



Press Release

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AETTA attended the South American Hotel & Tourism Investment Conference held in Bogota, Colombia, on September 23-24, 2013

AETTA took part in the South American Hotel & Tourism Investment Conference held on September 23-24 in Bogota, Colombia. This is a leading international event that brings together major players in the tourism sector with a particular focus on the business development and investment opportunities in South America.

This is the first time that AETTA has taken part in a major international tourism conference in South America. The tourism industry in this region is in the active development phase and AETTA's participation in the conference provided an excellent opportunity to promote our Association and its membership benefits for local agencies already working or looking to work with European destinations and partners.

Speaking at a panel discussion Helmut Messner, Secretary General of AETTA, underlined "The tourism sector is one of the mostly rapidly developing sectors in South America. If correctly managed the tourism industry can bring dramatic improvements in the standard of living of the local communities and the economic development in general as we have witnessed this recently in many part of the world, in particularly in Asia. South America has been steadily moving in this direction as well. However, there is still a huge unlocked potential. AETTA has a deep interest in the development of the travel and tourism axe between South America and Europe. We have the necessary platform and expertise that can allow creating mutually beneficial relationships between the local tourism sector actors and their European counterparts."

Productive discussions have been held with a number of local tourism sector participants from Brazil, Peru, Argentina, Chili, Colombia and Peru. They have showed a vivid interest in exchanging views on the future of the travel and tourism sectors in both South America and Europe and business growing opportunities that the AETTA membership can deliver.

For further information, please contact:

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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 21 000 people.

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