



THE EUROPEAN TRAVEL AGENTS'
AND TOUR OPERATORS' ASSOCIATIONS

PRESS RELEASE

ECTAA is holding its semi-annual meeting in Kuala Lumpur, Malaysia.

The European Travel Agents' and Tour Operators' Association is meeting with MATTA Incoming Travel Agents to discuss travel trade matters and opportunities of working together

ECTAA, the European Association of Travel Agents and Tour Operators, has been invited by Tourism Malaysia to hold its semi-annual meeting in Kuala Lumpur, Malaysia. This is the first time that ECTAA meets in South East Asia. A delegation of more than 40 CEOs and Presidents of travel agents and travel agents' associations will come to Kuala Lumpur to discuss market and policy developments impacting on the travel trade. It is also an opportunity for Malaysian incoming travel agents to engage with professionals of the European outbound source markets to foster relations and grow the European outbound travel market to Malaysia.

This semi-annual meeting in Kuala Lumpur is part of the 'Preferred Destination' agreement signed between ECTAA and Tourism Malaysia to help boost the visibility of Malaysia in Europe by promoting it through the network of travel agents and tour operators across Europe, highlighting the gems of this destination: beautiful beaches, fascinating history and culture, a vibrant metropolis, amazing wildlife and nature, delicious food and lots of authentic and thrilling experiences to make.

ECTAA intends to contribute to the Visit Malaysia 2020 (VM2020) campaign of Tourism Malaysia, that is projected to welcome 36 million tourists to Malaysia. There is an increasing interest from Europeans to travel to Malaysia, which should help reaching this ambitious target.

The 45-strong delegation is meeting in Kuala Lumpur on 7-8 May and will then travel to Kota Kinabalu, Sabah and Langkawi for post-conference tours.

Said President of ECTAA, Ms. Merike HALLIK: "The meeting in Malaysia is one of its kind. The European travel agents will be able to experience Malaysia life and see what gems it holds for European travellers."

She added: "We are confident that the Preferred Destination agreement will be mutually beneficial for travel agents and tour operators of Europe and Malaysia."

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ECTAA regroups the national associations of travel agents and tour operators of 30 European countries, of which 27 are within the European Union, and represents some 70.000 enterprises. It also has four International Members from Israel, Malaysia, Morocco and Tunisia.

ECTAA has signed a Preferred Destination agreement with Tourism Malaysia in March 2017 in Berlin. The Preferred Destination is a programme aimed at offering to the National Tourism Authority of the selected destination a wide range of services and privileged access to the 36 associations of travel agents and tour operators members of ECTAA, which cover all the outbound markets across Europe.

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