

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?

Date	Time	Location
March 5, 2020	12:45 - 13:15	Hall 7.1b, eTravel Lab

- 7 steps to the effectiveness of sustainability in e-tourism
- Best practice on how to combine e-commerce and sustainable travel offers
- Can nudging be helpful with travel decisions?
- Recommendations based on the study "Digital Nudging in Tourism 2020"

### Tags

[Best Practice](#) [Marketing](#) [Sustainability](#) [Studies](#)

### Speakers:

[Julia Jung](#), Coach, Assistant Lecturer Hochschulen Bremen, curiopia

[Stefan Niemeyer](#), Senior Strategist, Assistant Lecturer Hochschulen Bremen, curiopia



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.