

Tourismus Trendforum 2019

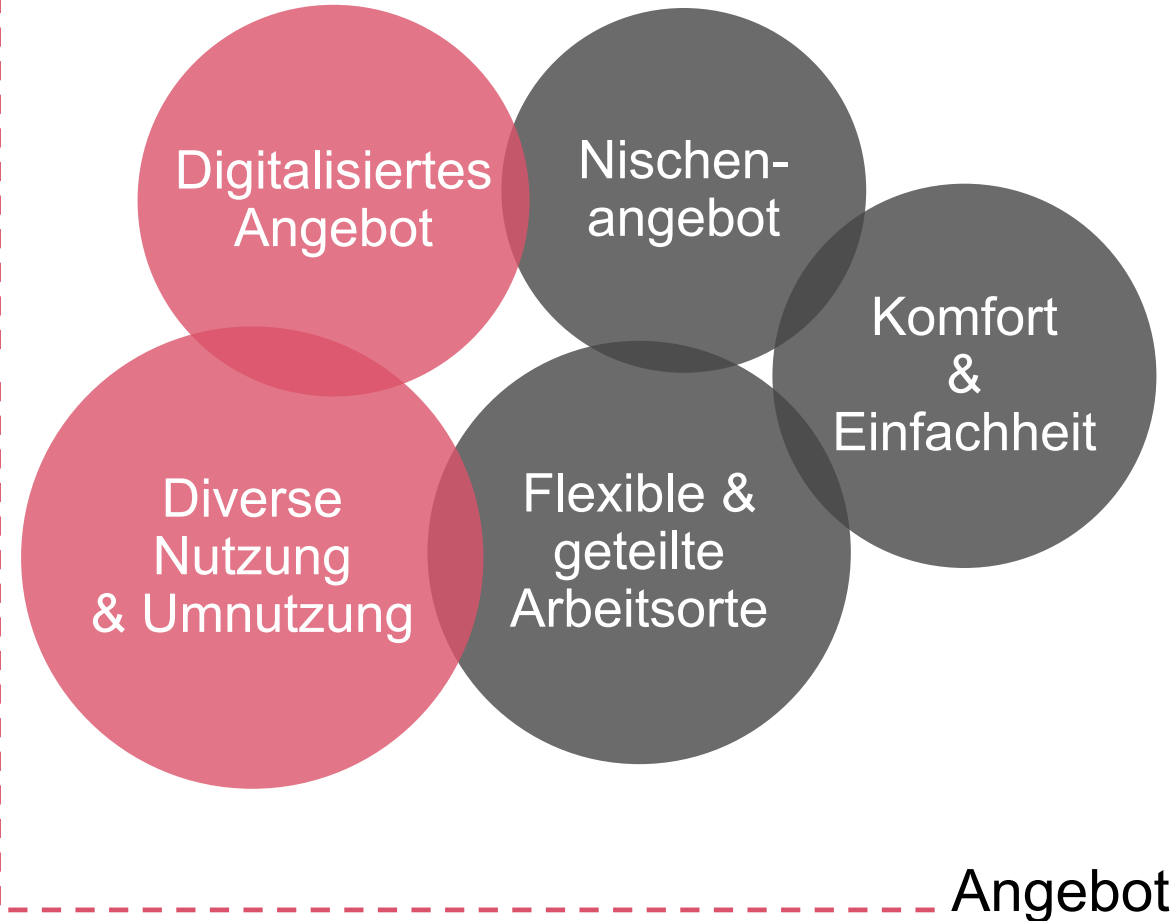
Nationale und internationale Trends

Annina Binder, PwC Schweiz



Bekannte Trendentwicklungen

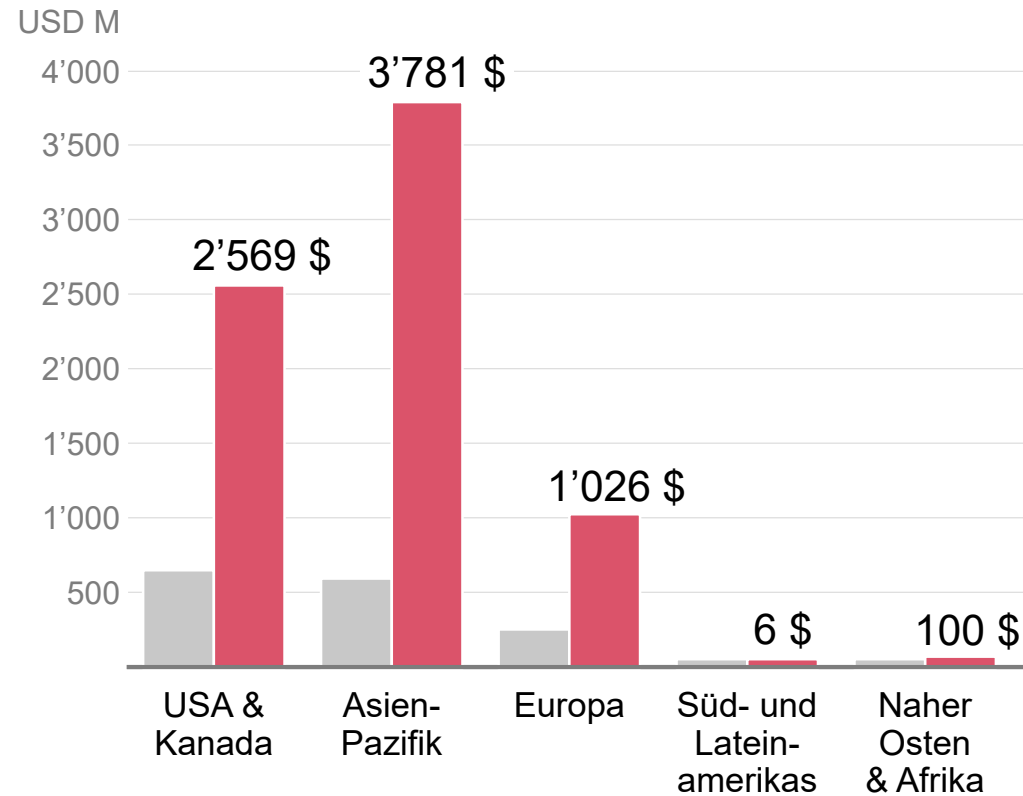
Nachfrage



Angebot

Innovation und Strukturwandel sind auf dem Vormarsch

