

Press Release

15 January 2010

AETTA appoints Alexandra Goodwin as Public Relations Manager

Association of European Travel and Tourist Agencies (AETTA) has appointed Mrs Alexandra Goodwin as Public Relations Manager. Working hand in hand with the AETTA members Alexandra will take over both the internal and external communications functions. She will work to promote the Association with the media, European and national institutions and associations as well as the major actors of the supply chain relevant for the AETTA members. Alexandra will report directly to Secretary General Helmut Messner.

Alexandra started her professional career at Pfizer in 1999 where she was responsible for the publicity brochures and was the editor of the internal newspaper. In 2004 she became Communications Manager for the Dutch tour operator Sunny Cruises. In 2007 she moved to online business and worked as an editor for a few portals where she specialised in the travel and tourism sector news. Mrs Goodwin has a Masters degree in communication studies from the University of Antwerp.

“We are delighted to welcome Alexandra to our staff. With the unveiling of AETTA’s own website it is important for us to build a strong presence in the new media. Alexandra has a proven experience in that exact area,” said Mr Helmut Messner. “In addition to that she has a solid understanding of the European travel and tourism sector. I am sure our members will appreciate her skills and professionalism.”

For further information, please contact:

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Note to the Editor: Association of European Travel and Tourist Agencies (AETTA) brings under one roof some 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 €4.5 billion and employ directly 21 000 people.

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