



Media Release

Jay Michell Joins ETOA



30th June 2008

The European Tour Operators Association (ETOA) has recruited Jay Michell to increase its base of members and to develop sponsorship and advertising revenue from ETOA's publications and website.

Jay joins from Leisure Pass Group, where, as Sales and Marketing Manager, he achieved strong annual growth in trade and retail channels. He also was responsible for launching the Paris Pass to the trade, a ticket that, for the first time, enables visitors to Paris to see over sixty attractions free from queuing.

Prior to this, Jay worked in Australia and New Zealand. And before that, he helped T4 Travel launch brochures for Flanders and Ireland and developed tour products. Jay started his career as a translation editor, covering German and English.

Tom Jenkins, Executive Director, ETOA, said: "Since its foundation in 1989, ETOA has grown exponentially to include over 400 member organisations. Collectively, ETOA represents over €6 billion spending on accommodation and travel services annually. Maintaining the growth becomes ever more challenging and I am sure that Jay will be a great asset in this regard, as he is a proven business developer with genuine enthusiasm for all aspects of travel and tourism."

Jay Michell said: "I am very excited. The travel industry is being transformed by new distribution methods and by changing regulations. Keeping the Association abreast of these commercial opportunities is one of the reasons why I took on this role. I know ETOA has a track record of growth, and I am confident that we can match a growing and changing industry with a dynamic trade association."

For further information, please contact Tom Jenkins or Jay Michell on: +44 (0) 20 7499 4412 or email jmichell@etoa.org.

About ETOA

ETOA provides representation at the European government level for companies involved in bringing tourists to Europe. The Association promotes greater awareness of the benefits provided by the group travel industry in Europe - particularly increased income and employment. ETOA also influences European tourism policy and legislation.

Areas of specific activity include:

- Promoting Europe as a tourism destination
- Establishing codes of conduct and guidelines for its members
- Establishing commercial opportunities between buyers and sellers
- Working with other travel & tourism associations to raise the industry's profile