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## ***AVIAREPS to represent Ecuadorian Tourism Board in four European markets***

*Promotion of Ecuador contracted for Great Britain, France, Germany and Spain*

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The Tourism Promotion Board of Ecuador is further expanding its promotion activities in the British, French, German and Spanish markets by contracting the leading representation company AVIAREPS. For this matter AVIAREPS is partnering with the tourism consultancy Circle Solution in Great Britain. The strategy of Ecuador in Europe is to focus on travel trade relationships, participation at international tourism trade fairs and major media campaigns. With this activity plan in Europe Ecuador mainly wants to promote the cultural and natural diversity this unique South American country has to offer.

Ecuador receives one million international tourists per year and plans to reach the number of one and a half million visitors annually by 2014. The improvement of the tourism infrastructure and the good overall communication between the different regions make it easy to travel within Ecuador. More and more it is considered an ideal destination including for incentives and congresses.

The strategies of the Ecuador Tourism Promotion Board are based on sustainability and diversity. Ecuador is comprised of “four worlds”: The Galapagos, the Pacific Coast, the Andes and the Amazon. Different ethnic groups which enrich the diversity of the destination are part of Ecuador’s cultural heritage. Two of these “worlds”, the Galapagos Islands and the Amazon (the last one shared with other countries), are finalists in the 7 Wonders of the Natural World contest.

Mariano Proaño, Vice Minister of Tourism, says, “We just appointed AVIAREPS to represent us in the main European markets and look forward to a long-standing and rewarding relationship.”

Michael Gaebler, Chairman and CEO of AVIAREPS, is very delighted about this new cooperation agreement: “We are very proud to work for Ecuador in Europe. It is a nation of immense variety and diversity with another key asset – its people. It is also an honour for us working for a nation which is the homeland of one of our senior managers in the company group.”

Thomas Drechsler, COO Tourism at AVIAREPS, adds, “Ecuador is an amazing destination and full of attractive things to visit. Now it is our mission to increase brand awareness and market share for Ecuador in Europe through our expertise and our offices in Munich, Madrid, Paris and London. We are very excited about this opportunity and thankful for this partnership.”

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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](http://www.aviareps.com)

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