

English version



VERBAND
INTERNET
REISEVERTRIEB





Who we are

We – the Verband Internet Reisevertrieb – are the interest group of the German digital tourism industry and represent the industry in public.

Not only are we a contact point for the **industry**, but also for **consumer, media** and **politics**.

A large number of the most important industry players have joined us as members. They are split into so called clusters: OTA (online travel agencies), supplier & tour operators, service & travel technology providers as well as start-ups. In total they sum up to more than 60 companies. We push forward new developments and sensitize the travel industry for important topics such as innovations or data quality. We observe the market, media coverage and the legal developments in tourism and e-commerce. Furthermore, we support young academics as well as new businesses to push the development of the industry.

VIR is a strong association

with **strong members** – because we can only **push forward the digital tourism industry** through **joint dialogue**.

Management, office branch, advisory board



Michael Buller

Chairman



Lara Hass

Senior Project Manager



Astrid Steiner

Project Manager

We are
there
for you!

The **advisory board**, consisting of six industry experts, supports the VIR and its members in various sectors.



Thomas Helbing

Managing Director
Ray Sono AG
advisor for technology



Michael Faber

Consultant & Managing Director Tourism
Tourismszukunft
advisor for social media



Andreas Nau

Managing Director
Central Europe, Expedia
advisor VIR members



Dr. Dominik Rossmann

Managing Director
Ulysses-Web Tourismus GbR
advisor market research



Prof. Dr. Hans-Josef Vogel

BEITEN BURKHARDT
Lawyers
advisor for legal



Thomas Wilde

Managing Partner
Wilde & Partner Public Relations
advisor for PR

Executive committee

The executive committee consists of Michael Buller as the VIR general chairman and the first chairman of the respective cluster – with exception of the start-up category. The OTA cluster contributes two representatives within the committee. The primary tasks are to bring the topics discussed in the clusters to the committee and chairman's attention, to provide counsel as well as to determine the approval of new members.

CLUSTER OTA



Martin Scheuer

lastminute.com Group
First Chairman



Michael Sattel

Direktor Business Operations
ppa. weg.de (COMVEL GmbH)
Second Chairman

CLUSTER SUPPLIER & TOUR OPERATOR



Gereon Krahn

Division Manager E-Commerce
Berge & Meer
First Chairman



Matthias Lange

Managing Director
DER Touristik Online
Second Chairman

CLUSTER SERVICE & TRAVEL TECHNOLOGY PROVIDER



Jörg Möller

Managing Director
Wirecard Technologies GmbH
First Chairman



Dr. Oliver Rengelshausen

Managing Director
Traveltainment
Second Chairman





Our goals for the digital tourism industry

- ◆ Sustainable and forward-looking political frameworks**
- ◆ Strengthen faith in and reputation of the digital tourism industry**
- ◆ Support of young academics**
- ◆ Promotion of innovations**

Milestones

 **November 2nd, 2004**

VIR is founded by ebookers.de, expedia.de, opodo.de, travel24.com, lastminute.com, ferien.de and hinundweg.de

 **2006**

first edition of the market research publication VIR Data & Facts about the online travel industry

 **2008**

Launch of the VIR innovation competition “VIR Sprungbrett” dedicated to the promotion and encouragement of new business ideas within the industry

 **2009**

Michael Buller is elected as chairman of the VIR

 **2010**

Launch of the industry event “VIR Online Innovation Days”

 **2010**

Development of the so called Code of Conduct for customer-friendly online marketing in collaboration with the DRV (German Travel Association)

 **2013**

The initiative “VIR Search4Talents” is created

 **2014**

On its 10th anniversary, the association encompasses a total of nine fully engaged members as well as a number of sustaining members

Michael Buller is appointed as advisor in the tourism committee of the Federal Ministry for Economy and Energy

 **2017**

The VIR decides to open its organizational structure. The direction is expanded to the entire digital tourism industry – the member structure dividing full and sustaining members will be dissolved

VIR – An organization that connects



Structure, cluster & members

CLUSTER

OTA



SUPPLIER & TOUR OPERATOR



MANAGEMENT

EXECUTIVE COMMITTEE

OFFICE BRANCH

ADVISORY BOARD

SERVICE & TRAVEL TECHNOLOGY PROVIDER



START-UP



interest,
questions ?



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info@v-i-r.de

What we do for you

- ◆ **Networking platform:** VIR is a platform to network and a forum where its members can exchange experiences and know-how. Our internal events constantly offer you a relaxed and informal atmosphere to network. We connect you with potential business partners.
- ◆ **Information:** We keep you updated about relevant developments for your company and the industry. Furthermore, we respond to your individual topics – our advisory board supports us in various segments.
- ◆ **Industry representation:** We advocate for the interests of our members in terms of industry relevant topics. Whether it concerns product, legal issues or media – we conciliate, counsel and inform.
- ◆ **PR representation:** We are a contact point for media in terms of the digital tourism industry. Our concern is to create trust in the digital tourism industry and its stakeholders.
- ◆ **Political representation:** Michael Buller represents the political interests of the industry at the committee of tourism of the Federal Ministry for Economy and Energy. For EU based political decisions, we are in strong contact with ETTSA. Furthermore, we constantly get involved with ongoing political topics.

