

**FOR IMMEDIATE RELEASE**

ROTANA HOTELS APPOINTS *AVIAREPS* AS ITS SALES REPRESENTATIVE IN FIVE EUROPEAN MARKETS

Dubai, United Arab Emirates (August 31, 2018) [AVIAREPS](#), the global leader and expert in developing and shaping international tourism demand and spend, with 66 offices in 48 countries around the world, has been appointed as sales market representative in Belgium, France, Italy, Luxembourg and the Netherlands by Rotana, a leading Middle Eastern hotel management company. The representation, which came into effect from



August 10, 2018, sees *AVIAREPS* promote increased consumer demand for the UAE, Abu Dhabi-based hospitality brand which manages properties across 26 cities located throughout the Middle East, Africa, and Turkey.

Declan Hurley, Rotana corporate vice president - sales, declared: "The main responsibilities of these new offices will be to grow our client

base, introduce our brands to new clients, and promote, market, and sell our properties within the dedicated European markets. Rotana has appointed *AVIAREPS* as its GSA (General Sales Agent), owing to their experience, reputation, and presence across key markets."

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"We are pleased with how our relationship has got off the ground and we have compiled a solid sales and marketing plan with a wide range of sales activities to roll out during the remainder of 2018 and throughout 2019," Hurley concluded.

Rotana is managing an ambitious expansion that will see its portfolio of operational properties increase from two in 1993 to 100 by 2020.

Says Thomas Drechsler, Chief Operating Officer Tourism, *AVIAREPS* stated: "It's an honour to have Rotana join our portfolio of esteemed hospitality brands as we grow our clients' businesses internationally through our well-established travel industry networks. Rotana shares our common values and goals of achieving industry excellence through growth, passion and delivery of concrete results. We look forward to further developing a long and mutually fruitful relationship."

Rotana offers industry partners and guests exceptional hospitality, which is delivered through their five main brands: Rotana Hotels & Resorts, Centro Hotels by Rotana, Rayhaan Hotels & Resorts by Rotana, Arjaan Hotel Apartments by Rotana and The Residences by Rotana; each offering the same impeccable Rotana service to different target audiences.

For further information about Rotana visit: www.rotana.com

Or contact the newly appointed sales teams at:

Benelux:

T: +31 (0)20 5200282

Email: gso.benelux@rotana.com

France:

T: +33 (0)20 153433391

Email: gso.france@rotana.com

Italy:

T: +39 02 43458373

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Email: gso.italy@rotana.com

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Notes to Editor:

Hashtags: #Rotana #AVIAREPS #Hospitality #Hotels #Travel #TravelAgents #UAE #AbuDhabi #France #Belgium #Netherlands #Luxembourg #Italy #India #BusinessDevelopment #Representation #GrowingYourBusiness #Sales

Images:



Image 1: Saadiyat Rotana Resort & Villas, Abu Dhabi, UAE

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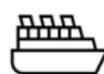




Image 2: Fujairah Rotana Resort & Spa, UAE

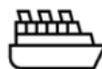
About Rotana

Rotana currently manages a portfolio of over 100 properties throughout the Middle East, Africa and Turkey, with an aggressive expansion plan in place. Rotana has chosen to acknowledge how precious time is by making all time spent in their range of hotels 'Treasured Time'. This means Rotana has pledged to understand and meet the individual needs of all guests. In so doing, Rotana has evolved its product brands to include, Rotana Hotels & Resorts, Centro Hotels by Rotana, Rayhaan Hotels & Resorts by Rotana, Arjaan Hotel Apartments by Rotana and The Residences by Rotana. Treasured Time. The Rotana promise to you. Further information on any Rotana property, its brands or reservations can be obtained by visiting rotana.com or by contacting one of the regional sales offices.

About



Founded in Germany in 1994 with an extensive office network that spans all six inhabited continents with 66 self-owned offices across 48 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.

For further information, please visit www.aviareps.com, or follow us on:



<https://www.facebook.com/AviarepsGroup>



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PRESS INQUIRIES

AVIAREPS Corporate Communications Office

Ana Dombrovscia

ADombrovscia@aviareps.com

+971 56 301 4331

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