



VERBAND
INTERNET
REISEVERTRIEB

WWW.V-I-F.DE

ENGLISH VERSION



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

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. 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.

STRUCTURE



MANAGEMENT

PRESIDIUM

CLUSTER

OFFICE BRANCH

ADVISORY BOARD



MANAGEMENT



Michael Buller
Chairman

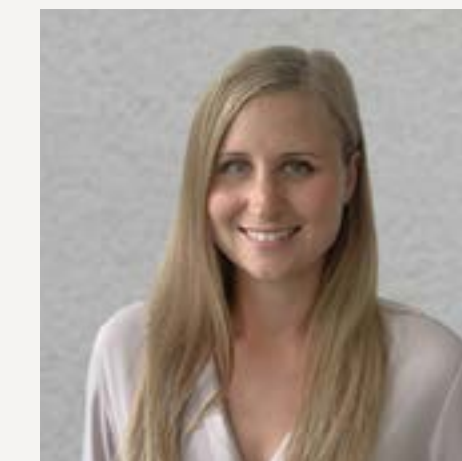
OFFICE BRANCH



Tamara Niedermair
Office management



Jacqueline Petzinger
Office management



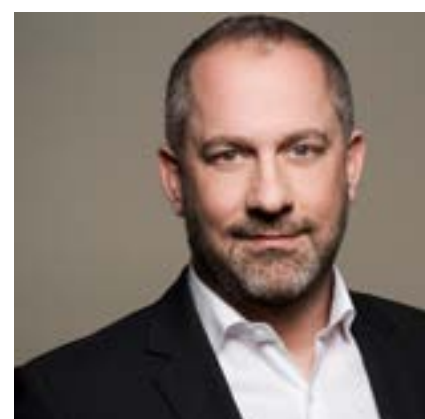
Laura Nickchen
Junior marketing-
and project manager



Elisa Kornfeld
Junior marketing-
and project manager

ADVISORY BOARD

consisting of six industry experts, supports the VIR and its members in various specialist areas



Thomas Helbing

Directorate
Ray Sono AG
advisor for technology



Michael Faber

Managing Director Tourism
Realizing Progress
advisor for social media



Boris Raoul

CTO DERTOUR Group
advisor VIR members



Dr. Dominik Rossmann

Professor of Marketing-
& Tourism Management
advisor market research



Prof. Dr. Hans-Josef Vogel

ADVANT Beiten
Lawyers
advisor for legal

PRESIDIUM

ONLINE TRAVEL AGENCIES



Solveig Mayer

Director Government & Corporate
Affairs, Expedia Group
First Chairman



Maria Pietroniro

Director Tourism & Touristic
Performance, HolidayCheck AG
Second Chairman

SUPPLIER & TOUR OPERATOR



Lara Ochsenfeld

Business Development Manager
Travel and Financial Institutions
Europ Assistance Services GmbH
First Chairman



Tanja Jäger

Key Account Managerin Travel
Distribution International & Online,
HanseMerkur Reiseversicherung AG
Second Chairman

