



## **FOR IMMEDIATE RELEASE**

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## ***Iceland Express to strengthen its European market presence***

*AVIAREPS becomes Sales representative in six markets*

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Iceland Express, Iceland's premier Low-Cost-Airline, and AVIAREPS, the world's leading General Sales Agent, have announced an extended partnership. Apart from their successful cooperation in Poland, Iceland Express has commissioned AVIAREPS to push sales for its seasonal flights to various European countries. The sales teams in Sweden, Germany, Switzerland, Italy and France will promote the flight offer of Iceland Express with immediate effect. In addition, Denmark will be further developed as a year-round source market to Iceland.

Iceland Express has just announced its spring and summer schedule. Among the seasonal destinations are Bologna/Italy and Basel/Switzerland with one weekly connection, Frankfurt Hahn/Germany with two weekly connections and Paris/France and Berlin/Germany with three weekly connections to Iceland's capital Reykjavik. Services from Copenhagen will be continuously offered on a daily basis. All flights are available via Amadeus (Airline code W2) and Iceland Express' homepage [www.icelandexpress.com](http://www.icelandexpress.com).

Iceland and its natural beauty are experiencing a growing demand from European markets. The lively city of Reykjavik, the impressive geyser's, a vast countryside and its spectacular nature attract tourists not only from Continental Europe. With its expanded flight offer, Iceland Express reacts to this development during peak season.



Photo: Iceland Express to strengthen its European market presence – AVIAREPS becomes sales representative in six markets  
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For more information about Iceland Express, contact:

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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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