



Press Release

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AETTA organised workshop on strategies for cooperation in maritime and coastal tourism in Europe

AETTA has launched a series of educational workshops aiming at increasing awareness of opportunities existing in some specific areas of the tourism sector in terms of strategic growth and improvement of operational efficiencies. The first workshop in this series took part in Genoa on January 27, 2015 and was dedicated to the strategies for cooperation in maritime and coastal tourism in Europe. The workshop was attended by 128 participants representing AETTA members and other industry stakeholders including EU policy makers.

Addressing the workshop participants Helmut Messner, Secretary General of AETTA, said, “The maritime and coastal tourism is an important part of the European tourism sector and has a solid growth potential given that many of its areas are still relatively underdeveloped. Even the most developed European regions such as the Mediterranean Sea area are still significantly behind mature markets such as the Caribbean area. The recent research conducted by AETTA identified the drivers that can help us unlock this growth potential.”

AETTA’s Infrastructure Task Force Coordinator: Bretta Bonnet commented, “Good example is the European cruise market and in particular that in the Mediterranean Sea area where improvements in port infrastructure throughout the region have triggered robust growth. As a result, the global market share of the Mediterranean bound cruises increased from around 12% in 2004 to well over 20% in 2014. We note that this happened in spite of the relative strength of euro against most other currencies in the same period. Further development is equally possible on condition that the adequate investment in the port infrastructure will be sustained and the level of services for cruise operators and passengers alike will be improved. “

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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 8.6 million clients, generate a total turnover of some €4.9 billion and employ directly 22 000 people.

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