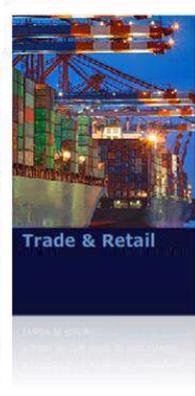
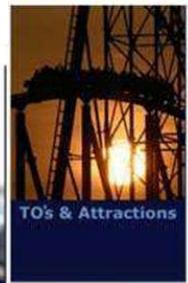
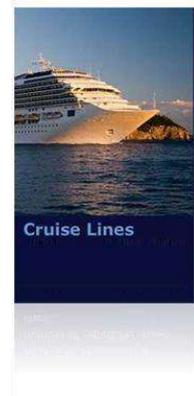


**AVIAREPS®**



# Press Information

The people at *AVIAREPS* passionately believe that the pursuit of professional excellence and connecting international best practice with local expertise creates a better, more meaningful, peaceful and wealthier world.



## CONTENTS

- *AVIAREPS* at a glance p.3
- Company profile
  - Foundation & the *AVIAREPS* Edge p.4
  - Global network p.5
  - Global leadership p.6
    - Internationally Connected & Committed
  - Services and Products p.7
  - Recent Innovations & Services p.7
  - A Client Portfolio of Distinction p.10
- *AVIAREPS* in Figures p.10
- Future Vision – Sustainable Development & Building a Legacy p.11
- *AVIAREPS* International Group Board Members p.12
- Profile of Michael Gaebler p.13  
Chairman & CEO of *AVIAREPS*

### Staying In Touch:

Join *AVIAREPS*' journey and pursuit of excellence by connecting with us at:



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For the latest press releases and high resolution image downloads visit us at:  
[www.aviareps.com](http://www.aviareps.com)

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## The World's Leading Representation Company - at a Glance:

<b>Company Name:</b>	AVIAREPS AG
<b>Established:</b>	1994
<b>Contact details:</b>	Corporate Head Office Josephspitalstrasse 15, D-80331 Munich, Germany Phone: +49 (89) 55 25 33 73 Fax: +49 (89) 54 50 68 42 Email: <a href="mailto:info@aviareps.com">info@aviareps.com</a> Web: <a href="http://www.aviareps.com">www.aviareps.com</a>
<b>Services:</b>	International office representation, General Sales Agent (GSA), destination marketing, public relations, advertising, IT solutions, financial services, consulting, airport marketing, retail marketing & promotion, trade & investment promotion
<b>Client portfolio:</b>	More than 100 airlines & over 150 tourism entities such as tourist boards, hospitality groups, boutique hotels, cruise lines and car rentals; airports; trade and investment boards; retailers; tour operators and attractions
<b>Business model:</b>	Being the world's leading representation company, AVIAREPS focuses on innovative and result-oriented services through local expertise and international best practice, the simplification of international procedures, the facilitation of market access and the reduction of fixed costs by offering flexible cost-structures. To add value is the main driver of all operations.
<b>No. of Employees:</b>	600+ employees worldwide
<b>No. of branches:</b>	58 self-owned offices in 43 countries

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## Company Profile: Foundation and the *AVIAREPS* Edge

### About *AVIAREPS*

*AVIAREPS* started in Munich, Germany in 1994, with the ambition to develop new markets for airlines, destinations, hotel groups and other travel related brands. The enterprise transitioned into a joint stock company four years later. Today *AVIAREPS* successfully conducts its business internationally across 43 countries worldwide, fully supported by over 600 professional employees located within 58 self-owned offices.

*AVIAREPS* acts on the behalf of more than 100 aviation and 150 tourism client brands and has become the trusted model and partnership platform for change management, outsourcing and globalisation for many private and government affiliated entities around the world.

*AVIAREPS'* strength lies in providing clients with a simplified platform for market development, the globalisation of brands, and the ability to make fix costs variable. Ultimately, at the heart of our success is our performance and ability to generate additional and growing revenues, increased visitor numbers and increased media exposure and value for our clients through local know-how and expertise, coupled with international networks and best practice.

Each *AVIAREPS* office is home to specialists that are respected by their local travel trade, aviation, and media peers, offering clients unique and solid networks through which their promotional, marketing and sales goals and objectives can be achieved.