SERVICE & TRAVEL TECHNOLOGY PROVIDER



Jörg Hauschild

Managing Director,
Midoco GmbH
First Chairman

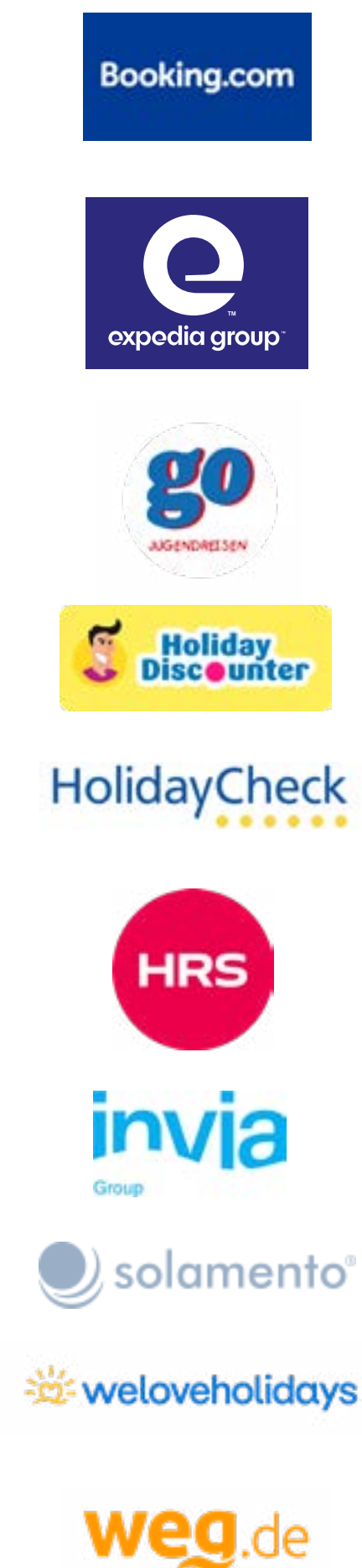


Lars Seinschedt

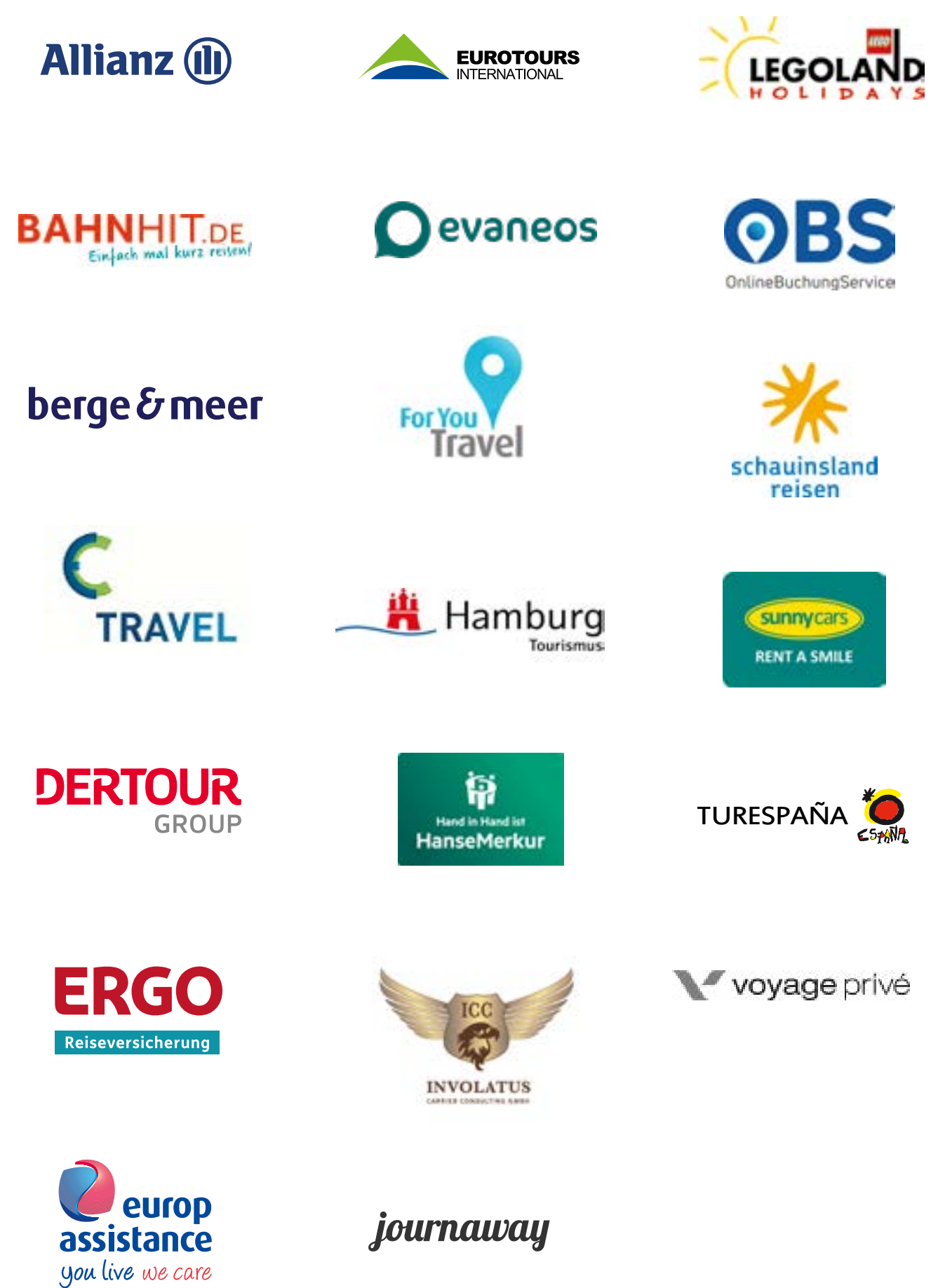
Managing Director
neusta GmbH
Second Chairman

