 5 p.m. is being planned by the Berlin radio station "Kiss FM" together with "Welcome Berlin" (organiser of school trips).

During the ITB 2003 visitors can rise to new heights courtesy of **RUF Jugendreisen and the Young Travel Centre**. A flight simulator in front of the entrance to Hall 25 will encourage visitors to try flying with kites, on skis or like a bird. For example participants can experience what it is like to go ski-jumping or gliding over the mountain tops. This specially constructed simulator lifts "flyers" 20 metres into the air using a crane. On Stand 114 in Hall 11.1 and on the stage, RUF Jugendreisen and SFI Sporttouristik are organising a prize draw in which participants can win vouchers enabling them to try out the flight simulator for free.

During the five days of the ITB visitors to the Youth Hall can also climb the **Magic Mountain**, which is being provided in association with "Youth Travel Berlin". This three-dimensional climbing wall will excite beginners and Everest experts alike.

STA Travel is represented at the ITB Berlin for the second time. The world leader in youth and educational travel, which has 33 offices in Germany and has earned a good reputation among students in particular, is presenting its newest products. Throughout the fair STA Travel is also staging a competition, the prize being a flight to Australia, two overnights and an excursion around the Whitsundays on a sailing boat. Entry forms are available from the STA, Hall 1.1, Stand 136. Winners will be chosen after the ITB 2003 and will be notified immediately.

The **Federal Office for Health Information and Advice (BZgA)** is attending the ITB Berlin for the second time. In association with Das Reisetz, Cologne, it is launching various projects intended to improve the quality of youth travel. One of its projects which will be featured in the "ITB Young Travel Centre" is entitled "GUT DRAUF". This is a concept for young travellers to encourage a healthy lifestyle, involving a balanced diet, pleasant forms of entertainment, and sporting and other physical activities intended specially for young people.

Specialist programme on the subject of youth travel at the ITB Young Travel Centre

Trade visitors will find a wide and varied supporting programme with various papers, panel discussions and workshops.

For the first time the **Global Work Experience Association (GWEA)**, founded in October 2002, will be staging a presentation at the ITB 2003 on **Tuesday, 11 March**, from 11.30 a.m. to 12.30 p.m. in the Young Travel Hall. This association, which has 100 members and was set up in collaboration with the FIYTO during the "World Youth & Student Travel Conference" in Rhodes, focuses on a rapidly expanding field within the youth travel sector. This paper will present various possibilities for obtaining practical experience and finding jobs abroad. Speakers will deal in particular with the residency regulations in various countries and with the legal situation. Speakers at this event will include Thomas Kiechle of GIJK in Bonn, Paul Christianson, CEO of InterExchange and President of GWEA/ New York, and the FIYTO President Jack Corona/ London.

The Tourism Committee of the Deutscher Bundestag (lower house of parliament) will be meeting on the stage on **Monday, 10 March**, from 11 a.m. to 12.30 p.m. to discuss the subject of "Learning while travelling". It will not only give details about school trips but will also present some of the experiences made by young people when travelling in foreign countries. Hans-Gerd Marian, Chairman of the youth travel forum BundesForum Kinder- und Jugendreisen, will chair the discussions, in which deputies from all the parties will take part.

The **FIYTO** seminar on **Monday, 10 March**, from 2 to 4 p.m., is aimed at international tourism organisations. The seminar entitled "National Tourist Organisations (NTO's) meet the Young Travel Industry" will explain to destinations why they should give more consideration to the needs of the youth target group. At the Palais am Funkturm Juthamas Siriwan, Governor of the Tourism Authority of Thailand, and Tony Mayell, General Manager of the Australian Tourist Commission for the UK & Europe, will report on their own experiences with young travellers. A representative of Berlin Tourismus Marketing will also be reporting on the best ways of targeting the young.

The **BZgA** extends an invitation to attend a panel discussion on the stage at the YTC on **Tuesday, 11 March**, from 10.30 to 11.30 a.m. Here the subject of "Quality criteria for travel by young people and children" will be discussed with experts from this field.