Many well-established aviation and tourism brands entrust *AVIAREPS* with their client communication, international positioning, local brand engagement and development, public relations, marketing and sales, with each benefiting from the tailored solutions and bespoke in-market approaches that *AVIAREPS* offers.

Throughout our international network the people of *AVIAREPS* speak the languages of the aviation, tourism, destination marketing, retail and trade promotion industries. We understand the differentiation of needs, goals and approaches within each field. We live a culture of first-hand information and are ahead of the industry trends, challenges and movements taking place. We identify opportunities.

*AVIAREPS* is unique in providing a value proposition for clients that creates synergies between these fields and amongst clients for the mutual strategic advantage of all parties.

For more information about *AVIAREPS* visit: [www.aviareps.com](http://www.aviareps.com)

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## A Global Network

*AVIAREPS* is a conglomerate of 58 offices worldwide. All self-owned offices work as independent companies, but are connected with the headquarters in Munich, Germany to ensure that the high corporate standards and service levels of *AVIAREPS* are maintained.

To become a truly global player *AVIAREPS* decided early in its development to achieve growth through a strategy of ambitious organic growth of own entities mixed with a proactive strategy of mergers and acquisitions.

### The *AVIAREPS* global network of offices:



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## Global Leadership - Internationally Connected & Committed

AVIAREPS actively seeks visionary partners within the aviation, tourism, retail and trade promotion industries as we believe that when our clients in these industries thrive, they deliver grass-roots anti-poverty and wealth-generation results, as well as international understanding opportunities, faster and more effectively than any other.

We believe that what we and our clients do does make a difference.

Realising that vision, AVIAREPS is internationally **connected** and **committed**.

AVIAREPS is actively involved and holds membership in over 100 industry related Associations including: UNWTO Affiliate Member, IATA and PATA among others.



**UNWTO Secretary-General, Taleb Rifai:** *“We look forward to working with AVIAREPS, a valued UNWTO Affiliate Member supporting destinations around the world improving their international presence and tourism competitiveness in the area of marketing.”*

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## Services and Products

AVIAREPS provides a bespoke, tailored approach in developing the exact service and expert needs for each client in line with their particular corporate goals, market objectives and targeted market segments. Broadly, our services can be grouped into three major client portfolios of Airlines, Airports and Tourism (including Trade & Retail Promotion) where the major services and products offered can be defined as follows:

<b>Airlines</b>	Passenger Sales, Public Relations, Advertising, IBCS (IATA/BSP), Financial Services, IT solutions, Passenger Revenue Accounting (PRA), Crisis Management, Social Media Platform Development
<b>Airports</b>	Airline Acquisition, Traffic Flow Stimulation, Infrastructure Branding, Sales & Marketing, Market Research, Public Relations, Advertising, Research and Reporting
<b>Tourism (Destinations, Hotels &amp; Resorts, Car Rentals, Cruise Lines, Tour Operators &amp; Attractions, Trade &amp; Retail Promotion)</b>	Representation, Sales & Marketing, Public Relations, Advertising, E-Commerce, Crisis Management, Social Media Platform Development, Seminar and Event Planning

## Recent Innovations and Services

### ❖ AVIAREPS Roadshows

AVIAREPS offices around the globe are now conducting “AVIAREPS” branded roadshows in each international market. These roadshows are open to not only established clients, but also non-client entities wishing to explore the possibility of establishing business development contacts with key travel industry influencers. The AVIAREPS Roadshows are ideal not only for established clients to deepen their connections, visibility and engagement within each market, but ideal for non-client entities to “test” the potential of new markets while being provided a trusted and respected introduction through the AVIAREPS local experts on the ground. The roadshows are particularly useful for such entities as airlines, tourism boards, hospitality brands, individual hotels and resorts, tour operators (DMCs), attractions and car rental companies. For further information visit: [www.aviareps.com](http://www.aviareps.com)

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### ❖ **AVIAREPS Ad-Hoc Project Services**

AVIAREPS understands that much research, market testing, and establishment of key industry contacts are required by an entity prior to fully committing to a new overseas market. To this end, AVIAREPS has launched a suite of services that can be conducted in an ad hoc, short-term, or one-off project manner. A list of some of our more popular ad-hoc services include:

