



Event Details

Influencer Management Against Overtourism

Date	Time	Location
March 4, 2020	15:30 - 16:00	Hall 6.1, eTravel Stage

- Overtourism in Switzerland due to influencers?
- Influencer management as a solution
- One central instrument: Switzerland Tourism Influencer Summit
- Findings and lessons learned

Tags

[Destinations](#) [Influencer Marketing](#) [Sustainability](#)

Speaker:

[Markus Berger](#), Head of Corporate Communications / Media Spokesperson, Schweiz Tourismus