

## Press Release

27 February 2014

### **AETTA reappoints Helmut Messner as Secretary General for a 3-year term**

The Association of European Travel and Tourist Agencies (AETTA) has reappointed Helmut Messner as its Secretary General for a fourth successive term. The role of the Secretary General is to execute the decisions taken by the Association, to manage the staff and member relationships and to represent AETTA with external stakeholders in the travel and tourism sector worldwide.

“On behalf of all members I am pleased to announce that the Association has extended the contract of Mr Messner as Secretary General of AETTA for another three-year term. We also use this opportunity to acclaim his great contribution to the success of our organisation and wish him all the best for the future.” said AETTA’s President Pekka Hakkonen. “Mr Messner has a deep understanding of the European travel and tourism sector in which he has worked over the last thirty years as a business executive and a leader of the executive team of AETTA. Under his guidance AETTA has successfully grown and established itself as one of the leading organisations representing the tourism sector in Europe.”

Mr Messner started his career in 1979 as an analyst then a tour coordinator before becoming the Managing Director of Optimum Tours Germany. In 1990 he started his own travel and tourist agency, which he successfully operated until 2002 when he sold his business to Atlantic Travel Inc. Since 2005 Mr Messner serves as the Secretary General of AETTA. He holds a Masters degree in economics from the University of Hamburg.

“In the last nine years I have done my best to help AETTA both establish itself as a sizeable force in the European travel and tourism industry and ensure that the Association delivers great value to its members. I am excited to see that my efforts have been appreciated.” said Mr Helmut Messner. “I am sure AETTA has substantial growth potential in a number areas and I look forward to continue working for the benefit of our organisation and all AETTA members.”

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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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