

A photograph of the St. Stephen's Cathedral in Vienna, Austria, showing its iconic green copper dome and ornate facade under a blue sky with light clouds.

Austria

Corporate Introduction

The Global **AVIAREPS** Group

65
OFFICES

59
COUNTRIES

250+
SATISFIED
CLIENTS



Who We Are

AVIAREPS was founded in Munich, Germany in 1994 with the ambition of assisting airlines and destinations to grow their business in this highly competitive and ever-evolving global industry.

In the more than 25 years since then, we have come to be the world's leading international sales, marketing and communications company for travel and lifestyle brands. Our group has now grown to 67 offices in 51 countries, where we represent more than 250 satisfied clients.

OUR STORY





OUR STORY

What We Do

AVIAREPS Austria is the leading General Sales Agent for airline and destination management services on the Austrian market. Our international network allows us to offer an array of innovative services which cover a wide range of activities, ranging from communications to sales and from reservations to IT.

We foster a wide network of personal and longstanding contacts amongst the Austrian trade and consumer media as well as the travel trade.

We look forward to providing you with tailor-made services to foster your position and product on the Austrian market.



OUR VALUES

People

is what truly makes a company. Our success continues to lie in our talented group of local experts that consistently lead our clients to meet – and exceed – their goals. We quickly identify that talent and help our colleagues further develop their potential. At AVIAREPS, our people are part of our global family from day one – passionate, performance-driven, globally-minded, and extremely well-connected locally.

Quality

is what drives results in any industry. This is why at AVIAREPS, we hold ourselves to the highest standards. As we represent many of our clients as the face of their business in the market, it is critical that we go above and beyond to prioritize their reputation and brand identity. We're always ahead of industry developments and stay involved in the big decisions being made through our participation in 100+ industry associations.

Innovation

is how we ensure our portfolio offers the best options for our clients and spearhead industry trends from a position of leadership. Internally, we foster creativity through special projects and competitions and externally, we identify businesses doing groundbreaking work and add them to our global AVIAREPS Group through M&As. This ensures that we continue to diversify and expand our service portfolio.

Growth

is an important prerequisite for any business. At AVIAREPS we see it as one of our core tasks. We prioritize sustainable business models, deepen our involvement in emerging markets, and strengthen and expand our relationships with international clients. We make every effort to grow our clients' business as well, because growing companies need scalable options with a partner they can trust.

“We want
to bring the
WORLD to
the PEOPLE
in it!”



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



Travel

Airlines · Airports · Destinations ·
Accommodation · Attractions · Cruise
Lines & Ferries · Mobility Providers ·
Travel Products and Services

OUR
Industry
Expertise

Lifestyle

Food Brands · Lifestyle Brands ·
Beverage Brands · Trade Promotion
Organisations · Restaurants · Retail



SERVICE Highlights

Webinars

It could not be easier!

- We invite from our extensive Austrian B2B travel trade database
- We send out a press release announcing the event
- A trial run-through is held with us to familiarize you with the webinar software
- We host the webinar. You present.
- Detailed report and follow-up email to webinar participants.

Successful webinars carried out for:



visit estonia



V I E N N A
NOW ♦ FOREVER



SERVICE Highlights

AVIAREPS Virtual & Hybrid Events

The show must go on – one way or the other!

We are living in disruptive times where large gatherings, traveling to trade fairs and meeting one-on-one with stakeholders involve unnecessary risks to our health and the environment. 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 or even in a hybrid version.

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

Prices on request



SERVICE Highlights

Digital Ecosystem

The Digital Ecosystem is a big basket full of digital tools and products.

Using not only our growing international network of employees and stakeholders to grow your business in the analog world, but also using our digital experts to lift up your company to the next digital level. No matter where your audience is located or what their interests are, we can help you to reach them with our digital products.

Benefits of AVIAREPS Ecosystem:

- We offer individually tailored solutions to every single client
- We work with your expectations: we match you with the perfect product/mix of products for your campaign, no matter your budget, timeline or market priorities.
- Products: Digital campaigns, Newsletter, Webinar, Content Creation for your Social Media Channels, Community Management, Online Media Buying



OUR CLIENTS





Our Team in Austria



Our team in Austria:



**Thomas
Lachner**

GM Austria

Ready to go the extra mile at all times. Very self-organised, motivated and dedicated professional with a good eye for numbers.

