



Press Release

October 5, 2018

AETTA participated in the 17th European Tourism Forum held in Vienna on October 1-2, 2018

The 17th European Tourism Forum is a high-level conference organised by the Austrian Presidency of the Council of the European Union together with the European Commission. The Forum was held on October 1-2, 2018 in Vienna, Austria. The main agenda of the Forum was “Designing Tourism for Quality of Life and Value Added”. AETTA was represented by a team of our task force coordinators. They provided expertise and contributed to various discussion panels of the Forum.

AETTA’s Infrastructure Task Force Coordinator Bretta Bonnet commented: “There is a growing realisation in EU now that travel and tourism sector becomes a key driving force in the development of the European economy. The focus of the Forum was on long-term strategies necessary for the sustainable development of tourism in Europe. In particular, the participants of the forum looked into the impact of our industry on the quality of life in Europe and how to make sure the positive dynamics that currently exists in this area continues in the long run. There were equally insightful discussions about megatrends in our industry driven by technological innovation, changes in demography and travel patterns. We look forward to share this information with all AETTA members in the memorandum that will be issued later in October.”

Helmut Messner, Secretary General of AETTA, said: “Such forums are a great framework to get together all key actors of the European tourism sector from public and private sector and associations to discuss market trends, tourism regulation as well as the vision for our industry. AETTA certainly supports such events and looks to play an active role in them in the future. Our participation helps to build the profile and visibility of AETTA as we seek to impact the regulation of the travel and tourism sector in the interest of our members.”

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Note to the Editor: Association of European Travel and Tourism 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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