



PRESS RELEASE

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SunExpress bolsters European sales strategy with AVIAREPS Ireland

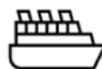
Dublin office to become 14th AVIAREPS team to support the airline’s sales strategy in Europe

Dublin, Ireland (27 January 2020) – [AVIAREPS](#), the world’s leading international representation, marketing and communications company for aviation, tourism, hospitality, and food & beverage brands, has been appointed General Sales Agent (GSA) in Ireland by [SunExpress](#), a joint venture of two of aviation’s leading airlines, Lufthansa and Turkish Airlines. This appointment now makes AVIAREPS responsible for the airline’s sales and promotions activities in a total of 14 European markets, including Austria, Belgium, the Czech Republic, Denmark, Finland, France, Italy, Luxembourg, the Netherlands, Norway, Russia, Sweden, and the United Kingdom.

As a holiday specialist, SunExpress has been offering non-stop services between Europe and Turkey, as well as to popular holiday destinations on the Mediterranean, the Black Sea, North Africa and the Red Sea coasts for 30 years. Last year, SunExpress operated the largest fleet in its history, with 84 aircraft serving 90 destinations in 30 countries. The popular leisure carrier welcomes over 10 million passengers on board its modern fleet yearly. The expanded partnership between the airline and AVIAREPS will help further grow their international footprint in Europe and strengthen their presence in Ireland, where they currently operate up to 2 flights from Dublin to Izmir during the summer.

Peter Glade, Commercial Director, SunExpress said: “Our market is extremely diverse and unique, which is why having local experts is so important. The teams at AVIAREPS know their markets inside and out and our experience with them to date has given us the confidence to continue to expand our partnership with them. We look forward to bringing our wide range of innovations and digital travel services to more travelers in Ireland.”

Edgar Lacker, Chief Executive Officer, AVIAREPS said: “SunExpress has a 30-year track record innovation and success and we are proud to be helping them continue on that path as their chosen sales and promotions partner in Europe. We have seen our partnership strengthen and expand over the years and are looking forward to helping them grow in Ireland and throughout the region.”



For further information about SunExpress visit: www.sunexpress.com

For local inquiries, please contact the SunExpress representative in Ireland:

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About SunExpress

As a holiday specialist, SunExpress has been offering non-stop services between Europe and Turkey, as well as to popular holiday destinations on the Mediterranean, the Black Sea, North Africa and the Red Sea coasts for 30 years. Last year, the joint venture between Lufthansa and Turkish Airlines has operated the largest fleet in its history, with 84 aircraft serving 90 destinations in 30 countries. SunExpress welcomes each year around 10 million passengers on board its aircraft. The airline, which has received numerous awards for its service, provides customers with a comfortable flying experience at the best value and scores highly with its wide range of innovations and digital travel services. For more information, please visit www.sunexpress.com and the anniversary website <https://30years.sunexpress.com/en/>.

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](#).

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