

Event Details

ITB CEO Interview: Future Perspectives Of Individualization

Date	Time	Location
March 8, 2019	13:00 - 13:45	CityCube Berlin, Auditorium A4/A5

Travelers today are already expecting individualized travel recommendations and offers. But how exactly does individualization happen? How are Big Data and Artificial Intelligence used? Does destination marketing still play a role in times of online distribution, mobile devices and algorithms? The CEO of a leading European OTA reveals the rules and future prospects of customization.

Best Practice CEO Data Digitalization Distribution Customer behavior Marketing Mobile Travel behavior Social media Technology Tours & Activities

Interview guest:

[Dana Dunne](#), CEO, eDreams ODIGEO

Interviewer:

[Damon Embling](#), World Affairs Reporter, Euronews