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PR contact: Ireen Heinrich, AVIAREPS AG, Landsberger Str. 155, 80687

Munich, GERMANY

E-mail: [press@aviareps.com](mailto:press@aviareps.com), Phone: +49 (0) 89 – 55 25 33 188

***AVIAREPS to promote Ecuador Tourist Board in  
the U.S. and Canada***

*Appointment for North American key markets / Ecuador to boost  
cultural and natural diversity*

4 February 2010

The Ecuador Tourist Board is expanding its marketing activities to the United States and Canada. In order to boost Ecuador as a travel and business destination the Tourist Board has chosen AVIAREPS as its representative. In this function the world's leading tourism and aviation management expert will take care of travel relationships and participate in tourism trade fairs and media campaigns to promote Ecuadorian culture and natural diversity.

About one million international tourists visit Ecuador yearly, with the majority coming from North America. By 2014, the country aims to reach the mark of one and a half million visitors annually. That is why the Ecuador Tourist Board is now concentrating on the key markets in the United States and Canada to attract as many travelers as possible to visit this unique destination.

As the land of "four worlds" Ecuador has a lot to offer: the Galapagos Islands, the Pacific Coast, the Andes and the Amazon. One of these "worlds", the Amazon (shared with other countries), is a finalist in the 7 Wonders of the Natural World contest. North American tourists appreciate the possibility of

experiencing the variety of landscape: the huge Amazon region, fascinating volcanoes and interesting colonial cities. Dreamy coast towns and numerous bathing facilities on the Pacific Ocean offer relaxation and peace.

The combination of culture and history brought Ecuador's capital, Quito, the title of World Heritage Site by UNESCO in the 1970s for having the best preserved and least altered historic centre in Latin America. In 1999 the UNESCO even voted for the historic centre of the third largest city in Ecuador – Cuenca. Being an outstanding example of a planned inland Spanish style colonial city in America also made Cuenca a World Cultural Heritage site.

For more information about the Ecuador Tourist Board contact:

<b><u>AVIAREPS United States</u></b> 1 Penn Plaza, Suite 1416, New York, NY 10119 – U.S.A.  Phone: +1 (0)646 467 9670 Fax: +1 (0)646 649 9170 E-mail: <a href="mailto:epechstein@aviareps.com">epechstein@aviareps.com</a>	<b><u>AVIAREPS Canada</u></b> 130 Spadina Ave, Ste 606, Toronto, Ontario, M5V 2L4 – CANADA  Phone: +1 (0)416 561 8243 Fax: +1 (0)416 323 9746 E-mail: <a href="mailto:rkieda@aviareps.com">rkieda@aviareps.com</a>
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#### **About AVIAREPS**

Founded in Germany in 1994 with an extensive office network in over 30 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 70 airlines and 85 tourism clients in its portfolio. In addition to its core businesses, passenger GSA services and tourism marketing, clients can also choose from the successful company divisions public relations, advertising, IT solutions, financial services and airport marketing. For further information, please refer to [www.aviareps.com](http://www.aviareps.com) or follow us on twitter [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group)

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