



Tenerife Tourism Corporation appoints AVIAREPS in the UK and Ireland

AVIAREPS to provide full tourist representation, public relations and communications services for Tenerife.

21st August 2019 – The [Tenerife Tourism Corporation](#) today announced its partnership with [AVIAREPS](#) for full-service representation and communications support in the United Kingdom and Ireland for Tenerife and its brands. As part of the agreement, AVIAREPS, the world leader in shaping the tourism, aviation, hospitality, and food and beverage industries, will provide Tenerife with a complete service portfolio including sales, marketing, public relations, media relations, promotions, social events, trade events, social media and cross-channel digital services.

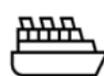
Vicente Dorta, Chief Executive Officer at Tenerife Tourism Corporation said, “We are excited to grow our presence in the UK with AVIAREPS. Working with their team in London lets us connect with this important market on a more personal level, which lets us better communicate the variety of experiences Tenerife has to offer.”

Effective immediately, AVIAREPS will further develop Tenerife’s tourism strategy to position the island as a top travel destination in the market. The London office will coordinate the efforts to boost visitor numbers and expenditure through both B2B and B2C communications and representation.

[Edgar Lacker](#), Chief Executive Officer, AVIAREPS said: “The UK market provides a massive opportunity for Tenerife. We’re looking forward to supporting them with our expertise in both digital and traditional marketing, communications and sales, so that they can truly have feet on the ground in the market.”

Tenerife is the largest of Spain’s Canary Islands. The mild Atlantic temperatures and pleasant climate have made the island a popular tourist destination for centuries, yet interest continues to grow from both first-time and recurring visitors. While Tenerife’s two international airports and first-class infrastructure make accessing

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the island simple and convenient, its prioritization of the environment and sustainability will protect Tenerife’s natural beauty for future generations of travellers.

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ABOUT TENERIFE TOURISM CORPORATION

Tenerife Tourism Corporation, founded in 1992, was created to promote Tenerife as a leading destination, highlighting the values of the island that welcomes over 5 million visitors a year.

The Tenerife Tourism Corporation Board aims to promote and improve the island as a tourist destination. Through the union of different public administrations and the private sector, they have been able to create a solid network which allows them to plan and develop more effective strategies for tourism.

For high-resolution images and logos please contact: Tenerifeuk@aviareps.com

ABOUT AVIAREPS UK

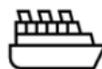
AVIAREPS UK was established in the UK in 2001, part of AVIAREPS AG, a global brand with 67 office in 47 countries. We are a full representation company and our team comprises of a forceful mix of traditional values and new generation thinking.

Our creativity and innovation has resulted in award-winning campaigns. A dedicated team of 30 staff with extensive Travel, Tourism, Hospitality and Food & Beverage industry experience currently works on behalf of some of the world’s leading brands. We specialise in industry trade sales, marketing & advertising (digital and traditional), PR & communications, events & projects.

For further information, please visit www.aviareps.com. Stay up to date by checking out our [Newsroom](#), or follow us on [Facebook](#), [LinkedIn](#) and [Instagram](#).

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