



AVIAREPS®

Media Kit

2024



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Who We Are

AVIAREPS was founded in Munich, Germany in 1994 with the ambition to help airlines, destinations and hospitality brands step into global markets. For more than 25 years, we've been committed to helping such brands navigate this competitive and ever-evolving industry to influence where and how people choose to spend their time and money.

Today, we are the world's leading international representation, marketing and communications company for aviation, tourism, hospitality and food & beverage brands. Our global network now spans 68 owned offices in 62 countries, where our more than 600 experienced colleagues represent our more than 250 satisfied clients.

Our distinctive heritage, extensive experience and global network of local experts gives us and our clients the ability to **be everywhere at once** – with proven quality, innovation and passion.

OUR STORY





Quick Facts & Figures

30
YEARS

Proven track
record and
experience

**POWERFUL
SYNERGIES**
BETWEEN OUR
AVIATION AND
TOURISM CLIENTS

800⁺
EMPLOYEES

Local experts
with your
interests at heart

PASSION
WE LOVE
WHAT
WE DO!

250k⁺
GLOBAL TRAVEL
TRADE CONTACTS



BEST QUALITY

Award-winning
work with
proven results

69
OWNED OFFICES

To accommodate
Your global needs

360°
SERVICE

Our portfolio
addresses each and
every requirement

100⁺
MEMBERSHIPS &
ASSOCIATIONS

We are connected with
the right people



**FINANCIAL
STABILITY**

Strong financial
track record



The Global AVIAREPS Group

68
OFFICES

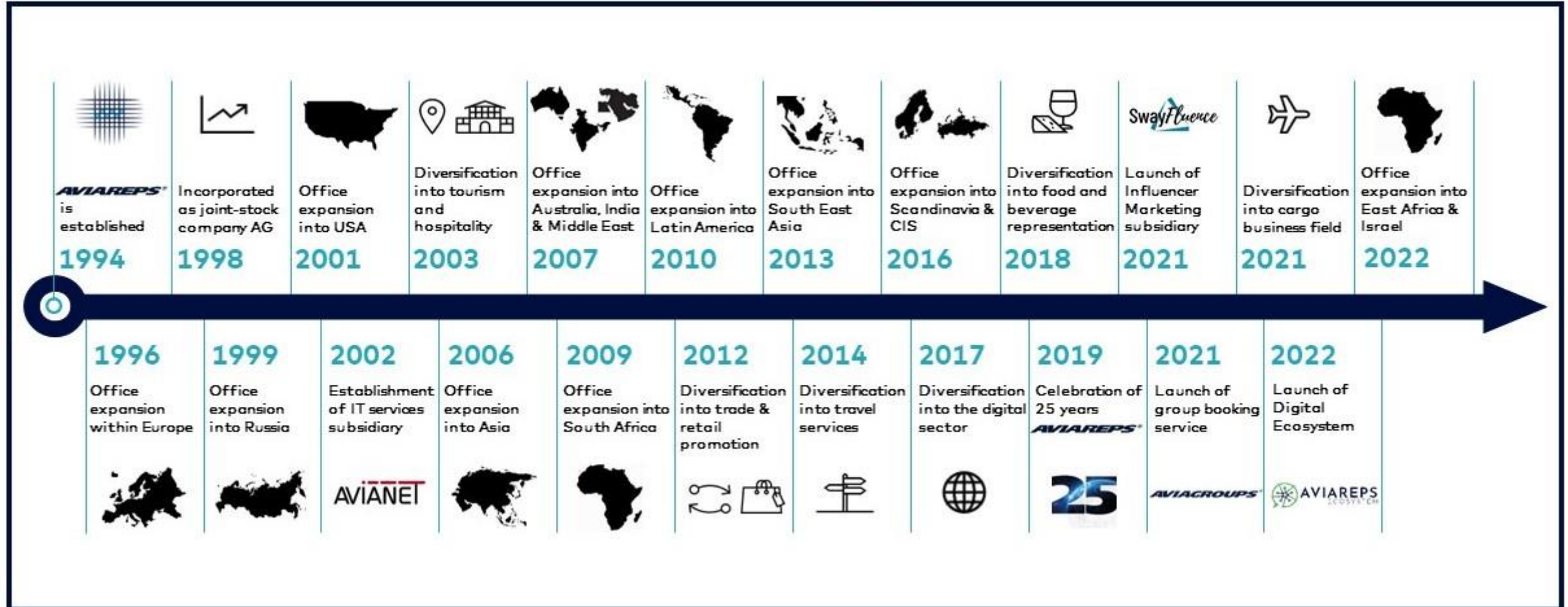
62
COUNTRIES

250+
SATISFIED
CLIENTS





Our History





Our Leadership: Executive Profiles



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.



Edgar Lackner

Chief Executive Officer

After graduating with a degree in tourism management, Edgar Lackner moved from Austria to work for one of Munich's leading hotels. He then decided to follow his passion for air travel, gaining experience with a travel agency that specialized in airline ticket sales, before joining the flight department of a well-known tour operator 3 years later.

In 1998, Edgar joined the AVIAREPS Group as a sales manager where his valuable industry knowledge and strong commitment to success were the basis for growing the market shares and revenues of three online airlines and AVIAREPS' largest client at the time. Edgar was soon after promoted to General Manager of the Frankfurt office and contributed considerably to the steady growth of clients in the German market.

