

Michael Buller – Chairman of the VIR



Michael Buller, Chairman of the Verband Internet Reisevertrieb e.V. (VIR) – the German association of online travel portals – has been working in the tourism industry for many years. He started his career in 1990, being in charge of finance and controlling for the rental car broker Holiday Autos GmbH. In his role as managing partner, he established Holiday Autos as the market leader in the holiday rental car business in Germany. After the takeover of Holiday Autos by lastminute.com, Michael Buller was appointed CEO for the German market of lastminute.com.

In 2007, he became an entrepreneur and today advises several different companies. Among others, he is partner of the software company BPCS Consulting Services GmbH and consultant for the dynamic tour operator JT Touristik. Furthermore, he is member of the advisory board of the online start-up TrustYou.

In addition to his expertise in the classical tourism industry, he has acquired a profound knowledge of the German online tourism industry over the years. Due to his know-how and experience he was elected Chairman of the industry representation of the digital tourism industry, the Verband Internet Reisevertrieb e.V. (VIR) – the German association of online travel portals – in October 2009. Its members ebookers.de, Expedia.de, HolidayCheck, HRS, lastminute.de and weg.de belong to the biggest OTAs in Germany. Several successful tour operators, travel technology providers as well as service providers and subcontractors of the tourism industry are also among the members of the VIR.

In his role as Chairman of the VIR, he committed himself in particular to the digitalization of the travel industry as well as to increasing its standing in politics. This commitment combined with his experience made him an unofficial spokesperson for the digital tourism industry. Today, he is also regarded as a regular discussion partner for universities, conferences as well as for the media. He made numerous TV appearances recently – for instance on the RTL show “stern TV” and on German public-service TV broadcasters.

His longtime experience combined with his many appearances at trade events such as the eTail Germany, Internet World, universities, the leading travel trade fair ITB Berlin as well as leading events of travel agency cooperations has even called the attention of the Federal Government to Michael Buller: As an expert of the industry, its innovations and trends as well as of the travel technology industry his expertise is highly sought-after at the Federal Ministry for Economic Affairs and Energy, which he has been counseling since summer 2014 as a member for the tourism advisory board.

In September 2016 the Travel Industry Club e.V. (TIC), an independent business association for interest representatives and decision makers in tourism, honored Michael Buller as “Travel Industry Manager 2016”.

