



Press Release

23 November 2015

AETTA held its Xth Biennial Congress on November 18-20, 2015 in Lisbon, Portugal

The Association of European Travel and Tourist Agencies (AETTA) held its Xth Biennial Congress on November 18-20, 2015 in Lisbon. The event was attended by 431 participants including 398 delegates representing AETTA members.

During the opening ceremony Helmut Messner, Secretary General of AETTA, addressed the audience with the speech on the state of AETTA in which he noted: “We are happy to report that since our previous Congress two years ago AETTA has enjoyed a solid growth in memberships of 5.7%. Furthermore, we believe AETTA played a role in a 8% year-on-year increase in the operating profits of AETTA members in the same period. We have reason to believe this was not simply due to the general economic recovery as this result greatly outperformed the GDP growth. “

The main discussion topic of the Congress was the massive arrival of new mobile technologies and how these will impact the travel and tourism sector in the coming years. Bretta Bonnet AETTA's Infrastructure Task Force Coordinator, commented, “We expect that mobile devices and networks will take over our market by 2020. These will not only be the main technologies used by our customers to place the orders and communicate with their suppliers but will also change the way the companies in our sector communicate with each other and organise their work. As a result, selling in a network and distributed workspace architecture will become de facto standards in the coming years.”

A number of panels and round tables moderated by leading experts was organised for delegates. These addressed such specific areas as changes in tourism regulatory framework in international markets, digital marketing in social networks, EU funding opportunities, leveraging AETTA network opportunities and a number of other areas. The delegates also discussed the development needs of the Association and approved its budget for 2016-17.

For further information, please contact: Alexandra Goodwin, Public Relations Manager,
Phone: +32 (0)2 403 3888 - Email: 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 8.7 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