

Press Release

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## Tourism Unlimited enters the market

*Combining marketing, PR and distribution support/services for the tourism, hospitality and diving industry in one single point of contact*

**Munich, Germany - November 22, 2007** - Tourism Unlimited, the newcomer marketing and PR agency for hospitality, destinations and dive operators, announces its start in the German speaking markets of Europe.

Operating exclusively for hotels/resorts, tourism boards and dive operators, the Munich based agency is aiming to represent international customers seeking to increase business with German travellers.

„Germany still plays a leading role for outbound tourism across the globe and it is one of the most competitive markets. If you want to seriously do business with German tour operators, travel agents, and consumers, you need to understand how the market is structured and play by the local rules. Tourism Unlimited is here to help international customers get the maximum out of this market“, says Judith Hoppe, one of the three partners and tourism consultant with in-depth knowledge of the tourism industry.

Adds Sandra Spier, PR expert and co-founder: „It is very rare for an agency, especially in the tourism industry, to cover more than one discipline AND speaking the vocabulary of the customers and partners alike. Our high set of standards and unparalleled strive for highest quality gives us a head start in this exciting, yet highly competitive market.“

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Christoph Hoppe, partner, co-founder and distribution as well as services expert, states: „Adding past experience from IT and technology assignments will help our customers to be more efficient and faster in all their communication and marketing activities compared to their competitors. We look forward to revolutionise the standards of presentation in the tourism industry and constantly be one step ahead of our competition with our tools and infrastructure.“

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**About Tourism Unlimited**

Tourism Unlimited is an agency for marketing-, PR- and business development with focus on tourism, hotels and diving. Judith Hoppe, Sandra Spier and Christoph Hoppe founded the Munich based company in 2007.