



## **PRESS RELEASE**

### **FAIRMAS CONTINUES EXPANDING!**

#### **AXEL WOILE (51), NEW DISTRIBUTION PARTNER FOR FAIRMAS IN BERLIN**

Berlin, 12 April 2010: Fairmas Gesellschaft für Marktanalysen has continued hiring new personnel at the start of 2010. Since 01 January 2010, AXEL WOILE (51) has been the new distribution partner of Fairmas Gesellschaft für Marktanalysen in Berlin. "Axel Woile will be focussing on the further expansion of daily benchmarking for city and holiday hotels, in order to provide the hotel industry and its representatives with a comprehensible and comprehensive market research service for Germany" says Wolfgang Gattringer, Managing Partner of Fairmas.

Since 1997, Mr. Woile has been active as an independent PR consultant, specialising in the tourism sector since 2003. His PR consultancy advises companies on enhancing their promotional work and develops customised communications strategies. He also works as a lobbyist for a variety of groups involved in tourism. Woile can also look back on more than five years of experience in media work. This involved an internship, several years as the editor in a local newsroom, and positions as the chief editor of a radio station, head of corporate communications, and as a freelance PR consultant. In his activities for Fairmas, Axel Woile will be operating from his office in Rostock.

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 focuses.

Further information:

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