

Facts and figures

AVIAREPS is a well-established global airline and tourism representation company headquartered in Munich (Germany). Founded in 1994, the enterprise transitioned into a joint stock company four years later. Today AVIAREPS successfully conducts its business with more than 400 employees in over 30 countries worldwide. During the business year 2009/10 the company achieved a group turnover of over 75 million Euro (98 million US-Dollar).

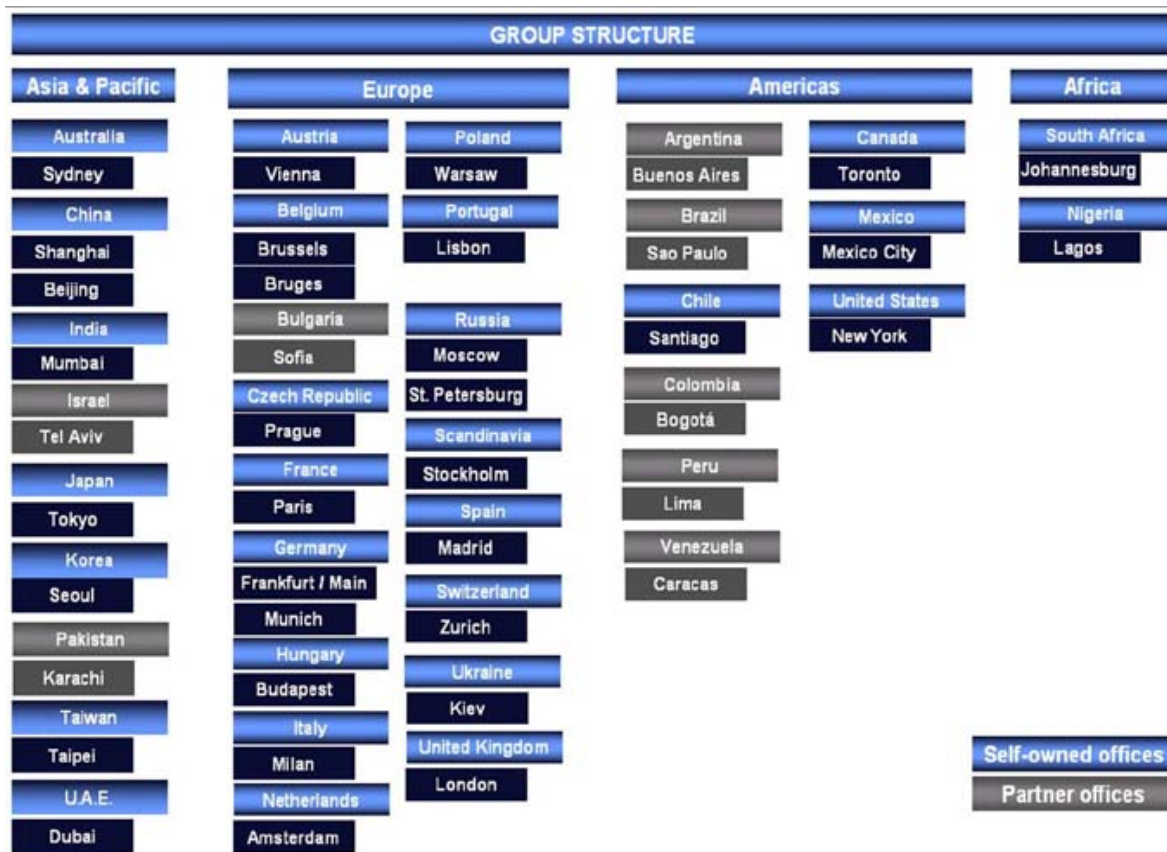
Various awards emphasise the high quality and competence of AVIAREPS: in 2008 the car rental specialist Avis bestowed its golden “We Try Harder” medal on the Russian team of the General Sales Agent (GSA). AVIAREPS Switzerland (Airlinecenter Airline Management GmbH) received the Travel Star Award from the Jordan Tourism Board as best tourist board in Switzerland in 2007. In the same year the famous American hotel chain Marriott acknowledged AVIAREPS Russia and Ukraine as their top-performing representatives in Europe; and the AVIAREPS team in Scandinavia achieved the highest improvement in sales (122%) for Air Madagascar, also in 2007.

<http://www.aviareps.com/about-aviareps/references-awards/references.html>



Group structure

AVIAREPS is a conglomerate of 40 subsidiaries worldwide. All self-owned branch offices work as independent companies, but are connected with the headquarters in Germany due to the centralised financial controlling and corporate standards of AVIAREPS. In some important markets, AVIAREPS does not maintain its own subsidiary yet, but offers its tailor-made services in close cooperation with the leading local representation company.



Services and products

Subject to the orders of its targeted customer segments, AVIAREPS offers the following services and products:

Airlines	Passenger Sales, Public Relations, Advertising, IBCS (IATA/BSP), Financial Services, IT solutions, Passenger Revenue Accounting (PRA)
Airports	Airline Acquisition, Traffic Flow Stimulation, Infrastructure Branding, Sales & Marketing, Market Research, Public Relations, Advertising, Reporting
Destinations	Representation, Sales & Marketing, Public Relations, Advertising, E-Commerce
Hotels & Resorts	Representation, Sales & Marketing, Public Relations, Advertising, E-Commerce
Car Rentals	Representation, Sales & Marketing, Public Relations, Advertising, E-Commerce
Cruise Lines	Representation, Sales & Marketing, Public Relations, Advertising, E-Commerce
Tour Operators & Attractions	Representation, Sales & Marketing, Public Relations, Advertising, E-Commerce

Client portfolio

More than 80 international airlines and up to 90 tourism clients trust in the proven expertise of AVIAREPS. Among the airline clients are prestigious companies such as Singapore Airlines, Emirates, Aer Lingus and Air Canada. The tourism client portfolio includes destinations, airports, hotel chains, cruise lines and car rental companies – for example NYC & Company, the Las Vegas Convention & Visitors Authority, the Abu Dhabi Tourism Authority, Munich International Airport and AVIS.

<http://www.aviareps.com/about-aviareps/clients/airlines.html>



Future vision

AVIAREPS is planning to become the central service platform for airlines, destinations, hotel chains and car rental companies. Therefore the company's main goal is to achieve maximum market penetration and to increase the revenue figures for its international customers. Brand marketing will also be playing an important role to guarantee clients added value.

In the coming years, AVIAREPS will focus on growth. The global airline and tourism representative aims to double its current figure of 40 offices worldwide. Furthermore, AVIAREPS plans to win a large number of additional customers and to strengthen its global market leadership as airline GSA and destination marketing specialist. The increasing acceptance of the Internet will have a stimulating effect on these future plans, as web-based processes will reach consumers directly and much faster than before.