



Press Release

December 10, 2017

AETTA conducted a seminar on private-public partnerships and ways to improve cooperation between private and public sectors in tourism in EU.

The Association of European Travel and Tourism Agencies (AETTA) conducted a seminar “Public-private partnerships in tourism: lessons and perspectives of cooperation between private and public sectors in the EU tourism industry.” The seminar took place in Genova, Italy on December 10, 2017 and was attended by 53 participants including 48 AETTA members.

In his opening message Helmut Messnger, Secretary General of AETTA noted, “Travel and tourism sector has long been an underdog in terms of attention given to our industry by decision makers in the public sector. Tourism has been viewed as of little importance for the strategic development of countries. It is only now that we see that governments and EU institutions have finally realised that travel and tourism is a key economic activity, which actually provides jobs for at least 10% of active population in each given country in the European Union. Actually, only distribution and, in some countries, construction sectors rival our industry in that respect. Consequently, we now have due attention from public policymakers. The positive spill-over effects that that travel and tourism sector has on the economy create interesting opportunities for cooperation between local governments and private sector.”

Bretta Bonnet, AETTA’s Infrastructure Task Force Coordinator, said, “The arrival of new technologies and considerable improvements in transportation area, especially in terms of cost reduction for travellers, have now positioned tourism as a key sector for the economic development of the European Union. The interest that we now see from the public sector towards tourism is quite unprecedented. We believe that AETTA members have opportunities to take advantage of this situation. And one of the most important opportunities is private-public partnership, which is the main subject of our seminar. There are several forms of private-public partnerships that have proved to be successful in tourism sector. We have extensively studied them and would like to share the lessons that we have learned and discuss with you the perspectives existing in this area.”

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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.

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