



## **FOR IMMEDIATE RELEASE**

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# ***Nevada Commission on Tourism and AVIAREPS announce extension of cooperation***

*PR and marketing experts to represent NCOT in France*

20 February 2012

The Nevada Commission on Tourism (NCOT) and AVIAREPS have announced the extension of their successful business relation to France. The Paris-based team of AVIAREPS will be responsible for PR and marketing for Nevada in the French market and handle all media, trade and consumer enquiries on behalf of the “Silver State”.

Nevada means “snow-covered” in Spanish, and the state’s winter beauty begs to be enjoyed. From world-class ski resorts to legendary entertainment, visitors will find 24 hours of enjoyment in the diversity of the state.

Lake Tahoe, for example, offers not less than 18 resorts for skiing, but it is also a wonderful retreat in summertime. Among the not-to-be-missed spots are Death Valley, the hottest and driest spot in the US, the impressive Hoover Dam and of course the dazzling city of Las Vegas, which is also a long-term partner of AVIAREPS. In order to promote Nevada’s varied attractions and breathtaking experiences to French travelers, the PR and marketing experts of AVIAREPS will commit themselves to achieve a strong market presence and to highlight Nevada’s high potential as the preferred traveler choice.

Along with the new assignment comes the relaunch of Nevada's online presence at [travelnevada.com](http://travelnevada.com).

"We are thrilled to carry our successful cooperation to France", states Thomas Drechsler, COO Tourism of AVIAREPS. "Nevada is a treasure to be further discovered by the French traveler and our expert team will dedicate its creativity, drive and enthusiasm for this new account."

"International travel to the United States is continuing to rise each year, and Nevada is poised to draw visitors to our state by aggressively marketing in strategically chosen countries," Lt. Gov. Brian Krolicki, Nevada Commission on Tourism chair, said. "We have selected AVIAREPS to be our voice in France and spread the word that Nevada is a desirable, exciting destination in the United States. We are looking forward to a productive and highly successful relationship with them."

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#### **About AVIAREPS**

Founded in Germany in 1994 with an extensive office network in over 35 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 85 airlines and more than 90 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also avail themselves of services by the company's successful public relations, advertising, IT solutions, financial services, airport marketing, and trade & investment promotion divisions. For further information, please visit [www.aviareps.com](http://www.aviareps.com) or follow us on twitter at [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group).

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