As the VP of Passenger Sales Germany and a board member, he was not only responsible contracted airline sales in Germany, but he also actively contributed to the AVIAREPS network and supervised the subsidiaries in Benelux, Poland, the Czech Republic and Hungary.

As Executive VP Europe, Edgar Lackner was responsible for AVIAREPS' extensive European network. In this role, he focused on the supervision and development of the region, mentoring the management team and optimizing company procedures. Edgar was also responsible for acquiring new clients and establishing various business structures within the European markets. Due to his valuable dedication and expertise, Edgar was promoted to the position of CEO.

His dedication to fly-fishing is also applicable to his work life: he knows exactly how to place the bait to reach the target!



Our Leadership: Management Board



**Edgar
Lacker**

Chief Executive
Officer

Edgar is the Chief Executive Officer of AVIAREPS, responsible for the strategic direction of the business. He passionately led the European activities of AVIAREPS before taking over the leadership of AVIAREPS globally in 2016.



**Ralf
Kuttruff**

Chief Financial
Officer

Ralf is the Chief Financial and Corporate Affairs officer for AVIAREPS. He is responsible for the company's financial strategy and operations, as well as corporate affairs, investor relations, legal, and departmental human resources.



**Thomas
Drechsler**

COO Tourism

Thomas leads AVIAREPS' tourism portfolio of over 150 world-renowned clients. He is responsible for delivering success for businesses ranging from the world's leading hotel brands over National Tourism Organizations to cruise lines, fashion, entertainment, shopping, and many more.



**Marcelo
Kaiser**

COO Aviation,
Executive VP
Americas

Marcelo is the COO of Aviation and oversees the aviation client portfolio, supervising the commercial performance of AVIAREPS' airline operations across the globe. He is also responsible for the regional leadership and development of the offices in the Americas.



Our Leadership: Regional Leadership



**Marcelo
Kaiser**

COO Aviation,
Executive VP
Americas

- Argentina
- Brazil
- Canada
- Chile
- Colombia
- Ecuador
- Mexico
- Panama
- Paraguay
- Uruguay
- Peru
- USA



**Michael
Merner**

Executive VP
Asia & Oceania

- Australia
- China
- Hong Kong
- Indonesia
- Japan
- Korea
- Malaysia
- Myanmar
- Philippines
- Singapore
- Taiwan
- Thailand
- UAE
- Vietnam



**Robert
Obolgogiani**

Executive VP Russia,
CIS, Africa, Central &
South Asia

- Azerbaijan
- India
- Kazakhstan
- Russia
- Ukraine
- Tunisia
- Tanzania
- Kenya
- South Africa



