

PRESS RELEASE



FOR IMMEDIATE RELEASE

MUNICH TOURISM APPOINTS AVIAREPS AS MARKET REPRESENTATIVE IN SOUTH EAST ASIA & AUSTRALIA

Singapore, (October 8, 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 market representative for Munich Tourism in South East Asia and Australia. The representation, which commenced from October 1st, 2018 sees AVIAREPS promote Germany's iconic city of culture from a base in Singapore, and with promotional and marketing activities to cover Thailand, Malaysia, Indonesia and Australia.

Through a mix of public relations, marketing and digital marketing services, the AVIAREPS



teams will be responsible for raising the profile of Munich as a year-round travel destination of cultural enjoyment, culinary pleasures and providing visitors with renewed vitality and zest for life.

Says Geraldine Knudson, Head of Munich Tourism: "We are excited to bring the message of Munich as a welcoming European city for South East Asians and Australians to explore

and really dive into to. We offer a beautiful, historic and relaxed city that thrives on a culture of enjoyment and the enjoyment of culture. With the appointment of AVIAREPS



in the region we are confident that an increasing number of visitors from South East Asia and Australia when planning to visit Europe will include Munich on their 'must-experience' list."

In addition to promoting the Bavarian capital's many attractions to families, couples and groups, the AVIAREPS teams will be looking to develop niche travel segments to Munich such as the mixing of business with pleasure - or 'Bleisure' travel, along with developing the meetings, incentive, conference and exhibition (MICE) travel to Munich.

For further information about visiting Munich visit: www.munich.travel

Or contact the newly appointed South East Asia & Australia team at:

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Email: <https://crm.aviarepstourism.com/sin/contact-form-aviareps-singapore>

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Notes to Editor:

Hashtags: #Munich #simplyMunich #AVIAREPS #Travel #Singapore #Thailand #Malaysia #Indonesia #Australia #Germany #Bavaria #BusinessDevelopment #Representation #GrowingYourBusiness #DestinationMarketing

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Images:



Image 1: Hofgartentempel in Winter



Image 2: Beer Garden in Summer

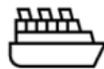




Image 3: Eisbach River Surfing

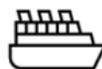
About Munich Tourism

München Tourismus (Munich Tourism) is the city's central tourist organisation and is part of the City of Munich's Department of Labour and Economic Development. München Tourismus works with its business partners in the private sector and the tourist organisation München TIM e.V to develop marketing and PR campaigns and tourism products in a bid to establish Munich as a destination on the international travel market.

The strategy for achieving this aim is defined by the Tourismskommission München, a joint undertaking between the city council and the local tourist industry. The objective of the partners involved in this collaboration is to promote quality tourism in Munich. This safeguards the quality of a stay and the quality of life in the city, and ensures acceptance of tourism among the population. München Tourismus acts as a centre of expertise, knowledge and innovation within Munich's tourism industry; as a link to regional and supra-regional tourist organisations (TOM, BayTM, DZT, MC and many more); and as a professional, neutral advisor to the tourist industry.

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, or follow us on:



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