

AVIAREPS TO CONDUCT TRAVEL & TOURISM ROADSHOWS AROUND THE GLOBE

- Tourism promotion boards, hospitality brands, hotels and resorts especially targeted to be showcased for business development around the world -

(Munich, 9th January 2017) *AVIAREPS*, the global representation leader providing international market growth opportunities to a portfolio of more than 100 airlines and 250 travel and tourism clients worldwide, is set to launch a series of international roadshows throughout 2017 to major and emerging outbound markets and cities around the globe. The roadshows are open to all national, regional and city tourism promotion boards, hospitality brands, inbound tour operators, aviation brands, and even individual hotels and resorts. The initiative was launched so that all tourism, hospitality and aviation entities wishing to test, enter and expand in international markets, as well as establish business contacts with key outbound decision makers in those markets, could do so economically and with confidence; with minimum cost and maximum impact.

Says Thomas Drechsler, Chief Operating Officer Tourism, *AVIAREPS*: "We understand that for both large and small entities new market development is essential for long term commercial survival and success. We also understand that investing in a new market is expensive and can take some time to create a return on investment. The launch of the *AVIAREPS* Roadshows allows such entities of all sizes to economically test and engage in a new market, knowing that they are meeting the right people, maximising their time, and as most cases to date have proven, coming away with new business and an immediate return."



The *AVIAREPS* Roadshows are unique in that they are not brand or destination specific, are open to all entities (both established *AVIAREPS* clients and otherwise), and provide quality individual meeting opportunities with each market's leading outbound contractors, product developers, general managers, sales managers, and MICE specialists.

AVIAREPS Roadshows confirmed for 2017 include the United Kingdom (London, Cardiff, Birmingham and Manchester) from March 13 – 16; the Middle East (Dammam and Riyadh in Saudi Arabia and Kuwait) from October 15 – 18; and then a second Middle East roadshow to Dubai (UAE), Qatar and Oman from November 19 – 22.

Additional roadshows planned include: Taiwan (Taipei, Taichung and Kaohsiung) in Q2; Brazil in Q2; and Germany and South Africa with dates yet to be formally announced. Further roadshows in other markets are also expected to be confirmed in the interim.

For further information on the *AVIAREPS* Roadshows visit www.aviareps.com or contact info@aviareps.com or your local *AVIAREPS* office.

Short videos of past *AVIAREPS* roadshows can be viewed for:

United Kingdom: <https://www.youtube.com/watch?v=KfJpNNho1xo>

Middle East: https://www.youtube.com/watch?v=EyCN_wt3JeE

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Notes to Editors:



Image 1: Scene from *AVIAREPS* London Roadshow held on 31st October 2016.



Image 2: Scene from *AVIAREPS* Middle East Travel Caravan held on 29th November 2016 in Riyadh, Saudi Arabia.

To download high resolution images [click here](#)

PRESS RELEASE



About **AVIAREPS®**

Founded in Germany in 1994 with an extensive office network spanning all continents with 60 offices in 45 countries, the AVIAREPS Group is the world's leading airline and tourism representation company with over 100 airlines and more than 250 tourism clients in its portfolio. In addition to providing well established passenger General Sales Agent (GSA) services and tourism marketing representation, clients are also offered expertise and services in public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

For further information, please visit www.aviareps.com

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