



Event Details

ITB Hospitality Executive Panel: Luxury And Sustainability: Contradiction Or Prerequisite?

Date	Time	Location
March 5, 2020	16:00 - 16:45	CityCube Berlin, Hall A4/A5

- Strategies and trends in the global hotel business.
- The hotel product of the future and the role of the mega trend sustainability.
- What does the hotel guest of tomorrow expect? How can competitive advantages be achieved?
- Where is the luxury segment heading?
- Luxury and sustainability: contradictions or a mandatory prerequisite in tomorrow's luxury hotel industry?

Best Practice Hospitality Climate Change Luxury Sustainability Travel Behavior Trends

Moderated by:

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

Panel guests:

[Marc Dardenne](#), COO Europe Luxury Brands, AccorHotels

[Julian Hagger](#), Executive Vice President, The Lux Collective

[Prof. Dr. Willy Legrand](#), Department of Hospitality, Tourism and Event Management, IUBH International University