Travel Venture Capital nach Regionen



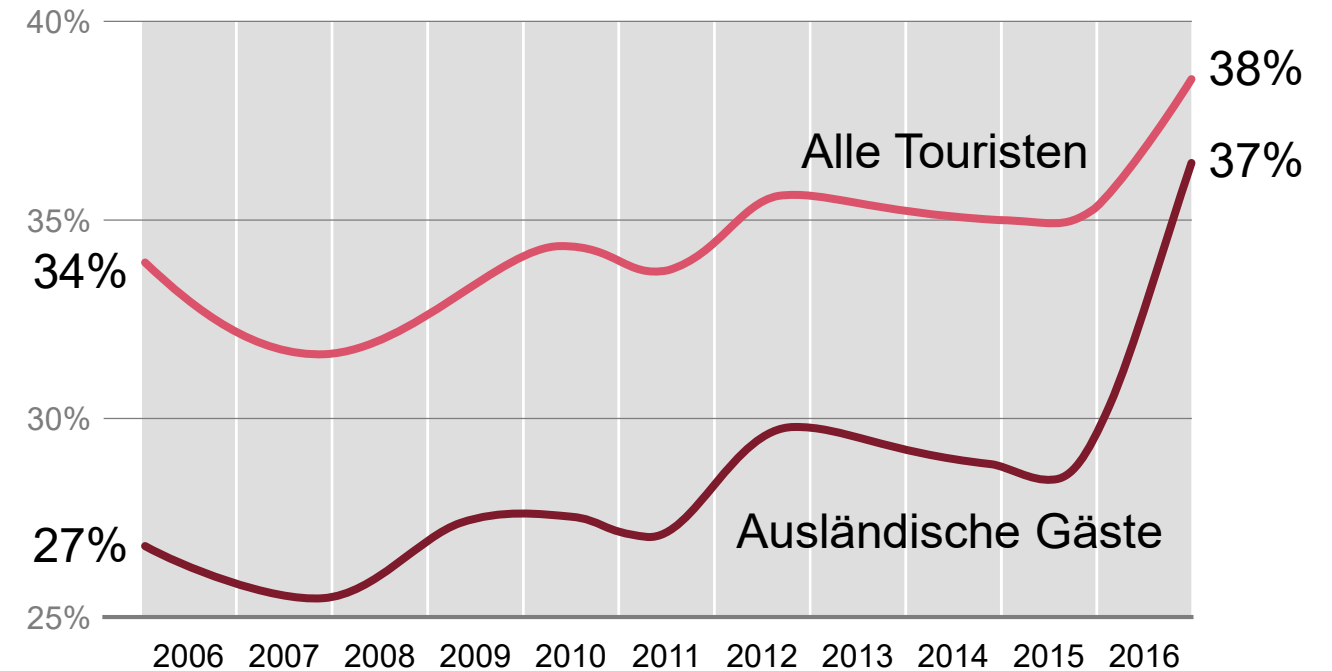
2011 2018

Quelle: Crunchbase – Skift Research, Eurostat (Feb/Mar 2019)

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PwC

Alternative Beherbergung als Teil der europäischen Übernachtungen



November 2019

