

Michael Buller

He's a travel professional through and through: The online expert Michael Buller started his tourism career in the finance and controlling department of the car rental broker Holiday Autos. Within a short time he rose to managing partner and established the company as market leader in Germany. In addition to classic tourism, Michael Buller has acquired extensive expertise in the online travel industry. His know-how and experience led to his election as a board member of the Verband Internet Reisevertrieb e.V. in 2009. (VIR), the industry representative for digital tourism. With more than 90 companies, a large number of the most important market players in digital tourism are now members, divided into the four clusters OTA, Supplier and Tour Operator, Service and Travel Technology providers and Start-ups. In his role on the board of directors, Michael Buller is primarily committed to the digitalisation of the industry and its perception in politics. This commitment increasingly makes him the spokesman for digital tourism.

Contact data

Michael Buller

Chairman

VIR - Association of Internet Travel Marketing

info@v-i-r.de



Event

[Welche Touristiker braucht die Reisewirtschaft 2030?](#)

Wednesday, March 4, 2020, 13.00 - 13.45

Hall 11.1, Young Professionals Stage

[Daily Startup Track](#)

Friday, March 6, 2020, 13.00 - 14.00

Hall 6.1, eTravel Stage