

Frequently Asked Questions

1. Why does the company have an English name and an English website, even though it comes from Germany?

The company was founded in Germany, but has evolved to become a global aviation and tourism service provider, with a 95% international customer base. English is also acknowledged as the language of business, especially in the business-to-business sector in which AVIAREPS operates. With the relaunch of the website planned for 2009, users will at least be able to view the main pages in the most important languages.

2. Where does the “AVIAREPS” name come from?

The name is created from the words **Aviation** and **Representation**. When the company was founded, the name reflected our business model – the representation of airlines. Today, the name is synonymous with successful outsourcing across the entire aviation and tourism industry.

3. What exactly is a GSA, and what does it do?

The abbreviation GSA stands for General Sales Agent. A GSA represents companies in one or several countries. Its role involves the following activities: sales, marketing, public relations (PR), ticket sales and administration. In its representative role, the GSA markets the customer in accordance with the customer's corporate identity on markets in which the customer does not have its own representatives. The General Sales Agent is the customer's head office, if you like, on the local market.

4. Just how much freedom does AVIAREPS have when it comes to making decisions about its customers' products? What exactly is a service provider allowed to do, and what not?

AVIAREPS' freedoms and obligations differ from customer to customer. Essentially, the service provider first draws up a marketing plan that is submitted to the customer for approval. After this has been done, AVIAREPS is then relatively free to act as it sees fit, keeping the customer regularly informed about expenditure and the use of marketing materials. In the aviation sector, for example, pricing is one of the tasks that AVIAREPS carries out: prices are proposed for the various target groups and implemented after approval by the customer.

5. AVIAREPS is the market leader of the industry. Despite this, we hear very little about the company itself – why is that?

AVIAREPS is not particularly well known in general circles, since the company operates solely in the business-to-business sector. In trade circles, however, the company enjoys a high level of recognition. Added to this is the fact that AVIAREPS essentially appears to the market and the consumer in the identity of its customer. This serves to establish and strengthen the customer's brand on the market in question – one of AVIAREPS' core goals.

6. What advantages do AVIAREPS customers have over the competition?

Choosing a globally active representation company offers the customer a significant competitive edge in every situation: through representation in one of more countries, the fixed costs in particular can be dramatically reduced. The service provider's professional expertise also results in improved market penetration for the customer. Marketing and sales activities tailored to the market also markedly increase the customer's sales figures.

7. AVIAREPS guarantees new customers both an increase in sales and cost savings of 30 per cent. How has AVIAREPS arrived at these confident figures?

AVIAREPS offers new customers unique prospects for success: 30 per cent cost savings coupled with a 30 per cent increase in sales. In a self-critical analysis, it was revealed that 95 per cent of customers who had newly engaged the aviation and tourism industry service provider were able to achieve a minimum growth of 30 per cent after two years. AVIAREPS has converted this goal into a pledge – the "30 per cent guarantee".

8. How can a customer profit from the global AVIAREPS network?

AVIAREPS provides its customers with valuable expertise on the latest developments and success systems in the aviation and tourism industry – not just on a regional level, but on a global one too. Moreover, a "multi-country appointment" (a cooperation agreement for several countries) also offers the customer above-average cost savings, since a large proportion of the fixed costs, such as office rent, is simply non-existent. Ultimately, the customer thus makes itself independent of core markets. The distribution of its market presence not only immediately gives rise to greater success, but also facilitates cross-regional opening-up of the consumer market.

9. What do the terms BSP and IBCS mean?

BSP stands for Billing & Settlement Plan. The term represents a central invoicing system in which all ticket sales in travel agencies with an IATA licence are registered. Membership of the BSP enables airline companies – compared to the use of their own systems – to offer simpler and faster ticket billing.

IBCS represents the IATA BSP Consolidator System, which offers airline companies with relatively low ticket sales a significantly cheaper entry to the BSP system. The savings can actually reach up to 90 per cent. Access to this billing system, however, is provided via a third entity. The consolidator, as it is known, ensures simplified, smooth registration. Only three companies across the world operate as this type of intermediary between the airline company and IATA – and AVIAREPS is one of them.

