



## 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.

#### Tags

[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