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## ***Trinidad & Tobago appoints AVIAREPS offices in Germany and Canada as new representatives***

*The leading international agency will be responsible for public  
relations and marketing services on behalf of the Caribbean  
islands*

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After an intense RFP process the tourism organization of the twin state Trinidad and Tobago, TOURISM DEVELOPMENT COMPANY (TDC), has appointed its new partner: AVIAREPS will act as the official representative of the two islands for PR and Marketing services in both Germany and Canada.

“Trinidad and Tobago is a wonderful client for our tourism portfolio, combining Caribbean lifestyle, a strong potential as hotspot destination and a flair of modern paradise”, states Michael Gaebler, Chairman and CEO of AVIAREPS. “Our teams will aim at drafting innovative and colourful campaigns and once again demonstrate their passion for developing this destination in the minds of German and Canadian consumers.”

"The Government has identified tourism as an important platform through which we will create sustainable development, generate employment, build international relationships and allow the world a taste of Trinidad and Tobago", says Sandra Perkins, CEO of the TDC. "This partnership with AVIAREPS will assist in achieving this mission and allow us to expand our

tourism products including recreation, sport, health, leisure, business, festivals, culture and eco-tourism".

Trinidad & Tobago is an island state with two Caribbean islands, each having its very own character. Trinidad, the bigger island, is home to Steel Pan which is often linked to the Caribbean way of life like no other musical instrument. The musical scene on Trinidad is legendary. While Trinidad is focusing on the MICE market, Tobago is an island paradise for active travelers. Unspoiled beaches, exciting diving spots as well as various sports activities await the tourists. On both islands the vacationer can enjoy the Creole Cuisine, which combines African, Indian as well as European influences to a culinary experience.

For more information about Trinidad and Tobago, 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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