- International Missions & Roadshow Management & Coordination
- Exhibition Management with scheduled meetings and media exposure
- Co-branding campaigns
- Market Research & Strategy Development
- E-learning & Webinars
- Website Localisation & Translation
- Press Events
- MICE Market Development
- Localised Social Media Platform Development
- Global PR announcements for new product/services, special events and festivals

### ❖ **AVIAREPS Global PR Platform**

The Global Public Relations Platform is specifically tailored for national, regional and city tourism authorities, event and exhibition organisers, hospitality entities, airlines and trade promotion entities seeking economical PR solutions. The platform provides effective brand, product and service awareness activities among key industry players around the world, and is unique for the level of professional, multi-lingual PR services provided, the international outreach achieved, and the economic value at which the service can be provided.

Through the AVIAREPS Global Public Relations Platform, an organisation's press releases and key messaging are translated into ten key languages other than English including: Arabic, Chinese Mandarin, French, German, Italian, Japanese, Korean, Portuguese, Russian and Spanish, and disseminated to the tourism, aviation and international trade promotion industries' key media by each of the 58 AVIAREPS offices around the world. Media clippings of the exposure achieved from each of the markets are also provided along with an overview of total PR values achieved on a monthly basis. Only AVIAREPS is able to provide such a service so economically within our industry because it is only AVIAREPS that has the largest office network where all of our offices are self-owned.

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For further information on the AVIAREPS Global PR Platform contact your local AVIAREPS office or Email: [gjohnston@aviareps.com](mailto:gjohnston@aviareps.com)

❖ **AVIACloud by AVIANET**

AVIACloud is a cloud computing service specifically tailored to the needs, requirements and considerations of airlines and aviation companies. The bespoke service provides substantial cost benefits to airlines as the need for in-house IT infrastructure, expertise and upkeep is minimized, while security of data is strictly maintained.

AVIACloud has been created in partnership with Horizon, a leader in the field of data and information security with a client base that includes United States government departments and agencies among others, to ensure that the integrity of our client's data remains intact and completely under the client's own domain and control. With security assured and AVIANET expertise and tailored services to meet airline requirements, the aviation industry now has a real opportunity to reduce IT infrastructure costs with confidence and with no reduction in IT system performance.

For further information on AVIACloud and how to reduce IT costs Email: [Sales@avianet.aero](mailto:Sales@avianet.aero)

❖ **Relaunch of the AVIAREPS Corporate Website**

The new AVIAREPS website launched in late September 2015 perfectly communicates the AVIAREPS identity: clear, dynamic, and engaging. Through the new design and features the website embraces the passion, dedication and exciting nature of our industry, while still providing an easy and intuitive browsing experience for our website visitors.

The new website includes many new features that are regularly updated to provide an informative, engaging and enhanced visitor experience that we trust proves useful for our clients, potential clients, international media, international travel trade, employees and prospective employees. Some of the new features include:

- An AVIAREPS events calendar for potential clients and trade partners to join
- A Project Services section, highlighting some of the ad-hoc services AVIAREPS is able to provide internationally
- A great selection of case studies across all industries, markets and project services
- Two new sections dedicated to Retail Promotion and Trade Promotion, including case studies and service/activity options

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- Welcome videos from each of our General Managers from across the AVIAREPS network
- A careers page highlighting the benefits of joining AVIAREPS including video interviews and testimonials.
- A clear presentation of AVIAREPS' unique sales points in a more visual “infograph-like” manner
- A showcase of our esteemed portfolio of clients, featuring case studies, awards, and testimonials from travel & tourism’s leading brands.
- Intranet login for AVIAREPS employees to access a knowledge-sharing platform for best practices and market trends and updates.
- Enhanced Media Centre
- A full mobile version of the website

### **A Client Portfolio of Distinction – Bespoke Approaches**

More than 100 international airlines and over 150 tourism clients trust in the proven expertise of AVIAREPS, where our neutral status, respect for conduct with integrity, and passion to deliver excellence enables the brand positioning and business development for any client to be maximised.