Thomas is an industry professional with vast airline experience and the right contacts to help any client on the Austrian market.



**Simon
Bopp**

Head of Tourism Austria

Extensive knowledge of the tourism industry. Calm and reliable, implements projects and tasks with a keen creative eye and attention to detail getting the job done within the given parameters.

Simon is an industry professional with 20+ years of experience in various tourism fields, from aviation to incoming, from tour operating to destination marketing. This has given him a great insight on how the industry works and operates.



**Constanze
Anton-
Grabner**

PR & Marketing Manager

Her approach to challenges and tasks is an open and innovative one, but also involves an exact and detailed look into facts and problems. Her communicative attitude opens doors and often creates new possibilities.

Her experience ranges from managerial positions within regional tourism boards such as Salzburger Land and Innsbruck tourism up to tourism consultancy for international projects.



**Christina
Marktl**

PR & Marketing Manager

Christina has a master's degree in media and communications and a long experience working in the advertising and media industry. She is a natural-born project manager and used to juggling many projects at the same time. One of her biggest assets is communication and that's also where her expertise is. She is a truly passionate PR pro. She has lived in quite a couple of different countries and is fluent in 5 languages, which has given her a lot of valuable insights into different cultures.



**Alexander
Ebner**

Event & Marketing Executive

XXY



**Marton
Mertz**

Sales & Marketing Manager

Marton is a sales manager specialised in automotive rentals with a strong track record in driving revenue growth and profitability. With expertise in sales, account management, and business development, Marton excels in building relationships, analyzing market trends, and motivating teams. Marton's dedication to exceptional customer service and continuous improvement makes him a valuable asset to our clients.



**Anton
Adamek**

Event & Marketing Executive

With a degree in tourism and aviation business he is an innovative young professional in marketing and specially event management. With a keen eye for detail and a talent for organisation he can successfully manage and execute a range of marketing initiatives and events for a variety of clients. Anton has a strong commitment to customer satisfaction and works closely with clients to understand their unique needs to create tailored solutions.



Austria Market Analysis



Austria Geographical Map



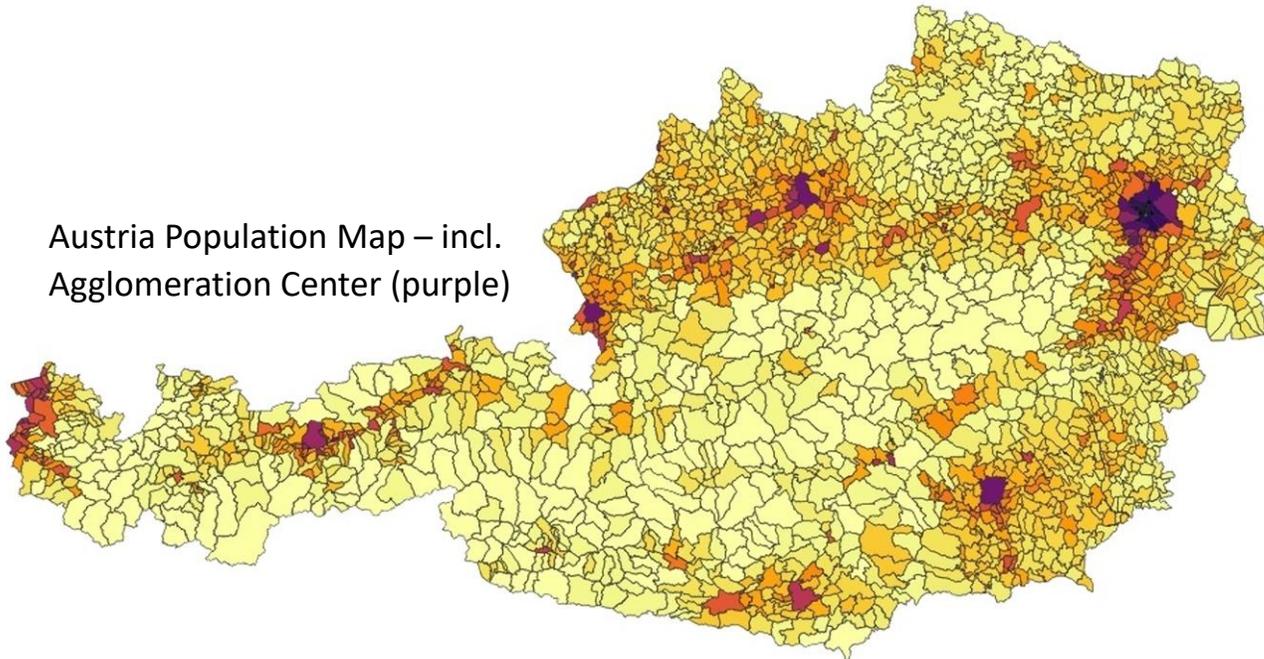
- With several neighbouring countries the airports in Austria serve large catchment area (especially VIE) cross-country
- With various federal states Austria also has a high number of regional airports that are all connected to big hubs in Europe.



