

## Event Details

### Keynote Executive Panel: Mega Topic: In-Destination Services

Date	Time	Location
March 6, 2019	12:00 - 12:45	CityCube Berlin, Auditorium A4/A5

Tours & Activities are a strategic mega topic among in-destination services. All the "big players" in the industry are massively pushing into the "Technology, Tours & Activities" segment - and for good reasons: Tourists all over the world want special experiences in their destinations, they expect tailor-made offers and are prepared to spend more money on them. How can this huge potential be tapped, and how can the technological challenges be overcome? Are we experiencing a "quantum leap" in the individualization of travel offers, and can travel providers finally go back to differentiating themselves in terms of the quality of their offers? Can Tours & Activities offers even facilitate solutions to fundamental industry problems like Overtourism?

Best Practice Data Destinations Digitalization Distribution Keynote Artificial intelligence Customer behavior Marketing Mobile Overtourism Social media Technology Tours & Activities

#### Moderated by:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

#### Panel guests:

[Alex Bainbridge](#), CEO & CTO, Autoura

[Anna Kofoed](#), Senior Vice President, Retail for Northern, Eastern, Central and Southern Europe, Amadeus

[Lax Poojary](#), Founder, TouringBird (Area 120-Google)

[Laurent de Chorivit](#), COO, Evaneos

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