

Press Release

November 30, 2019

AETTA held its XIIth Biennial Congress in Luxembourg

The Association of European Travel and Tourist Agencies (AETTA) held its XIIth Biennial Congress on November 26-27, 2019 in Luxembourg. This key event in the life of AETTA has been attended by 385 delegates representing 326 AETTA members.

Addressing the audience during the opening ceremony Helmut Messner, Secretary General of AETTA, said “AETTA is an independent association financed exclusively by its members. We intend to maintain our independent and non-profit status. By definition, this means that we work only in the interests of our members and spend all our earnings on services provided to our members and the support of AETTA’s structure within the budget approved by the Congress. We strive to make sure that our members operate and develop their business in the framework of fair competition and supportive regulatory environment. Our ultimate goal inscribed in our charter remains the sustainable development of the European travel and tourism sector.”

Following the traditional agenda the Congress discussed the current state of AETTA and of the travel and tourism sector in Europe in general and looked into the trends and prospects of our industry. The delegates approved the budget of the Association for 2020-21 and its development plans, which include the creation of “AETTA University”, a tailored educational programme aimed at travel and tourism professionals of various levels of responsibility.

Several discussion panels and round tables were held on specific topics voted in advance by AETTA members. This time these included such diverse themes as the projected impact of blockchain technologies and cryptocurrencies, latest trends in the segmentation of the tourism-related accommodation market, opportunities and challenges of the coming new technologies such as artificial intelligence, augmented reality, autonomous vehicles and some other topics.

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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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