



VERBAND  
INTERNET  
REISEVERTRIEB

[WWW.V-I-R.DE](http://WWW.V-I-R.DE)

"One day you will  
wake up and there  
won't be any more  
time to do the things  
you've always wanted.  
Do it now."

*Paulo Coelho*



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

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# WHO WE ARE

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

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

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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 70 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 STRUCTURE



MANAGEMENT

EXECUTIVE COMMITTEE

CLUSTER

OFFICE BRANCH

ADVISORY BOARD



## MANAGEMENT



**Michael Buller**

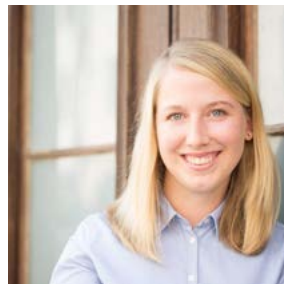
Chairman

## OFFICE BRANCH



**Lara Hass**

Senior Project Manager



**Annette Krause**

Project Manager

# EXPERTEN-BEIRAT

bestehend aus sechs Industrieexperten, unterstützt den VIR und seine Mitglieder in verschiedenen Fachgebieten.



**Thomas Helbing**

Directorate  
Ray Sono AG

advisor for technology



**Michael Faber**

Consultant & Managing  
Director Tourism Tourismszukunft

advisor for social media



**Boris Raoul**

CEO Invia Group Germany

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 Communications

advisor for PR

# PRÄSIDIUM

## ONLINE TRAVEL AGENCIES



**Solveig Mayer**

Regional Manager Government  
and Corporate Affairs Germany/  
DACH and Northern Europe ,  
Expedia Group  
First Chairman

## SUPPLIER & TOUR OPERATOR



**Gereon Krahn**

Division Manager E-Commerce  
Berge & Meer  
First Chairman

## SERVICE & TRAVEL TECHNOLOGY PROVIDER



**Nicole Zapp**

Manager Account Management  
– Commercial Online Segment  
DEATCH Amadeus  
First Chairman



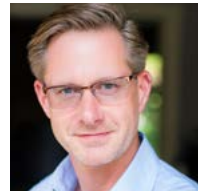
**Michael Sattel**

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



**Matthias Lange**

Managing Director  
DER Touristik Online  
Second Chairman



**Jörg Hauschild**

Managing Director  
Midoco GmbH  
Second Chairman

## OTA



## SUPPLIER & TOUR OPERATOR





## SERVICE & TRAVEL TECHNOLOGY PROVIDER



## START-UP





# **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 2<sup>nd</sup>, 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 start-up 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 initiated



-  **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
-  **2016**  
Launch of the event format „TIC & VIR Travel Start-up Nights“ to support the linkage of start-ups and industry.
-  **2017**  
The VIR decides to open its organizational structure. The focus is expanded to the entire digital tourism industry – the member structure dividing full and sustaining members is dissolved. From now on, start-ups can also become members.
-  **2018**  
Initiation of the first trip of a tourism industry delegation to China
-  **2019**  
Initiation of the first collaborative German tourism industry booth at ITB China
-  **2020**  
First deligation trip to Israel initiated by VIR

# 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 objective 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 regular communication with ET TSA. Furthermore, we constantly get involved with ongoing political topics.

- 🔖 **Legal affairs:** We inform you about ongoing legal developments relevant for the industry. Through a strong collaboration with the law firm BEITEN BURKHARDT, we are also able to provide you with concrete advice for action and workshops.
- 🔖 **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. In total, these market research studies are worth 75.000 Euros.
- 🔖 **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. In addition, we provide you with access to our start-up member network.
- 🔖 **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. For instance, students can join tours to selected tourism companies at ITB Berlin or bus tours to potential employers. We also update our blog regularly with job advertisements for tourism students.



# VIR ONLINE INNOVATION DAYS

- 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



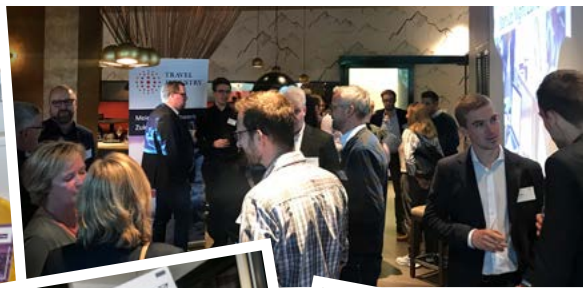






# TIC + VIR TRAVEL Start-up

## TIC & VIR TRAVEL START-UP NIGHTS





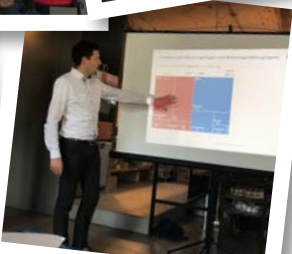
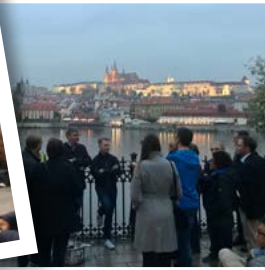


## VIR DELEGATION TRIP TO CHINA



# VIR MEMBER MEETINGS

- Twice a year only for VIR members
- Varying program of workshops, presentations and
- Excursions about latest industry topics, market research or legal aspects
- Social program and networking in relaxed atmosphere



# 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





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



# VIR MEMBERSHIP

- Members may be legal entities and unincorporated companies according to private law that are working in or for the digital tourism industry. They must identify with and promote the goals of the association. The members of the VIR are organized into four clusters: OTA, Supplier and Tour Operators, Service and Travel Technology Providers as well as Start-ups.
- Each member becomes a member of a cluster at the same time. The interests of each cluster (with the exception of the start-up cluster) are represented by a chairperson elected by the members and a deputy in the committee of the VIR. The committee, together with the board, steers the activities of the association.
- 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.

All membership information can be found in the articles of association on our website:

➔ [www.v-i-r.de/satzung/](http://www.v-i-r.de/satzung/)





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