

ITB BERLIN CONVENTION PROGRAM 2020



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The Leading
Travel Industry
Think Tank
CONVENTION

Brian Young

In March 2015, Brian Young joined G Adventures as Managing Director for the EMEA region. Having worked in the accommodation-only sector, Young was attracted to G Adventures' purpose-driven travel, wide portfolio of tours and ambitious company growth.

Centring around a Happiness Business Model, it was also G Adventures' unique internal company culture and core values that caught Young's eye. A believer in staff being granted the flexibility and opportunity to grow and develop, Brian oversees G Adventures' two leading markets with offices in London (The Summit) and, most recently, Berlin (The Gate).

Founded by Canadian entrepreneur Bruce Poon Tip, G Adventures is the world's largest independently-owned small group adventure travel company. With innovation at the forefront of G Adventures, Young's own entrepreneurial background as the founder of On Holiday Group and Holiday Taxis equips him to lead his team of over 80 office staff, continuing to challenge the industry, set trends and cement G Adventures as leaders in adventure travel.

His travel experience spans operations, human resources (or Talent, as it is called at G Adventures), sales and marketing, and customer experience within the tour operating and online travel sectors.

Twitter: @brianyoung

For interview or speaker opportunities with Brian, please contact Leah Whitfield, PR & Communications Manager EMEA at G Adventures lwhitfield@gadventures.com

Contact data

Brian Young

Managing Director EMEA
G Adventures

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Event

[What Drives The Industry In 2020](#)

Wednesday, March 4, 2020, 14.10 - 15.00
Hall 7.1b, eTravel Lab

[Smart Tourism: The Future Of Travel Between Sustainability And Digitalization](#)

Wednesday, March 4, 2020, 16.00 - 16.45
Hall 11.1, Young Professionals Stage

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Kurzfristige Änderungen vorbehalten.

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[Business Case Sustainability: Fact Or Fiction?](#)

Friday, March 6, 2020, 14.00 - 14.45

CityCube Berlin, Hall A1

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