Austria Population Map



Austria Population Map – incl.
Agglomeration Center (purple)



Despite high inflation, consumer demand for travel is currently very high in both markets. Travel agencies are not only extremely busy but many are unfortunately also understaffed.

The war in the Ukraine is currently having little to no effect on the consumers' desire to travel abroad except for bordering destinations to Russia and Ukraine where there is uncertainty. Due to high inflation, value for money is playing an important role in the choice of destination and type of holiday.

Where Austrians Travel



The **top 10** travel destinations mainly consists of countries in the **Mediterranean area** which shows the strong position of the Mediterranean sea as a destination for Austrian travellers.

Outbound & Travel Flow

- Austrians love to travel – over 50% take a trip of a least 4 days each year whereof 86,93% plan a private journey this year (in- and outbound travel)
- 71,64% plan a trip abroad, mostly within Europe
- Between 2015 and 2019 (pre-pandemic) Austria's outbound travel grew by over 12%.
- Most of the Austrians spend their main holidays with an increasing trend (85,0% in 2021) in Europe. Within the continent the Mediterranean destinations are the most popular ones

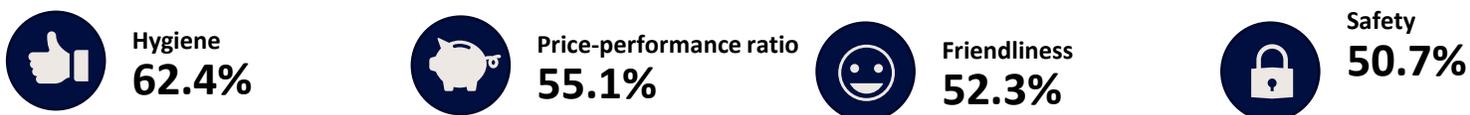
Research, Planning & Booking

- Austrian tend to be rather spontaneous when it comes to booking their holidays. Over 64% tend to book their holiday only a month in advance.
- Austrians shifting more and more to online booking. In 2023 the majority of Austrians booked their holiday online (56%) while 36% booked at a travel agency
- In general Austrians mostly get inspired about a travel destinations based on recommendation of family and friends. Social Media does not play a great role in travel information yet.

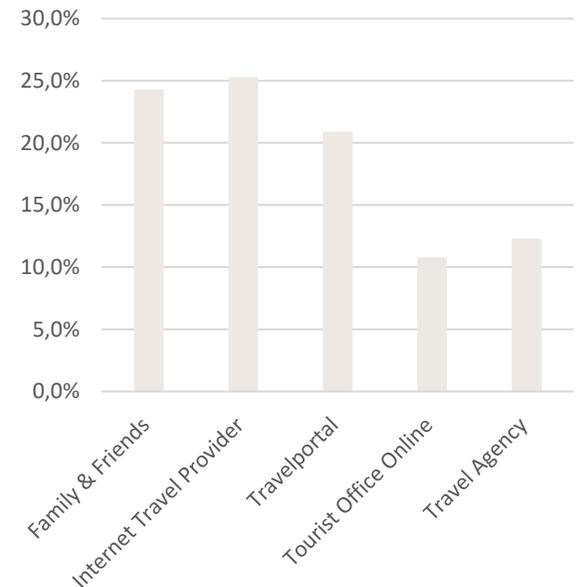
Top Booking Platforms



Destination Selection Criteria (very important)



Travel Information „Very Important“



How Austrians Travel

- For Austrians the car is still the most preferred method of transportation, although flying becomes more popular in recent years as well
- There is a trend visible in terms of travel time. While July and August decreased as preferred travel period in recent year, the month September gain in popularity.
- Austrians travel preferably with their partner or family.

