



Alexander Schuster

Alexander Schuster is Head of Digital at 25hours Hotels and has been responsible for the area "Online Marketing / Digitalization / E-Commerce / Social Media" of the entire hotel chain for almost five years now. Prior to this, Alexander Schuster worked for over four years at Starwood Hotels in the area of digital marketing and for over eight years as an IT manager at the Kempinski Hotel. In addition to his work at 25hours Hotels, he is also involved in the circle of experts for online marketing as chairman of HSMA Deutschland e.V.

25hours is a smart hotel idea that, characterized by personalities and charming, relaxed service, seeks contemporary answers to the demands of an urban, cosmopolitan traveler. The brand focuses on individuality, authenticity and personality and, under the motto "If you know one, you know none", creates each of its hotels with different designers and unique style.

Contact data

Alexander Schuster
Head of Digital
25hours Hotel Company



Event

[Re-Building Hotel Brands: Best Case Presentations And Panel](#)

Thursday, March 5, 2020, 16.00 - 17.00

Hall 7.1b, eTravel Lab

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



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