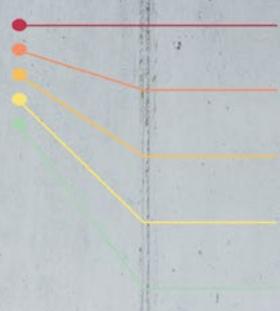
What we do for you

- ◆ **Legal affairs:** We inform you about ongoing legal developments relevant for the industry. Through a strong collaboration with the legal company BEITEN BURKHARDT, we are also able to provide you with concrete advice for action.
- ◆ **Market research:** VIR funds and organizes market research in the tourism industry. Our annual publication “VIR Data & Facts about the online travel market” includes numerous important data about the German leisure tourist. With regular reports we keep you updated about the current market developments.
- ◆ **Support of innovation:** There is no progress without innovation. We inform and inspire by bringing new products and business concepts to your attention. With the VIR Online Innovation Days and the start-up competition “Sprungbrett” we offer you a unique annual event focused on innovation. During the course of the year, the event format “start-up nights “ offer the possibility to get into contact with the industry’s start-ups.
- ◆ **Support of young academics:** We work in strong collaboration with universities to inspire young and motivated talents of tomorrow for the digital tourism industry. With the initiative “Search4Talents”, we bring together tourism university students with the industry.

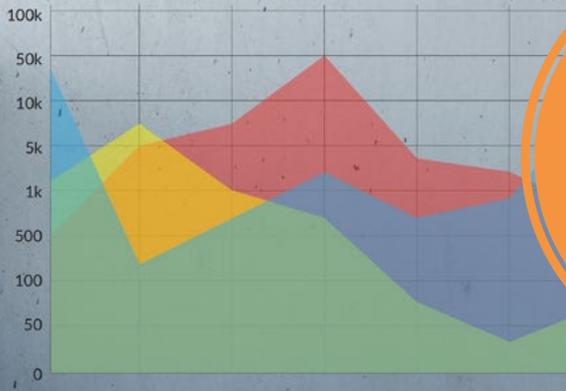
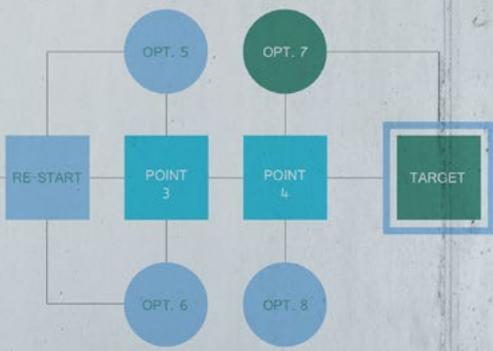
VIR Online Innovation Days

- ◆ The trade event for the digital travel industry
- ◆ More than 300 business leaders and decision makers of the tourism industry attend
- ◆ Exciting speeches and discussion panels about trending topics
- ◆ Pitches from the most recent industry start-ups





100%



VIR Data & Facts

- ◆ Market research for the digital travel industry
- ◆ Annually published edition for members, journalists and decision makers of the industry
- ◆ Latest market data about the German holidaymaker and the travel industry
- ◆ Includes information on VIR members



You'll find
all the
informations
in the
VIR-APP
(German language)





**BECOME A MEMBER
OF VIR AND
SHAPE THE FUTURE OF THE
DIGITAL TRAVEL INDUSTRY
WITH US**

Your benefits as a member

- ◆ Direct **contact** to a huge network of decision makers in the tourism industry
- ◆ **Free participation in two annually meetings exclusively for members**
- ◆ **Discounted or free-of-charge entry to VIR events** such as TIC & VIR Start-up Night
- ◆ **Jury role** at the VIR innovation competition “Sprungbrett”
- ◆ **Continuous information about legal topics**
- ◆ **Regular reports with statistics** about the development of the German leisure travel market
- ◆ **VIR member logo for integration on your website**
- ◆ **Exclusive VIR member login** on our website and within our app
- ◆ **Display of your logo** at VIR events:
 - » VIR press conference at ITB Berlin
 - » VIR Online Innovation Days
- ◆ **Presence of your company in the market research publication** VIR Data & Facts about the online travel market
- ◆ **Personal introduction** at one of the VIR member meetings
- ◆ **Blog article** on the VIR news channel
- ◆ **Company profile** with logo on www.v-i-r.de and on the VIR app
- ◆ **Presence of your company name in the boiler plate** of our press releases
- ◆ **Political lobby work** on your behalf

The **annual member fee** totals 5,000 Euros for the clusters supplier and tour operators as well as service- and travel technology providers. For OTA the member fee depends on your turnover starting with 5,000 Euros. For all three clusters an entry fee of 2,000 Euros applies. Start-ups* only pay an annual fee of 200 Euros.

*Companies are considered start-ups as long as they have not been on the market for more than three years

We look forward to hearing from YOU!



Call us or send us an e-mail:

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