



Press Release

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AETTA organised a round table on intellectual property rights in tourism sector on March 1, 2016 in Brussels

The Association of European Travel and Tourist Agencies (AETTA) organised a round table dedicated to intellectual property rights in travel and tourism sector. The event took place on March 1, 2016 in Brussels and has drawn a significant attention from industry stakeholders and policy-makers alike with over 153 participants from all over Europe.

The economy in travel and tourism sector is becoming increasingly knowledge-based and dependent on intellectual products and trademarks developed by industry participants and, in particular, by enterprises. As a consequence, the protection of intellectual property rights is an essential element for promotion of innovation and boosting competitiveness. Furthermore, it is important that intellectual property rights could be registered and protected using a transparent and cost-efficient legal framework.

In that respect, Helmut Messner, Secretary General of AETTA, noted: “We witness an increasing demand for more streamlined, effective and consistent registration and enforcement processes and systems adapted to the Internet era. I am convinced that a robust system of intellectual property rights management is crucial for the European travel and tourism sector. It is time for a Europe-wide approach leading to a harmonised intellectual property rights legal framework.”

AETTA’s Competition Task Force Coordinator Eduard Wurzman commented: “We have conducted an extensive research among companies operating in the European travel and tourism sector, both among AETTA members and outside of our Association. Our findings demonstrate that 78% of our respondents are not satisfied with the current intellectual property rights systems. The major concerns are complexity and excessive costs involved in intellectual property rights management. This is especially true for companies operating on a multi-national scale. Therefore, we have outlined our views and ideas for a system of efficient multi-territorial property rights management.”

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

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