



## Press Release

30 April 2015

### **AETTA held a seminar on digital and online tourism strategies and perspectives in Europe**

As of this year AETTA has launched a series of educational workshops and seminars aiming at increasing awareness of opportunities and addressing the challenges existing in some specific areas of the tourism sector. The second event in this series took part in Seville, Spain on April 30, 2015 and was focused on opportunities and challenges existing in digital and online tourism in Europe. The workshop was attended by 189 participants representing AETTA members and other industry stakeholders.

Addressing the workshop participants Helmut Messner, Secretary General of AETTA, said, "Today, the travel and tourism sector looks much different to that of just ten years ago. The Internet has levelled the playing field. The development of digital technologies especially in the area of social media and mobile networking has shaken up the industry, driving real change. Today's tourists are connected, informed and increasingly seek unique experiences. Such developments open up new opportunities for new entrants on the market. This means that the established businesses must continue to re-invent themselves to be able to remain competitive."

Eduard Wurzman, AETTA's Competition Task Force Coordinator, commented, "The rise of digital technologies has taken the travel and tourism market by storm. Our recent research suggests that last year 79% of all travel related bookings were made directly via digital means be it a traditional website or a mobile platform. The share of usage of mobile engines has grown from 2% five years ago to 23% now and is projected to grow further. The European market of mobile devices such as smartphones, tablets and ultraportable PCs is expected to reach full penetration in just a matter of a few years. Such evolution poses huge challenges for those accustomed to a well-established way of doing business. Therefore, mastering digital channels is now critical in reaching the customer. "

For further information, please contact:

Alexandra Goodwin

Public Relations Manager

Phone: +32 (0)2 403 3888 - Email: [alexandra.goodwin@aetta.org](mailto:alexandra.goodwin@aetta.org)

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.

### **Association of European Travel and Tourist Agencies**

Quartier Européen – Schuman, Rue de la Loi 227, B-1040 Brussels, Belgium

Tel: +32 (0)2 403 3888 Fax: +32 (0)2 403 3888

secretariat@aetta.org - [www.aetta.org](http://www.aetta.org)