



## Press Release

June 30, 2017

### **AETTA held a conference on attracting investments into European travel and tourism sector**

The Association of European Travel and Tourism Agencies (AETTA) held a conference “Attracting investment into European travel and tourism sector” in Brussels on June 30, 2017. The conference gathered 117 participants from both private and public sectors including policy-makers from key EU institutions.

For many years Europe has been the world's most attractive tourism destination. Currently, some 40% of the revenue in the entire tourism sector is generated in Europe. However, Europe faces increasingly stronger competition from other international destinations and, as a result, there is a trend for a gradual decline in the market share of the European tourism sector. This has become a major concern for all tourism industry stakeholders from private businesses to governments and EU institutions.

In a keynote speech to the conference participants Helmut Messner, Secretary General of AETTA, said, “In the last 10 years the European travel and tourism sector has lost around 7% of the market share. It is preoccupying given that the sector accounts for some 12% of the job market. It is also important to note that our industry provides jobs for workers of different skills levels and serve as an entry point into the labour market for almost 20% of Europe's active population. The analysis undertaken by AETTA pinpoints the lack of investments as a key factor in the loss of the international competitiveness of the European travel and tourism sector. Therefore, it is of paramount importance to undertake steps, which will ensure that our industry keeps attracting so much needed investments.”

Bretta Bonnet, AETTA's Infrastructure Task Force Coordinator noted, “The evidence that we gathered from our members with extensive international experience suggests, while Europe has a lot to offer in terms of tourism, it lacks behind in terms of investments in key pillars of the modern tourism: infrastructure, innovation through connectivity and digitalisation and labour skills. Contrary to what is required, these areas experienced a drop in investments of 15% in the last 10 years, thus hampering the prospects for our industry. However, we believe that Europe has high investment potential from both private and public sector including EU funds and we would like to present you with our vision of how to unlock this potential and generate durable growth in the European travel and tourism sector.”

For further information, please contact:

Alexandra Goodwin

Public Relations Manager

Phone: +32 (0)2 319 5940 - Email: [alexandra.goodwin@aetta.org](mailto:alexandra.goodwin@aetta.org)

Note to the Editor: Association of European Travel and Tourism Agencies (AETTA) brings under one roof over one thousand travel and tourist agencies working in Europe or serving European destinations. Each year these collectively serve 8.4 million clients, generate a total turnover of some €4.9 billion and employ directly 21 000 people.

#### **Association of European Travel and Tourism Agencies**

Quartier Européen – Schuman, Rue de la Loi 227, B-1040 Brussels, Belgium

Tel: +32 (0)2 319 5940 Fax: +32 (0)2 319 5940

secretariat@aetta.org - [www.aetta.org](http://www.aetta.org)