FOR IMMEDIATE RELEASE

**AVIAREPS EXPANDS CHINA OFFICE NETWORK WITH OPENING IN SHENYANG**

**AVIAREPS Greater China office network expanded to 7**

*Total international office network expanded to 64 offices across 47 countries*

Shenyang, China (12 September 2017) - AVIAREPS, the global leader and expert in developing and shaping outbound tourism, aviation and hospitality demand and spend, has expanded its China market presence with the opening of its newest office in Shenyang, North East China. With this office opening AVIAREPS’ presence in Greater China is now extended to 7 offices, and provides AVIAREPS’ clientele with a permanent base in Liaoning Province from which to implement specialised destination and hospitality marketing, public relations and sales (GSA) representation, to target its population of 45 million consumers. With the addition of Shenyang, the total AVIAREPS international office network now numbers 64, across 47 countries and 6 continents.

Shenyang is the capital of Liaoning Province, and the largest city in Northeast China. Shenyang’s population of 12 million (China’s 10th largest metropolitan area), is significant as a market in its own right, however when combined with the other bourgeoning cities within the province, the market expands to an incredible 45 million strong, which is double the entire population of Australia and more than the population of Canada. As the 7th
wealthiest province in China, Liaoning Province offers international brands a rapidly developing consumer market and a Gross Domestic Product (GDP) of USD $470 billion.

In fact, the Gross National Product of target cities within Liaoning Province exceeds that of Beijing or Shanghai, with Liaoning Province representing 4.25% of China’s total GDP, while Shanghai represents 3.69% and Beijing 3.39%.

There are 197 major travel agencies located in Shenyang City, however in addition to these there are 13 other major cities with populations up to 7 million within Northeast China, which are also cities targeted and serviced by the AVIAREPS Shenyang team. These cities include; Dalian (7 million), Anshan (4.5 million), Jinzhou (4 million), Chaoyang (3.5 million), Fushun (3 million), Tieling (3 million), Huludao (3 million), Dandong (3 million), Yingkou (2.7 million), Liaoyang (2 million), Benxi (2 million), Fuxin (2 million), and Panjin (1.5 million).

Supporting and feeding Shenyang’s outbound travel and growth is the Shenyang Taoxian International Airport (SHE), which is a major international airport handling 13 million passengers and 100,000 aircraft movements by 30 different airlines annually. New international routes have been launched in 2017 to a variety of destinations including Germany, Australia, Japan, Thailand, and South Korea, with new direct non-stop services to the U.S. in the final approval process. Shenyang airport is also a key hub for China Southern Airlines.

The U.S. Consulate General in Shenyang is one of only 6 U.S. Consulates in China, and has been in continuous operation since 1984, only 5 years after the U.S. formally established diplomatic relations with China. Other major consulates in Shenyang include Japan, Russia, South Korea, France, and Germany to name a few.

Says Edgar Lacker, Chief Executive Officer, AVIAREPS: “The size, expanse and potential of
China is truly astounding. As a trusted partner for international growth by many international aviation, tourism and hospitality brands, it is clear if our clients are to maximise the potential of the Chinese market, then they, and therefore us, need to be closer to those regional economic centres to provide the on-going, on-the-ground, level of attention, local knowledge and expertise that is required. As such, it is incredibly exciting to open our newest office in Shenyang, and I’m sure before long there will be more China office openings to celebrate.”

For further information on how AVIAREPS can assist your organisation to expand its commercial footprint in Shenyang China, contact AVIAREPS at: www.aviareps.com

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About

Founded in Germany in 1994 with an extensive office network that spans all six inhabited continents with 64 self-owned offices across 47 countries, the AVIAREPS Group is the world’s leading airline and tourism representation company with over 100 airlines and more than 150 tourism, hospitality, retail and trade promotion clients in its portfolio. In addition to providing well established passenger General Sales Agent (GSA) services and tourism marketing representation, clients are also offered expertise and services in digital marketing, public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

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