

ITB BERLIN CONVENTION PROGRAM 2020



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

ITB CEO Interview

Date	Time	Location
March 7, 2019	13:00 - 13:45	CityCube Berlin, Auditorium A4/A5

Now in his third year as Expedia Group CEO (NASDAQ: EXPE), Mark Okerstrom joins PhoCusWright founder Philip Wolf in a lively one-on-one conversation. Attendees will gain insights into a company operating in 75 countries with brands including Expedia, Hotels.com, Expedia Partner Solutions, Orbitz, Travelocity, Hotwire, CheapTickets, ebookers, CarRentals.com, Expedia CruiseShipCenters, Wotif, Egencia, HomeAway and a majority stake in Trivago. Wolf and Okerstrom will explore new growth opportunities, and strategies to differentiate its 23 brands, for this dominant player in a consolidated online travel global marketplace.

Best Practice CEO Data Digitalization Distribution Customer behavior Marketing Mobile Travel behavior Social media Technology Tours & Activities

Interview guest:

[Mark Okerstrom](#), CEO, Expedia

Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.