

## Event Details

### Keynote Panel: Man Vs. Machine?! The Future Of Hospitality And Tourism In Times Of Artificial Intelligence

Date	Time	Location
March 7, 2019	12:00 - 12:45	CityCube Berlin, Auditorium A4/A5

We are currently witnessing the beginning of the second industrial revolution, in which all sectors of the economy are, to some extent, seeing machines replace and/or support human workers. The hotel industry, and especially the luxury hotel sector, need to decide how much human touch and technology support should be offered to their guests. What role will individual, personal service play for different customer segments in the future? And what potential do Big Data and Artificial Intelligence have for offering guests tailor-made services at the right time and at the right touchpoints? What new roles will employees have?

Data Digitalization Hospitality Keynote Artificial intelligence Customer behavior Luxury Marketing Mobile Robots Technology Trend

#### Moderated by:

[Birgit Fehst](#), Moderator, Coach, Speaker

#### Panel guests:

[Clinton Anderson](#), Executive Vice President, Sabre, President, Sabre Hospitality Solutions

[Lutz Behrendt](#), Industry Leader Travel, Google Deutschland

[Chris Silcock](#), Executive Vice President & Chief Commercial Officer, Hilton