



## Event Details

### TikTok – A New Craze In The Tourism Tool Box

Date	Time	Location
March 5, 2020	15:30 - 16:00	Hall 6.1, eTravel Stage

- TikTok is the trend platform of the year for many and is considered the latest must-have app. No wonder: 5.5 million Germans already use TikTok every month and they spend about 50 minutes a day in the app.
- So is it worthwhile for tourism marketers to take a closer look at TikTok? We show how tourism players can use TikTok in their marketing mix.
- Find out by means of case studies which possibilities the app offers to reach more than Generation Z and to build up a close customer relationship.

### Tags

[Video Marketing](#) [Social Media](#) [Keynote](#) [Trends](#)

### Speaker:

[Ulrike Katz](#), Managing Director, justZARGEScommunicate!