For additional press information:

Peter Kruyt, FIYTO, Bredgade 25h, 1260 Copenhagen, Tel.: +45.3333.9600,
peter.kruyt@fiyto.org

Thomas Gehlen, RUF Jugendreisen, Trend Touristik GmbH, Hermannstr. 1-3, D-33602
Bielefeld, Tel.: +49 (0)521-96 27-263, www.ruf.de

Vera Hennrich, mondo media PR, Laimer Str. 47, D-80639 München, Tel.: +49 (0)89-17
89 70-10, www.mondomedia.de

Presse-Information Press Release Communiqué de Presse



ITB Berlin
Internationale
Tourismus-Börse

ITB/46/e -3 March 2003

International Tourism Exchange ITB Berlin 2003 from 7 to 11 March

Some other important information

Opening times: Daily from 10 a.m. to 6 p.m.
10. and 11 March: for trade visitors only

Entrances: for the general public:
South Entrance (Jafféstrasse) and
North Entrance (Hammarskjöldplatz)
Hall 7 (Jafféstrasse)
Hall 9 (Messedamm)
Hall 14.1 (Messedamm opposite ICC Berlin)
Hall 19 (Hammarskjöldplatz)

Registration: **Trade visitors:**
Registration and issue
of informational material about the ITB
at the counters in the ICC Berlin and
at the South Entrance

for journalists
ICC Berlin, Hall 7 and Press Centre in Hall 6.3

Admission charges: **Trade visitors**
Trade visitor's coupon EUR 38.50
(for multiple and single visits)
The coupon includes a voucher
worth EUR 3.50, and this amount will be deducted
from the cost of the catalogue.

General public:
Day ticket: EUR 11.50
pupils/students: EUR 6.00

Happy Friday ticket EUR 7.50

Trade Visitors' Days :

Monday, 10 March and
Tuesday, 11 March:

The admission charge for trade visitors will apply exclusively,
EUR 38.50

Catalogue:

The catalogue, containing all the information about the International Tourism Exchange ITB Berlin 2003 costs EUR 12.00

Fair Management:

ICC Berlin / Bridge (from 03 March)

Press Centre:

Hall 6.3 (from 5 March)

ITB Business Lounge

Hall 10.1 (for exhibitors and trade visitors)
Table reservations, tel: 030-3033 6773

Business Center

ICC Berlin, Hall 2.2a / Room 55,
between Hall 20 and 21

Banks:

Reise Bank, Hall 14.1
CashMobil, Reisebank Hall 24

Cash dispensers:

ICC Berlin, entrance foyer
Hall 19, centre foyer Halls 1.2a / 2.2a

Post office:

Kleiner Stern, upper floor,
Hall 14.1, open from 10 a.m. to 6 p.m.

**Credit card telephones /
fax machines:**

Post office, "Kleiner Stern", upper floor,
ICC Berlin, centre foyer 1.1/2.1,
centre foyer 2.2/4.2, 5.2/6.2, entrance to Hall 7,
passageway between Halls 7a, b, c, 7.2/8.2, "Kleiner
Stern", 18/17/11.2, entrance to Hall 19, passageways
between Halls 20/21, 21/22, 22/23, passageways
between Halls 24, 25/26, entrance to Hall 26

Parking:

Neue Kantstrasse
Hammarskjöldplatz
Masurenallee
Messedamm
in front of the Deutschlandhalle
Jafféstrasse (opposite Halls 25/26)
Avus Nordkurve
Olympic Stadium (free bus shuttle)

Parking for the disabled:

Hammarskjöldplatz, P 1, P2

Deutschlandhalle, P 14

Neue Kantstrasse, in front of ICC deliveries entrance

**For trade visitors:
and exhibitors:****free ITB airport shuttle**

from Berlin-Tegel airport the ITB airport shuttle operates to and from the Berlin Exhibition Grounds/ ICC Berlin and South Entrance P18 every 30 minutes between 08:00 and 18:20

**For trade visitors
and exhibitors:**

free shuttle on the Exhibition Grounds daily from 08:30 to 19:00

Press shuttle:

from Hall 14, "Funkturminnenhof" (Funkturn courtyard), non-stop to Hall 6.3

Travel Technology shuttle:

from Hall 14 to Hall 6.1a and Halls 7.1a and 7.1b

Hotel shuttle buses**for exhibitors and trade visitors only**

free from a number of hotels in the city to the Berlin Exhibition Grounds each morning, returning in the evening

**For exhibitors,
trade visitors and
general public:****free ITB bus shuttle (daily 08:30-19:00)**

from the Olympic Stadium to the Exhibition Grounds at the Main South Entrance

RADIO RENDEZVOUS

sponsored by
Messe Berlin
Expedia
(Hall 6.3/101a)

is a mobile production and broadcasting unit which is intended to meet the professional needs of radio journalists.