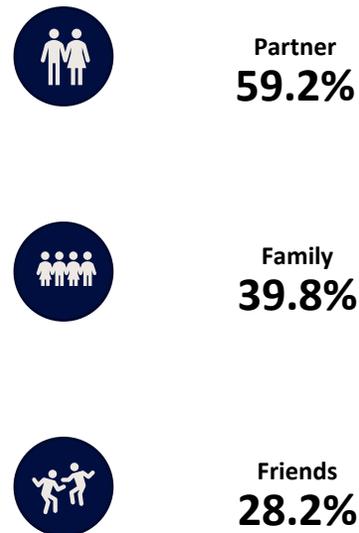
Travel Times



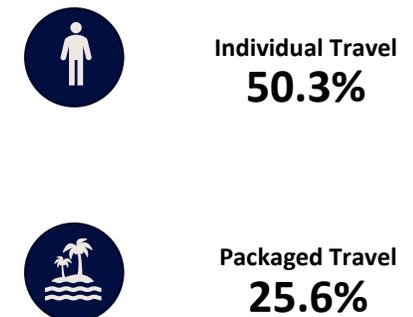
Travel Transportation



Travel Companions



Travel Plan

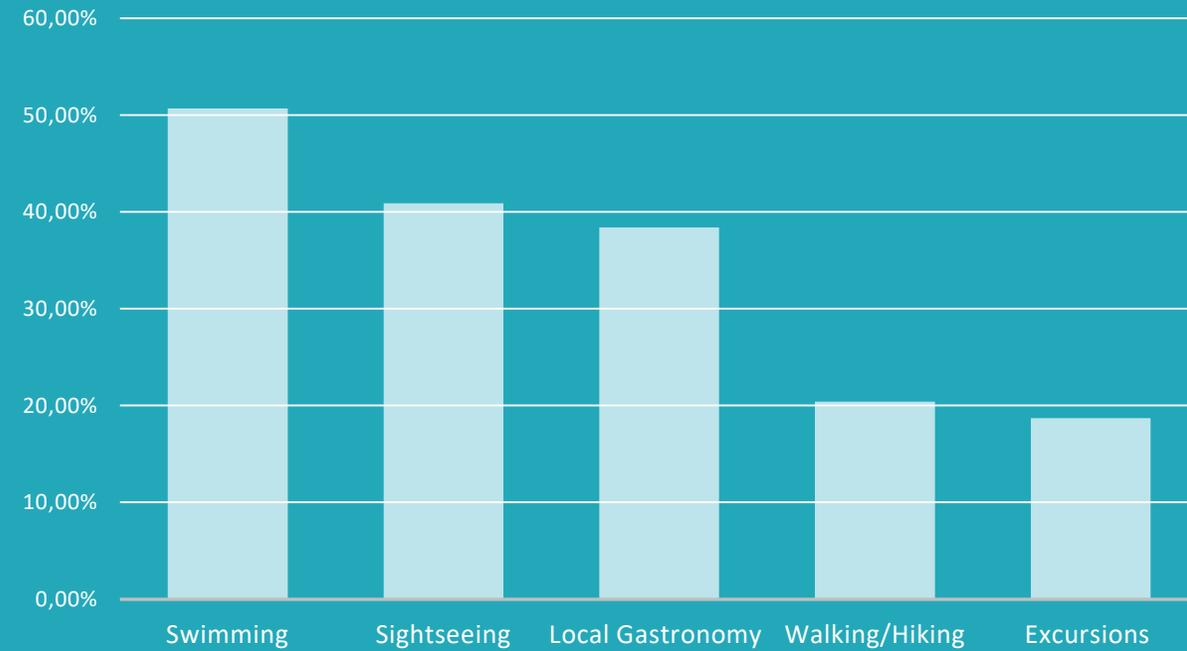


What do Austrians like

Type of Travel 2023



Top 5 activities 2023



Austrian Travel Trade

Leading Travel Agency Chains



Main Tour Operators



TMCs



Brokers



Client: Tourism Ireland
Market: Austria



Situation:

