

Press Release

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China-Europe Travel has become a Strategic Member of AETTA

China- Europe Travel has taken its involvement with the Association of European Travel and Tourist Agencies (AETTA) to another level by becoming its strategic member. The elite club of the strategic members of AETTA has now reached 45 participants. The strategic membership status is a commitment to play a prominent role in the life of AETTA.

China- Europe Travel has been servicing its clients since 1999 initially focusing on tourist routes in China and South East Asia and later building its cores activities on tourist flows between China and Europe. Last year the company has generated the sales of €27 M and served over 19 thousand customers.

The President of China- Europe Travel Mr. Li Jun, said “We have grown to a point where we feel that in order to continue our development we need to establish a stronger foothold in Europe to foster our ties with our partners and customers in Europe. Working for the benefit of the AETTA community is an excellent means to facilitate this process but also to build our company’s recognition and reputation. We think that AETTA provides us with an exciting environment and tools to achieve our goals. It is only natural that at this point we strengthen our ties with AETTA. “

“We are proud to welcome China- Europe Travel in the ranks of our strategic members. The body of our non-European members is growing and that is a very positive sign for our Association as it allows our members to build direct business links across the continents.” said Helmut Messner, Secretary General of AETTA. “China- Europe Travel has already been visible within the AETTA through its active participation in some of our research groups. And we certainly look forward to further work closely with China- Europe Travel for the benefit of all of our members. “

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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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