The technical facilities and services are available free of charge to all journalists. Broadcasting items can be edited on site, commentaries can be provided and live links can also be set up here. In addition the RADIO RENDEZVOUS has its own journalist, who will be providing up-to-date reports on the fair.

The broadcasting items and interviews will be made available to all broadcasting stations, not just those represented at the ITB Berlin, and no charge will be made for this service.

**Presse-Information
Press Release
Communiqué de Presse**

IIIIII Messe Berlin

ITB/52/e 3 March 2003



ITB Berlin
Internationale
Tourismus-Börse

**International Tourism Exchange ITB Berlin 2003
Travel and Tourism World Trade Fair from 7 to 11 March**

**ITB 2003: International Tourism Film Competition
"PRIX ITB 2003"**

Entries were invited for the "PRIX ITB 2003" at the International Tourism Exchange ITB Berlin. The ITB Berlin, which is the leading event in the international tourism industry, first addressed the medium of film 30 years ago. Messe Berlin has been organising this tourism film competition ever since, with the aim of providing a comparison of the "Tourism Film" that will transcend national borders.

Well over 1,200 films and video productions from more than 40 countries and territories have been submitted at the previous 30 competitions. As well as tourism films, since 1983 awards have also been given for video productions. In 1990 the scope of the "PRIX ITB BERLIN" was widened to include the category of "Spots & Clips". In the same year it was augmented by the award of a special prize by INFORFILM INTERNATIONAL for the film or video that most effectively appeals to and motivates groups of viewers all over the world. INFORFILM INTERNATIONAL is an organisation representing the distributors of information films and videos. A further category was introduced in 1995, that of "Journalistic Tourism Features".

Results of the "PRIX ITB BERLIN 2003"

Tourism Advertising Films

A total of 16 productions from 5 countries were submitted in the "Tourism Advertising Films" category. The jury did not award the **Golden Compass**. A **Silver Compass** was awarded to "Im weissen Rössl", submitted by the hotel "IM WEISSEN RÖSSL", St. Wolfgang/ Austria, and produced by MedienWerkstatt, Innsbruck. A second **Silver Compass** went to "Discover the joy of Austria - No. 2 Stomp", entered by Österreich Werbung, Vienna, and produced by Fandon Movies, New York. For the **Bronze Compass** the jury chose the film "Art of Noise", submitted by the city of Stuttgart and produced by Leithaus GmbH, Filmproduktion, Stuttgart.

Messe Berlin GmbH Messedamm 22 D-14055 Berlin
Pressekontakt: Peter Köppen
Telefon 030 / 3038 2275 Telefax 030 / 3038 2141

Veröffentlichung kostenfrei
Beleg erbeten
e-mail: presseteam-03@messe-berlin.de

Publication free of charge
File copy requested
Publication gratuite
Sollicitons copie

Journalistic Tourism Features

The "Journalistic Tourism Features" category provided an opportunity for television stations and for film and television production teams to enter "their" film/television productions for this renowned competition.

A total of 14 entries competed for the Golden, Silver and Bronze Compasses. The jury awarded the **Golden Compass** to the feature "reiselust - Österreichs Kärnten", submitted by the editorial team of "reiselust" from Zweites Deutsches Fernsehen, and produced by WDW Film- und Videoproduktion, Klagenfurt. This year the jury made two silver awards. One **Silver compass** went to the editorial team of "VOXTOURS", Cologne, for its feature "Voxtours Mauretania", produced by Oliver Roetz, Euskirchen, and another to "VOXTOURS EXPLORER - Papua Neuginea", submitted by TANGO Film, Munich, and produced by Markus Strobel. The **Bronze Compass** was awarded to the feature "einfach luxuriös - zwei Frauen unterwegs", submitted by Schweizer Fernsehen (Redaktion Show), Zürich, and produced by Toni Wachter.

In the category "Spots & Clips" one **Silver Compass** was awarded to the Hong Kong Tourist Board for the spot "Hong Kong is a Non-stop Playground", produced by Cin-tech, Hong Kong, and another to the spot "More than the Usual", submitted and produced by the Philippine Department of Tourism, Manila.

