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15-year anniversary for AVIAREPS

*The market leader takes stock: total of 39 organisations and 400
employees in over 30 countries worldwide*

*Expanded Internet presence with completely new design and
extensive press portal*

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AVIAREPS, the world's leading provider of airline and tourism management services, is celebrating its 15-year anniversary. Founded in 1994 as a small Munich company with a branch in Frankfurt am Main and a total of seven employees, it has now developed into a large multinational company. AVIAREPS AG now comprises 39 organisations and employs a workforce of 400. It currently represents around 150 well-known clients in over 30 countries worldwide.

With a tailor-made service portfolio for any desired target market, the company has attained a leading position – AVIAREPS is the world market-leading General Sales Agent (GSA) for airlines and marketing specialist for destinations, hotels and other tourism companies. AVIAREPS is committed to the “chameleon principle”, i.e. it only deploys its management expertise in the background, while systematically maintaining the Corporate Identity of the customer.

With the aim of becoming the central service platform for airlines, destinations, hotel chains and car hire companies, the company pursues a strategy of constant expansion. In 2009 alone, AVIAREPS has already concluded contracts with eight new customers and opened a subsidiary in the as yet untapped South African market. In addition, numerous customers have expanded their cooperation agreements to include further markets.

To mark its 15-year anniversary, AVIAREPS has transformed its web presence with a whole new look. The user-friendly design of www.aviareps.com benefits customers, employees and prospective customers alike. Visitors to the website will find comprehensive information on the corporate structure, service spectrum and customer portfolio. The website also now has an extensive press portal: www.aviareps.com/about-aviareps/press-room.html

“Since our market launch in 1994, we have successfully overcome a lot of challenges – such as the deregulation of the European aviation market or investments in emerging markets such as Russia, India, China and Brazil. Now as then, our success is thanks to our exceptionally professional and committed staff. We have worked together over the past 15 years to become the world market leader,” explains Michael Gaebler, proud founder and CEO of Aviareps AG. “In future, we plan to invest further in the development of our team. Our new International Management Trainee Programme, aimed at acquiring young executive personnel for AVIAREPS, starts in just a few weeks.”



Photo: Michael Gaebler, founder and CEO of AVIAREPS AG

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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

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