



## Veranstaltungsdetails

### Business Case Nachhaltigkeit: Fact or Fiction?

<b>Datum</b> 6. März 2020	<b>Zeit</b> 14:00 - 14:45 Uhr	<b>Ort</b> CityCube Berlin, Saal A1
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- Is the business case of sustainability all about efficiency, and thus cost-savings?
- Where is the added value of sustainability in travel, tourism and hospitality and are consumers going for it?
- What are the best ways to move forward?
- To invest in initially more-expensive buildings and sustainable operations that eventually lead to dramatically-low costs and a higher yield?
- To reap the low-hanging fruits, creating substantial savings to fund advanced technologies down the road?
- Or to spread sustainability efforts across the value network, creating a new business model that is attractive to travelers?

Nachhaltigkeit

#### Moderation:

[Eric Ricaurte](#), Gründer, Greenview

#### Podiumsgäste:

[Randy Durband](#), CEO, GSTC

[Karina O’Gorman](#), Head of CR EMEAA, InterContinental Hotels Group

[Brian Young](#), Managing Director EMEA, G Adventures

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Kurzfristige Änderungen vorbehalten.