



## **FOR IMMEDIATE RELEASE**

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# ***Santa Barbara Airlines welcomes AVIAREPS aboard***

*Representation agreement for Germany and Switzerland*

*Airline and tourism management expert assumes responsibility for  
sales, marketing and ticketing activities*

15 February 2010

The Venezuelan airline Santa Barbara Airlines wishes to establish itself on the German and Swiss markets and for this reason has appointed AVIAREPS as its sales and marketing representative. The world's leading airline and tourism management company will be advising the privately-owned airline on all activities relating to sales, marketing and ticketing. The aim of the new partnership is to make the Santa Barbara Airlines brand known in Germany and Switzerland.

Santa Barbara Airlines connects Caracas, Venezuela's capital, with Southern Europe. The airline currently offers several connections from three cities in Spain and Portugal to its international hub in Caracas. Travellers can fly from Madrid to Venezuela every day excepting Mondays, Wednesdays and Fridays while flights take off from Tenerife two days every week (Tuesdays and Fridays). A plane leaves the Portuguese city of Funchal on Madeira for Caracas every Saturday. Santa Barbara Airlines operates Boeing B767-300ER aircraft, seating 223 passengers in economy class and 18 passengers in business class, on all its international flights between Caracas and Europe

Santa Barbara Airlines started operations in March 1996 flying a single machine, an ATR 42, from Maracaibo. In the following years the privately owned company extended its network of routes and transferred its operations hub from Maracaibo to Caracas. Santa Barbara Airlines has been flying to international destinations from Caracas since 1996. These include Miami (USA), Panama, Aruba, Quito and Guayaquil (Ecuador) in addition to the three European destinations. Within Venezuela Santa Barbara Airlines flies from Caracas to Las Piedras and El Vigia.

The fleet currently comprises: ATR 42-320 (48 passengers), DC9-31 (110 passengers), MD-82 (150 passengers) as well as Boeing B757-200ER (178 passengers) and Boeing B767-300ER (241 passengers).

Contact for more information about Santa Barbara Airlines:

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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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