



Event Details

Trend Destinations In The Luxury Market

Date	Time	Location
March 6, 2019	12:00 - 12:45	CityCube Berlin, Auditorium A1

Which destinations will be en vogue tomorrow is one of the key questions in the luxury market. It is becoming apparent that, on the one hand, cold destinations such as Iceland, Lapland, the Arctic and Antarctica will become the new luxury destinations. On the other hand, destinations that make it possible to take a journey to one's own self – Hindu temples, monastery hotels and self-discovery in nature – are increasingly popular with luxury customers. Where is the luxury market heading, and how are destinations participating in the growth of this attractive segment?

Best Practice Destinations Destination management Customer behavior Luxury Marketing Travel behavior

Greeting and Introduction:

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

Greetings:

[Eliza Jean Reid](#), First Lady of Iceland, United Nations Special Ambassador for Tourism and the Sustainable Development Goals

Introductory presentations:

[Philipp Schmidt](#), Co-Owner, Nordisch Reisen GmbH

[Maja Traber-Watters](#), Member of Executive Board, Swiss Heart Foundation - Young at Heart

[Michael Edwards](#), Chief Growth Officer, Intrepid Group

Moderated by:

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