

Press Release

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AETTA reappoints Helmut Messner as Secretary General for another 3-year term

The General Assembly of Association of European Travel and Tourist Agencies (AETTA) has reappointed Helmut Messner as the Secretary General of AETTA. This will be his third term in this capacity. Within AETTA the Secretary General executes the decisions taken by the Association and manages AETTA's staff and relationships with travel and tourism sector stakeholders.

"I would like to congratulate Mr Messner with his reappointment. Over the last six years he has been a very valuable asset for our organisation," said AETTA's President Simon De Benedittis. "Mr Messner has a deep understanding of the European travel and tourism sector due to over thirty years of experience in this sector as a business executive and a leader of the executive team of AETTA. He has built strong relationships with the AETTA members and is widely respected and supported in our organisation."

Mr Messner started his career in 1979 as an analyst then tour coordinator before becoming the Managing Director of Optimum Tours Germany. In 1990 he started his own travel and tourist agency, which he successfully operated until 2002 when he sold his business to Atlantic Travel Inc. Since 2005 Mr Messner serves as the Secretary General of AETTA. He holds a Masters degree in economics from the University of Hamburg.

"I am very pleased that my contribution to AETTA has been positively assessed and recognised by its members. Certainly this trust makes me very enthusiastic in assisting AETTA in meeting its objectives and delivering value to its members," said Mr Helmut Messner. "I look forward to further work with all AETTA members and contribute to the sustainable development of the European travel and tourism sector as a whole."

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Note to the Editor: Association of European Travel and Tourist 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 8.5 million clients, generate a total turnover of some €4.7 billion and employ directly 22 000 people.

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