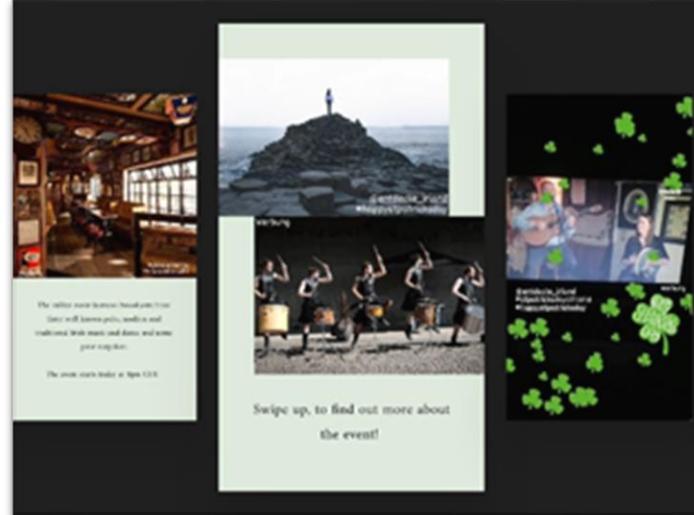
St. Patrick's Day is the national holiday of Ireland. It is a day where parades are held all over the world to celebrate the patron saint of Ireland. During the pandemic such parades were not possible and an alternative had to be found to celebrate Irish culture and the day safely.

Action:

As part of a global event a virtual stay@home concert was devised for the 17th March 2021. A week beforehand a sneak preview was given to invited journalists and influencers, who then echoed the invitation of the actual event to readers and followers.

Results:

15 media took part from Austria on the sneak preview with publications such as the Salzburger Nachrichten and the Vorarlberger Nachrichten publishing stories in advance of the event. 5 Austrian influencers with a total of over 500.000 followers pushed the event with postings and almost 80.000 people engaged.



Success Story

Service:
PR

Industry:
Destination

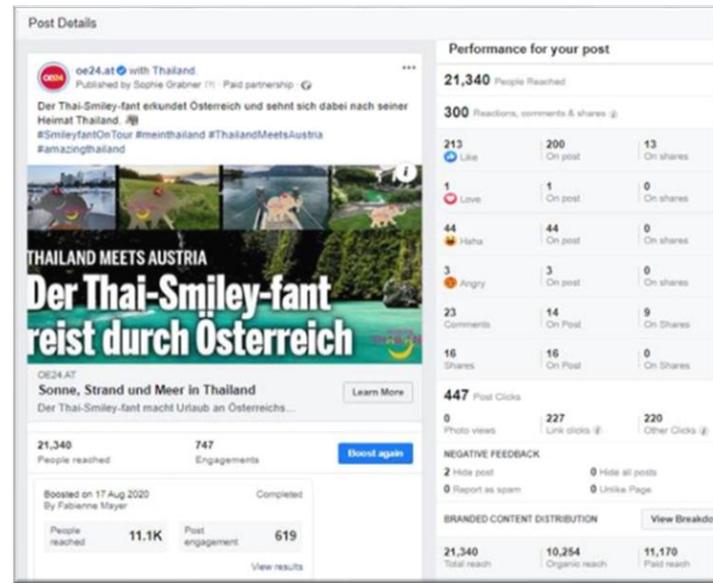
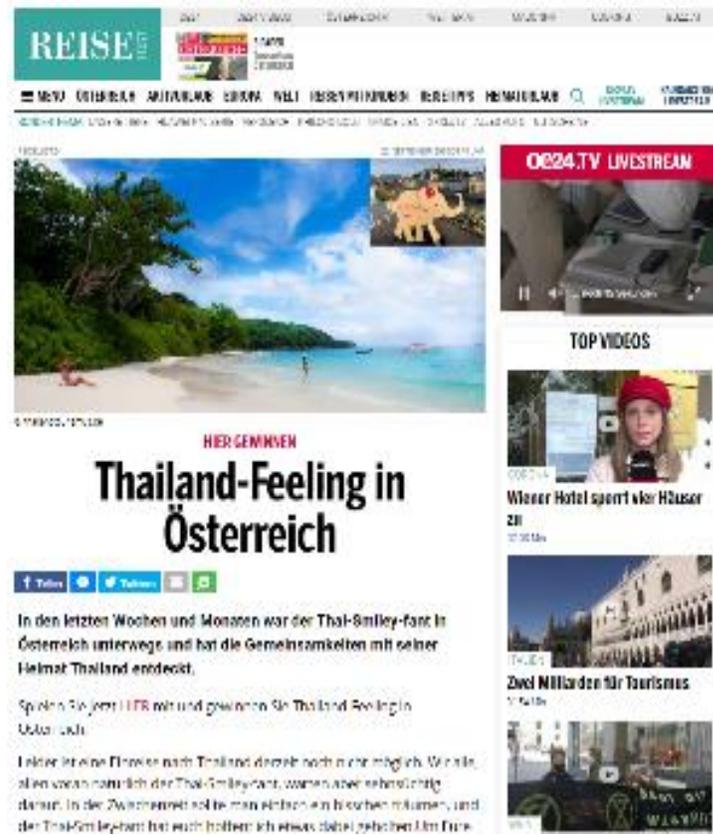
How to promote a virtual event

