



Event Details

ITB CEO Interview: The Future Of Hospitality Will Be Hosted

Date	Time	Location
March 4, 2020	14:00 - 14:45	CityCube Berlin, Hall A4/A5

- As more and more Gen Z travelers follow on the heels of millennials and increasingly tilt the scales away from standardized travel toward authentic experiences, the brands that succeed will be those that invest in personal hosting, unique design, and genuine roots in their local communities.

Tags

[CEO](#) [Digitalization](#) [Distribution](#) [Experiences](#) [Hospitality](#) [Customer Behavior](#) [Marketing](#) [Sharing Economy](#) [City Tourism](#) [Technology](#) [Tours & Activities & Attractions](#) [Sustainability](#)

Interview guests:

[Greg Greeley](#), President, Airbnb Homes

[Sam Shank](#), Head of Hotels, Airbnb, CEO, HotelTonight

Interviewer:

[Kevin May](#), Editor in Chief, PhocusWire