

ENTER2015

eTourism: Transforming Mobility

Lugano, Switzerland
February 3-6, 2015

Organized by the [International Federation for Information Technology and Travel & Tourism \(IFITT\)](#) the **ENTER2015** conference offers a worldwide and unique forum for attendees from academia, industry, government, and other organizations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism.

IFITT (www.ifitt.org) is the leading independent global community for the discussion, exchange and development of knowledge about the use and impact of new information and communication technologies (ICT) in the travel and tourism industry. The IFITT community is highly active at all levels of industry and academia and comprises many of the leading experts in the field - as well as those entering the area for the first time.

At ENTER 2015, the theme is «**eTourism: Transforming Mobility**». The conference will explore eTourism opportunities and challenges within the eTourism mobility context, exploring information and communication technologies concepts, applications, and business models. Issues to be covered at the conference include, but are not limited to, the following areas:

- Social Networking, Social Media and Social Inspiration
- Context and Location Based Services
- Augmented Reality and Gaming
- Advanced Distribution Systems
- Electronic Marketing and Analytics
- Big data and Cloud computing
- Information Search and Retrieval
- Travel Search and Meta-Search
- Technology Acceptance
- Consumer Inspiration through ICTS
- Information Interfaces and Presentation
- Crisis and eTourism
- ICT Adoption, Use, and Value Creation
- Intelligent Systems
- Web 2.0 and Web 3.0
- Distribution Strategies
- ICT-enabled Partnerships and Segmentation
- Legal and Social Aspects
- Website Design and Evaluation
- E-Learning and distributed learning
- Cultural Heritage and Sustainability
- Mobile Services

- Context-Aware Systems
- E-strategy and e-Business models
- ICT for Regional Development
- Recommender Systems

ENTER conference brings together the research community with industry and it is organised in three streams namely, industry, destinations and research tracks. All submissions to the research track are rigorously evaluated for novelty, significance, and soundness.

ENTER2015 will also host a dedicated “Swiss Day” to engage with the Swiss eTourism community and to discuss issues that are of particular interest to the Swiss Tourism and Technology industries.

Last but not least, the conference will feature 6-8 world class keynote speakers.

ENTER 2015 will celebrate its 22nd birthday with groundbreaking contributions and interactions. Your presence at ENTER2015 will offer you superb networking and commercial opportunities. So please come and join us as an exhibitor and/ or sponsor and help celebrate the return in Lugano of the ENTER Conference.

Professor Lorenzo Cantoni,
IFITT President

Conference Venue

USI - Università della Svizzera italiana
via Buffi, 13
Lugano, Switzerland

ENTER 2015 Organising Committee

Overall Chair:

Aurkene Alzua, CICtourGUNE, Spain

Research Track Chairs:

Iis Tussyadiah, Washington State University, USA

Alessandro Inversini, Bournemouth University, United Kingdom

Industry Track Chairs:

Giancarlo Carniani, BTO Educational, Italy

Bruce Martin, GingerJuice, United Kingdom

Dimitris Serifis, Nelios.com, Greece

Destination Track Chairs:

Oriol Miralbell, Open University of Catalonia, Spain

Katrine Mosfjeld, Visit Oslo, Norway

Swiss Day Chairs:

Elena Marchiori, Università della Svizzera Italiana, Switzerland

Miriam Scaglione, HES-SO Valais-Wallis, Switzerland

Roland Schegg, HES-SO Valais-Wallis, Switzerland

PhD Workshop Chairs:

Mathias Fuchs, Mid-Sweden University, Sweden

Wolfram Hoepken, University of Applied Sciences Ravensburg-Weingarten, Germany

Anastassia Mariussen, Oslo School of Management, Norway

Phil Xiang, Virginia Tech, USA

Local Organising Committee:

Luca Grassi, Lugano Convention Bureau, Switzerland

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About ENTER

ENTER2015 will be the 22nd annual ENTER Conference and for the second time will be held in Lugano. The conference offers a worldwide and unique forum for attendees from industry, academia, government, and other organisations to actively exchange, share, and challenge state-of-the-art research and industrial case studies on the application of information and communication technologies to travel and tourism.

The event offers a wide variety of structured sessions and networking opportunities that include:

- 300+ delegates
- Multiple streams
- Plenary sessions
- Presentation of industry and destination cases
- Expert talks
- Workshops
- Welcome reception
- Conference gala dinner
- Networking breaks and lunches in the exhibition area

Delegate Statistics

With approx. 300 delegates from all over the world the ENTER Conference offers an international platform for industry, experts and delegates alike.

Sponsors have the possibility of meeting many representatives of the world-wide travel and tourism community in just three days.

Preliminary Programme

Current programme is an outline and will be updated regularly.

