



## Event Details

### The Value Of An Automated And Individual Dialogue

Date	Time	Location
March 4, 2020	11:00 - 11:30	Hall 6.1, eTravel Stage

- The hotel or holiday region as a second home. The guest loyalty and continuity is at the top of the agenda for hoteliers and tourism managers.
- The way to a completed booking depends also on the virtuoso handling of customer data. The industry is faced with the challenge of handling personal data in compliance with DSGVO and developing industryspecific customer loyalty programmes.
- Which strategies can companies in the hotel and tourism industry use to sustainably increase the loyalty of their guests via marketing automation?
- The speakers will show how the knowledge from existing data can be used to increase data quality and transform a satisfied guest into a loyal, returning guest through individualized communication

Data Personalization

#### Speaker:

[Prof. Dr. Sandra Bayer](#), Managing Director, Anker & Alpen Consulting GmbH

[Jörn Bittner](#), Senior Consultant, Consultix GmbH