



Milena S. Nikolova

Milena is a leading expert in behavioral economics and traveller behaviour trends. Her passion is in exploring ways in which behavior-smart tactics can enhance the positive impacts of travel for people, companies and places. In the last years she has been a frequent speaker at global and regional tourism industry events on topics such as behavioral economics for tourism, innovation dynamics in travel, new traveler consumption patterns, etc. Milena is the author of the first book on behavioral economics for tourism exploring how insights from psychology can inform effective business and sustainability solutions (to be published by Elsevier in Spring 2020).

Milena is member of the global team of the Adventure Travel Trade Association (ATTA) where she leads Knowledge & Education programs. Her role includes managing and enhancing programs that enable companies and destinations to embrace new trends, and stay competitive in the fast-changing global marketplace.

The Adventure Travel Trade Association (ATTA) is a global organisation seeking to empower the global travel community to protect natural and cultural capital while creating economic value that benefits both trade members and destinations. The ATTA community today is a vibrant, thriving, interactive network, 1,300+ members strong and representing 100 countries worldwide. From tour operators to tourism boards, specialty agents to accommodations, all ATTA members share a genuine love for global exploration and a vested interest in the sustainable development of tourism.

Kontakt Daten

Milena S. Nikolova

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Veranstaltung

[Auf Worte sollten Taten folgen: Was lokale Veranstalter für die Umwelt tun können](#)



REFERENTEN



ITB
BERLIN

The Leading
Travel Industry
Think Tank
CONVENTION

Mittwoch, 4. März 2020, 15.00 - 15.30 Uhr
Halle 7.1b, eTravel Lab

Verhaltensorientierte Perspektive auf Technologie und Reiseerlebnisse

Mittwoch, 4. März 2020, 17.30 - 17.50 Uhr
Halle 7.1b, eTravel Lab

Official Partner Country
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.