10. In 2009, AVIAREPS celebrated its 15th birthday. If the company were to start over again, would it do anything differently? What has changed since that time?

There have been a lot of good steps and some bad steps along AVIAREPS' path of evolution. Yet it is the experience we have gained from this that has been important in helping us to grow and conquer challenges. And there have certainly been a good few challenges in the last few years: the event organiser landscape, for example, has already consolidated several times. The deregulation of airline companies within Europe triggered a massive wave of airline failure. The "low-cost route" that began at the start of the millennium in Europe and Asia has also had a major impact on tourism. Not least, the optimisation of communication through the Internet has been and still is a particularly trenchant change.

11. Is AVIAREPS also looking to offer its services to other industries in future?

The debate over this option for business expansion continues to raise its head from time to time. A decision for or against has so far not been made. Aside from these considerations, AVIAREPS is continuing to pursue the goal of further advancing its vanguard position as the internationally leading representation company in the field of aviation and tourism.

12. Is AVIAREPS planning to expand its portfolio of services in future?

The search for innovations that exhibit synergy with our areas of business is a fixed part of our senior management team's remit. Products with a unique selling point in particular are now an important ingredient for the company's further development. This is because, over the next five years, AVIAREPS is looking to generate 50 per cent of its sales from products.

13. Why did the management team decide to change the parent company into a public limited company in 1998?

There were two key reasons for this: the desire for growth and the medium-term planning of a stock market flotation. A public limited company is the most suitable type of company for these projects. To date, however, AVIAREPS has not been listed on the stock exchange.

14. How do you guarantee that each individual country office operates with an advantageous knowledge of the market?

The safeguarding process begins with the recruitment of staff: the application procedure at AVIAREPS includes a test of market knowledge. In the senior management sector, applicants also have to develop a country-specific business plan. There are also controllers who at regular intervals check up on all employees, testing them intensively and very critically on their markets and their associated contacts. The customer's satisfaction is also checked on a quarterly basis.

15. Are there problems in the tourism industry that AVIAREPS is specifically addressing, such as rising oil prices, the consolidation of the airline market or global warming?

As an aviation and tourism service provider, AVIAREPS primarily tries to work with its customers to combat the problems outlined above with as little collateral damage as possible: during a period of consolidation, for example, the number of airline companies tends to fall. In this situation, efficiency is key. On this backdrop, the commissioning of a service provider such as AVIAREPS offers tremendous potential for savings and the optimisation of important business processes. What's more, AVIAREPS proudly affirms its environmental awareness both internally and externally, and is committed to various nature conservation projects.

16. AVIAREPS promises a long-term competitive advantage. How exactly does the company achieve this?

On the one hand, AVIAREPS provides highly specialised teams worldwide for every product. On the other, the company follows a business model that sets it apart from its competitors. As a result, AVIAREPS does not use a standardised service concept, but rather deploys tailored, high-quality customer representation on every market.

17. How can I, as a company owner, be sure that AVIAREPS will not use my data to the advantage of other customers?

Customer satisfaction is particularly important for AVIAREPS. The confidential treatment of customer data and the observation of privacy policies therefore go without saying. The decentral organisation – each product has a separate team assigned to it – means that customer data is not collected at any particular business level.

18. If a company intends to request service in a country where AVIAREPS is not yet represented, what solution does AVIAREPS offer?

AVIAREPS will first provide representation on a new market through a partner company. Depending on the volume of the order, however, we will also consider opening a new country office.

19. One of AVIAREPS' goals is to act in harmony with the environment. How does the company do this?

The entire company lives with this goal as its inspirational model both internally and externally. This includes the considerate use of advertising and communication material, as well as the "paperless office" concept and the inner awareness of being a co-ambassador to AVIAREPS' various target and customer groups.