



Press Release

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AETTA reappoints Helmut Messner as Secretary General for another 3-year term

The Association of European Travel and Tourism Agencies (AETTA) has reappointed Helmut Messner as its Secretary General for the fifth successive term. The role of the Secretary General is to execute the decisions taken by the Association, to manage the staff and member relationships and to represent AETTA with external stakeholders in the travel and tourism sector worldwide.

“On behalf of all members I am pleased to announce that the Association has extended the contract of Helmut Messner as Secretary General of AETTA for another three-year term. Over the years we have witnessed his great professionalism and dedication to our organisation and it is a pleasure to continue working with him in the future.” said AETTA’s President James Woods. He continued: “Helmut had done a tremendous work to make AETTA as efficient as it is now, with a limited staff making AETTA a visible actor on the European travel and tourism sector scene and worldwide. I am personally very satisfied with our collaboration and look forward to our mutual work for the benefit of all AETTA members.”

Helmut Messner started his career in 1979 as an analyst, then a tour coordinator before becoming the Managing Director of Optimum Tours Germany. In 1990 he started his own travel and tourism agency, which he successfully managed until 2002 when he sold his business to Atlantic Travel Inc. He has served as the Secretary General of AETTA since 2005.

“I am very pleased that my efforts are acclaimed and appreciated. I have been with the Association for twelve years already but I am as excited and motivated as ever to continue working with AETTA. I also want to take this opportunity to thank my team members, who have greatly and productively supported me over the years.” said Helmut Messner. “Looking forward I am confident that AETTA’s growth will continue as we still have some substantial unlocked potential in quite a few areas. The main focus for me and my team stays the quality of our service so that each member continues deriving a tangible benefit from being part 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 8.4 million clients, generate a total turnover of some €4.9 billion and employ directly 21 000 people.

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