

## Brendan Roberts

Brendan Roberts has had extensive experience working in both the tourism sector (Chief Concierge for luxury hotels), and also in the IT industry, having been a Project Director for Enterprise system integration and bespoke software implementation projects. This is where he learned the importance of the intersection between technology and third party relationships and how they're critical to business success. This led him to become Global Head Business Development at TourRadar as it allowed him to understand the philosophy behind the business model and the systems that support it. Brendan has lived in the UK, Ireland and Canada while working in the hotel, finance and IT industries. In his spare time, you can find Brendan anywhere in the outdoors, usually camping or mountain biking.

### About TourRadar

TourRadar is the world's largest and most trusted online platform to search, compare and book multi-day tours. We work with thousands of tour operators, including some of the biggest names in the industry like Intrepid Travel, Trafalgar, Uniworld and unique local touring suppliers like Arctic Adventures and Intro Travel. TourRadar provides unrivalled support to our operators — we drive you real bookings, handle the payments and provide unique marketing solutions to help your brand and tours reach more customers. With new operators joining our platform each month, we are fulfilling our goal of connecting more and more travellers to unique life-enriching experiences around the world.

### Contact data

#### Brendan Roberts

Head of Global Business Development  
TourRadar



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## Event

### [How Festivals Can Benefit From New Technology](#)

Wednesday, March 6, 2019, 16.30 - 17.00

Hall 7.1b, eTravel Lab