



## 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

### Tags

[Marketing](#) [Personalization](#) [Travel Behavior](#) [Customer Behavior](#)

### Presentations:

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

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Kurzfristige Änderungen vorbehalten.