Every brand AVIAREPS is entrusted with is unique and distinct. As such, every approach and strategy must be tailored and bespoke. Goals and strategies naturally differ, as do institutional and corporate procedures and cultures. AVIAREPS understands these differences while providing local expertise with international best practice. Each partnership is completely unique.

For a complete list of our clients visit:

For aviation: <http://www.aviareps.com/about-aviareps/clients/airlines.html>

For tourism: <http://www.aviareps.com/destinations/representation.html>

### **AVIAREPS in Figures – Flying Forward**

We take pride in our steady year-on-year growth as it indicates client satisfaction, the provision of a valued proposition, and the sustainability of our corporate business model and approach.

Financial Year 2014/15

Sales Revenue: €101 million

Turnover on behalf of Clients: €1.35 billion

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## **Future Vision – Sustainable Development & Building a Legacy**

Over the last 20 plus years AVIAREPS has firmly established itself as the world's leading international representation and service platform for airlines, destinations, hotel chains and car rental companies, as well as retail and trade promotion organisations, both private and government affiliated. Delivering with integrity fast and successful globalisation platforms for clients that allow for a smooth transition to a cost-reducing outsourcing management proposition, whilst ensuring 100% of the client's brand and identity is maintained and further developed is, and will remain, at the core of its key services. This can only be achieved with the encouragement and recognition that its people are passionate, performance driven, globally minded and locally extremely well connected. An important pillar of AVIAREPS' success is, and will continue to be its people.

In 2013 AVIAREPS launched the Agenda 2020 programme, which is a strategic corporate plan to increase growth whilst ensuring that AVIAREPS remains ahead of its competition and at the forefront of international best practice. A key part of the agenda will see AVIAREPS further opening and deepening its activities and dealings with emerging markets for client growth, as well as extending multinational contracts with current and new clients through the development and delivery of cost effective and tried and tested results-driven products and services. Another key of Agenda 2020 will be the creation of new products and services based on innovation, creative solution making, synergy maximisation and the development of cost reducing platforms. Generating added value for clients was, is, and will remain the source of AVIAREPS' success and main driver and consideration within all of its client portfolio operations.

We understand that a growing company requires a special focus in values and culture. It is our commitment to create a platform for people, organisations, regions and nations to globalise their businesses in the most effective and efficient way. We proactively focus and prepare now for the changes, innovations and developments of the future – for both our clients' success and our own. We seek to spearhead our industry trends from a position of leadership through creativity and innovation. Long term vision and value building is the foundation of our corporate ethos. We understand that it is only from sustainable development that organisations can thrive and endure, and from corporate durability respected legacies are created.

We are global citizens with local hearts and souls – bringing people to the world and the world to people.



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## **AVIAREPS International Group Board Members**



**Michael Gaebler**  
Chairman & CEO



**Rainer Kothe**  
CFO & Corporate Affairs  
Officer



**Oliver Kuchler**  
COO Aviation  
EVP Americas & Africa



**Edgar Lacker**  
CCO & EVP Europe



**Thomas Drechsler**  
COO Tourism



**Michael Merner**  
EVP Asia & Oceania



**Robert Obolhogiani**  
EVP Russia, CIS & South Asia

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## Profile: Michael Gaebler, Chairman & CEO of **AVIAREPS**

Michael Gaebler commenced his career by entering one of the world's largest travel agency chains, CIT, in 1980. He then followed his passion for the aviation industry by joining well-known airline brands such as German Wings and IBERIA, where he held several management positions in Munich and Berlin.



At the age of 32 he decided to break new ground by setting up his own general sales agent business. He recognized the signs of the times and successfully encouraged airlines to cut costs by outsourcing sales and marketing services whilst adding value.

First focusing on the German market, he quickly realised the global potential of his business model and service platforms and commenced a trajectory of developing a network of international affiliates that continues to grow steadily today. As a logical progression to expanding the company group, he further diversified and specialised the company's client portfolio to cater to tourism entities such as destinations, hotels, car rentals, cruise lines and attractions, as well as retail brands and

groupings, and trade promotion authorities and organisations.

A passionate sailor, Michael Gaebler always has his eye on the horizon and prepared for stormy weather, eager for new challenges and opportunities.

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