

ROLF D. FREITAG

FAMILY NAME: Freitag

FIRST NAME: Rolf

NATIONALITY: German

EDUCATION: Study of Economics at the University of Berlin
Graduate of Munich University
("Diplomvolkswirt" = B.Sc.[Econ])

LANGUAGE(S): Fluent in German, English, French, Italian
Reading comprehension in Spanish

PROFESSIONAL

STATUS: President and owner, IPK International,
The World Travel Monitor Company Ltd.,
Munich and Malta



In the summer of 1968 Rolf D. Freitag graduated from University of Munich, Germany in the field of business sciences. He started his professional career as an assistant at the Institute for Economic- and Social-Geography of the University of Munich.

During the summer of 1970 Rolf D. Freitag founded the company IPK – according to the wishes of the University of Munich and the Bavarian Ministry for Economy and Traffic. Rolf D. Freitag was the Chief Executive Officer of IPK until 2004 and is now President of the IPK Group. Since 1970 he has realised more than 1000 projects in 50 countries worldwide.

Since 1988 the company's "European Travel Monitor" has analyzed the travel behavior of the Europeans; since 2000 the survey has also been conducted in non-European countries on behalf of IPK International. In the meantime the "World Travel Monitor" has become the world largest continuous tourism study of its kind, realizing more than 500,000 interviews per year in more than 50 countries worldwide.