



Michael Gaebler

Founder & Chairman of the Board

Michael Gaebler began his career by joining one of the world's largest travel agency chains, CIT, in 1980. After gaining valuable experience there, he decided to pursue his true passion, aviation. Michael first entered the industry by joining well-known airline brands such as German Wings and IBERIA, where he held several management positions in both Munich and Berlin.

At the age of 32, Michael decided to break new ground by setting up his own general sales agent business. He recognized the signs of the times and successfully encouraged airlines to cut costs and simultaneously add value by outsourcing sales and marketing services. Though the company first focused on the German market, Michael quickly realized the global potential of his business model and service platforms and set his sights on international markets. Soon after founding the company, he began developing a network of international offices that continues to grow steadily today.

As a logical progression to expanding the company group, Michael further diversified and specialized the company's client portfolio to cater to tourism entities such as destinations, hotels, car rentals, cruise lines and attractions, as well as retail brands and groupings, and trade promotion authorities and organizations. Michael laid the groundwork of innovation and diversification for AVIAREPS and continues to help the company grow as Chairman of the Board.

A passionate sailor, Michael Gaebler always has his eye on the horizon and is prepared for stormy weather – eager for new challenges and opportunities.