

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Event Details

### ITB CEO Interview: The Future Of Hospitality Will Be Hosted

Date	Time	Location
March 4, 2020	14:00 - 14:45	CityCube Berlin, Hall A4/A5

- As more and more Gen Z travelers follow on the heels of millennials and increasingly tilt the scales away from standardized travel toward authentic experiences, the brands that succeed will be those that invest in personal hosting, unique design, and genuine roots in their local communities.

### Tags

[CEO](#) [Digitalization](#) [Distribution](#) [Experiences](#) [Hospitality](#) [Customer Behavior](#) [Marketing](#) [Sharing Economy](#) [City Tourism](#) [Technology](#) [Tours & Activities & Attractions](#) [Sustainability](#)

### Interview guests:

[Greg Greeley](#), President, Airbnb Homes

[Sam Shank](#), Head of Hotels, Airbnb, CEO, HotelTonight

### Interviewer:

[Kevin May](#), Editor in Chief, PhocusWire

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Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.