



## Event Details

### Virtual Helsinki - Rethinking Destination Experience

Date	Time	Location
March 5, 2020	14:00 - 14:45	ITB VR Lab / Hall 10.2 / Booth 108

- Rapidly Changing Customer Behavior as a Game Changer
- Virtual Reality in Sustainable Destination Management
- Key Elements of Virtual Reality – Elevated Experiences, Accessibility, Empathy and Equality

#### Tags

[Destination Management](#) [Virtual Augmented Reality](#) [Digitalization](#) [Customer Behavior](#) [Sustainability](#) [Destinations](#) [Marketing](#) [Sustainability](#)

#### Speaker:

[Vappu Mänty](#), Director, Communications and PR, Helsinki Marketing

[Laura Olin](#), COO & Partner, ZOAN

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EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.