

**PRESS RELEASE**

**SWAROVSKI**  
KRISTALLWELTEN

**FOR IMMEDIATE RELEASE**

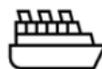
**SWAROVSKI TOURISM SERVICES APPOINTS AVIAREPS AS ITS REPRESENTATIVE IN THE GULF COUNTRIES (G.C.C.)**

Dubai, United Arab Emirates (September 6, 2018) [AVIAREPS](#), the global leader and expert in developing and shaping international tourism and aviation demand and spend, with 66 offices in 48 countries around the world, has been appointed as market representative by [Swarovski Tourism Services](#) in the Gulf Countries of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and the United Arab Emirates. The representation, which comes into immediate



effect, will see *AVIAREPS* promote the Austrian-based Swarovski tourist attractions of [Swarovski Kristallwelten](#) (Swarovski Crystal Worlds) and the Swarovski Kristallwelten Stores in Vienna and Innsbruck, to consumers and outbound travel industry professionals located in the Gulf Countries, through targeted marketing and public relations activities.

Swarovski crystal has delighted people from all over the world for over 120 years. To mark Swarovski's centennial celebrations in 1995, a special place opened that turned crystal



**PRESS RELEASE**

into a living experience at three locations in Austria: Swarovski Kristallwelten (Swarovski Crystal Worlds), and the Swarovski Kristallwelten Stores in Innsbruck and Vienna. Swarovski’s crystal-experience destinations combine art, lifestyle, and Austrian traditions with an internationally successful model for tourism. As one of the most frequently visited attractions in Austria, Swarovski Crystal Worlds has delighted more than 14 million visitors since 1995, with its moments of wonder and fantasy. Offering a unique mix of art and culture, entertainment and shopping, there are various attractions for all ages, with special family events held throughout the year.

Says Markus Haas, Channel Marketing – Head of Tourism & Sales, Swarovski Tourism Services: "Austria is one of the most popular European holiday destinations for people in the Gulf Countries, and Swarovski Kristallwelten is one of Austria’s most popular attractions. With the appointment of AVIAREPS in the Middle East our aim is to work even closer with the outbound travel industry professionals in the region, so that more of their clients visiting Europe can experience the wonders, sparkle, excitement and family fun that our destinations provide."

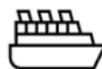
Swarovski Kristallwelten offers Middle Eastern travel professionals various options for single, family and group visits to their three unique destinations with added value and additional services. Agents wanting to find out more about the latest offerings and deals available for their clients should contact the Swarovski Kristallwelten Middle East Representative office at:

Inquiries: <https://crm.aviarepstourism.com/dub/contact-form-aviareps-uae>  
 T: +971 4 433 5952  
 E: [SwarovskiKristallweltenGCC@aviareps.com](mailto:SwarovskiKristallweltenGCC@aviareps.com)  
 Website: <https://kristallwelten.swarovski.com>

-End-

Notes to Editor:

Hashtags: #SwarovskiKristallwelten #AVIAREPS #Swarovski #Tourism #Travel #Austria #TravelAgents #Crystal #Garden #Art #UAE #Dubai #AbuDhabi #Bahrain #Kuwait



**PRESS RELEASE**

#Oman #Qatar #SaudiArabia #KSA #Riyadh #BusinessDevelopment #Representation #GrowingYourBusiness

Images:



Image 1: Crystal Dome, Chamber of Wonders



Image 2: Taj Mahal, Chamber of Wonders

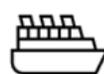




Image 3: El Sol, Chamber of Wonders

#### About D. Swarovski Tourism Services GmbH

Swarovski crystal has delighted people from all over the world for over 120 years. To mark Swarovski's centennial celebrations in 1995, a special place opened that turned crystal into a living experience: Swarovski Kristallwelten (Swarovski Crystal Worlds). Together with the Swarovski Kristallwelten Stores Innsbruck and Wien, they collectively form D. Swarovski Tourism Services GmbH. Swarovski's three crystal-experience destinations combine art, lifestyle, and Austrian traditions with an internationally successful model for tourism. Led by Managing Director Stefan Isser, a team of 380 employees devote themselves to ensuring that visitors experience crystal in a unique way with each and every visit. Thanks to continual innovations and enhancements, D. Swarovski Tourism Services GmbH maintains a fresh and modern profile that makes it a trustworthy partner for the tourism industry and a dependable attraction for visitors to Austria. One of the most frequently visited attractions in Austria, Swarovski Crystal Worlds has delighted more than 14 million visitors since 1995.



### About Swarovski

Swarovski delivers a diverse portfolio of unmatched quality, craftsmanship, and creativity. Founded in 1895 in Austria, the company designs, manufactures and markets high-quality crystals, genuine gemstones and created stones as well as finished products such as jewelry, accessories and lighting. The Swarovski Crystal Business is run by the fifth generation of family members and has a global reach with approximately 3,000 stores in around 170 countries, more than 27,000 employees, and revenue of about 2.7 billion euros in 2017. Together with its sister companies Swarovski Optik (optical devices) and Tyrolit (abrasives), Swarovski Crystal Business forms the Swarovski Group. In 2017, the Group generated revenue of about 3.5 billion euros and employed more than 32,000 people. A responsible relationship with people and the planet has always been an integral part of Swarovski's heritage, and is embedded today in the company's well-established global sustainability agenda. In addition, global Swarovski Waterschool education program has reached 500,000 children on the world's greatest rivers, and the Swarovski Foundation, set up in 2013, works to support culture and creativity, promote the rights and wellbeing of women and children, and conserve natural resources to achieve positive social impact.

[www.swarovskigroup.com](http://www.swarovskigroup.com)

### About **AVIAREPS®**

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](http://www.aviareps.com), or follow us on:



**PRESS RELEASE**

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



[https://twitter.com/Aviareps\\_Group](https://twitter.com/Aviareps_Group)



<https://www.linkedin.com/company-beta/67321/>

###

For high resolution images and logos please contact: [ADombrovscia@aviareps.com](mailto:ADombrovscia@aviareps.com)

We would kindly appreciate a sample copy of any reprints.

If you do not wish to receive further press releases, please send an E-Mail to [press@aviareps.com](mailto:press@aviareps.com)

**PRESS INQUIRIES**

AVIAREPS Corporate Communications Office

Ana Dombrovscia

[ADombrovscia@aviareps.com](mailto:ADombrovscia@aviareps.com)

+971 56 301 4331

