



## Betina Welter

Betina Welter joined Vienna House in 2015 as Head of Marketing and Communication. In this position she is mainly responsible for brand development and brand positioning of the newly established hotel group.

The graduated journalist began her career in financial communications in various positions in direct marketing, events, internal communications, branding and public relations. When she moved from Berlin to the Swiss Alps in 2009, she took over responsibility for communications at the Kempinski Grand Hotel des Bains in St. Moritz and shortly afterwards for the Austrian Kempinski Hotels and the small Almdorf Resort Seinerzeit. The passionate skier and hostess lives in Vienna, loves the big cities, the mountains and the North Sea.

## Contact data

### Betina Welter

Corporate Director Marketing & Communications  
VIENNA HOUSE HOTELMANAGEMENT GMBH



## 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  
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Co-Host ITB Berlin Convention 2020



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