



Press Release

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AETTA has crossed the landmark of one thousand members

Association of European Travel and Tourist Agencies (AETTA) has crossed the landmark of one thousand members. It was Sunshine Travel from Sweden which joined AETTA as our thousandth member.

Patrick Lindgren, General Manager of Sunshine Travel, said: "We looked to join a travel and tourism sector association, which would be respectful, having a pan-European reach and at the same time accessible even for small agencies like Sunshine Travel. For me AETTA is an obvious choice."

AETTA has experienced a robust membership growth of 14% per year on average over the last five years. The globalised nature of the travel and tourism sector makes it important to bring together European and non-European travel and tourist agencies serving European destinations. Today almost 35% of our members come from outside of Europe.

"It is a very important milestone for us, which proves that we are on the right track. The image of AETTA is strong and the services and networking opportunities that we provide are appreciated by our members," said Helmut Messner, Secretary General of AETTA. "We certainly do not want to stop here. Consider that Europe alone counts over 37 thousand travel and tourist agencies. Add to that over 60 thousand overseas agencies working on European destinations and you will realise that there is still a lot of work ahead for us."

The success of AETTA is also largely due to its flexible membership structure. The AETTA members can choose between associate and strategic membership according to the lifecycle needs of their organisation. The membership of AETTA is open to any organisation having an interest in the European travel and tourism sector.

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Note to the Editor: Association of European Travel and Tourist Agencies (AETTA) brings under one roof 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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