

PRESS RELEASE
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GENEVA TOURISM & CONVENTIONS FOUNDATION HAS APPOINTED AVIAREPS AS REPRESENTATIVE IN UKRAINE AND RUSSIA REGIONS

January 28th, 2014

Geneva Tourism & Conventions Foundation has appointed AVIAREPS AG, the global leader in tourism, aviation and hospitality representation as its representative in Ukraine and Russia Regions starting January 1st, 2014.

Geneva, with its exceptional lakeside setting and views of Europe's highest mountain, Mont Blanc, is a magnificent city. It is proud of its quality of life and the iconic water fountain. Considering its international standing and reputation as capital of peace, it is surprisingly small. Geneva's excellent infrastructure distinguishes it as a world hub of major symposia and conferences. A capital of excellence welcomes visitors with huge variety of luxury hotels, cradle of luxury shopping, exclusive restaurants of Michelin and Gault&Millau quality, rich cultural life and exciting nightlife.

The appointment was made to further build Geneva's brand awareness and engagement among Ukrainian and Russian travelers and will see AVIAREPS AG positioning Geneva as the ideal luxury weekend destination for pristine natural landscapes, numerous festive events and cultural diversity. For more information about Geneva Tourism & Conventions Foundation, tips, events, news, high resolution images please visit <http://www.geneve-tourisme.ch/en/media-infos/>.

For participating media trips, partnership proposals please contact Mrs. Albina Tkachenko, Sales Representative, by phone +38 044 390 73 67 or on email tkachenko@geneva-tourism.ch

About Geneva Tourism & Conventions Foundation

The Geneva Tourist Office was founded more than 125 years ago and became in 2013 the Geneva Tourism & Conventions Foundation (FGT&C). Its mission is to promote Geneva as an active tourist destination for both business and leisure, to welcome and inform visitors and to organize tourist events, more specifically the Geneva Festival, Switzerland's largest tourist event, organized annually for nearly two million visitors. www.geneva-tourism.ch

About Aviareps

Founded in Germany in 1994 with an extensive office network spanning all continents and in 39 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 90 airlines and more than 90 tourism clients in its portfolio. In addition to its core businesses of passenger General Sales Agent (GSA) services and tourism marketing, clients are also offered expertise and services in public relations, advertising, IT solutions, consulting, financial services, airport marketing, and trade & retail promotion.

For further information, please visit www.aviareps.com and www.aviareps.com.ua

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