



Event Details

AI Meets Paradise: How Jamaica Boosts Tourism Using State Of The Art Technologies

Date	Time	Location
March 6, 2020	15:30 - 16:00	Hall 6.1, eTravel Stage

- Power of Big Data: unlocking potential of a Destination through a holistic analysis of Data Insights.
- AI and Digital Advertising: reaching a right person, with a right message, in a right moment of time.
- Interplay of Big Data and Digital Advertising: converting incremental visitors to a Destination and maximizing revenues.

Tags

[Data](#) [Marketing](#) [Artificial Intelligence](#)

Speaker:

[Ivan Kusalic](#), Chief Technology Officer, travel audience, an Amadeus Company

[Donovan White](#), Director of Tourism, Jamaica Tourist Board

Official Partner Country
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Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.