



Event Details

ITB Executive Panel: Tours, Activities & Attractions

Date	Time	Location
March 4, 2020	13:00 - 13:45	CityCube Berlin, Hall A4/A5

-In Cooperation with Arival-

- Tours, Activities & Attractions as in-destination services are a strategic mega topic.
- Tourists all over the world want special experiences in their destinations, they expect tailor-made offers and are prepared to spend more money on them.
- How can this huge potential be tapped, and how can the technological challenges be overcome?
- Are we experiencing a "quantum leap" in the individualization of travel offers, and can travel providers finally go back to differentiating themselves in terms of the quality of their offers?
- This session will feature new insights from the first global study of this important sector, in partnership between Arival and ITB.

Best Practice Destinations Destination Management Digitalization Distribution Customer Behavior Mobile Travel Behavior Technology Tours & Activities & Attractions TTA

Introduction & Moderation:

[Douglas Quinby](#), Co-Founder & CEO, Arival

Panel guests:

[Nishank Gopalkrishnan](#), Chief Business Officer, Musement

[Jeff Lewis](#), Vice President of Technology, Strategic Initiatives, TripAdvisor

[Emil Martinsek](#), Chief Marketing Officer, GetYourGuide

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.