



Press Release

18 November 2013

AETTA held its IXth Biennial Congress in Frankfurt

The Association of European Travel and Tourist Agencies (AETTA) held its IXth Biennial Congress on November 13-15, 2013 in Frankfurt. The event has registered a record participation with 457 delegates representing 345 AETTA members.

The central topic of the Congress was the promotion of the international cooperation within the Association. In that respect Helmut Messner, Secretary General of AETTA, noted: "Working in such a globalised sector as tourism we all know that the international cooperation is one of the major drivers to the success of our business. Making good use of the opportunities existing within the Association and learning to efficiently sell in a network are keys to sustainable development of all our members. AETTA is a great platform for our members to build new profitable relationships with their peers across the globe."

Following the established agenda the delegates discussed the current state of AETTA and approved the budget of the Association for 2014-15. The President of AETTA, Pekka Hakkonen, has given a presentation about the next steps in the development of the Association and the benefits they may provide to the members. He commented: "To help our members reap the benefits of international cooperation AETTA has laid out an ambitious three-year development plan with a particular focus on the international expansion of our network. The goal is to further boost business opportunities of our members by expanding into new markets. Our particular focus currently is on the Americas, where we are largely underrepresented, and, in the longer term, on Africa."

A number of panels and round tables were organised around specific topics such as tourism regulation in international markets covering the regulatory framework in the United States, Brazil, Argentina and South Africa and specifics of EU regulations with application to hotels, marine and air travel. Several guest speakers provided an overview of the latest trends and developments in the European tourism sector and gave their views on the opportunities that present to the European tourism sector the economic recovery in the European Union.

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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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