



Event Details

How Digital Are German Destinations?

Date	Time	Location
March 4, 2020	16:00 - 16:30	Hall 6.1, eTravel Stage

- Presentation of a survey of 420 tourism organisations, carried out in 2019 in cooperation with the DTV, on the status quo of the implementation of "digitisation" in companies and destinations.
- Insights into the implementation of technology (chatbots, AR, VR, WLAN etc)
- Marketing tools (APPs, social media etc.)
- Processes (AGs, management tools, etc.)
- Obstacles and training needs

Tags

[Studies](#) [Digitalization](#) [Technology](#) [Marketing](#) [Virtual & Augmented Reality](#)

Speaker:

[Dr. Alexander Schuler](#), Managing Director, BTE Tourismus- und Regionalberatung Partnerschaftsgesellschaft mbB