



## Press Release

13 July 2011

### **AETTA participated at FT and Credit Suisse Conference in Asia**

AETTA took part in the international conference FT and Credit Suisse Lex Forum Series held on July 7, 2011 in Hong Kong. The conference was dedicated to the review of the current state of the Asian economies and ways forward for the future. In particular, the conference addressed the development of the travel and tourism sector in Asia.

The interest of AETTA for Asia has a very practical meaning given the fact that in the last three years almost half of new AETTA members come from Asia. The AETTA membership brings notable benefits to local agencies in terms of networking with European counterparts and business development in Europe in general.

Addressing the conference audience at a panel discussion Helmut Messner, Secretary General of AETTA, said “The development of the travel and tourism sector will be a corner stone for the sustainable growth of the local economies. The growth potential that exists in the area of travel and tourism is certainly underexploited in all major Asian economies. However, we should note a remarkable success achieved in such countries as Vietnam, Thailand and Indonesia where the growth of the tourism sector have consistently outperformed that of GDP.”

On the occasion of the conference Helmut Messner also took an opportunity to meet local members of AETTA. The discussions touched upon such topics as the potential for further development of AETTA’s brand in Asia, an opportunity to form an alliance with a major association representing travel and tourism sector in Asia and the regulatory support of Asia-based members with their business in Europe.

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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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