The independent jury of the International Tourism Film Competition "PRIX ITB BERLIN" comprises the following:

Chairman of the jury of "PRIX ITB 2003"

Beate Grüner, K3 Media, Berlin

Jeanette Bartel-Said-Fawy, Freie Universität, Berlin
 Eyck Detjens, DM FILM & TV PRODUKTION, Hamburg
 Jürgen Drensek, producer and director, Chairman
 of the Vereinigung Deutscher Reisejournalisten (VDRJ) e.V., Berlin
 Ute Fischer, editorial department Fischer + Siegmund, Reinheim
 Gesine Froese, publisher, CariLat. de, Felde am Westensee
 Helga von Graevenitz, president, Vereinigung Kunsttourismus, Binningen
 Armin Herb, journalist, Munich
 Bernhard Kellner, chief, Press and Public Relations,
 Langenscheidt Verlagsgruppe, Munich
 Hans Christoph Knebusch, journalist, Berlin
 Elisabetta Lampe, journalist, Milan
 Ulrike Peckskamp, United Visions, Berlin
 Margrit Philipp, PR team, München
 Heidi Schuller, producer, Hamburg/Berlin
 Thomas C. Wilde, W & P Wilde & Partner, managing director, Munich
 Eva-Maria Wittke, producer, Norddeutscher Rundfunk (NDR), Hamburg
 Katharina Wolkenhauer, Norddeutscher Rundfunk (NDR), Hamburg

The awards will be presented on Sunday, 9 March at 4 p.m., Room 4/5 at the ICC Berlin.

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/45/e -3 March 2003

**ITB Travel Technology Congress
initiates new developments**

Full integration with the "Travel Technology" segment of the market

A new concept, a new name, a new image – these are the features characterising the "23rd ITB Travel Technology Congress". For the first time this congress is taking place where, in view of its subject matter, it really belongs: at the heart of the "Travel Technology" section of the fair.

New conference rooms in Hall 7.1 a are available at the ITB 2003. A total of 38 speakers and presenters – leading executives from major national and international companies, will be focussing their attention on the key subjects of online-reservation systems, legal and safety issues, the hotel trade, and the use of technology and multi-channel sales to increase productivity. The close proximity to the ITB Travel Technology halls will also enable exhibitors at the ITB 2003 to attend the individual groups of papers without having to cover long distances on the Exhibition Grounds.

The congress programme has also been overhauled and modified, reflecting the changes that have been made in the timing of the fair. For the first time the opening event will take place on a Sunday. The appearance by Stefan Pichler, Chairman of the Board of Thomas Cook AG, at 2 p.m. on 9 March 2003 will be eagerly awaited, and he has announced that he will be addressing the subject of "Strategic information in preparation for the future of tourism". "Railways versus cheap flights and road transport" – is the subject of the ensuing discussions, introduced by Jürgen Büchy, Deputy Divisional Director for Sales of Deutsche Bahn. At a time of weak growth and pressure on prices, Paul A. Stodden, Chairman of the Divisional Board of Siemens Business Services, believes that a balance between business and IT strategies is important. For tourism companies that are active internationally the consolidation of IT systems has an important part to play in achieving significant cost reductions.

Session 2 on Monday morning should meet with a great deal of interest. "Which online reservation system will prevail in the future?" – answers to this question will be provided by the representatives of the international market leaders in reservation systems, Orbitz, Sabre, Opodo, Amadeus and Expedia, at a meeting that is bound to generate some lively discussions. For example, Jeff Katz, Chairman of the Board and President of Orbitz, is of the opinion that the internet is having a significant influence on the travel industry in the USA, and this has been particularly evident over the last three years. American customers have become smarter and more assertive, and as a result airlines and providers of travel services have been forced to adapt their business models accordingly. Jeff Katz asks what trends, successes, and also risks this implies for the American travel market, and what this could mean for Europe.

For the first time a concluding event is being planned for this congress. On Tuesday, 11 March, starting at 12.30 p.m., each of the presenters will summarise his own session and highlight the main findings. This will be followed by a discussion with the participants. Everyone attending the congress is invited to this event, which is free of charge.

The accompanying exhibition in Hall 7.1 b, directly adjacent to the congress, will feature all kinds of software that is particularly relevant to the tourism sector, ranging from travel portals to booking machines, websites containing their own booking facilities, and the world's first auction service for hotel block bookings.

The complete congress programme and details about the ITB Travel Technology Congress and the exhibition can be found at www.tmsmessen.de under the heading "Kongresse/Congresses".

