

ETC AND MINDHAUS JOIN FORCES TO EVALUATE SENTIMENT FOR DOMESTIC AND INTRA-EUROPEAN TRAVEL

MINDHAUS, a tourism marketing agency and member of [V+O Group](#), will provide the European Travel Commission with a series of monthly reports, monitoring sentiment for domestic and intra-European travel in ten high-volume European source markets to support the tourism sector in its efforts towards recovery in Europe.

Brussels, 10 September 2020: To better understand and respond to the impact of the COVID-19 pandemic on travel in Europe, the European Travel Commission (ETC) and MINDHAUS are launching a research project to monitor sentiment for domestic and Intra-European travel through extensive market research and consumer behaviour insights.

The COVID-19 outbreak and travel restrictions to curb the spread of the virus have had a severe impact on the European tourism sector. The scale of this crisis is unprecedented, and the impact has been felt in all European countries with visitor arrivals to Europe forecast to decline by 54% in 2020¹. As European countries have eased restrictions and while the pandemic is still in progress, understanding the sentiment for domestic and intra-regional travel is critical to effectively support European destinations in their efforts towards a resilient and long-term recovery.

The project will focus on monitoring sentiment, drivers and behaviours for domestic and intra-European travel based on quantitative market research² in ten high-volume European source markets, namely Germany, United Kingdom, France, Netherlands, Italy, Belgium, Switzerland, Spain, Poland and Austria. Key findings and recommendations for destinations and tourism authorities will be made available in six monthly reports starting in September 2020.

Eduardo Santander, ETC Executive Director, commented on the project launch: “Now is a crucial moment to closely monitor the shifts and trends in travel sentiment in Europe to help European destinations develop their recovery strategies. We are excited to launch this project, with MINDHAUS, which will turn into a major trend watch for the European tourism sector over the next months.”

Theofilos Kyratsoulis, MINDHAUS General Manager, said: “It is both an honour and a recognition for our team to be working with ETC and to be supporting European destinations and the tourism sector, in order to better understand the “new normal” and navigate towards recovery through these very turbulent times.”

Following a request for proposals, ETC has chosen MINDHAUS to implement this project considering the agency’s extensive track record in market research and marketing strategy. This project is co-funded by the European Union to support the tourism recovery in Europe.

¹ ETC - European Tourism Trends & Prospects – Quarterly Report 2/2020

² The research will be probing a total of 36,000 respondents in six monthly waves for their short-term travel intentions domestically and within Europe

ENDS

Media contact

European Travel Commission

Shane Bradley
Hume Brophy Communications
etc@humbrophy.com
Ph: +32 (0)2 234 6860

MINDHAUS

Anthi Christou
MINDHAUS, V+O Group
ac@mindhaus.gr
Ph: +30 210 7249000

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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. Europe is the world's no. 1 tourist destination with 743 million international arrivals in 2019 and more than 50% of the market share of worldwide tourism. For more information, please visit www.etc-corporate.org.

MINDHAUS is a tourism marketing agency and part of a leading and independent communication agency in the EMEA region, the V+O Group. MINDHAUS is dedicated to develop, manage and market destinations, support & strengthen organizations, businesses and brands and successfully connect them to the Visitor Economy. For more information, please visit www.vando.gr and www.mindhaus.gr