Success Story

Services:
PR

Industry:
Destination

How to use target market to promote the destination



Client: Thailand
Market: Austria



Situation:
Promote Thailand during the pandemic when travel to Thailand was difficult due to entry restrictions.

Action:
We utilised the Austrian Government's safety distance symbol of a baby elephant (the population was asked to stand in distance from each other the length of 1 baby elephant) to promote the destination of Thailand. A baby elephant was created out of wood and sent on a tour of Austria with it being photographed in front of famous Austrian monuments and locations. An article appeared on Oe24.at (our media partner for this activity) that compared similar locations in Thailand.

In addition Thailand related prizes (ie a Thai dinner for 2 or a Thai massage) were raffled in a competition to find a name for the baby elephant.

The campaign took place in July, August and parts of September 2021.

Results:
Site links promoting the campaign generated over 4.5 million ad impressions and over 20.000 clicks (CTR was 0.45%). Social media posts reached over 82.000 people with over 2.000 engagements. Over 6.500 took part in the competition.

Client: Croatia
Market: Austria



Situation:

Co-operate with large and popular Austrian institutions to promote the destination of Croatia during the pandemic.

Action:

In co-operation with the largest automobile association in Austria (ÖAMTC), Croatia took part in the annual Summer raffle held by the organisation. Minimal participation costs (a weekend stay at a hotel on Croatia's coast) resulted in a large presence on the ÖAMTC e-newsletter and social media channels.

The partnership was ideal as many Austrian's use the ÖAMTC services when travelling to nearby holiday destinations (such as Croatia) by car.

Results:

The competition was promoted via numerous club-member e-newsletters (reaching over 680.000 club members), social media posts (reaching 28.000 people) and via their popular member's magazine "Autotouring" (with over 1 million readers). In total over 18.000 people took part in the competition.



Success Story

Service:
PR

Industry:
Destination

How to use large associations

Success Story

Service:
B2B

Industry:
Destination

Client: Estonia
Market: Austria



Situation:

Event with the purpose to bring the destination Estonia to Austria and its tourism sector.

Action:

A midsummer event has been organised for the travel trade in Vienna. A relaxed atmosphere, good drinks, informative presentations and a lot of time for networking emerged the Austrian travel trade to Estonian traditions.

Results:

Over 40 participants joined (trade and press) the event and shared their knowledge afterwards with their clients, assisting to increase the tourism frequencies between Austria and Estonia. Furthermore, several press articles have been published after the event.



**How to
connect- our
clients to the
Austrian travel
trade**

Case Study:

Ethiopian Airlines



Client Synopsis

Ethiopian Airlines, is a leading African airline known for its extensive network and exceptional service, it connects passengers to over 125 global destinations.

AVAIREPS Austria represents Ethiopian Airlines since 2002

Success Story

- Successful and trustful partnership with trade partners
- Average of over 80 monthly sales calls with key travel partner
- Organisation of several FAM-Trips throughout Africa
- Exhibiting in several Roadshows and Africa Days in Vienna
- Increasing brand awareness in Austria, which led to the increase in frequencies between VIE and ADD
- Set up of sales & reservation team in Vienna with 4 dedicated team members





AVIAREPS Ges.m.b.H.

Hedwiggasse 4/1-4
1020 Vienna, Austria

T | +43- 1- 585 36 30 - 0
E | tourismVIE@aviareps.com
W | www.aviareps.com



GET IN TOUCH!