MEMBERS CLUSTER

OTA



SUPPLIER & TOUR OPERATOR



SERVICE & TRAVEL TECHNOLOGY PROVIDER



START-UP



OUR GOALS FOR THE DIGITAL TOURISM INDUSTRY

- 📌 Sustainable and forward-looking political frameworks
- 📌 Strengthening 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 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”
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
- 📌 **2021**
VIR founds together with other tourism associations the „DRSF“
- 📌 **2023**
First Issue of TalkTourism in Munich
VIR becomes active validator at Chain4Travel
- 📌 **2024**
Return of VIR innovation days with new concept
VIR celebrates its 20th anniversary
- 📌 **2026**
The Verband Internet Reisevertrieb e.V. (VIR) celebrates a quarter century of digitalization together with the industry

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:** The VIR Executive Board represents the political interests of the industry, including in the Tourism Committee of the German Federal Ministry for Economic Affairs and Energy. On EU policy matters, we exchange closely with EU Travel Tech. In addition, we are consistently engaged in current political issues.
- ◆ **Legal affairs:** We inform you about ongoing legal developments relevant for the industry. Through a strong collaboration with the law firm ADVANT Beiten, 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:** No progress without innovation. We inform and inspire by introducing you to new products and business models. With the VIR Innovationstage, we offer a unique annual event dedicated to innovation. Throughout the year, the TIC & VIR Travel Start-up Nights provide opportunities to connect with startups in the industry. In addition, you benefit from direct access to VIR’s startup members. Building on the VIR Innovationstage, the VIR, together with team neusta, launched the Innovation Shorts format. In a 60-minute digital session on the last Wednesday of each month, participants receive an innovative impulse and then engage in discussion with one another.
- ◆ **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.

TOGETHER FOR TOURISM

- ◆ **IDEA** VIR is a co-initiator of the Action Alliance Tourism Diversity. This is an alliance of currently 27 associations representing all areas of the diverse tourism industry. Tourism can only function in the interaction of this diversity. If important sectors of the travel industry disappear, travelling as we live and love it will no longer be possible. That is why our Action Alliance exists.
- ◆ **OBJECTIVE** We have set ourselves the goal of preserving the tourism industry as a whole and achieving fair promotion for every market participant in the industry, thus ensuring the network as a unit also in the future. Therefore, as a network, we act together and with one voice, especially with regard to political demands.
- ◆ **BACKGROUND** Travel and holiday needs are diverse and individual. The range of offers and providers associated with this makes tourism a complex landscape and a strongly interlinked network. This allows customers not only a wide choice, but also the combination of different offers and use of different booking channels.

