

“WE ARE EUROPE” TOURISM CAMPAIGN LAUNCHED ON EURONEWS

The European Travel Commission partners with Euronews to create a unifying post-COVID-19 media campaign reflecting on the beauty, diversity and soul of Europe.

Brussels, 17 June 2020: The European Travel Commission (ETC), which represents the National Tourism Organisations of the countries of Europe, has teamed up with Euronews to create and launch today a new media campaign entitled “*We are Europe*”, designed to inspire people to get ready to travel again as travel restrictions across Europe are gradually being eased.

The campaign, which will air on Euronews’ TV and digital platforms – as well as on ETC, and its members’ digital platforms – over the next four weeks, engages audiences to look forward to travelling again and experiencing the beauty of this unique continent.

Europe is the second smallest continent on Earth, but with almost 50 countries and over 740 million people, it is home to an unrivalled diversity of landscapes, cultures, communities and history that stretch far beyond individual nations.

The new film, designed by Euronews’ in-house creative agency Embrace, aims to inspire curiosity and drive imagination for future trips featuring nature, culture and history and heritage experiences. The one-minute spot addresses the emotional journeys many of us have been on during the COVID-19 lockdown period: what we have missed, what we may have discovered about ourselves, whilst reflecting on the diversity and togetherness across the continent.

The Euronews-funded initiative promotes sustainable travel and celebrates Europe’s diversity and the unique power of travel to bring people together. The campaign is co-funded by the European Union to facilitate multiple language creatives (in French, German, Italian, Spanish and Portuguese, on top of English), ensuring the widest possible reach and engagement.

[Watch the clip here.](#)

Eduardo Santander, Executive Director at the European Travel Commission said: *“The European tourism ecosystem is by far one of the most affected as a result of this pandemic. Media plays a crucial role informing end consumers and stimulating demand for travel and tourism. We are delighted to share with Euronews’ audience our commitment to support the recovery efforts of tourism destinations, reminding people of the beauty and uniqueness of traveling in Europe. Moreover we support the EU call for safety, transparency, coordination and non-discriminatory approach operating in the new normal environment.”*

Carolyn Gibson, Chief Revenue Officer at Euronews said: *“With its distinctive European identity and mission, Euronews is uniquely placed both to have the expertise to design such a campaign and to reach a wide audience across the continent and beyond. As Europe’s leading news channel we are the reference point for Europeans seeking trusted information. Our coverage of travel and tourism is core to our output across TV and digital through a wide range of editorial programmes in 12 languages. Euronews’ extensive commercial partnerships with tourism entities enable us to connect our large frequent traveller audiences to exciting destinations and new experiences within Europe and around the world. We are working currently with many government, travel and tourism partners - to adapt their creative messaging and campaign executions to post-COVID consumer needs, sharing their success stories and ensuring that audiences are informed about current and future travel opportunities as travel restrictions begin to lift. We are proud of the campaign we are launching today with ETC and are proud to play our*

part in helping Europe's post-COVID-19 recovery."

This new campaign comes after Euronews hosted launched on 4th June 2020 the first of a series of virtual debates on the travel and tourism sectors. This first event was held in partnership with ETC and entitled "Rethinking and Reviving Travel and Tourism" (available for replay [here](#)) with Rita Marques, Portugal's Secretary of State for Tourism, the European Commission's DG MOVE's Matthew Baldwin, and ETC's Executive Director Eduardo Santander. As a partner to the industry, Euronews is keen to support the open exchange of information within these sectors.

ENDS

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[Note to editors](#)

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. For more information, please visit www.etc-corporate.org.

Euronews is Europe's leading international news channel. Its mission is to empower people to form their own opinion. Euronews is unapologetically impartial and seeks to offer a diversity of viewpoints: Euronews is "All Views".

Since its launch in 1993 in Lyon (France), Euronews has been delivering impartial news trusted by audiences across the world, available in almost 400 million homes across 160 countries, including 67% of homes in the European Union + the UK. It reaches almost 150 million people every month.

In 2017, Euronews renewed its offer by launching 12 distinct language editions, with a "glocal" approach to news: Euronews continues to grow as a global media offering content adapted to the expectations of local audiences. Aside from round-the-clock news coverage, Euronews has dedicated shows covering topics like science, climate, business, current affairs and culture, both on television and on its digital platforms. Its English language edition offers 17 hours of anchored news shows, every weekday.

With a team of 500 journalists of more than 30 different nationalities, Euronews' 12 editions cover European and world news 24/7 in Arabic, English, French, German, Greek, Hungarian, Italian, Persian, Portuguese, Russian, Spanish and Turkish. With its headquarters in Lyon, Euronews also has bureaus in Brussels, Athens and Budapest, correspondents across Europe, as well as commercial offices in London, Paris, Berlin, the United Arab Emirates and Singapore. In 2018 and 2019, it launched three branded affiliate projects: Euronews Albania, Euronews Georgia and Euronews Serbia.

In 2016, Euronews group launched its sister channel Africanews, the first pan-African multilingual and independent news outlet.

www.euronews.com www.africanews.com

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