

History of the AVIAREPS Group

AVIAREPS was founded in Germany in 1994 with the aim of meeting the growing demands of the aviation and tourism representation market. In just one year, AVIAREPS Airline Management became the market leader in Germany as a GSA (General Sales Agent) for scheduled and charter airlines.

In November 1998, AVIAREPS Airline Management GmbH transitioned into a joint stock company, the AVIAREPS Airline Management Group AG. Its legal name was changed to AVIAREPS AG in 2005. This marked the latest phase of diversification in which further business fields would be defined. This diversification got underway in 1999 with the foundation of Best Choice Tourism Management GmbH, an entity that specialises in the marketing and sales of destinations, hotels, and tourist attractions.

In 2000 AVIAREPS became active in the field of technology by offering WAN (wide area network) IT solutions for airlines. This allowed airlines to link their CRSs (computerised reservation systems) at much lower costs than our competitors were able to provide. In 2004 AVIAREPS decided to place these services within a newly founded entity, AVIANET Network Management GmbH.

From 2004 on, AVIAREPS has made a number of investments into leading organisations specialised in delivering marketing and sales services to companies in the tourism sector. AVIAREPS recently merged with the Asian tourism marketing specialist Marketing Garden, which is represented in Japan, China, Korea and Taiwan, and the highly qualified market leader in the Benelux countries – BrouwerBetist.

These latest actions completely restructured the company in order to meet its new requirements as a highly diversified global company. AVIAREPS is currently in the process of setting up consolidated accounts that will be audited by a reputable auditing company every year.

AVIAREPS office network

... after 5 years: 8 subsidiaries worldwide

In the company's first five years of existence, expansion plans were mainly concentrated on setting up new offices around Europe. Subsidiaries in Switzerland, Austria, Russia, the Czech Republic and Sweden were opened by AVIAREPS.

... after 10 years: 24 subsidiaries worldwide

During this period AVIAREPS concentrated on expansion in the USA and in Central and South America. Furthermore, new branch offices in France, Ukraine, South Korea and the Netherlands were established.

... after 15 years: 39 subsidiaries worldwide

Due to the constantly rising volume of clients and service orders, AVIAREPS now focuses on both the enlargement of its existing branch offices and on the founding of new subsidiaries worldwide. So far, further international offices have been opened in the United Kingdom, Canada, Belgium, Italy, Spain, Hungary, Mexico and South Africa. Due to the merger with Marketing Garden, countries such as Japan, China, Taiwan, Korea and Australia have become part of the global AVIAREPS network.

... in the future

In coming years, the company plans to continue its growth in the Asian markets with a major focus on India and the Middle East, but also on South East Asia. Moreover, a much stronger presence in South America and Africa is the target of AVIAREPS' future road map.