

ITB BERLIN CONVENTION PROGRAM 2020



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

Event Details

ITB CEO Interview: Operating In Unprecedented Times

Date	Time	Location
March 5, 2020	12:00 - 12:45	CityCube Berlin, Hall A4/A5

- TUI's CEO has been orchestrating a major pivot for years.
- The transformation saw this legacy tour operator become a deeply vertically integrated travel business with significant assets in multiple supplier categories.
- In the wake of Thomas Cook's demise, a new wave of opportunities and challenges now require a renewed emphasis.
- Back for a second year at ITB, Fritz Joussem and Philip Wolf's conversation on stage should not be missed.

Tags

[CEO Best Practice](#) [Digitalization](#) [Distribution](#) [Customer Behavior](#) [Marketing](#) [Travel Behavior](#)

Interview guest:

[Friedrich Joussem](#), CEO, TUI Group

Interviewer:

[Philip C. Wolf](#), Founder, Phocuswright, Serial Board Director

