



## Event Details

### ITB Keynote Panel: The Future Of The Tourism Industry In Times Of Digital Disruption, Climate Emergency, And Thomas Cook & Co

Date	Time	Location
March 4, 2020	12:00 - 12:45	CityCube Berlin, Hall A4/A5

- Disruptive technological developments, unmistakable climate crisis, bankruptcies like Thomas Cook, geopolitical trouble spots and threatening world recession, dramatic overtourism and much more.
- The global tourism industry in times of the perfect storm.
- What structural changes are to be expected in the European and global tourism industry?
- What will digital technologies achieve in the travel distribution of the future and how will artificial intelligence develop?
- How will people travel in the future and what role will sustainability play?

Best Practice Destinations Digitalization Distribution Customer Behavior Overtourism Travel Behavior Technology Sustainability

#### Interview guest:

[Samih Sawiris](#), CEO, Orascom Development AG

#### Interviewer:

[Sasha Vakulina](#), Business Editor, Euronews

#### Introductory presentation:

[Caroline Bremner](#), Head of Travel Research, Euromonitor

#### Moderated by:

[Sasha Vakulina](#), Business Editor, Euronews

#### Panel guests:

[Coley Dale](#), Senior Director for Strategic Partnerships, Trip.com Group

[Rob Ransom](#), Vice President of Strategy and Corporate Development, Booking.com