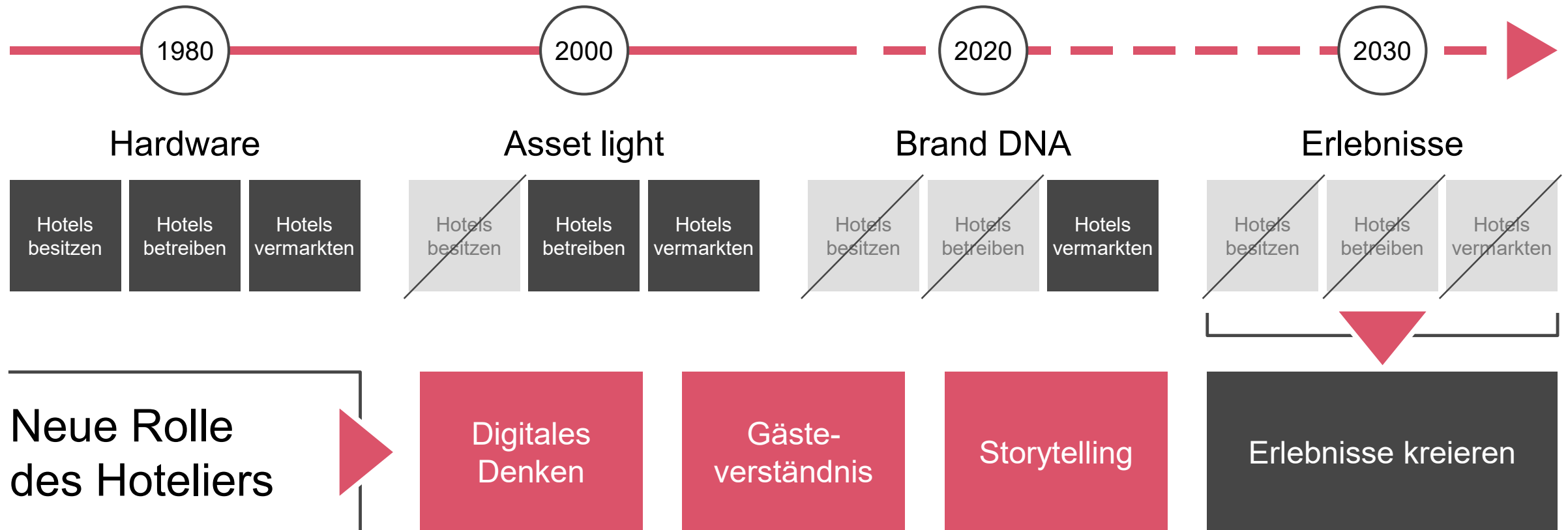
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Business Intelligence als Grundlage für jede Entscheidung



Data has a better idea

Entwicklung der Hotelbetreiber und der Kompetenzen



Vielen Dank!

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