



Event Details

Visit Saudi And Lonely Planet In Conversation: Charting A New Tourism Destination

Date	Time	Location
March 4, 2020	12:00 - 12:45	CityCube Berlin, Cube Club

- Saudi Arabia's tourism offering and growth strategy
- The opportunity – for businesses, for tourists, for Saudis
- Inclusive growth – building tourism ecosystems that empower communities
- The role of international partners such as Lonely Planet

Moderated by:

[Andreas Stopp](#), Head of Journals and Media / Travel, Deutschlandfunk (German Radio)

Panel guests:

[W. Bryon Broich](#), CFO, Lonely Planet

[Fahd Hamidaddin](#), Chief of Investment, Strategy & Tourism Marketing, Saudi Commission for Tourism & National Heritage (SCTH)

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Co-Host ITB Berlin Convention 2020



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Kurzfristige Änderungen vorbehalten.