

ASSOCIATE MEMBERSHIP PROGRAMME

Building alliances to jointly support
the tourism sector in Europe



**EUROPEAN
TRAVEL
COMMISSION**

OUR ASSOCIATE MEMBERSHIP PROGRAMME

For almost 70 years, the European Travel Commission has been a state-of-the-art unique association in the public sector, representing European NTOs and, in the last several decades, has positioned itself at the forefront of the European tourism scene. In accordance with its mission to strengthen the sustainable development of Europe as a tourist destination, ETC has now extended its membership opportunities to private organisations and academia. We offer a prestigious membership, based on public relations and endorsement, with the long-term aspiration of setting up a new unique forum in which public and private tourism stakeholders can cooperate to create benefits and eliminate disadvantages for the travel industry in Europe.



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MEMBERSHIP OPTIONS

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BASIC ASSOCIATE MEMBERSHIP WORK WITH US

Benefits include:

- Public relations activities
- Liaison and involvement with other relevant organisations and agencies such as the European Commission, World Tourism Organization and the Organisation for Economic Co-operation & Development
- Access to ETC forums
- Professional development activities – seminars, information exchange, best practices
- Mentions within ETC corporate communications, for instance, the ETC Bulletin, corporate website, joint press conferences and releases
- Access to our Research Help Desk (excluding 'full members-only' publications)

Membership contribution:

- € **Private companies and associations:** 5,000 EUR per year
- € **Academia:** 2,500 EUR per year

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MARKETING PARTNER WE'LL HELP YOU PROMOTE EUROPE

This package enables the associate members to establish co-operative marketing partnerships with ETC.

Benefits include all the Basic Associate Membership benefits plus:

- Presence on VisitEurope.com
- Exposure on VisitEurope social media channels worldwide
- Inclusion in the VisitEurope monthly newsletter
- Access to ETC stand in trade shows and travel fairs
- Participation in the Marketing Group's Annual meeting and other marketing-related events
- Ad-hoc joint marketing campaigns

Membership contribution:

- € **Private companies and associations:** 20,000 EUR per year

ABOUT ETC

MILESTONES:

- 1948:** ETC established within the Marshall Plan
- 1985:** Began cooperation with the Tourism Unit of the Secretariat of the EEC (now EU)
- 2011:** Announced and launched the 'Destination Europe 2020' campaign, jointly with the European Commission
- 2015:** Became the founding member and chair of the Tourism Manifesto for Growth and Jobs
- 2017:** Appointed as an official implementing body of the EU-China Tourism Year

OUR MISSION:

The European Travel Commission (ETC) is the non-profit organisation responsible for the promotion of European tourism in long-haul markets. Our 33 member NTOs work together to increase the competitiveness of Europe as a tourist destination, cooperating in areas of advocacy, best practice and market intelligence sharing, and promotion.

OUR MEMBERS:

33 National Tourist Organisations (NTOs) in Europe.

OUR ASSOCIATE MEMBERS:



VALUE RETAIL:



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RESEARCH PARTNER WE'LL HELP YOU UNDERSTAND MARKET TRENDS

This package enables the associate members to establish partnerships with ETC on selected research projects.

Benefits include all the Basic Associate Membership benefits plus:

- Full access to the ETC Dashboard and ETC Library
- Monthly newsletter 'Interesting articles'
- Participation in the Market Intelligence Group's Annual meeting and other research-related events

Membership contribution:

- € **Private companies and associations:** 25,000 EUR per year
Discount – ETC Dashboard Data Partner
20,000 EUR per year

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PREMIUM ASSOCIATE MEMBERSHIP GET THE BEST OF EVERYTHING WE OFFER

This brings together all the benefits of the Basic Associate Membership, Marketing Partner and Research Partner into one package.

Membership contribution:

- € **Private companies and associations:** 40,000 EUR per year
Discount – ETC Dashboard Data Partner
35,000 EUR per year

ELIGIBILITY

You'll need to...

- be a private company, association or academic organisation
- be a part of the European working framework with operations in several European countries or regions
- have links with the tourism industry

APPLY NOW

Contact us at:

public.affairs@visiteurope.com
All associate membership applications will be reviewed by the General Meeting on an individual basis.



Photo by Nicolai Dürbaum on Unsplash

ORGANISATIONS THAT TRUST IN US:

ETC is in constant liaison with all major international organisations operating in the field of tourism. We believe that the major challenges which our industry faces can be solely overcome by a global alliance.



“Amadeus respects and supports the highly important role the ETC plays in promoting Europe as an attractive and sustainable tourist destination. We work closely with the ETC to underwrite mutually important objectives that are critical to European tourism. Such an important sector needs the commitment and support of industry leaders and Amadeus is happy to extend such support to ETC.”

**Amadeus, Senior Advisor Industry Affairs
Elizabeth Aston**

FOLLOW US ON

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