



## **FOR IMMEDIATE RELEASE**

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# ***Kenya Tourist Board adds Austria, Switzerland, Australia and Japan to its AVIAREPS representation***

*Focus of cooperation: promotion of Kenya's business and tourist  
potential to new target groups*

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The successful cooperation between AVIAREPS and the Kenya Tourist Board (KTB) continues. The world's leading tourism and aviation management expert has been reappointed as KTB's Market Development Representative in Italy, Scandinavia and the United Arab Emirates. The Kenya Tourist Board will leverage the sales and marketing expertise of AVIAREPS in four new countries: Austria, Switzerland, Australia and Japan. With immediate effect, AVIAREPS will promote Kenya's business and tourist potential to foreign travelers from all seven states.

Tourism contributes 12 percent of Kenya's GDP (gross domestic product) and is a major foreign exchange earner. That is why the state is constantly working on completing its presence in foreign markets and attracting as many travelers as possible. The variety of nature combines nearly all types of landscape: impressive savannahs, stunning beaches and coral reefs, tropical rain forests, snow-covered mountains, searing deserts and cool highland retreats. With a total number of 26 national parks and 29 national reserves Kenya is rightly known as the home of the safaris, which visitors can easily

discover either by balloon, on foot or on the back of camels. The perfect match of modern culture and traditional music and dance shows the endless change, contrasts and diversity of Kenya.

KTB is about to bring this impressive country to interested visitors. “The appointment of AVIAREPS as our representative in seven markets was a result of a competitive and rigorous bidding exercise and the results reaffirm our confidence in AVIAREPS’ dynamism and creativity in helping us achieve our targets,” Najib Balala, Kenya’s Tourism Minister, points out.

Thomas Drechsler, Chief Operating Officer Tourism at AVIAREPS, adds: “Kenya offers tremendous opportunities for spending a fantastic holiday or even business trip. We are really looking forward to our new challenge in promoting the African state to the new markets and spreading the brand Kenya across Australia and parts of Europe and Asia.”

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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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