For additional details:

Petra Strelau
tel. +49(0)30/446 871-23, fax -40
e-mail: strelau@tmsmessen.de

**Presse-Information
Press Release
Communiqué de Presse**



ITB Berlin
Internationale
Tourismus-Börse

ITB/44/e -3 March 2003

**International Tourism Exchange ITB Berlin 2003
from 7 to 11 March**

**ITB 2003: ITB Tourism Studies Centre – Professional and up to date –
Based on three main aspects**

Against a background of difficult economic conditions and an uncertain future the ITB Tourism Studies Centre has consolidated its position as a link between young tourism professionals, the industry itself and tourism research. With its highly competent and extremely varied range, focusing on training and advanced training, in 2003 it is again playing a central role in improving the professional standards of newcomers to the tourism industry. It also makes a substantial contribution to the constructive dialogue between the industry and researchers, as well as presenting current trends throughout the tourism spectrum.

- This applies firstly to the international range of training and advanced training offered by universities, polytechnics, vocational schools, the specialist departments of employment offices and other institutions in Hall 5.3. With 46 exhibitors from seven countries it features a remarkable range of information for those seeking a promising new direction in their careers. In addition to the host country Germany there are also exhibitors from Italy, the Netherlands, Austria, Poland, Switzerland and Finland.
- The aforementioned attributes also apply to the congress "Progress in Tourism Research", which is traditionally held on the Sunday at the ITB in Hall 14.2. Featuring outstanding speakers from Germany and abroad, it provides a forum for discussions about topical issues from various areas of tourism.
- And thirdly they also apply to the so-called Tourism Forum, which is also held in Hall 14.2. With its numerous papers, presentations and panel discussions it again makes a significant contribution to the attractive and highly informative supporting programme of the ITB Tourism Studies Centre.

The presentations on the stands will be augmented by a number of interesting events in Hall 5.3, which emphasise the role of the ITB Tourism Studies Centre in promoting information and communication.

These wide-ranging and varied attractions provide a synergy that links the areas of research, practice and training, and over the years the Tourism Studies Centre has evolved into a vital platform for an exchange of information and ideas about tourism at the highest level. To an increasing extent it is developing into a major meeting place for everyone involved or interested in tourism.

Networking – contacts that create new opportunities and bring success

Although contacts are not the whole picture, if they are neglected then the opportunities for finding good jobs on entering the industry, and for subsequent advancement, are substantially reduced. That is why many of the events on the stands in Hall 5.3. are intended to help to maintain and strengthen the contacts that were first established during training or advanced training.

Evidence of the long term links and friendships that are established and cultivated at the Tourism Studies Centre can be found at events such as the traditional meeting of graduates of STUP e.V., the Tourism Students' Group at the University of Paderborn, taking place on Sunday at the ITB at midday, and the meeting with former students of the Hotelfachschule Berlin, also on Sunday, at 3 p.m., which has been organised to mark the 40th anniversary of this training establishment.

On Monday at 4.15 p.m. a social event is being planned by the Hotelfachschule Berlin, to which friends and sponsors of the college as well as trainees and lecturers are invited. Another educational establishment, the Fachhochschule Kempten, is preparing an exciting evening for its graduates, together with a reception and some small surprises, at 6 p.m. on Saturday.

In addition interested visitors will be able to attend various papers and presentations on the stands in Hall 5.3, on topics such as "The first seaside health resort in Germany: Heiligendamm – its development, current structures and trends" and "Creating a website for a Berlin catering enterprise (Restaurant Wasserwelt)" to mention just a few examples.

Daily updates with precise dates and times and details of all the events that have been registered can be obtained from the press stand of the Tourism Studies Centre, Hall 5.3., Stand 01.

Specialist congress "Progress in Tourism Research" takes place for the fourth time

For researchers this **international congress** is the highlight of the ITB Tourism Studies Centre. It takes place on the Sunday at the ITB, **9 March 2003, from 10.15 a.m. onwards, in Hall 14.2**. Under the slogan "Progress in Tourism Research" leading researchers and practitioners in the tourism sector from Germany and abroad will be focusing on issues of current interest to the industry. The programme is divided into three sections, each lasting two hours:

The **1st module** deals with the key subject "**From 'cold beds' to 'hot beds' - new approaches to the management of second homes against the background of current trends in demand**" from a number of different aspects. Firstly, under the **chairmanship of Prof. Thomas Bieger**, University of St. Gallen, there will be a discussion on "Inhibiting factors on the rental market – approaches to an interdisciplinary analysis of the problems", while Dipl. Verw.-Wiss. Roland Scherer, also from the University of St. Gallen, will examine the "Economic significance of second homes". Rounding off this section, management aspects of second homes, especially in

the Alpine countries, will be the subject of the paper by Dr. Daniel Fischer, Daniel Fischer & Partner.

