



**FOR IMMEDIATE RELEASE**

**DISCOVER THE PALM BEACHES LAUNCHES NEW INTERNATIONAL PRESENCE IN COLOMBIA WITH AVIAREPS**

Bogotá, Colombia (February 11, 2019) - Beginning February 18, [Discover The Palm Beaches \(DTPB\)](#) – the official tourism marketing organization for Palm Beach County – will kick off Leisure Sales and Marketing representation in Colombia. The organization tasked with promoting Palm Beach County (“The Palm Beaches”) to outside domestic and international visitors will begin expanded efforts in the Colombian market through the [AVIAREPS](#) – Colombia office. AVIAREPS Group is the global leader and expert in developing and shaping international tourism demand and spend, with 66 offices in 48 countries around the world, with more than 25 years of experience in tourism and aviation. AVIAREPS joins DTPB’s existing efforts to bring much-needed awareness and attention to Colombian travel agents, tour operators, and receptive operators interested in the Florida market, through leisure sales and marketing initiatives.

With this expanded presence, the new representation will disseminate relevant trends, as well as execute orientations, sales calls, presentations, trainings, destination reviews, and other related project – thereby increasing DTPB’s effectiveness in addressing client needs and providing exceptional service. The engagement of AVIAREPS will also result in a year-round presence in Colombia, as opposed to occasional trade events and sales visits.

General Manager of AVIAREPS – Colombia, Carlos Valuena looks forward to a fruitful partnership: *“We are both excited and honored to represent Discover The Palm Beaches in Colombia, where our team of dedicated PR and marketing professionals specialized in*

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*destination promotion will do our utmost to not only increase the awareness of this lively and aspirational destination among Colombians, but also increase the Colombian outbound travel industry's affinity and engagement of The Palm Beaches to increase visitation."*

President and CEO of Discover The Palm Beaches Jorge Pesquera echoed this excitement: *"We are eager to begin our expanded efforts. Our new firm will not only help us extend our brand presence as The Best Way to Experience Florida, but also highlight our commitment to visitation growth from this key market."*

Efforts will focus on education and training for agents and operators. They will also serve to influence product placements with travel trade in the respective market. Senior Vice President of Marketing, Leisure Sales & Community Engagement Rich Basen at DTPB emphasized, *"The expanded team will work to complement existing efforts to educate and entice key travel trade players in selling destination resorts, attractions and activities to interested travelers who may not yet be familiar with the world-class tourism offerings of The Palm Beaches."*

Colombian visitation accounted for 20,990 visitors, and 17,069 room nights to The Palm Beaches in 2017. These figures are based on end of year 2017 figures collected by DTPB's Business Intelligence Department through Visa Vue date. 2018 figures will become available this March.

For further information about Discover The Palm Beaches visit: [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com)

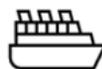
Or contact the newly appointed Colombia Representative Office at:

Colombia:

T: + 57 - 1 - 74 58 882

Email: <https://crm.aviarepstourism.com/col/contact-form-aviareps-colombia>

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Notes to Editor:

Hashtags: #ThePalmBeaches #AVIAREPS #Colombia #Travel #Tourism #TravelAgents #Representation #GrowingYourBusiness

Images:



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



Image 2: Fujairah Rotana Resort & Spa, UAE



## About Discover The Palm Beaches

Discover The Palm Beaches, formerly the Palm Beach County Convention and Visitors Bureau, is the official 501(c)(6) not-for-profit tourism marketing corporation that promotes the collection of 39 cities and towns commonly referred to as "The Palm Beaches," which spans more than 2,300 square miles and 47 miles of pristine, golden beaches from Boca Raton to Jupiter and Tequesta. Tourism is among Palm Beach County's major industries, generating \$4.7 billion in direct visitor spending and supporting 70,000 jobs with an economic impact of about \$7 billion. Once recognized as a tropical escape for elite travelers in the late 1800s, America's First Resort Destination® is making its resurgence as The Best Way To Experience Florida®, welcoming a record-breaking 7.89 million people in 2017. The Palm Beaches are home to nearly 17,000 hotel rooms, ranging from historic resorts to boutique inns. The destination features more than 100 family-friendly attractions, world-class luxury and antique shopping experiences, 125 miles of peaceful waterways for on- or in-the-water activities, 160 artificial reefs that line the Atlantic Ocean's Gulf Stream current, 160 golf courses, award-winning restaurants and a thriving entertainment scene boasting more than 200 art and culture organizations.

Situated along I-95, The Palm Beaches are also home to Palm Beach International Airport (PBI), with more than 200 daily direct flights to 27 domestic and international destinations in the United States and Canada. The Palm Beaches are also conveniently located next to Fort Lauderdale-Hollywood and Miami International airports, each one only an hour away. In addition, with the new Brightline train, transportation into The Palm Beaches from Fort Lauderdale and Miami is even faster and more convenient – with an additional connection to Orlando coming soon.

For more information about The Palm Beaches, visit [www.ThePalmBeaches.com](http://www.ThePalmBeaches.com) and connect on social media via [Facebook](#), [Twitter](#) and [Instagram](#) @PalmBeachesFL, [YouTube](#) at [Discover The Palm Beaches](#) and the hashtag #ThePalmBeaches. Tune-in to [The Palm Beaches TV](#) for 24/7 streaming content of the destination's hotels, attractions, restaurants and experiences.

## 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 about AVIAREPS, visit [www.aviareps.com](http://www.aviareps.com) and connect on social media via [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#) and the hashtag #AVIAREPS For further information, please visit [www.aviareps.com](http://www.aviareps.com), or follow us on:

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