

## Press Release

25 April 2014

### **The members of AETTA elected Claudia Mayer as President of the Association**

The members of Association of European Travel and Tourist Agencies elected Claudia Mayer representing Anabel Reisen, as the new President of AETTA. As of June 1, 2014 she will assume the presidency of the Association for a two-year term.

Claudia Mayer will replace Pekka Hakkonen, Oppoo Tours, who will complete his presidency term end of May. According to AETTA's charter the President is elected for a two-year period on a rotating basis among volunteer candidates representing strategic members of the Association. This time four strategic members presented their candidates for the presidency.

Following her election, Claudia Mayer commented: "I am excited to assume the presidency of AETTA. I see it both as a recognition of the work done by Anabel Reisen for our Association and also as a challenging personal role. On behalf of all AETTA members I would like to thank Pekka Hakkonen for his inspiring leadership during his two-year tenure at the head of our Association.

My action plan is based on the strategic development programme elaborated by the Association and presented to our members during the AETTA's Congress in Frankfurt last November. I see it as my principal role to oversee that the programme is implemented timely and on budget."

"It has been a real pleasure for me to work with Pekka Hakkonen over the last two years. I am sure he will continue taking a vivid part in the development of our Association. I congratulate Claudia Mayer with her election as AETTA's next President and look forward to our productive collaboration for the benefit of all members of our Association." said Helmut Messner, Secretary General of AETTA.

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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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