



Event Details

How The Website Becomes A Personal Travel Advisor

Date	Time	Location
March 4, 2020	10:30 - 11:00	Hall 6.1, eTravel Stage

- Personalization in the travel industry (travel types, destinations, etc.)
- Travel recommendations with relevance for users
- Improving user experience through geo-targeting
- Addressing new and returning customers

Marketing Personalization Travel Behavior Customer Behavior

Presentations:

[Markus Fröhlich](#), Chief Sales Officer (CSO), trbo GmbH