

## LOS ANGELES TOURISM & CONVENTION BOARD ESTABLISHES PRESENCE IN SPAIN AND ITALY AND PARTNERS WITH AVIAREPS

**LOS ANGELES (July 9, 2019)** – Los Angeles Tourism & Convention Board (Los Angeles Tourism), the official tourism marketing organization for Los Angeles, announced today that the company has established a presence in Spain and Italy with representation by the AVIAREPS agency.

“With increased direct air service from both Spain and Italy, the region has demonstrated its potential as a growing market for outbound travel,” said Kathy Smits, Vice President, International Tourism of Los Angeles Tourism. “We are pleased to step up our efforts with AVIAREPS and look forward to welcoming more Spanish and Italian travelers to L.A.”

There are now 24 weekly direct flights to LAX from Madrid, Barcelona, Milan and Rome. Combined, Spain and Italy have shown double-digit growth of visitation in the past year with a total of 159,000 Spanish and Italian travelers visiting L.A. in 2018.

AVIAREPS will work closely with the Los Angeles Tourism team to expand the destination product and foster relationships with travel trade and airlines, reporting directly to Los Angeles Tourism’s regional office in London.

“Los Angeles is such an exciting addition to our portfolio,” said Giulio Santoro, Regional Manager of AVIAREPS Italy and Spain. “It’s an iconic travel destination with endless sunny days, iconic attractions, a burgeoning food scene and world-class cultural institutes – all of which are highly attractive to visitors from Spain and Italy.”

### **About Los Angeles Tourism & Convention Board**

Los Angeles Tourism & Convention Board (Los Angeles Tourism) is the official non-profit destination marketing and sales organization for Los Angeles and the ultimate resource for where to stay and play in the L.A. area.

Los Angeles is a dynamic, ever-evolving destination – where diversity thrives, and everyone is welcome. Discover the true L.A. by exploring its more than 30 culturally rich neighborhoods, each one offering a distinct vibe. L.A. is home to 300 days of warm sunshine, 75 miles of idyllic shoreline, more museums than any other U.S. city, and an innovative culinary scene led by influential tastemakers. A global creative capital and the epicenter of the sports universe, L.A. presents limitless possibilities for its more than 50 million annual visitors. For more information, visit [discoverlosangeles.com](http://discoverlosangeles.com), follow at [facebook.com/DiscoverLosAngeles](https://www.facebook.com/DiscoverLosAngeles), or [@discoverLA](https://twitter.com/discoverLA) on Twitter, Instagram and Pinterest.

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### **MEDIA CONTACT:**

Alex Herron  
Los Angeles Tourism & Convention Board  
[aherron@latourism.org](mailto:aherron@latourism.org)  
+1 213.236.2375