



Curtin University

Tourism
Research Cluster

TRC SEMINAR

Online booking portals and their significance

Natalie Olbrich | Catholic University of Eichstätt-Ingolstadt

Wed, 20 June 2018 // 10.30 – 11.45 am

School of Marketing Boardroom, Room 2024, Level 2
Building 408



Natalie's talk will centre around increasing digitalization which has been creating long-term challenges for tourism in Germany. Many tourism SMEs had to leave their comfort zone and adapt their business models. Natalie will focus on today's guests becoming more digital and she will address the market dominance of online booking portals in hotel distribution.

Natalie Olbrich is a PhD student and Research Associate at the Chair of Tourism at the Catholic University of Eichstätt-Ingolstadt (GER). Before Mrs. Olbrich became a member of the chair team she worked for HRS - Hotels Reservation Service as Account Support Manager.

Succeeding the seminar, there will be a chance to network with **Prof. Dr. Wolfgang Georg Arlt**, founder and director of China Outbound Tourism Research Institute.

Please RSVP to trc@curtin.edu.au

Make tomorrow better.

curtin.edu.au