Our Leadership: Regional Management



Sonja Buocz-Lamatsch
VP Central Europe

- Germany
- Austria
- Switzerland
- Hungary
- Poland
- Czech Republic
- Slovakia
- Croatia
- Israel



Giulio Santoro
VP Southern Europe,
GM Italy

- Italy
- France
- Spain
- Portugal
- Greece



Martijn Strijker
VP Northern &
Western Europe

- Benelux
- United Kingdom
- Ireland
- Nordics
- Baltics
- Turkey



Glenn Johnston
VP Middle East & Global
Public Affairs

- UAE
- KSA
- Bahrain
- Kuwait
- Oman
- Qatar



Michael Liu
Director Greater China

- Shanghai
- Beijing
- Guangzhou

A photograph of an airport terminal interior. In the foreground, there are rows of blue metal airport seating. Large windows in the background offer a view of the tarmac, where a white commercial airplane is parked at a gate. The sky is clear and blue. The text 'OUR WORK' is overlaid in large white letters on the right side of the image.

OUR WORK

What We Do

We influence where people go, how they get there, and what they do when they're there.

AVIAREPS connects aviation, tourism, hospitality, and food & beverage brands with the international markets they need to grow. We work with airlines, destinations, hotels, cruise lines, airports, attractions, mobility providers, and food and beverage companies, as well as trade products and services to meet their goals and objectives – whether that is increasing sales, generating awareness or anything in between. We can ensure this success because we are not simply promoting our clients, we are influencing where and how people choose to spend their time and money.

In addition to General Sales Agent (GSA) services and tourism marketing representation, we also provide our clients with expertise and strategic services in digital marketing & advertising, public relations & communications, social media management, event coordination, IT solutions, financial services, business consulting and much more.

Why We Do It

We are passionate, curious and bold explorers that believe that tourism benefits more than just our clients.

We love what we do – and by connecting travel brands and travelers, we hope to show the unique and beautiful experiences our world has to offer and encourage people to explore it.

In short: **We want to bring the world to the people in it.**

OUR WORK





Travel

- Airlines • Airports •
 - Destinations •
 - Accommodations •
 - Attractions •
- Cruise Lines & Ferries •
 - Mobility Providers •
(car rentals, railways, bus lines)
- Travel Products & Services •

OUR INDUSTRY EXPERTISE

Lifestyle

- Food Brands •
- Beverage Brands •
- Lifestyle Brands •
- Trade Promotion Organizations •
 - Restaurants •
 - Retail •



Sales

General Sales Agent (GSA) Services,
Sales Calls, Representation Services,
MICE Sales, B2B Contract Facilitation,
Travel Trade Training & Education,
Customer Relations, Claim Management,
E-Commerce

OUR SERVICE EXPERTISE

Marketing & Communications

Social Media & Digital Marketing,
Branding/Co-Branding Campaigns,
Public Relations, Crisis Communications,
Public Affairs, Advertising/Media Buying,
(Virtual) Event Coordination/Roadshows,
Web Design & User Experience,
Search Engine Optimization (SEO),
Content Creation & Management





Business Development

Research & Analytics,
Industry Event/Mission Coordination,
Partnership/3rd-party Alliance Development,
Airline Acquisition, BSP/ARC Facilitation,
Market Entry Support, Consulting

OUR SERVICE EXPERTISE

IT Solutions & Financial Services

Virtual/Augmented Reality Products and
Services, 360° Video,
Information & Communication Technology
(ICT) Services, A-CLOUD: Cloud &
Infrastructure Hosting Solutions, Network &
Security Solutions,
Contracting & Negotiation, VAT Handling,
Payroll Accounting, BSP/ARC Handling,
Authorized Payment Management





SERVICE Highlights

AVIAREPS Virtual Events

The show must go on(line)!

