



Event Details

Socialbnb - How A Startup Wants To Make Travel Sustainable

Date	Time	Location
March 5, 2020	14:00 - 14:30	Hall 6.1, eTravel Stage

- Socialbnb connects tourists with social and ecological aid organizations (NGOs) around the world. In this way, the Start Up opens up a completely new group of people for tourism: What challenges arise in the cooperation with aid organizations? How can we create a tourism from which all sides benefit? How can the local population be better integrated, so that tourism is not seen as a necessary evil but as an opportunity.
- The origin of the idea of Socialbnb - How the construction of a small school in Cambodia became a worldwide tourism platform.
- Sustainability is also important in the tourism industry: How to deal with this trend? What does sustainability actually mean for a tourist? What can sustainable tourism look like?
- What role does a local and authentic experience play for young travelers and how can this target group best be reached?

Tags

[Startup Sustainability](#)

Speaker:

[Alexander Haufschild](#), Chief Marketing Officer, Socialbnb

[Nils Lohmann](#), CEO, Socialbnb