



## eTravel Lab Day 1

Date	Time	Location
March 4, 2020	10:30 - 14:00	Hall 7.1b, eTravel Lab

Main focuses: data analysis as a tool, an overview of the Asian travel market, solutions for overtourism and the future of package holiday. Detailed descriptions of all individual events will be available here shortly.

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### Tags

[Technology](#) [Data](#) [Asia](#)

### Welcome and Moderation:

[Prof. Dr. Claudia Brözel](#), Lecturer, University of Sustainable Development Eberswalde/University of Sustainable Development / Department of Sustainable Economy/Faculty of Sustainable Business Administration

### Events

**10:30 - 11:00**

#### Data Instead Of Surveys: How To Analyse The Travel Market In The Digital Age

- What are the travel trends in 2020?
- What do travel customers actually think about a certain destination, brand or product?
- Which marketing campaigns will be successful
- It's all in the data – if you know how to use it

#### Speaker:

[Toni Stork](#), Founder, OMMAX

Tags

[Data](#) [Marketing](#) [Travel](#) [Behavior](#)

**11:15 - 11:45**

#### The Future Of Package Travel

- 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?

#### Speaker:

[Jan Gerlach](#), CEO, Peakwork

Tags

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

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12:45 - 13:15

## Overtourism And Visitor Flows - An Iterative Approach

- How important are targeted data collection processes for the management of mobility systems in tourism
- Best practice example of our Sense-Plan-Act paradigm using the visitor guidance system at Schönbrunn Palace in Vienna

### Speaker:

[Christian Kogler](#), Research Engineer, AIT Austrian Institute of Technology

### Tags

[Overtourism](#) [Best Practice](#) [Destination Management](#) [Destinationen](#) [City Tourism](#) [Sustainability](#)

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