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***Anke Sponer – new General Manager of  
AVIAREPS Tourism Germany***

*Munich-based professional moves from Walt Disney Germany to  
the German tourism marketing agency*

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AVIAREPS Tourism Germany has appointed Anke Sponer as its new General Manager. Anke will be taking over management of the Munich-based tourism marketing agency with immediate effect, replacing Ralf Lieb, who left the company at the end of last year. The appointment will see a 39 year-old management professional with over eleven years of experience in the media, tourism and entertainment industries assume leadership of the agency.

Anke, who completed studies in business administration and hotel management, possesses in-depth knowledge of sales-oriented marketing. Her specific experience in media includes her time as a Divisional Manager for TV magazines at Gong Verlag. For the past seven years, the agency's new General Manager was employed at Walt Disney Company Deutschland, Munich. As Manager Relationship Marketing, she initially assumed responsibility for core business at Disney Channel. Her last four years at Disney, in particular, enabled Anke to accumulate valuable knowledge of the industry and develop her management skills. As Head of Marketing, Press and PR Germany for Disneyland Paris, she bore responsibility for all marketing activities and public relations for the German market.

Anke is greatly looking forward to the challenges she will be faced with as General Manager of AVIAREPS Tourism in Germany: “AVIAREPS Tourism operates in an extremely competitive and dynamic market. I am delighted to be able to bring my experience gained over recent years to such an innovative and established agency. In addition, it’s simply great fun to be working together with a range of international clients!”

“With the arrival of Anke Sponer, AVIAREPS Tourism will be headed up by proven expert in the industry. Her many years of experience in the tourism and media sectors make her the ideal addition to our dynamic team. Her strengths – creativity, strategic thinking and flexibility – are sure to make a key contribution to driving the growth of our German agency,” says Thomas Drechsler, Chief Operating Officer Tourism at AVIAREPS.

AVIAREPS Tourism specialises in the provision of marketing and management services to international clients in the German market. Numerous tourist offices (for example, New York/New York Company, Las Vegas and Ecuador), hotel chains (for example Danubius Hotels) and tour operators (for example Cheaptickets and Out the back Australia) currently make use of the professional services offered by its Munich office. Already an established agency, it became part of the AVIAREPS group in 2004, through the sale of a stake in its capital. The group has since developed into the largest airline and tourism representation in the world.



Photo: Anke Spöner, 39, has been appointed General Manager of AVIAREPS Tourism in Germany, with immediate effect.

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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) or follow us on twitter [http://twitter.com/Aviareps\\_Group](http://twitter.com/Aviareps_Group)

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