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[Conférence : Trip Advisor and the new behaviors of travelers with the pandemic](#)

A lifelong travel enthusiast, Alexandra graduated from ESCAET in Aix-en-Provence. She started her career at HRS (Hotel Reservation Service) as an e-marketing manager, then she joined lastminute.com's media department in 2011.

She joined TripAdvisor in 2013 as Destination Marketing Sales Manager, where she is in charge of Continental Europe, the Balkans and North Africa. Her mission for the past 8 years has been to work closely with Tourism Offices to help them promote their destinations worldwide thanks to the many insights and solutions offered by TripAdvisor.