

PRESS RELEASE

FOR IMMEDIATE RELEASE

AVIAREPS expands service portfolio for MICE industry

New curated offering includes cross-market consulting for international meetings and events

10 September 2019 – [AVIAREPS](#), the world’s leading international representation, marketing and communications company for aviation, tourism, hospitality, and food & beverage brands, today announced its expanded service portfolio for the MICE (meetings, incentives, conferencing, exhibitions) industry. As part of the new offering, AVIAREPS specialists will now be providing lead generation, business development and strategic marketing and sales support to meetings and events industry suppliers, including convention and visitors’ bureaus, destination marketing boards, congress centers, conference venues and hotels, event management organizations and more.

[Edgar Lacker](#), Chief Executive Officer, AVIAREPS said: “Our strong heritage in tourism and hospitality has created significant opportunities for us to make strong connections and develop expertise in the MICE industry at both a global and local level. Now, we’re combining those relationships and insights with the benefits of our worldwide network for the first time, which gives our MICE clients the opportunity to utilize our global intelligence and cross-market capabilities.”

The meetings and events industry is one of the most dynamic and fast growing segments within travel industry, and one which has a significant benefit for the local economy. Meetings & events bring educational and professional development opportunities to the local community, promote local businesses, and also create a platform for knowledge exchange among global experts within the region. According to the [International Congress and Convention Association](#) (ICCA), it is estimated that there are approximately 24,000 association meetings organized on a regular basis and that number is expected to see an annual [increase of about 9 percent](#).

For more information on AVIAREPS services for the MICE industry, [contact us](#).



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About AVIAREPS

AVIAREPS is the world's leading international representation, marketing and communications company for aviation, tourism, hospitality, and food and beverage brands. Founded in Germany in 1994 with the ambition to help clients to step into global markets, the company's global network of more than 800 experienced professionals now spans 67 owned offices in 48 countries.

The AVIAREPS service portfolio includes extensive expertise in representation and sales, marketing and communications, business development, IT solutions and financial services. In addition to their well-established General Sales Agent (GSA) services and tourism marketing representation, AVIAREPS provides more than 250 clients with support in digital marketing, advertising, public relations, crisis communications, social media management, event coordination, sales, web design and more.

For more information on how AVIAREPS influences where and how travelers choose to spend their time and money, please visit www.aviareps.com. Stay up to date by checking out our [Newsroom](#), or follow us on [Facebook](#), [LinkedIn](#) and [Instagram](#).

For high-resolution images and logos please [contact us](#).

