

Wednesday
September 25

Lecture Room 1 Prunksaal

8⁰⁰ am – 9⁰⁰ am

Registration/Breakfast

9⁰⁰ am – 9¹⁰ am

Opening of the event
Hartmut Wimmer (Outdooractive)

9¹⁰ am – 9²⁰ am

Official welcome
Allgäu GmbH

9²⁰ am – 10⁰⁵ am

Keynote: Digitization in tourism: opportunities and recommendations for action
Prof. Dr. Christian Laesser (Research Center for Tourism & Transport)

10⁰⁵ am – 10²⁰ am

Break/Time to gather in lecture rooms

Lecture Room 1 Prunksaal
Digital Leadership Forum

Lecture Room 2 Dachgebälk
Digital Guest Behavior Forum

10²⁰ am – 11⁰⁰ am

Digital leadership in the age of new work
Florian Bauhuber (Tourismuszukunft)

Digital relevance for destination and holiday decisions
Ralf Trimborn (inspektour GmbH – Tourismus- und Regionalentwicklung)

11⁰⁰ am – 11⁴⁰ am

From a tourism destination to a (also) digital community!
Dr. Oliver Ratajczak (Ihre-Kundenbrille.de)

Guest information and guest care – where does the journey take us?
Rafael Enzler (gutundgut GmbH)

11⁴⁰ am – 1⁰⁰ pm

Lunch break

1⁰⁰ pm – 1⁴⁰ pm

System error? Digitization and people.
Bastian Hiller (teejit)

Day tourism, the underestimated market segment!
Lars Bengsch (dwif-Consulting GmbH)

1⁴⁰ pm – 2²⁰ pm

Knowledge management in DMOs
Prof. Dr. Heinz-Dieter Quack (Ostfalia University of Applied Sciences Institute for Tourism and Regional Research)

The demand-oriented information for guests at their destination
Armin Dellnitz (Stuttgart-Marketing GmbH)

2²⁰ pm – 2³⁵ pm

Coffee & snacks, start outdoor program

2³⁵ pm – 11⁰⁰ pm

Outdoor program followed by evening program



Thursday
September 26

Lecture Room 1 Prunksaal

8⁰⁰ am – 9⁰⁰ am

Registration / Breakfast

9⁰⁰ am – 9¹⁵ am

Review

Hartmut Wimmer (Outdooractive)

9¹⁵ am – 10⁰⁰ am

Keynote: Digital is irrelevant. People remain people – leadership is the decisive factor

Barbara Liebermeister (IFIDZ)

10⁰⁰ am – 10²⁰ am

Coffee break & snacks

Lecture Room 1 Prunksaal

Data Analysis & Research Forum

Lecture Room 2 Dachgebälk

Digital Guest Behavior Forum

10²⁰ am – 11⁰⁰ am

The challenge of digital communication: strategies in times of data and attention economy

Stefan Möhler (netzvitamine GmbH)

How the consumer defines outdoor and when technology is an amplifier or a disturbing factor

Christoph Beaufils (ISPO Group)

11⁰⁰ am – 11⁴⁰ am

Visitor guidance in destinations: analog and digital. Intermediate results of three roundtables

Dr. Alexander Schuler (BTE Tourismus- & Regionalberatung)

Digitization concept for the Siegen-Wittgenstein as model region

Julia Hilpisch (Touristikerverband Siegerland-Wittgenstein e.V.)

11⁴⁰ am – 1⁰⁰ pm

Lunch break

1⁰⁰ pm – 1⁴⁰ pm

Insights on the open-data/knowledge-graph project

Richard Hunkel (Deutsche Zentrale für Tourismus e.V.)

Brand management – digital and analogue – from brand to implementation in destinations

Alexander Seiz (Kohl & Partner) and Thomas Stranig (BWS)

1⁴⁰ pm – 2²⁰ pm

Best practice: bike project Wallis

Adrian Greiner (BikePlan AG)

Storytelling and experience design at the tourist information office

Matthias Burzinski (destinet)

2²⁰ pm – 3⁰⁰ pm

TBA

Martin Soutschek (Outdooractive)

3⁰⁰ pm – 3¹⁰ pm

Farewell

Hartmut Wimmer (Outdooractive)

3¹⁰ pm – 3⁴⁰ pm

Coffee break & snacks

3⁴⁰ pm – 6³⁰ pm

Regulars' table: open exchange with experts

from 6³⁰ pm

Dinner: "Allgäuer Kässpätzlen"