



Event Details

Keynote Panel: Hospitality CEO Panel

Date	Time	Location
March 7, 2019	11:00 - 11:45	CityCube Berlin, Auditorium A4/A5

The ITB Hospitality CEO Panel focuses on strategies and trends in the global hotel business. CEOs of leading hotel groups discuss the new role of hotels – as “augmented hospitality” – that goes far beyond actual accommodation services. What will hotel products of the future look like, and what role will digitalization play? Which markets will expand in the future, and how will the hotel distribution of tomorrow look? And last but not least: How are hotel companies dealing with the massive changes in tourists’ perceptions of luxury?

Best Practice CEO Distribution Hospitality Keynote Customer behavior Travel behavior Social media Technology Trend

Moderated by:

[Marc Aeberhard](#), Owner, Luxury Hotel & Spa Management Ltd

Panel guests:

[Chris Cahill](#), CEO, AccorHotels Luxury Brands

[Puneet Chhatwal](#), Managing Director & CEO, Taj Hotels Resorts and Palaces, Indian Hotels Company Ltd.

[Benjamin Lacoste](#), CEO, Metropolo Hotels

[Thomas Willms](#), CEO, Steigenberger Hotels AG