**Launch of partnership with Aerovacante**

PRESS STATEMENT

Bucharest, 24 October 2024

**Ávoris Corporación Empresarial** is the leading-integrated tourism group in the Iberian Peninsula, specialising in the commercialisation of travel, leisure, and holidays and part of the Barceló group. Its team is made up of more than 6,000 professionals, more than 2,600 direct points of sale and more than 30 brands that work in five areas: retail, wholesale, airline, incoming services, and experiences to offer travellers a unique experience adapted to their preferences and needs.

From 1931 up to date, we have been working focused on our travellers, adapting our activity in a constant evolving world, providing new ways of travelling. From the foundation by Simón Barceló in 1931 as a ground transport operator, **Ávoris** established in 2021 as the largest & leader travel and tourism group in Spain & Portugal, also with the presence in America, Europe, and Asia. In 2023 with an annual turnover of 3.8 billion euros, we have sent 6.1 million passengers on their holiday experiences.

At this new time of constant change, where the tourism market is undergoing an unprecedented transformation driven by the new demands and needs of contemporary travellers, we are asked to be much more than a conventional player in the travel distribution system. They require new companions with whom to interact in a more innovative, personalised, and approachable manner. Guided by the same values and concerns that are changing everything. For them, we are chasing a new horizon together every day: reinventing travel. Evolving alongside new ways of travelling. Reinventing ourselves with each traveller so that their experiences are just as they want them to be.

This is the true spirit of the **Ávoris** project, the sense of our unstoppable development, and the driving force of the constant growth that is taking us beyond our borders. Our support for continuous innovation has made us a global tour operator present throughout the travel cycle. We symbolise a new relationship culture, nurtured through all channels and enhanced by our ambition to give more and more: new destinations, better stores, more service, more options, more quality.

**Ávoris** is committed to growth and exploring the ways to expand its great experience, technology, and know-how to new outbound markets. Romania as a market has experienced a strong growth in the past years and by many analysts is projected to continue this path of annual growth in the next 5 years, with package holiday being the largest part of the outbound tourism market, and seeing this potential, our group is looking forward participating in this growth with some of our potential.

**Ávoris'** tour operator division will accelerate its offer to the Romanian market in partnership with a local proven creditworthiness travel group, **Aerovacante**. Our outstanding product will be distributed with the leading technology in the market, offering the possibility of purchase by all Romanian travel agencies, with full guarantee of service delivery we are known for, and above everything, investing and promoting quality customer care pre- and post-sales.

Our market offering will start with several exotic travel star products, and we will increase product offering with other lines of product, when we see a demand from the Romanian market, harnessing our wide variety of travel products for worldwide destinations.

We look forward to the successful fruits of this partnership, which will undoubtedly bring great benefits to the customer and to our partners in the value chain, the esteemed travel agencies.

**MEDIA CONTACT:**

**Ávoris:
Carlos Garrido de la Cierva**

🖅 carlos.garrido@avoristravel.com

🖩 (+34) 629 85 28 83

# About Ávoris Corporación Empresarial

Ávoris Corporación Empresarial is the leading-integrated tourism group in the Iberian Peninsula, specialising in the commercialisation of travel, leisure, and holidays and part of the Barceló group. Its team is made up of more than 6,000 professionals, more than 2,600 direct points of sale and more than 30 brands that work in five areas: retail, wholesale, airline, incoming services, and experiences to offer travellers a unique experience adapted to their preferences and needs. More information: <https://www.avoristravel.uk/>.

fb: <https://facebook.com/avoristravel>

x: <https://x.com/avoristravel>

ig: <https://instagram.com/avoristravel>

in: <https://linkedin.com/company/avoristravel>