



Travel Experiences Of The Future: Tailored, Data-Based, Relevant

Date	Time	Location
March 6, 2020	11:00 - 11:45	CityCube Berlin, Hall A4/A5

- Standardized mass products: increasingly banal and interchangeable.
- Expectations of the modern customer: tailored travel offers, enriching experiences, personal experiences.
- Success factors: innovative technologies, intelligent use of customer data, deep customer insights.
- Best practices for unique travel experiences and relevant travel offers.
- In the future: Will the destination still play a role or will experiences dominate the travel decision?

Tags

[Best Practice](#) [Experiences](#) [Data](#) [Destinations](#) [Digitalization](#) [Distribution](#) [Customer Behavior](#) [Individualization](#) [Platforms](#) [Travel Behavior](#) [Technology](#)

Moderated by:

[Florence Kaci](#), Director, Business Development Europe and Africa, European Market Specialist, Phocuswright Inc

Panel guests:

[Traci Mercer](#), Senior Vice President, Global Lodging Ground & Sea, Sabre Travel Network

[Andy Owen-Jones](#), Co-Founder & CEO, bd4travel

[Björn Vöhl](#), Senior Director Market Management DACH & Nordics, Expedia Group