



Benno Rust
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Benno Rust is in charge of the business development of Booking.com in Switzerland and Liechtenstein and takes care of the local office in Zürich, Switzerland. With more than 9 years' experience within Booking.com, he took part in the rise of the once small Dutch Startup to one of the largest travel e-commerce companies worldwide. He has an hotelier/restaurateur background with professional experiences in several Swiss destinations like Lausanne, Interlaken, Engelberg and Lucerne. In 2012 Benno graduated as eidg. Dipl. Hotelier/Restaurateur HF at the hotel management school of Lucerne (SHL). He is passionate about bringing hoteliers and online travel together in a fast changing and digital world.