We are living in unprecedented times where large gatherings, traveling to trade fairs and meeting one-on-one with stakeholders involves unnecessary risks to the health and safety of your teams. Luckily, with innovative digital solutions, you can not only keep in touch with your partners and customers, you can actually strengthen your business relationships. With [AVIAREPS Virtual Events](#), companies can more safely and effectively organize or take part in trade fairs, conferences, meetings, workshops and more - all from your own home or office.

Plan with peace of mind:

No health or safety risks to team and guests

No risk of event cancellations or travel restrictions

No travel or logistical costs associated with physical events and staffing



SERVICE Highlights

SwayFluence

SwayFluence is a matchmaking platform for brands and influencers.

Using our growing international network of bloggers, celebrities, journalists and thought leaders, brands and influencers are matched with their perfect partner to engage their audiences around the world. No matter where your audience is located or what their interests are, [SwayFluence](#) can help you reach them with the power of local influencers and exciting brands.

Benefits of SwayFluence:

- We take the guesswork out of influencer relations: you don't need to be an influencer relations expert – we have you covered. We can handle everything from the introduction to the campaign management.
- We work with your expectations: we match you with the perfect influencer for your campaign, no matter your budget, timeline or market priorities.
- No commitment necessary: we don't need a contract up front. Our first priority is to find you a match!





