

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
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The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Simone Puerto

Simone Puerto is a former hotel General Manager, consultant, author of three best-selling books on hotel marketing, MBA lecturer, and contributor for the major blogs in the industry. He is the founder and CEO of Travel Singularity, the consulting firm whose vision is to solve the growing needs for connecting the dots between digital disruption and change with the existing technology and processes in hotels. Over his career, spanning across over 20 years, he consulted for international hotel groups such as Divani Hotels Collection, Library Hotels Collection, and Louis Group (LUI), helped to consolidate the second-largest Italian hotels' chain, and he advised for several travel tech start-ups.

Travel Singularity is a new consultancy firm for hotels and travel technology providers, focused on assisting clients with digital disruption and technology changes. Founded in 2019 as a partnership of educational consultants, Travel Singularity's vision is to solve the growing needs for connecting the dots between digital disruption and change with the existing technology and processes in hotels. Travel Singularity maintains that hospitality is not a complicated industry or, at least, it does not necessarily have to be. It actively supports cooperation between humans and robots, and advocates for an open, collaborative, hyper-connected industry, where humans can flourish and innovate, free from the repetitive tasks they are now obliged to perform daily.

## Contact data

**Simone Puerto**  
CEO  
Travel Singularity



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## Event

### [Hospitality 2025](#)

Thursday, March 5, 2020, 17.00 - 18.00  
Hall 7.1b, eTravel Lab

