



## **FOR IMMEDIATE RELEASE**

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### ***Kenya extends contract with AVIAREPS to include the U.A.E. and Russia***

*Interim offices on each market will serve to promote and unlock Kenya's business and tourism potential to Emiratis and Russians*

1 July 2009

The Kenya Tourist Board (KTB) has opened two interim offices in Dubai (United Arab Emirates) and Moscow (Russia). AVIAREPS, the worldwide leading airline and tourism management company, has once again been chosen for the function of representation. To date AVIAREPS has operated KTB's marketing and sales activities in Spain, Italy and Scandinavia. Based on this successful cooperation, which began in 2005, Kenya will now rely on the expertise of AVIAREPS to effectively promote and unlock Kenya's business and tourism potential to Emirati and Russian travellers. The presence at the face of the two markets will help enhance the relations that will make this possible.

Kenya's tourism industry is its second-largest foreign exchange earner (at first comes agriculture). Accordingly, the African destination boasts numerous tourism attractions typical for the continent. Known as the original home of the safari, Kenya has a total of 26 national parks and 29 national reserves. The landscape of the country is made up of snow-capped mountains, tropical rain forests and stunning beaches. Especially beneficial for tourism streams from

the United Arab Emirates and from Russia will be Kenya's well-developed golfing opportunities, such as golf courses and golf holiday packages. From the United Arab Emirates, family and weekend getaways are also perceived as a natural market segment to be further developed.

"Last year we recorded a considerable increase in scheduled flights from the Middle East to Kenya," states Najib Balala, Kenya's Tourism Minister. "In cooperation with AVIAREPS, we will now take advantage of this positive trend to make our entry into two major world markets – Russia and the United Arab Emirates."

"We are very pleased about Kenya's latest appointment and are looking forward to the results of our new cooperation in two additional dynamic markets. The prevailing market conditions are favourable – we will now establish Kenya as a strong brand on these markets and hope to attract constantly increasing streams of tourists from the U.A.E. and Russia," adds Thomas Drechsler, Chief Operating Officer Tourism at AVIAREPS.

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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 service provider in airline and tourism management 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) – [www.magicakenya.com](http://www.magicakenya.com)

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