

EUROPEAN TRAVEL COMMISSION NAMES NEW VICE-CHAIR IN CANADA

Brussels/ Toronto, 25 March 2019: The European Travel Commission (ETC) announces the appointment of Pascal Prinz, Director of Switzerland Tourism, as the new Vice-Chair of ETC's Canada chapter.

Prinz joins Dana Welch, Manager for Canada at Tourism Ireland and Chair of ETC's Canada chapter. He takes over the Vice-Chair role from Antje Splettstoesser, former Director of the German National Tourist Board's representation in Canada.

As Director of Switzerland Tourism in Canada, Pascal is responsible for the marketing of Switzerland as a vacation and convention destination. Prior, Pascal worked at Switzerland Tourism in New York, at the Swiss Ministry of Economic Affairs in Bern and held positions with the Swiss Ministry of Foreign Affairs at the Embassies of Switzerland in Washington D.C. and Berlin. Pascal holds a Dual Master's Degree of Arts in International Affairs (University of St. Gallen HSG and Sciences Po Paris), and a Certificate in International Business Management (Georgetown University, Washington D.C.)



Dana Welch, Tourism Ireland, and Pascal Prinz, Switzerland Tourism

Together Welch and Prinz will steer 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 look forward to working with Pascal on strategic initiatives and driving 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"*.

Prinz explained: *"I am honored to be part of this dynamic team leading ETC's marketing activities in Canada. With even more direct flights this year, it's so easy and convenient for Canadians to explore Europe's authentic culture, unique charm and stunning landscapes."*

ENDS

[Note to editors - About the European Travel Commission](#)

The European Travel Commission is an association of National Tourism Organisations (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 33 member NTOs, including 7 from outside the European Union. Europe is the world's no. 1 tourist destination with 712 million international arrivals in 2018 and more than 50% of the market share of worldwide tourism.

For further information: ETC's corporate website <http://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 <http://www.visiteurope.com>.