

Milena S. Nikolova

Milena is a leading expert in behavioral economics and traveller behaviour trends. Her passion is in exploring ways in which behavior-smart tactics can enhance the positive impacts of travel for people, companies and places. In the last years she has been a frequent speaker at global and regional tourism industry events on topics such as behavioral economics for tourism, innovation dynamics in travel, new traveler consumption patterns, etc. Milena is the author of the first book on behavioral economics for tourism exploring how insights from psychology can inform effective business and sustainability solutions (to be published by Elsevier in Spring 2020).

Milena is member of the global team of the Adventure Travel Trade Association (ATTA) where she leads Knowledge & Education programs. Her role includes managing and enhancing programs that enable companies and destinations to embrace new trends, and stay competitive in the fast-changing global marketplace.

The Adventure Travel Trade Association (ATTA) is a global organisation seeking to empower the global travel community to protect natural and cultural capital while creating economic value that benefits both trade members and destinations. The ATTA community today is a vibrant, thriving, interactive network, 1,300+ members strong and representing 100 countries worldwide. From tour operators to tourism boards, specialty agents to accommodations, all ATTA members share a genuine love for global exploration and a vested interest in the sustainable development of tourism.

Contact data

Milena S. Nikolova

Knowledge and Adventure EDU Director
Adventure Travel Trade Association



Event

[Actions Speak Louder Than Words - In-Destination Sustainability Focus](#)

Wednesday, March 4, 2020, 15.00 - 15.30

Hall 7.1b, eTravel Lab

[A Behaviour-Smart Look At Technology And Travel](#)

Wednesday, March 4, 2020, 17.30 - 17.50

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