



AVIAREPS expands Cruise Division and appoints Global Head of Cruise

AVIAREPS announces appointment of Tom Fecke as Global Head of Cruise to lead expansion of its global cruise line services

AVIAREPS, the world's leading international representation, marketing and communications company for aviation, tourism, hospitality, and food & beverage brands, today announced the appointment of Tom Fecke as Global Head of Cruise to grow its cruise division. Tom will oversee the cruise line department of AVIAREPS and will be responsible for expanding the company's service portfolio for cruise lines worldwide.

With over 25 years of experience in the travel and cruise industry, Tom Fecke brings deep expertise in sales, marketing, and strategic development. He previously held sales and leadership roles at Travelport, Avis Rent a Car, Sabre and RCL Cruises and was Secretary General of the Cruise Lines International Association CLIA in Brussels to lobby the interests of the European cruise industry. Tom joins AVIAREPS with a strong network and a proven track record of helping cruise lines grow their passenger numbers and boost sales.

The cruise industry saw a strong global recovery after the pandemic, with passenger levels rising 6.8% in 2023 above those of 2019 across all regions. In 2024, the global cruise market generated a value of \$8.9 billion and is projected to reach \$18.4 billion by 2030. This reflects a compound annual growth rate (CAGR) of 12.9% between 2025 and 2030. Cruise lines worldwide are preparing to meet this demand, with 37 new ships currently in the order books at the yards until 2028. *(Sources: CLIA, Horizon).*

Under the management of Tom Fecke, AVIAREPS will grow its cruise representation department, offering market research, travel trade development and PR, sales and marketing activities. From organising trade shows and agent training to managing media relations and call centre support, AVIAREPS helps cruise operators strengthen their presence, grow their passenger numbers and expand to new markets. AVIAREPS global coordination and strategy, paired with the extensive experience and local expertise of AVIAREPS regional cruise line experts, ensures the successful growth of cruise brands worldwide.

About AVIAREPS

AVIAREPS is the world's leading international representation, marketing and communications company for aviation, tourism, hospitality, and food and beverage brands. Founded in Germany in 1994 with the ambition to help clients to step into global markets, the company's global network now expands around the world to six continents.

The AVIAREPS service portfolio includes extensive expertise in representation and sales, marketing and communications, business development, IT solutions and financial services. In addition to their well-established General Sales Agent (GSA) services and tourism marketing representation, AVIAREPS provides more than 250 clients with support in digital marketing, advertising, public relations, crisis communications, social media management, event coordination, sales, web design and more.

For more information on how AVIAREPS influences where and how travelers choose to spend their time and money, please visit www.aviareps.com. Stay up to date by checking out our [Newsroom](#), or follow us on [Facebook](#), [LinkedIn](#) and [Instagram](#).

For high-resolution images and logos please [contact us](#).

Press Contact:

Julia Reinert

Head of Global Communications

press@aviareps.com