



## **PRESS RELEASE**

Fairmas 2010: A New Year and new personnel!

Melanie Schlüter (29), is the new quality manager at Fairmas Gesellschaft für touristische Marktanalysen in Berlin

Berlin, February 5<sup>th</sup>, 2010: Melanie Schlüter has been responsible for Quality Management at Fairmas in Berlin since 1 January. In this role she will be assisting Tanja Gerhardt, who has been in charge of support and quality management field for around a year now.

Before joining Fairmas at the start of the year, Ms. Schlüter had been working as an Assistant Revenue Manager for InterContinental Hotels. Ms. Schlüter, who is 29, can already look back on almost ten years of experience of front and back-office work in the hotel industry. She is regarded as a budding expert in the field of data analysis.

"Her past successes and the knowledge she has acquired make her the ideal person for this post", says Wolfgang Gattringer, Fairmas's partner in Berlin. "With her depth of experience in the industry and her expertise, she will accelerate our QM strategy in a targeted way," Mr. Gattringer continued.

Fairmas Gesellschaft für Marktanalysen mbH was founded in 2003. By 2007 it had installed its software in more than 1000 hotels all over the world. Fairmas has enjoyed continuous growth and has seen a constant expansion of its own product range. The company is also represented by cooperation partners in London and Atlanta. Benchmarking in the hotel industry is one of the company's main specialities.

Further information:

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