



NETHERLANDS BOARD
OF TOURISM & CONVENTIONS



FOR IMMEDIATE RELEASE

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

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

Russia Alliance chooses AVIAREPS to promote Holland

*World's leading tourism and aviation management expert
appointed to handle all sales, marketing and PR activities*

*First market appearance of NBTC, KLM and Airport Amsterdam
Schiphol planned for today's starting MITT Travel & Tourism Show*

17 March 2010

For promoting Holland in Russia and attracting more tourists to this fascinating destination, the "Russia Alliance", formed by the Netherlands Board of Tourism & Conventions (NBTC), KLM and Amsterdam Airport Schiphol, recently appointed AVIAREPS its representative. In this capacity, the world's leading tourism and aviation management expert will handle all sales, marketing and PR activities from its Moscow-based subsidiary, headed by Robert Obolgotogiani. AVIAREPS will introduce Holland during the today's starting MITT Travel & Tourism Show, the most important event for the travel industry in Russia.

Tourism is one of the most important economic sectors in the Netherlands, and each year, millions of foreign travellers enjoy the Dutch hospitality. The

BRIC countries have been identified as emerging markets. After China, Russia has the second highest visitor arrivals from the BRIC countries. Holland currently receives slightly more than 100,000 Russian tourists per year and plans to double this number by 2015.

Assisted by its partner AVIAREPS, the “Russia Alliance” takes a pro-active approach in targeting the Russian market. The NBTC focuses on leisure holidays as well as meetings, incentive travel and conventions. Thanks to close co-operations with competent partners in and outside the tourism industry and to government funding from the Dutch Ministry of Economic Affairs, NBTC is able to offer a plethora of premier services in marketing, communication and research.

Windmills and tulips from the “Keukenhof” flower garden, wooden shoes and cheese are the items tourists primarily associate with the Dutch destination. But there is so much more to discover: with 20 national parks and hundreds of nature reserves including lakes, heaths, woods and dunes, Holland offers a variety of rich nature experiences. As the home of many well-known painters, such as Rembrandt, Vermeer, Van Gogh and Mondriaan, the Netherlands are famous for its fascinating cultural heritage. And then there are the former merchant cities Delft and Utrecht, the capital Amsterdam with its canals and historic buildings or the spectacular skyline of Rotterdam.

“With the number of annual visitors on the rise, the Russian market will play an important role in adding value for the Netherlands and its tourism industry. Russians are therefore one of our worldwide target groups. Together with AVIAREPS, we will introduce the Netherlands as an attractive destination and further establish our brand on the Russian market,” states Jos Vranken, Managing Director of NBTC.

“We are very excited about this new partnership with NBTC. With our local in-market expertise and our existing contacts to the travel industry and media, we will create effective campaigns and publicity, boosting the appeal of the Netherlands. NBTC will benefit from our dynamic and professional team, and

we are confident that this partnership will be a success,” says Thomas Drechsler, Chief Operating Officer Tourism at AVIAREPS.

“We strongly believe that Russian outbound tourism has a potential for growth and diversification. There has been a cultural and commercial link between the Netherlands and Russia for a long time. We are eager to leverage our wealth of experience and innovative ideas to promote the diversity of the Netherlands among Russian tourists,” adds Robert Obolgotiani, General Manager AVIAREPS Russia.



Photo: From left to right: Robert Obolgotiani (General Manager AVIAREPS Russia), Jos Vranken (Managing Director NBTC) and Thomas Drechsler (Chief Operating Officer Tourism at AVIAREPS) recently sealed the new partnership between NBTC and AVIAREPS.

For more information about NBTC, contact:

AVIAREPS Russia

Olympic Plaza 39, Prospect Mira, Bldg. 2

129110 Moscow – RUSSIA

Phone: +7 495 933 53 06

Fax: +7 495 937 59 51

E-mail: Holland.Russia@aviareps.com

Web site: www.holland.com/ru

#

About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 40 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 75 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 visit www.aviareps.com or follow us at twitter http://twitter.com/Aviareps_Group

We would kindly appreciate a sample copy of any reprints.

For high resolution photo material, please visit our online image gallery:
<http://www.aviareps.com/about-aviareps/press-room/press-room/image-gallery.html>

If you do not wish to receive further press releases, please unsubscribe here:
<http://www.aviareps.com/about-aviareps/press-room/press-news/unsubscribe-press-releases.html>