

## Alexander Wessels

For the past 10 years, Alex has specialized in pre- and post-openings of 5-star, luxury and flagship hotels in the Greater China region. Holding key operational leadership roles for Starwood Hotels & Resorts, as well as Marriott International, his philosophy has been to establish each hotel as the premier provider and facilitator of leisure and vacation experiences in the market/region. Key hotel awards include Hotel of the Year 2014 and Hotel Opening of the Year 2017. In 2018, Alex founded SABA Hospitality, a technology company building solutions with the hotel operator and guest in mind. He holds a Diploma/Master's Degree in Hospitality Management from Germany as well as a Bachelor Degree in Hotel & Restaurant Management from Northern Arizona University, United States.

SABA Hospitality is a Macao-based technology solutions provider with a specialized focus on the hospitality industry. Its executive team comprises hotel and casino industry professionals with over 50 years combined expertise in guest engagement, hotel operations, hospitality technology and business coaching. Our mission is to integrate proprietary technology into hotel operations to maximize guest and staff engagement, and boost your online ratings profile.

## Kontaktdaten

### Alexander Wessels

Geschäftsführer  
SABA Hospitality



## Veranstaltung

[Chatbots – die Antwort Ihres Hotels auf die Auswirkungen globaler Reisetrends und Sprachbarrieren](#)

Mittwoch, 6. März 2019, 13.00 - 13.30 Uhr

Halle 7.1b, eTravel Lab

Official Partner Country ITB Berlin 2019

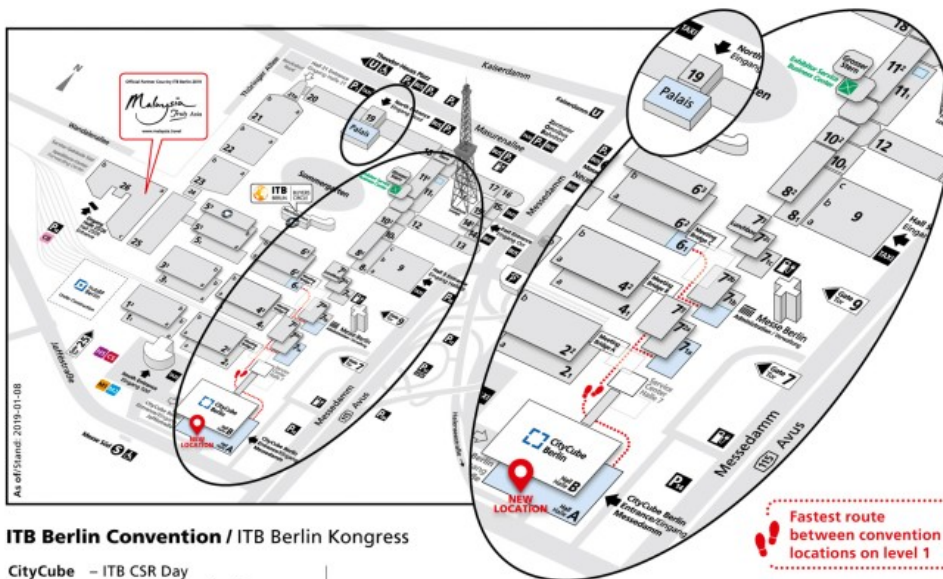


Co-Host ITB Berlin Convention 2019



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Kurzfristige Änderungen vorbehalten.



## ITB Berlin Convention / ITB Berlin Kongress

### CityCube

#### Hall A

- ITB CSR Day
- ITB Deep Dive Sessions
- ITB Destination Day 1
- ITB Destination Day 2
- ITB Experts Forum Wellness
- ITB Future Day
- ITB Marketing & Distribution Day
- ITB Tourism for Sustainable Development Day

**6.1** – eTravel World: eTravel Stage, eTravel Start-Up Day

- 7.1a** – Home of Business Travel Forum by ITB & VDR
- ITB Business Travel Forum
  - ITB MICE Forum
  - ITB MICE Hub

**7.1b** – eTravel World: eTravel Lab, TTA Forum, ITB Hospitality Tech Forum

**11.1** – ITB Young Professionals Day

**Palais** – ITB Convention Awards

## Kontakt

Bitte wenden Sie sich bei Fragen an uns:

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