

## EUROPEAN TRAVEL COMMISSION CELEBRATES 75<sup>TH</sup> ANNIVERSARY AS NEW MEMBERS JOIN

- ETC marks 75 years of promoting and representing European tourism at General Meeting #106, hosted by Spain
- Go Türkiye rejoins Europe's association of national tourism boards from 2024
- ETC welcomes new associate members from the private sector - the Hilton Group, Mastercard, Miles Partnership and Queer Destinations

**Brussels, 24 November:** This week, the European Travel Commission (ETC) marked 75 years of promoting and representing European tourism at its General Meeting #106 in Tenerife, hosted by Spain's National Tourism Organisation, Turespaña. The event saw record participation, bringing together leaders from thirty-three European national tourism organisations, as well as private sector ETC associate members.

ETC was first established in 1948 to promote Europe as a destination and advocate for tourism as a crucial sector for maintaining peace and prosperity. 75 years later, ETC and its 35 members continue to collaborate to jointly promote Europe overseas and drive the transition towards a more resilient and regenerative travel ecosystem.

To mark this milestone, ETC invited its members and partners to reflect on the future of European tourism. Discussions brought together experts from the European Commission, the World Tourism Organisation (UNWTO), the European Tourism Association (ETOA), the World Travel and Tourism Council (WTTC), Turespaña, and Turismo de Tenerife to share insights and best practices on how to build a green and prosperous future for the travel sector.

ETC President **Miguel Sanz** commented: *"This General Meeting has been an excellent opportunity for ETC to celebrate its 75<sup>th</sup> anniversary alongside so many of our valued members and partners. After three-quarters of a century promoting European tourism, it is wonderful to see that ETC is still growing, as Go Türkiye returns to our organisation. We are also excited to welcome the Hilton Group, Mastercard, Miles Partnership, and Queer Destinations as new associate members. Such strong collaboration and clarity of vision puts us in an excellent position to steer the industry towards a prosperous, resilient, and sustainable future."*

### New Members and Associates to Join ETC in 2024

Even after 75 years, ETC is still growing to welcome new national members and private-sector partners. From 2024, **Go Türkiye** will rejoin as a full member, bringing the number of tourism boards that ETC represents to 36. Türkiye is one of the destinations leading the tourism recovery in Europe, having already achieved their pre-pandemic arrivals numbers. In rejoining ETC, Go Türkiye will integrate into a best-practice and knowledge-sharing community of European NTOs, collaborating to promote and advocate for Europe's travel industry.

ETC was also proud to announce that **the Hilton Group, Mastercard, Miles Partnership and Queer Destinations** would join as associate members in 2024. The new associates will take part in ETC's mission to improve the sustainability and inclusivity of European tourism through special research and marketing collaborations.

### European Tourism Leaders Experience Tenerife's Responsible Tourism Offer

As ever, ETC's General Meeting presented an excellent opportunity for tourism leaders to share insights on the industry's sustainable transition. Tenerife provided the ideal backdrop for discussions on planet-friendly tourism, as

the destination boasts 43 protected natural areas, numerous eco-certified accommodations and a wide range of ecotourism projects. Such initiatives were discussed in detail at an expert panel on the Canary Islands' path to sustainability.

ETC members later had the chance to experience examples of these attractions, as Turismo de Tenerife invited participants to join an expedition to Teide National Park or an eco-sailing tour showcasing the Canary Island's marine biodiversity. This allowed participants to take inspiration from how Turespaña, Turismo de Tenerife, the government of the Canary Islands and the local authorities have sought to build a tourism industry that benefits tourists, locals, and the environment alike.

## **ENDS**

### **Note to editors**

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 35-member tourism boards work together to build the value of tourism for all the diverse European destinations through cooperation 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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