Module 2 will then concentrate on "**International co-operation in tourism - problems and perspectives in destination management**". The risks and opportunities for national, cross-border and international joint ventures will be examined under the **chairmanship** of **Prof. Harald Pechlaner**, University of Innsbruck.

Josef Margreiter, Director, Tirol Werbung, Innsbruck and Chairman of AlpNet will examine the prospects for an Alpine-wide network, and in this same context Piergiorgio Togni, Director General of the Italian National Tourism Office ENIT, Rome, will investigate the role and the efficiency of existing organisations such as the Alpine Tourist Commission (ATC) and the European Travel Commission (ETC).

This second module will be augmented by the contribution from Univ.-Prof. Dr. Edgar Kreilkamp, University of Lüneburg and Vice President of the Deutsche Gesellschaft für Tourismuswissenschaft e.V. (DGT), who will be looking at cross-border benchmarking in city tourism.

The **3rd module** will address a highly topical subject against the background of a lack of public funds: "**Public Private Partnership – a way out of the debt trap for municipalities that are dependent on tourism?**" Here the speakers will be **Prof. Thomas Bausch**, who will also **chair** the module, and Dr. Engelbert Recker, Deutscher Landkreistag, Berlin, whose subject will be "Municipal Debt Traps – Structure, Continued Development and Implications for the Economic Support for Tourism Municipalities". Other aspects, including the opportunities and risks involved with a public-private partnership, will be dealt with by Lars Bengsch, Senior Consultant, dwif - Deutsches Wirtschaftswissenschaftliches Institut für Fremdenverkehr, and Prof. Dr. Felizitas Romeiss-Stracke, BSF Creative Leisure Research, both from Munich, and this section will conclude with remarks by Mag. Werner Taurer, a partner in Kohl & Partner Tourismusberatung, Villach.

The congress is organised by Alpenforschungsinstitut, Garmisch-Partenkirchen, in collaboration with Messe Berlin. For the second time the internationally renowned organisation AIEST (Association Internationale d'Experts Scientifiques du Tourisme / International Association of Scientific Tourism Experts), St. Gallen, will be acting as the patron of this congress and will be holding a reception in the evening to round off the event.

Tourism Forum with a variety of international topics

With 48 papers, presentations and panel discussions on issues of particular relevance to tourism, the Tourism Forum will again be making a significant contribution to the attractive supporting programme of the ITB Tourism Studies Centre. Except on the Sunday, it will commence each day at 10 a.m. in Hall 14.2.

With its professors and practitioners, lecturers, students and other speakers from eight countries, the Tourism Forum again presents an impressive international picture. Contributions have been submitted by the United Kingdom, Italy, Croatia, Austria, Switzerland, Slovenia, Greece and the host country, Germany.

This involvement indicates that a cycle of events of this kind as part of the supporting programme of the ITB Tourism Studies Centre meets with the widespread approval of speakers and also of the participants, with their keen interest in tourism issues, because of the opportunities that it provides for an outstanding global exchange of information and ideas.

The scope of the subjects covered by the papers and presentations is extremely wide and varied. Information will be available on aspects such as "Service culture in Germany in catering for the needs of guests from the USA", "The possibilities for training and advanced training with a practical relevance to tourism through the combination of distance and on-site learning", an investigation of various problems involving "sustainable tourism" and the role of "technical tourism terminology" for those seeking to advance their careers in this sector.

Other contributions will be devoted to areas such as eco-tourism and sustainability, the role of training in the context of improved professional standards and an increased practical orientation, management of wellness and health facilities, and European internet marketing against the background of increasing globalisation and the growing international dimension of tourism. Some of the papers will be given in German and some in English.

ITB Tourism Studies Prize acknowledges the efforts of the new generation in the tourism industry

Since 1995 the ITB Tourism Studies Prize has served to acknowledge the best research work carried out by graduates of universities, technical colleges and vocational schools offering courses of study in the field of tourism.

