

PRESS RELEASE



FOR IMMEDIATE RELEASE

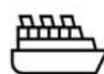
TOBAGO TOURISM AGENCY Ltd. TO PROMOTE IN SWEDEN, NORWAY AND DENMARK WITH APPOINTMENT OF AVIAREPS AS SALES AND MARKETING REPRESENTATIVE

Stockholm, Sweden (March 26th, 2019) The Tobago Tourism Agency Limited (TTAL) has appointed AVIAREPS, the global leader and expert in developing and shaping international tourism and aviation demand and spend, as its marketing representative in Sweden, Norway and Denmark. The appointment, which comes into immediate effect, is part of TTAL’s plan to further expand and promote the island unique tourism offerings and the authentic Caribbean experiences within Northern Europe.



Mr. Louis E A Lewis, Chief Executive Officer, Tobago Tourism Agency Ltd in Tobago: "TTAL is fully committed to further developing and deepening our industry ties and consumer appeal within Northern European markets. With the appointment of AVIAREPS in Sweden, Norway and Denmark as our marketing representative, we believe we have the right partner for an ongoing and meaningful engagement with the local travel industry, media, influencers and consumers, to bring an increasing number of tourists from these countries to untouched Tobago!"

Mr. Louis E A Lewis, Chief Executive Officer, Tobago Tourism Agency Ltd.



In October 2018 TTAL officially launched its ‘Tobago Beyond’ concept which will encourage visitors to explore the extraordinary Caribbean island. Unspoilt, untouched, undiscovered Tobago. TTAL has sub-themes reflecting Sea and Beach, Local Culture, People and Heritage, Eco Adventure and Nature, Romance and Weddings. All TTAL overseas offices are currently working with partners and tour operators to convert the new marketing concept into substantial sales targeted at specific customer segments; such as, Weddings and Honeymooners, and families.

Thomas Drechsler says, Chief Operating Officer Tourism, AVIAREPS: “It’s a great honour working with TTAL for Sweden, Norway and Denmark where our teams of travel trade and PR professionals will help contribute to expanding the number of visitors and spend from Northern Europe, thereby realising the strategic goals put in place for the region.”

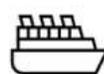
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About Tobago Tourism Agency Ltd.:

The Tobago Tourism Agency Limited (TTAL) was established by the Tobago House of Assembly in 2017 as the execution agency responsible for driving the rejuvenation and competitiveness of tourism in Tobago.

The core mandate of the TTAL is to lead the (re) development of the island’s tourism product and the marketing and (re) positioning of Tobago as a premier island destination founded on the principles of sustainable development.

For more information visit: www.Tobagobeyond.com



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About **AVIAREPS®**

Founded in Germany in 1994 with an extensive office network that spans all six inhabited continents with 65 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. For further information, please visit www.aviareps.com.

Notes to Editor:

Hashtags: #Tobago #Tourism #Travel #AVIAREPS #GrowingYourBusiness



#101ReasonsTobago



PRESS RELEASE

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PRESS INQUIRIES

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