

PRESS INFORMATION:

AVIAREPS establishes new in-house digital studio specializing in web services

New studio team now available to provide clients with wide range of digital services and solutions

Munich, Germany (24 September 2020) – AVIAREPS has founded an in-house digital studio to help clients navigate this increasingly complex digital landscape. The new AVIAREPS Digital Studio specializes in web services including GDPR-compliant web architecture, UX design, e-commerce development, SEO strategy, content management and more. In addition, the team offers Software as a Solution (SaaS) for a variety of customer service, project management and human resources needs.

As the digital world continues to evolve, clients in the aviation and travel industries are facing more challenges when it comes to effectively utilizing the ever-changing platforms. Recognizing these challenges as a unique opportunity, the new AVIAREPS Digital Studio aims to help clients navigate this increasingly complex landscape without the need to involve third party agencies.

Edgar Lacker, CEO, AVIAREPS: "In recent years, we've been working to prepare our clients – and ourselves – for a more digital future. With the launch of our new Digital Studio, we are now able to meet our clients' digital needs in-house with our team of talented web experts and efficient project managers. And by eliminating the need for managing third-party agencies, we can pass that time and cost savings on to our clients."

Led by Peter Wolf, Digital Studio Coordinator, the team is made up of several digital experts that are trained to provide the best possible service and support. The team's core expertise is DRUPAL Content Management System (CMS), which is one of the most used systems globally and their modular team structure can handle web projects for nearly every purpose. In addition to content management and web development, the team is also specialized in search engine optimization (SEO), which helps clients generate new leads and sell their products online. These synergies allow the team to integrate the perfect SEO strategy right from the beginning of any web development project.

Peter Wolf, Digital Studio Coordinator: "Our philosophy is to build scalable and flexible foundations for our clients' websites and applications so that they can easily be adapted as the business changes – without starting from scratch. For us it is important to offer solutions that perform at the highest level, while staying cost effective for our clients."

To learn more about our new Digital Studio and their offerings, you can request more information directly from the team at <https://crm.aviarepstourism.com/aag/message-aviareps-digital-studio>.



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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](#).

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