



## Stefan Niemeyer

Stefan Niemeyer is a freelance trainer and author in tourism. With the practical experience of 10 years in the hotel industry, 15 years in tourism agencies and the study of cultural sciences, Stefan Niemeyer stands for digital guest amazement, curiosity marketing and customer loyalty.

As agency manager and senior strategist, he accompanied more than 150 digital projects for destinations, hotels and tour operators in Germany and Austria.

Born in Schaumburg, he is a lecturer on e-Tourism at the Universities of Applied Sciences in Bremen and Berlin. His focus is on the effects of digitalization on guest loyalty and rituals in tourism.

### Contact data

#### Stefan Niemeyer

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### Event

#### [Digital Nudging 2020: Has Sustainability A Relevance For Travel Decisions?](#)

Thursday, March 5, 2020, 12.45 - 13.15  
Hall 7.1b, eTravel Lab

#### [Ethics Can Control Digitization – Should There Be A Limit For Algorithms In Tourism?](#)

Thursday, March 5, 2020, 15.00 - 15.30  
Hall 6.1, eTravel Stage