



JOINT DECLARATION

EUROPEAN TRAVEL COMMISSION AND EUROPEAN COMMISSION COOPERATION IN THE FIELD OF TOURISM AND THE PROMOTION OF 'DESTINATION EUROPE'

Krakow 6th October 2011. Today we, Petra Hedorfer, President of the European Travel Commission (ETC), and Antonio Tajani, Vice President of the European Commission (EC), have chosen to meet at the European Tourism Forum 2011, to agree on areas of collaboration and cooperation in the field of tourism and the promotion of 'Destination Europe' in emerging and other long-haul markets.

ETC, on behalf of its member National Tourism Organisations (NTOs), and the EC have agreed to work jointly to maintain Europe's position as the world's leading tourist destination. Both organisations agree to working collaboratively to effectively promote the European destination brand "Europe - a never ending journey" and to support the sustainable competitive development of the sector by exchanging tourism knowledge and research and promoting socially and environmentally viable models for tourism activity both in Europe and globally.

This Joint Declaration has been drawn up considering the objectives outlined within the European Commission's communication "Europe, the world's No 1 tourist destination – a new political framework for tourism in Europe" and the European Travel Commission's gradual strategic shift towards the promotion of 'Destination Europe' in emerging markets and a greater emphasis on developing cultural and thematic itineraries through Europe.

Both organisations recognise that the image and perception of Europe as a collection of tourist destinations can be harnessed to support the competitiveness of European tourism products playing to the comparative advantages of its tourism offer, in particular the diversity of its natural scenery and cultural wealth. To this aim, both parties agree to working collaboratively to promote Europe, particularly in new emerging markets, whose expanding middle classes are a growth source market for European destinations; and to strengthen cooperation and the exchange of tourism knowledge and statistics regarding inbound tourism to Europe.

Recognising the historic importance of these two organisations, the collective expertise of ETC and its members in the field of destination promotion, and the pivotal role of the EC in supporting European trade and industry, we have agreed to work collaboratively in the following six areas:

1. Promotion of 'Destination Europe' in long-haul markets

ETC and the EC will work jointly to promote Europe in long-haul markets, and encourage cooperation between European tourism authorities and main industry stakeholders to support the promotion of European and transnational tourism products with the objective of bringing

new visitors to Europe. Short-term promotion will be focused on the mature North-American market and the emerging BRIC markets, particularly Brazil, China and India. In the mid to long-term, ETC and the EC will collaborate to increase the visibility of Europe in new emerging markets.

2. Development and promotion of pan-European cultural routes/thematic itineraries and tourism products

ETC will work with the EC and the Council of Europe in the promotion of transnational thematic itineraries and cultural routes, as well as EC initiatives, by establishing a selection of the most attractive of these initiatives, transnational products, cultural and thematic routes appealing to visitors in key emerging and other long-haul markets, supported by communication campaigns through designated online promotion and in mainstream consumer press.

3. Collaboration on digital marketing activities

By developing digital marketing activities through the "visiteurope.com" destination portal, increasing the pan-European content (such as thematic transnational products, routes and cultural corridors) and, additionally, through other complementary digital channels that exist now or may be developed in the future. This shall be based on the digital strategy of both ETC and the EC.

4. 'Destination Europe' brand

Supporting the promotion of a distinctive European brand, which differentiates 'Destination Europe' from other international regions. ETC and the EC will adopt the slightly adapted brand "Europe - a never ending journey" for use outside Europe to raise awareness amongst consumers and trade in emerging and other long-haul markets.

5. Joint presence at events

Improving collaboration and visibility of both ETC and the EC at industry events, including trade shows, seminars and symposiums held in and outside Europe. Joint promotion of important European cultural and sporting events, both within Europe and in the main emerging markets, including major industry fairs which either party may wish to attend.


6. Research and Best Practice

Working closely together to align research and best practice in the field of tourism. Sharing information on the tourism sector, such as international and national market trends, tourism statistics and research to enhance the socio-economic knowledge basis at European level. ETC shall offer expertise for the EC's work establishing a Virtual Tourism Observatory.

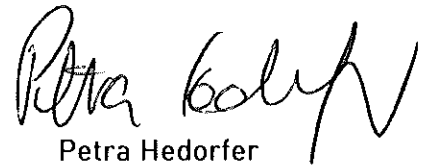
Supporting transnational tourism research and networking between universities, research centres and national authorities across Europe, thus strengthening research and market intelligence on a European scale to assist industry development and support policy decision making processes.

Exchanging information and sharing knowledge on best practices, and supporting work on sustainable and responsible tourism development for the competitive positioning of Europe in global markets.

These six key areas of collaboration represent a significant step forward for European tourism policy; implementing the EC's communication on tourism and providing the National Tourism Organisations, through ETC, with the necessary support to create a compelling and attractive image for Europe in the world's fastest growing economies.



Antonio Tajani
Vice President, Industry & Enterprise
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Petra Hedorfer
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