



## Press Release

27 April 2012

### **The members of AETTA elected Pekka Hakkonen as President of the Association**

The members of Association of European Travel and Tourist Agencies elected Pekka Hakkonen, *Oppoo Tours*, as the new President of AETTA. As of June 1, 2012 he will assume the presidency of the Association for a two-year term.

Pekka Hakkonen will replace Simon De Benedittis, *SDB Viaggio*, who will complete his presidency term end of May. According to the charter of AETTA, the President is elected for a two-year period on a rotating basis among volunteer candidates representing strategic members of the Association. This time five strategic members presented their candidates for the presidency.

Following his election, Pekka Hakkonen commented: "I want to thank Simon De Benedittis for his great contribution to the success of AETTA. Following the good tradition laid by previous AETTA's Presidents I will work closely with the Secretary General and the staff to steer the Association in the interests of all its members. Our membership base is very solid and I certainly see opportunities to build on it further so that AETTA continues to deliver great value to its members."

"It has been a pleasure for me to work with Simon De Benedittis over the last two years. I am sure as all previous AETTA's presidents he will remain an active contributor to the strategic direction and policies of AETTA. And I congratulate Pekka Hakkonen with his election and look forward to work with him in his new capacity." said Helmut Messner, Secretary General of AETTA. "The fact that we had five candidates running for the presidency is a testimony of the strength of AETTA and a source of inspiration to develop our brand further."

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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 €4.8 billion and employ directly 22 000 people.

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