Starting with the purchase decision, whether via an online portal or a stationary travel agency, the choice of a package tour via a tour operator or the booking of individual services, on to the preferred means of transport:

Flight, bus trip or rental car, up to the option when choosing accommodation, i.e. hotel, holiday home/holiday flat or campsite. This selection alone and their possible combinations already show the multitude of providers, organisers and providers and service providers involved. Processes, comparisons and bookings are only made possible by various technical providers and systems in the background. Here you can get an insight into the „engine room“ of tourism: www.tourismos.net

But that's not all, because customers also use excursions, means of transport, restaurants and many other facilities and offers in the holiday destination itself. These are also directly related to the trip - because a holiday destination without an experience or offer has little appeal.

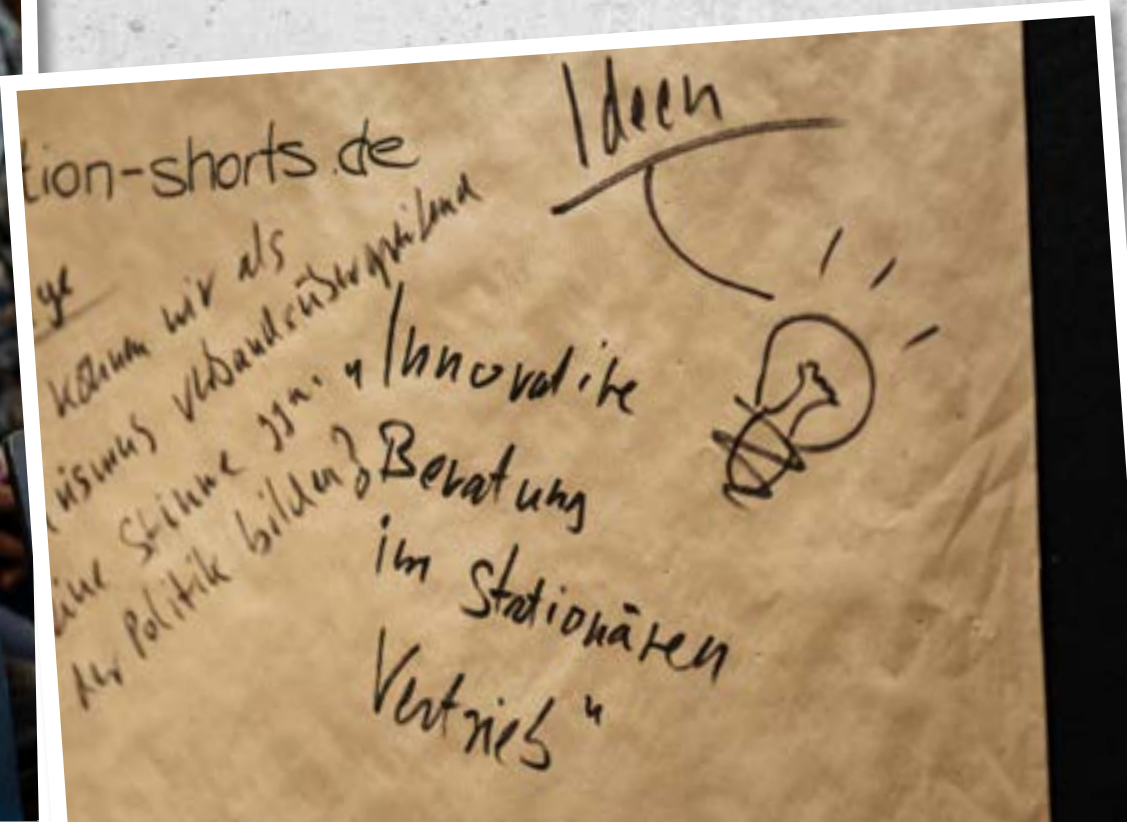
➔ www.tourismusvielfalt.de



VIR[●]IT

THE INDUSTRY EVENT FOR DIGITAL TOURISM

- ◆ Around 200 business leaders and decision makers of the tourism industry attend
- ◆ A dynamic concept featuring exciting presentations, panel discussions, and workshops
- ◆ focused on the latest developments, innovations, and trends in the digital travel industry

