

EUROPEAN TRAVEL COMMISSION NAMES NEW CHAIRMANSHIP IN CANADA

Brussels/Toronto, July 26 2017 - The European Travel Commission (ETC) announces the appointment of **Dana Welch**, Manager for Canada at Tourism Ireland, and **Antje Splettstoesser**, Director of the German National Tourist Office, as the new Chair and Vice-Chair respectively of ETC's Canada chapter.

Dana has over ten-year's experience in strategic marketing. Since 2014, she has been responsible for leading Tourism Ireland's marketing operations in the Canadian market, in particular the implementation of the 'Strategy for Growth' which lured a record of 220,000 Canadians to the Emerald Isle last year. Prior to joining Tourism Ireland, Dana was a Senior Marketing Manager at Cineplex Entertainment, the largest motion picture exhibitor in Canada. She takes over the position from Laura Pena, Director of the Spain Tourist Office, who has led the association's operations in the market for the past three years.



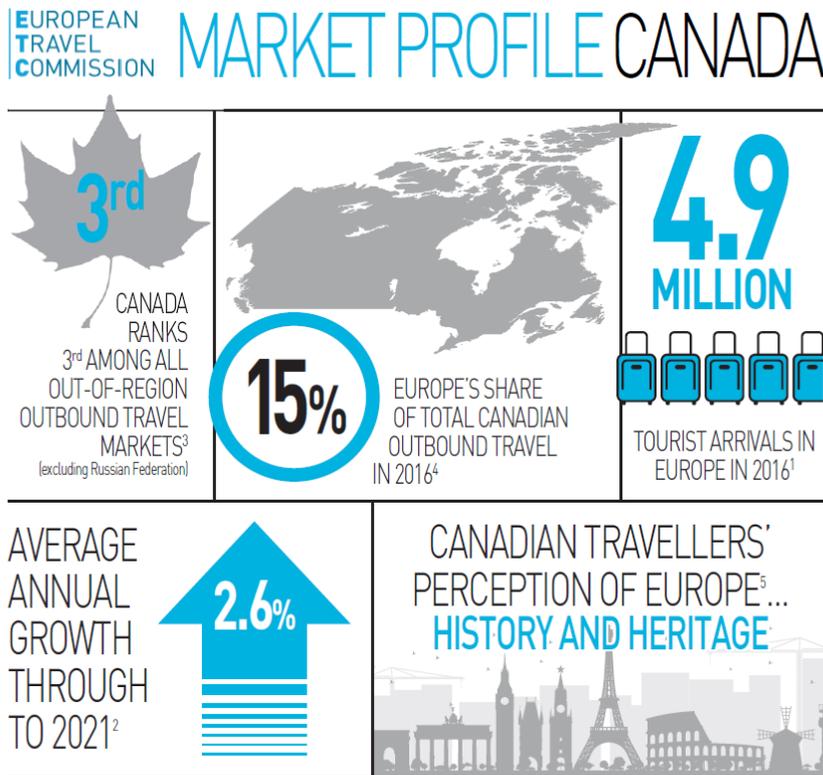
Dana Welch (left) and Antje Splettstoesser (right)

Welch previously held the role of Vice-Chair for ETC, which is filled by Antje Splettstoesser. As Director of the German National Tourist Board's representation in Canada, Antje is responsible for all aspects of marketing and promotion of tourism to Germany and for raising the brand awareness of Destination Germany in Canada. She joined the GNTTO in 2014 after 8 years of working both in Germany and Canada as Marketing Professional, specializing in Market Research, Strategy, Project Management and Sales.

Together Welch and Splettstoesser will consolidate the activities of the ETC in Canada, whose role is to leverage European destinations' promotional activities by setting up effective platforms for cooperative marketing, access to market intelligence, exchange of best practices, cooperation and relationships between the Canadian and the European travel and tourism industry. Welch said: *"I am delighted to be appointed as Chair of the European Travel Commission and excited about the opportunity to lead strategy and drive promotional activities. It is a great honour and privilege to work together with the ETC Brussels team and member countries here in Canada to promote European destinations"*. Splettstoesser said: *"I am very excited and honored to be part of the strategic team leading the marketing activities for the ETC in Canada. Europe has huge appeal for all Canadians though Canadians have yet to make their mark on all Europe has to offer. There is still some incredible, untapped potential to encourage the Canadian trade and travelers to explore more of Europe, more often and in more ways than ever before"*.

Canada ranks third among all out-of-region outbound travel markets to European destinations. 4.9 million travelers from Canada arrived in Europe last year, accounting for a market share of 15% of all Canadian

outbound travel. Tourist arrivals from Canada to Europe are expected to grow an average of 2.6% per year through to 2021 awed by Europe's easy access, a great transportation infrastructure, short distances, value for money, a great diversity of landscapes, history, culture and lots of culinary experiences to look forward to.



¹ ETC European Tourism Trends & Prospects (#4/2016) ² ETC European Tourism Trends & Prospects (#4/2016) ³ Tourism Economics Data (2016) ⁴ ETC European Tourism Trends & Prospects (#4/2016) ⁵ ETC-UNWTO Image of Europe in the US and Canadian Social Media (unpublished)

Canada outbound travel to Europe in 2016. Source: ETC

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Note to editors

About the European Travel Commission

The European Travel Commission is an association of National Tourism Organizations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 32 member NTOs, including 8 from outside the European Union. Europe is the world's no. 1 tourist destination with 620 million international arrivals in 2016 and more than 50% of the market share of worldwide tourism.

For further information: ETC's corporate website www.etc-corporate.org is aimed at industry, government and educational personnel interested in tourism to Europe. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal www.visiteurope.com.