

# ITB BERLIN CONVENTION PROGRAM 2020



**ITB**  
BERLIN

The Leading  
Travel Industry  
Think Tank  
CONVENTION

## Helena Lindqvist

Topic: What made Gothenburg apply to the European Capital of Smart Tourism competition and what made the city stand out from the rest, to become 2020 European Capital of Smart Tourism? Helena Lindqvist will share insights on how the city has put forward a collaborative working model to help improve experiences for both citizens and tourists. This includes open data, tourism-oriented innovation and test labs as well as sustainability measures.

## Contact data

### Helena Lindqvist

Project Manager for European Capital of Smart Tourism 2020  
Gothenburg & Co



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## Event

### [Better City Life Through Smart Tourism](#)

Wednesday, March 4, 2020, 15.00 - 15.45  
CityCube Berlin, Hall A1

Official Partner Country  
ITB Berlin 2020



Co-Host ITB Berlin Convention 2020



EXPERTENWISSEN –  
IM ITB TICKET INBEGRIFFEN

Kurzfristige Änderungen vorbehalten.