
Press Release

European Travel Commission strengthens leadership and welcomes new industry members

- Miguel Sanz re-elected as ETC President and Arnar Már Ólafsson elected as new Vice-President at General Meeting #111 taking place at Kotor Bay, Montenegro.
- Booking.com, Feratel, GetYourGuide and Skyscanner join ETC as associate members.

Brussels/Kotor, 27 May 2026: The European Travel Commission (ETC) gathered leaders of 32 national tourism organisations from across Europe in Montenegro for General Meeting #111, held in the Bay of Kotor from 26–28 May 2026. During the meeting, ETC members re-elected Miguel Sanz, Director General of Turespaña, as President and elected Arnar Már Ólafsson, Director General of the Icelandic Tourist Board, as a new Vice President.

ETC also welcomed four new associate members from the travel and tourism industry: Booking.com, Feratel, GetYourGuide, and Skyscanner.

Hosted by the National Tourism Organisation of Montenegro, the meeting focuses on the *Evolving Role of Destination Branding*, exploring how destinations can strengthen their positioning in an increasingly digital and competitive tourism landscape.

Miguel Sanz re-elected as ETC President

ETC members re-elected Miguel Sanz, Director General of Turespaña, as President of the European Travel Commission for a new term.

Since taking office in 2023, Miguel Sanz has led ETC's efforts to strengthen cooperation across Europe's tourism sector and to reinforce the organisation's role as a platform for collaboration between destinations. Under his leadership, ETC has advanced its sustainability and advocacy priorities, strengthened engagement with European institutions, and promoted a more balanced and resilient approach to tourism development across Europe.

Miguel Sanz, President of ETC, said: ***I am honoured to continue serving as President of ETC at such an important moment for the European tourism sector. ETC will continue to strengthen its role as a platform for cooperation across Europe, ensuring that both large and smaller destinations benefit from our joint efforts. A more balanced distribution of tourism flows, the reduction of seasonality, and maximising benefits for local communities should remain central priorities for the future of European tourism.***

ETC elects Arnar Már Ólafsson as new Vice President

ETC members elected Arnar Már Ólafsson, Director General of the Icelandic Tourist Board, as Vice President of the organisation. Bringing almost 40 years of experience across tourism policy, destination development, marketing, and research, Mr Ólafsson will support ETC's work to advance sustainable development and strengthen European cooperation in tourism.

Arnar Már Ólafsson, Vice President of ETC, commented: ***The future of European tourism depends on our ability to balance growth with the protection of natural and cultural resources, support local communities, and encourage more balanced year-round tourism flows. ETC has an important role to play in supporting this transition through cooperation, knowledge-sharing, and closer collaboration across European destinations.***

Four leading travel brands join ETC

ETC also welcomed four new associate members from the private sector, further strengthening collaboration between destinations and the travel industry:

- Booking.com joins ETC as a leading global online travel platform, supporting destinations with international visibility, traveller insights, and global reach.
- Feratel, a European provider of tourism IT solutions, joins ETC with expertise in visitor information systems, reservation platforms, and destination management technologies.
- GetYourGuide becomes ETC's newest partner in the experiences sector, helping destinations promote local tours, activities, and attractions to global audiences.
- Skyscanner joins ETC as a global travel search and comparison platform, providing valuable travel demand insights and helping travellers discover flights, accommodation, and mobility options worldwide.

Montenegro at the heart of European tourism dialogue

Hosted by the National Tourism Organisation of Montenegro, ETC's General Meeting took place in the UNESCO-listed Bay of Kotor, bringing together representatives from national tourism organisations and industry partners from across Europe.

Ana Tripković Marković, Director of the National Tourism Organisation of Montenegro and Vice-President of ETC, said: ***It has been a great pleasure to host ETC's General Meeting in the Bay of Kotor, one of the Mediterranean's most unique destinations, especially in the year when we are marking 20 years of Montenegro's membership in ETC. This gathering has provided an excellent opportunity to showcase Montenegro's natural beauty, cultural heritage, and commitment to sustainable tourism development while strengthening cooperation across the European tourism community.***

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 practices, market intelligence and promotion. For more information, visit etc-corporate.org.

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