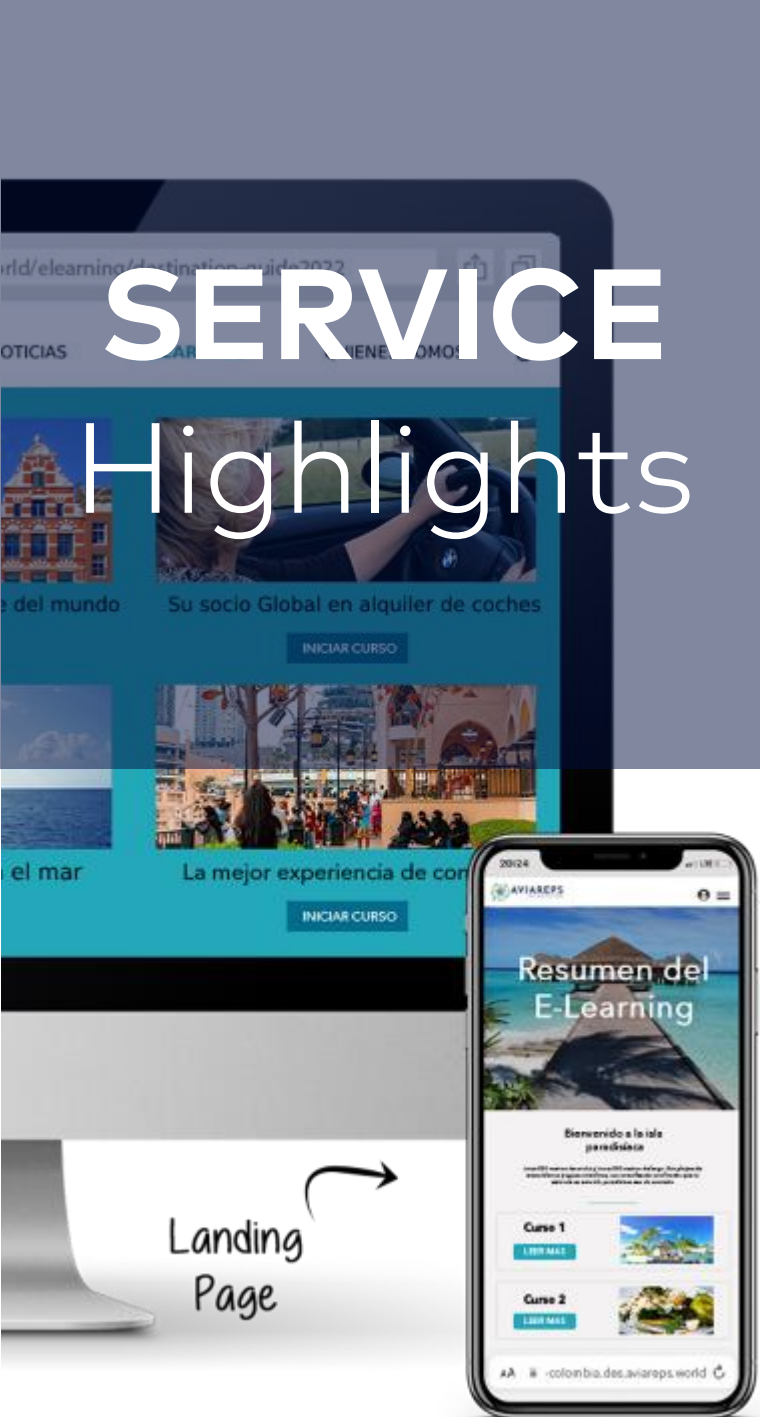
Digital Ecosystem

The Digital Ecosystem is an all-in-one marketing hub for the travel industry.

The [AVIAREPS Ecosystem](#) empowers everyone to market their brand and product to a global community online via a platform that combines several digital marketing solutions into one unified hub. With only a few clicks, customers can promote their destination, hotel, airline, car rental, cruise line or attraction and reach potential trade partners around the world.

Benefits of the Digital Ecosystem:

- Everything under one roof: we make your life easier and bring all digital marketing solutions onto one platform – from landing pages, campaign websites, webinars, and online press conferences to e-learning and virtual events.
- Customizability: our expert local trade marketers at AVIAREPS help clients design the perfect campaign and assist in selecting suitable content.
- Accessibility: thanks to its user-friendly interface and browser-based technology, the Ecosystem allows anyone to market their brand and product to a global community online - no technical expertise required!



Selection of Clients



Industry Leadership

We're internationally connected & committed.

AVIAREPS actively seeks visionary partners within the aviation, tourism, hospitality, retail and trade promotion industries, because we believe that involvement in respected institutions delivers grass-roots anti-poverty and wealth-generation results for our clients and their regions.

We believe that what we and our clients do does make a difference.

That's why AVIAREPS is actively involved with or holds membership in over 100 industry related associations including the UNWTO, IATA, PATA and many more.





OUR VISION

Where we are going

Over the past 25+ years, AVIAREPS has firmly established itself as the world's leading international representation, marketing and communications company for aviation, tourism, hospitality and food & beverage brands.

In 2013 we launched a strategic corporate growth plan called Agenda 2020 Vision. The intention of this strategy was to increase growth while remaining sustainable and ensuring the AVIAREPS remains ahead of the competition and at the forefront of international best practice. As part of the Agenda 2020 Vision, we defined our core values and genetic code and set the business strategies in place that will lead us to success like globalization, diversification, specialization and digitalization.

Even beyond 2020, we will continue to prioritize our values for a bright and sustainable future: **quality, innovation, growth and passion.**



Our Core Values

WE CARE



Our **people** are our most powerful asset



We are proud of having aviation and tourism experts from all **cultures** and over 70 nations in one company sharing the same vision



We **influence** where people go, how they get there, and what they do when they're there



Integrity is at the core of all we do – what we do and how we do it

WE DELIVER



Consistent **excellence** across our business is what **we strive for** every day



We aim for **long-lasting relationships** with our partners



It's our mantra to deliver world-class **quality** to all



We are **committed** to going the extra mile for everyone we work with

WE EVOLVE



We see challenges as opportunities to **innovate and grow**



We bring together the best professionals to stay at the **forefront** of our industries



We **inspire** our people to be entrepreneurs in our business fields and beyond



We constantly improve to remain **global leaders** in a changing world



Additional Resources

You can find more information about us under the following links:

[Newsroom](#)

[AVIAREPS Logo](#)

[AVIAREPS Careers](#)

[AVIAREPS Virtual Events](#)

[Local Office Information](#)

[Investor Relations](#)



Or follow us on social media for more news and events!



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For the latest news and high resolution
images check out our [Newsroom](#)



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