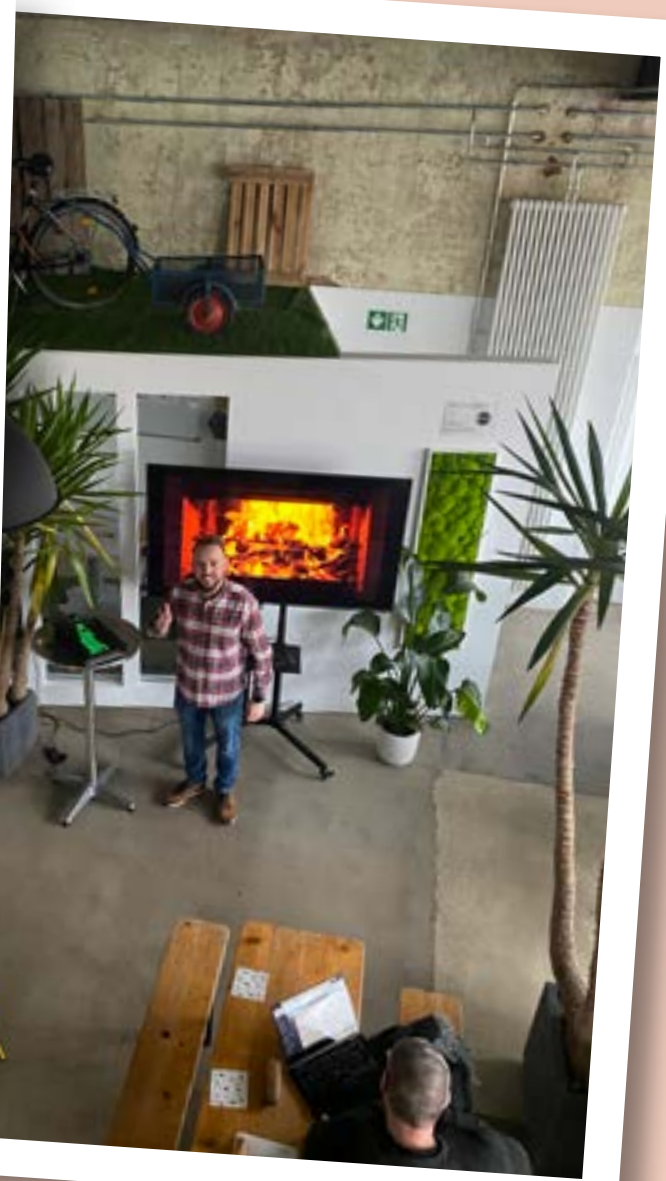




TIC+ VIR TRAVEL Start-up Night



vir START-UP WEEK



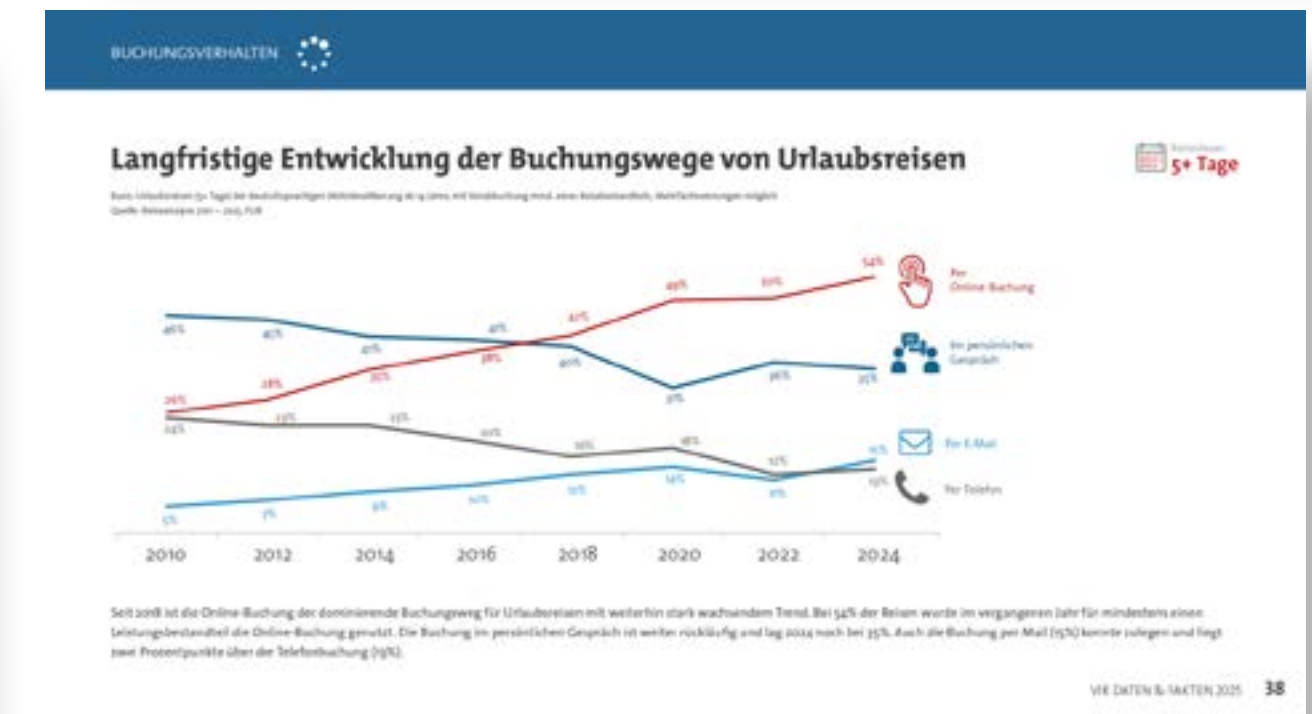
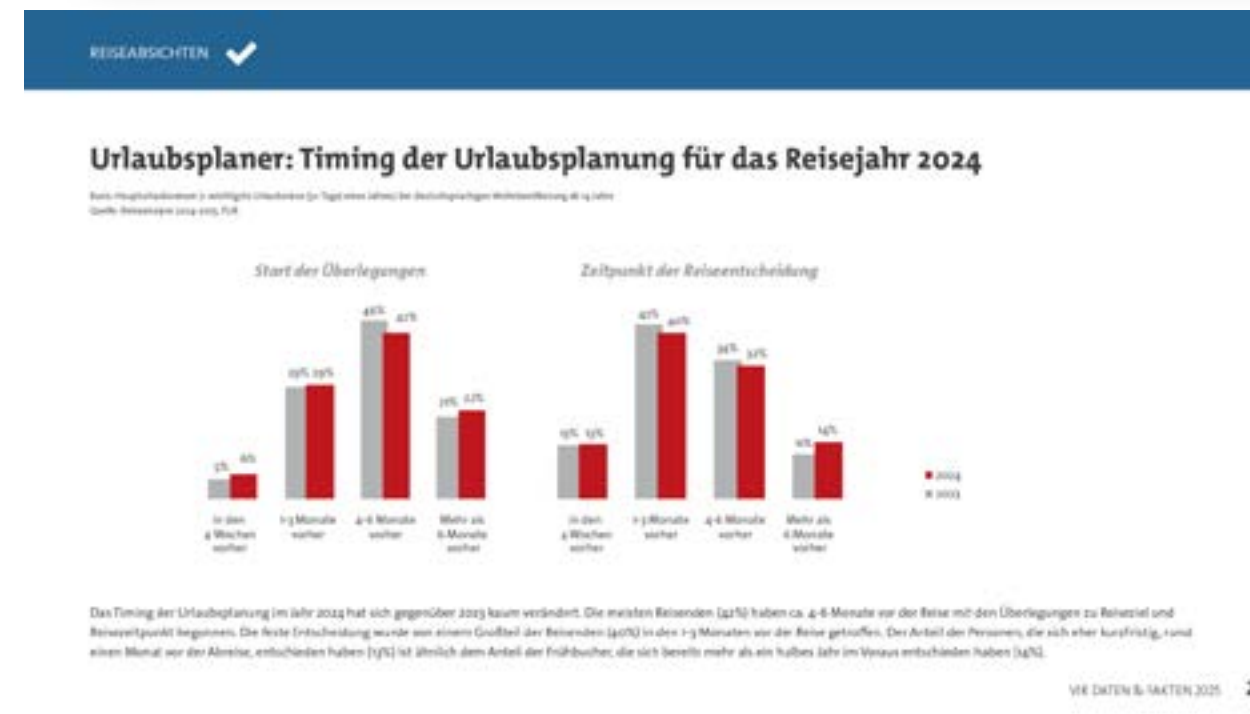
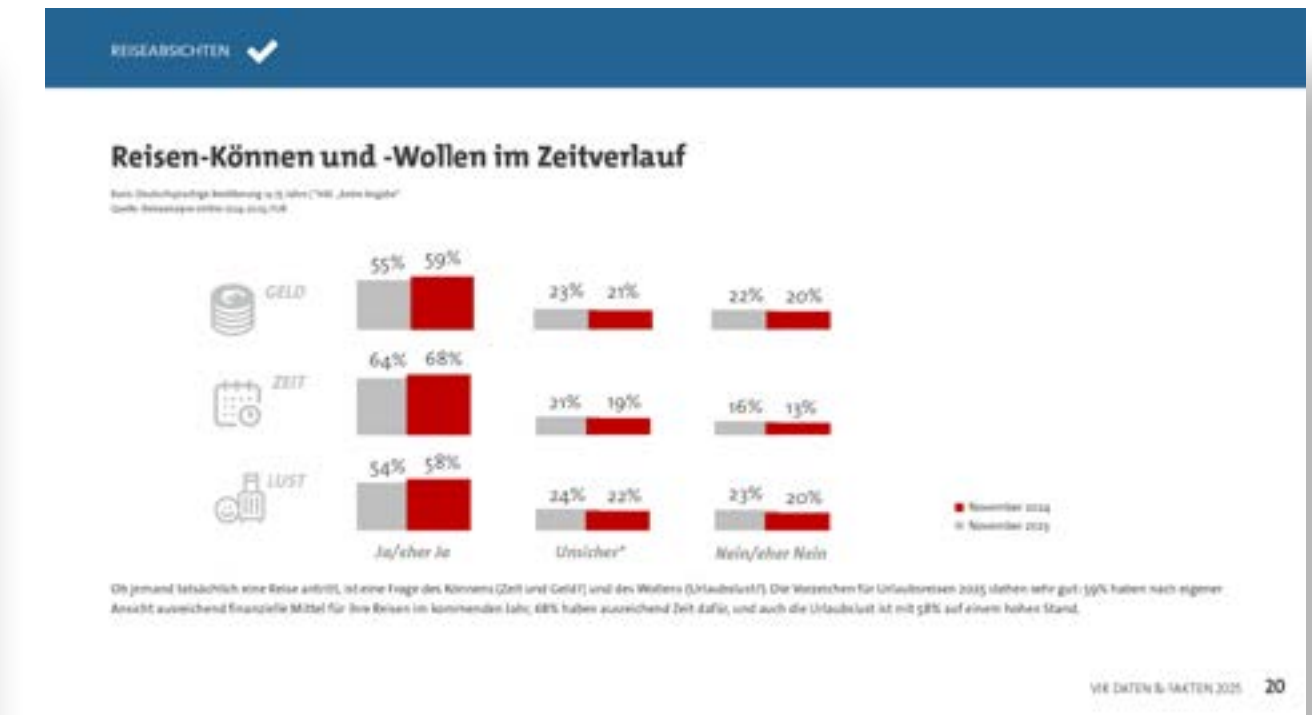
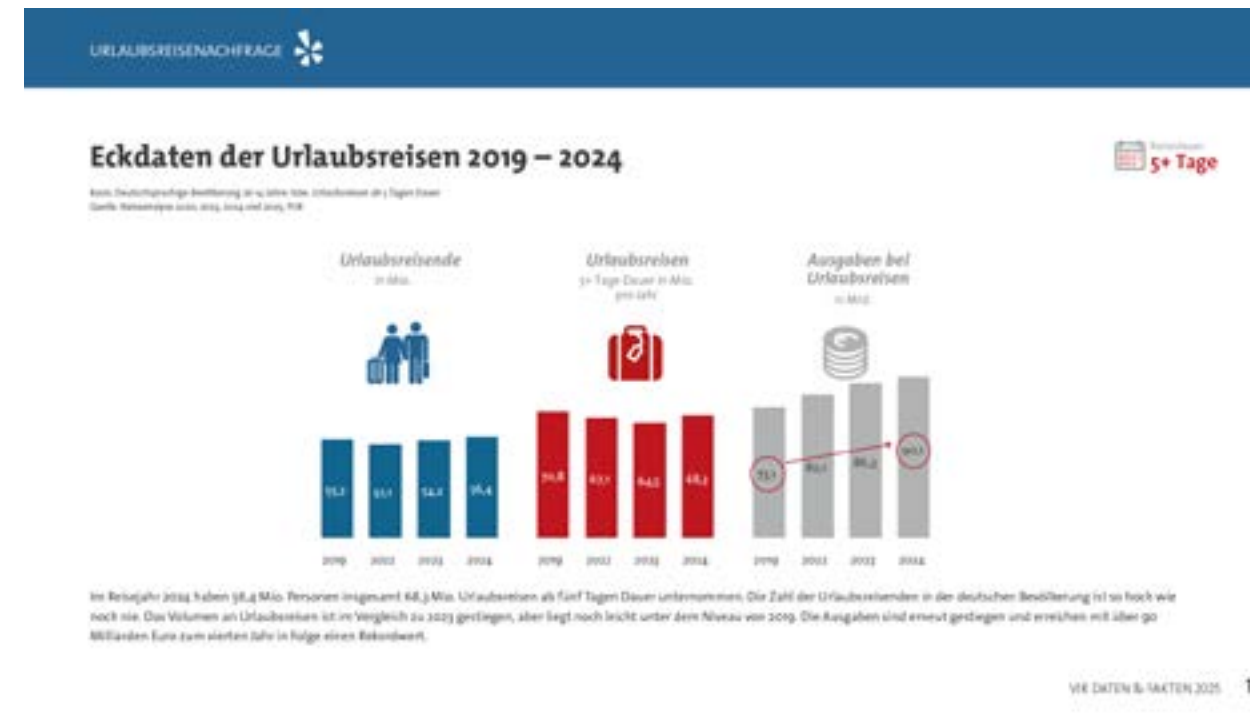
VIR MEMBER MEETINGS

- Once a year only for VIR members
- Varying program of presentations for example about 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
- Presentation of market data at the annual VIR Online Summit



➔ <https://v-i-r.de/marktforschung/daten-und-fakten-zum-online-reisemarkt/>

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

YOUR BENEFITS

- + Access to key decision-makers and startups in the digital travel industry
- + Active participation in shaping the association—and thus the future of digital tourism
- + Political representation by VIR board member Michael Buller
- + Access to leading universities in the sector—and therefore to emerging talent
- + Regular studies and key market data on the holiday travel market (e.g., from FUR, TDA)
- + Ongoing reports on relevant legal decisions and developments
- + Annual complimentary networking meeting exclusively for VIR members
- + Free or discounted access to additional VIR events (e.g., VIR & TIC Travel Start-up Night, VIR Innovation Days)

- ◆ 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/



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