



Press release

Innsbruck, July 2, 2019

sitour grants power of attorney to Sales Manager Aude Garnier

Ms. Garnier has been supporting sitour Marketing GmbH since 2014 in their Rum near Innsbruck location. From the beginning on, she has been assisting the management and has been substantially responsible for the sales of advertising.

“Ms. Garnier adds excellent market knowledge and outstanding business know-how thanks to many years of experience in our company and sales activities with well-known companies such as Herold or urlauburlaub.at. Her expertise and personality are convincing and she will be taking over the sales management for advertising,” said Managing Director of sitour and CEO of feratel Markus Schröcksnadel. “The commercial and organizational leadership of sitour Marketing GmbH remains the responsibility of Managing Director Michael Mattesich and my responsibility,” continues Schröcksnadel.

sitour is world market leader in mountain sports information and advertising space. In some 1,000 alpine destinations in eight countries on three continents the specialist ensures the comfort and safety on ski slopes of approx. 300 million summer and winter sport enthusiasts. Sitour is present in the top ski areas of the world and guarantees its advertising clients high contact numbers as well as a financially sound target group. “We offer our customers an exclusive environment, targeted precisely at the desired group”, Markus Schröcksnadel emphasizes the generally high benefits of advertising in ski and mountain destinations.

For further questions, please contact

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