

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

The Future Of Package Travel

Date	Time	Location
March 4, 2020	11:15 - 11:45	Hall 7.1b, eTravel Lab

- A technical view on the tour operator business and on the technological evolution of dynamic packaging and data analytics
- What is the future technical setup for tour operators to meet the increasingly individual needs of travelers?
- What possibilities do data analytics offer tour operators to manage the larger data volumes and increasing complexity?
- How must the travel distribution product portfolio (OTAs, metasearch and more) evolve to become more individual and personalized?

Tags

[Digitalization](#) [Technology](#) [Distribution](#) [OTA](#) [Trends](#)

Speaker:

[Jan Gerlach](#), CEO, Peakwork



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.