

## TOURISM SECTOR INVITES EUROPEANS TO OPEN UP TO TRAVEL AGAIN

- European tourism bodies providing the essential leadership to reassure consumers that safe and seamless travel is possible in summer 2021
- Multi-channel digital campaign will drive engagement across Europe to stimulate pent-up demand for travel
- Campaign to be launched as ETC's research shows that sentiment for travelling in Europe is warming up

**Algarve, 1 June 2021:** Earlier today, the European Travel Commission (ETC) presented 'Open up to Europe', a major promotional campaign that will play a significant role in the reopening of European tourism and revival of travel confidence this summer. Ahead of the planned easing of restrictions across Europe over the coming weeks, the tourism sector is working together to encourage Europeans to travel abroad responsibly and to provide them with the clear and comprehensive information to plan their next trip.

The 'Open up to Europe' campaign was introduced today at ETC's General Meeting in Algarve, hosted by Turismo de Portugal. Leading by example, the heads of European national tourism boards met in person for the first time since the start of the pandemic to show Europe's readiness to restart travel and tourism.

### 'Open Up to Europe' – New Campaign to Kick-Start Summer Season

The campaign, led by ETC and co-funded by the European Union with the support of more than 30 destinations and travel brands, will be rolled out across Europe as restrictions are eased and countries open up for travel. The UK and Germany are the first markets where the campaign will launch as of mid-June. 'Open up to Europe' will continue running throughout the whole summer and is expected to reach 26 million potential travellers across Europe.

This multi-channel digital campaign is designed to drive online engagement and reassure potential tourists that destinations and tourism businesses in Europe have implemented all the necessary health and sanitary protocols and are open for visitors. As part of the campaign, ETC and partners have developed the microsite [OpenUpToEurope.eu](http://OpenUpToEurope.eu) which will be a one-stop-shop for those considering their travel plans for summer 2021. It will include all the latest updates and information about travel experiences that consumers can enjoy in Europe this summer, with a focus on nature, culture and gastronomic experiences. The microsite will also offer practical tips and advice about how to travel in Europe, including important information about the EU Digital COVID Certificate and the European Tourism Covid-19 Safety Seal.

Speaking at the campaign press conference earlier today, President of ETC and Turismo de Portugal, Luís Araújo stated: *"This is a truly momentous day for European tourism, providing optimism for what we hope will be an exciting summer ahead for European destinations. ETC and the leading voices in European tourism are today declaring that Europe is opening up. European destinations, travel and tourism businesses are ready to provide that smooth, harmonious experience to travellers that has been missing for so long. This campaign will include all the information that tourists want and need as they are planning summer trips, as we work together to encourage more responsible and sustainable tourism."*

### European Travel Sentiment is Warming up with Summer in Sight

The launch of this campaign is well-timed, coming after the [latest research](#) from ETC shows that many

Europeans<sup>1</sup> are hopeful of a summer getaway, with a majority (56%) planning a holiday by the end of August 2021. Of those, 49% are willing to travel to another European country, providing hope for many European destinations.

Among the early-bird travellers, 9 out of 10 already have specific dates planned for their vacations, with most of those polled planning to travel in July and August (46%).

## Further Support

For those businesses that want to support the campaign, the campaign microsite will feature a partner toolkit which includes the campaign hero video and visuals for use on social and digital channels as a central tenant of the campaign is to encourage destinations and businesses to join forces to #OpenUpToEurope.

*[A content hub has been created for the "Open up to Europe" campaign that includes campaign visuals, the press kit, photos and the recording from the presentation. Please see by \[this link\]\(#\).](#)*

ENDS

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### [Note to editors – About "Open up to Europe"](#)

**Official strategic partners of "Open up to Europe" campaign:** Air Dolomiti; Andalusia Tourism Board; Booking.com; Catalan Tourist Board, Government of Catalonia; City of Krakow; City of Lodz; City of Warsaw; Costa del Sol Tourism Board; Czech Tourist Authority – CzechTourism; Deutsche Bahn (DB Fernverkehr, DB Vertrieb); Donegal County Council. County House, Lifford. Co. Donegal. Ireland; eDreams ODIGEO; Fairbnb.coop; German National Tourist Board; Greek National Tourism Organization; Hilton; IHG Hotels & Resorts; Maramures County Council; NH HOTEL GROUP; ÖBB nightjet; Piemonte, Italy; Polish Tourism Organisation; Pomorskie Tourist Board; Poznan Local Tourism Organisation; SLOVENIAN TOURIST BOARD; Swedish Lapland Visitors Board; Szczecin Floating Garden\_2050; Visit Luxembourg; VisitDenmark; VisitFLANDERS; VisitPortugal; VISITWallonia.

**Official supporting partners of "Open up to Europe" campaign:** Airlines for Europe (A4E); Airports Council International Europe (ACI EUROPE); Cruise Lines International Association Europe (CLIA Europe); European Travel Agents' and Tour Operators' Associations (ECTAA); Eurail; European Regions Airline Association (ERA); European Tourism Association (ETOA); eu travel tech; Hospitality Europe (HOTREC); European Regions for Competitive and Sustainable Tourism (NECSTouR); World Travel & Tourism Council (WTTC).

This project is co-funded by the European Union.

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### [About the European Travel Commission](#)

The **European Travel Commission (ETC)** represents the national tourism organisations of Europe. Established in 1948, ETC's mission is to strengthen the sustainable development of Europe as a tourist destination and to promote Europe in third markets. Its 32-member tourism boards work together to build the value of tourism for all the diverse European destinations through co-operation in sharing best practice, market intelligence and promotion. For more information, visit [www.etc-corporate.org](http://www.etc-corporate.org) and follow [@ETC\\_Corporate](https://twitter.com/ETC_Corporate).

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<sup>1</sup> The survey covers ten high-volume European source markets, namely Germany, United Kingdom, France, Netherlands, Italy, Belgium, Switzerland, Spain, Poland and Austria.