The ITB Tourism Studies Prize 2003 will be awarded in the following three categories and in a special section: for the best practically based work, the best in terms of scientific theory, and the best international work. In addition, as was the case last year, there will be a special prize for the best work on the subject of "Shipboard Tourism".

A total of 19 entries have been submitted this year. Under the leadership of the Deutsche Gesellschaft für Tourismuswissenschaft e.V. (DGT), organisers of the ITB Tourism Studies Prize for several years, a highly competent panel of tourism experts comprising practitioners and researchers will be selecting the winners.

Its members this year are:

Prof. Dr. Hans Hopfinger, KU Eichstätt, who is also Vice President of the DGT, Prof. Dr. Axel Dreyer, Hochschule Harz, Prof. Dr. Andreas Kagermeier, University of Paderborn, Prof. Dr. Silke Landgrebe, FH Gelsenkirchen/Bocholt, Dr. Matthias Fuchs, University of Innsbruck, Dr. Anja Brittner, University of Trier, who is also a member of the board of the DGT, Dr. Rainer Hartmann, CIMA GmbH, Lübeck, Günter Schröder, Berlin, lecturer and author of the Tourism Encyclopedia and Prof. Dr. Heinz-Dieter Quack, FH Braunschweig/Wolfenbüttel, awards co-ordinator.

The **awards ceremony**, led by **Prof. Dr. Heinz-Dieter Quack**, takes place at the ITB Tourism Studies Centre **on 9 March at 4.30 p.m. in Hall 14.2** (following the "Progress in Tourism Research" congress).

This year the attractive prizes have been sponsored by various tourism companies and organisations, including the World Tourism Organization (WTO), Ameropa Reisen, Studiosus Reisen, DRV, Deutscher Reisebüro- und Reiseveranstalter Verband, and the Niedecken media organisation.

Documentation/Internet

As in previous years the findings of the congress "Progress in Tourism Research" will be published as part of the series entitled "Management and Corporate Culture" by the European Academy, Bolzano.

The documentation of the Tourism Forum 2002, together with the many individual contributions to the ITB Tourism Studies Centre, can be accessed on the internet at www.fvw.de/Marktplatz. Similar arrangements are being made for 2003, and consequently, at the end of the event anyone in the tourism industry will be able to review most of the papers in an abridged form.

Additional details about the ITB Tourism Studies Centre are available at www.itb-berlin.de, under the heading Trends/Neuheiten.

Employment and practical training exchange at Futurista

Each year sees an increasingly positive response to the central employment exchange, offering practical experience, opportunities abroad and other services, which is provided by Futurista e.V., the international umbrella organisation of tourism students' initiatives. This can be found in Hall 5.3, Stand 02, where students are on hand with practical advice and reports based on their own experience.

Venues for the various events

In 2003 all the papers at the Tourism Forum and the specialist congress "Progress in Tourism Research" will again be taking place in Hall 14.2, close to the ICC Berlin. In addition a number of events will also be taking place on various stands in the exhibitors' hall, 5.3, augmenting the extensive range of information in the halls.

Promoters/Organisers

As in previous years the ITB Tourism Studies Centre is being organised and staged by Messe Berlin in collaboration with Prof. Thomas Bausch, General Manager of the AFI, Alpenforschungsinstitut GmbH, Garmisch-Partenkirchen.

The relevant contacts are:

- for the **congress** "Progress in Tourism Research" in Hall 14.2: Prof. Thomas Bausch, bausch@alpenforschung.de, telephone +49 (0) 8821/-183 300.
-

- For the **programme of papers** in Hall 14.2: Jürgen Sommer, sommer@alpenforschung.de, telephone +49(0)8821/183-308.
- For the **exhibition** in Hall 5.3: Bettina Lilienthal, lilienthal@messe-berlin.de, telephone +49(0)30/30 38 21 28
- For the **ITB Tourism Studies Prize**, to be presented in Hall 14.2: Prof. Heinz-Dieter Quack, h-d.quack@fh-wolfenbuettel.de, telephone +49(0)5341/875 601

The Berlin agency PR TEAM GmbH für Kommunikationsmanagement und Marketing has again been appointed by and will be collaborating with Messe Berlin to carry out the supporting **press and public relations work**. Its staff will be operating a press stand in the entrance area of Hall 5.3. This stand has been specially designed for the ITB Tourism Studies Centre, and will be available to assist exhibitors and press representatives. Contact: Gudrun Jahn, contact@prteam.de, telephone +49(0)30/823 03 37.