Tuesday, 3 February

PhD Workshop

Wednesday, 4 February

08:00 Conference Registration

09:00 Official Welcome

09:30 Keynote Speaker

10:30 Coffee Break

11:00 Destination, Industry & Innovation and Research Sessions & Swiss Day

13:00 Lunch

14:30 Keynote Speaker

15:00 Destination, Industry & Innovation and Research Sessions & Swiss Day

16:30 Coffee Break

17:00 Destination, Industry & Innovation and Research Sessions & Swiss Day

17:30 IFITT AGM

18:30 ENTER Welcome Reception

Thursday, 5 February

08:00 Conference Registration

09:00 Keynote Speaker

10:30 Coffee Break

11:00 Destination, Industry & Innovation and Research Sessions

13:00 Lunch

14:00 Best Research Papers Announcement

16:00 Coffee Break

16:30 Destination, Industry & Innovation and Research Sessions

20:00 ENTER Gala Dinner

Friday, 6 February

08:00 Conference Registration

09:00 Destination, Industry & Innovation and Research Sessions

10:30 Keynote Speaker

11:00 Coffee Break

11:30 Destination, Industry & Innovation and Research Sessions

13:30 Lunch

14:30 Panel Discussion

15:45 Conference Closing and Announcements

Sponsorship Opportunities

There is a wide variety of sponsorship and exhibition opportunities available for ENTER2015 conference.

Please take some time to have a look at the options below or do not hesitate to contact Luca Grassi (luca.grassi@lugano.ch / +41 58-866-6636) if you wish to suggest other sponsorship options that might better suit your needs.

Classic Sponsorship Proposals:

Coffee breaks

Price per coffee break: **EUR 1,500.00**

Each morning and afternoon a 30-minute coffee break will be offered from Wednesday to Friday. During this time congress participants may relax and visit the industrial exhibition. Coffee breaks will be situated in the exhibition area. The sponsor will be acknowledged in the final programme and by on-site signage.

ENTER welcome reception

EUR 5,000.00

The sponsor of the event will be announced on the website, in the final programme as well as by on-site signage.

ENTER Gala dinner

EUR 5.000,00

A Dinner Party will be organized for the participants of the conference. The sponsor will be announced on the congress website, in the final programme as well as by onsite signage at the Gala Dinner.

Conference bag inserts


EUR 750.00

Promotional material may be inserted in the congress bags that will be distributed to all participants.

Advertisement – Final programme

1/1 page final programme, format A5, back cover page, 4 colours	EUR 2.500,00
1/1 page final programme, format A5, cover page 2 or 3, 4 colours	EUR 2.000,00
1/1 page final programme, A5, 4 colours	EUR 1.500,00

For further information, please, contact Luca on:

	+ 41 58 866 6636
	luca.grassi@lugano.ch

Other Opportunities for Sponsors and Exhibitors

Gold Sponsor €25,000 (1 Opportunity Available)

Our Gold Sponsor will receive the following benefits:

- Exhibition table/display space (double size) in prime location
- Sponsor logo on Conference Announcements and all Advertisements
- Sponsor logo on Lanyard for delegate badges
- Sponsored Industry Session as part of the conference schedule
- 4 staff from sponsor may attend the conference, and 2 additional invited guests
- Back cover Ad on Conference Programme Book
- Sponsor may include welcome letter or arrival gift for delegates
- Sponsor logo on Conference Website
- Delegate Bag Insert



Silver Sponsor €12,000

Our Silver Sponsor will receive the following benefits:

- Exhibition table/display space (double size) in prime location
- Acknowledgement as sponsor on Conference Announcements, Advertisements and Conference Website
- Sponsor will be credited with support of 1 coffee break
- 4 staff from sponsor may attend the conference
- Full Page Ad in conference programme book
- Delegate Bag Insert



Academic Grant

Grants from academic institutions and public-sector organizations are welcome to be made as Academic Grants to support the conference, and will be assigned to assist delegates and speakers who would otherwise be unable to attend. These grants are tax-free, and will be acknowledged at the conference.

<p>Conference Exhibitor</p>	<p>A limited number of exhibition stand spaces will be available at the conference. The exhibition stand is space-only but will include a table, two chairs and electrical supply. Furthermore, 2 staff passes are included with each stand space.</p> <p>Exhibition Space (6m) €1,850</p>
<p>Publishers Area</p>	<p>Publishers are invited to display or sell books and journals at the conference. The special discounted price below will be available for a 3m x 2m area.</p> <p>Publishers Booth €950</p>

Terms and Conditions for Sponsors & Exhibitors

An invoice for the full amount due will be issued upon receipt of the booking enquiry, and a booking is only confirmed upon receipt of payment. Priority on exhibition space location will be given to companies taking additional sponsorship items, otherwise exhibition space will be allocated on a first-come, first-served basis once payment is received. Availability of many of the sponsorship opportunities is limited.

Refunds of exhibition space and sponsorship costs will be based on the following schedule:

Before 1st Nov 2014: 50% refund in event of cancellation by sponsor.

After 1st Nov 2014: No refund available

In the event that the conference is postponed for any reason, the exhibitor/sponsor will not be entitled to cancel their booking or to obtain monetary compensation, but the benefits that have been agreed with the exhibitor/sponsor will remain in place for the rescheduled event. In the event that the conference is cancelled for any given reason, the Conference Secretariat will refund the exhibition/sponsorship money to the exhibitor/sponsor, minus any benefits that have been received by the exhibitor/sponsor prior to the cancellation and any expenses incurred by the Conference Secretariat with respect to the provision of the agreed benefits.

Exhibitors are entitled to have two staff in attendance to man their exhibition stand. Additional staff badges can be purchased for a price of €250 per person.

Exhibitors must have their own Employers Liability and Public Liability insurance in place, as well as insurance for any equipment being displayed on their exhibition stand. Exhibitors agree to maintain all materials and equipment within their allocated stand space. Exhibitors agree not to undertake any action that could be considered dangerous to participants or potentially damaging to the venue including not attaching anything to the walls of the venue.