

## PETER DE WILDE NEW PRESIDENT OF THE EUROPEAN TRAVEL COMMISSION

**Brussels, 30 January 2014.** The 86th ETC's General Meeting held today in Brussels elected Mr Peter De Wilde, Toerisme Vlaanderen (Belgium) as President of the European Travel Commission for a three-year term. The appointment of Mr De Wilde follows the unexpected resignation of Mr Manuel Butler as Director General of Tourspain last September and ergo as President of ETC. Mr Roberto Rocca, Director General for Tourism of the Italian Ministry of Cultural Heritage and Activities and Tourism, acted as ad-interim President during the transition time.



Peter De Wilde has been CEO of the Tourist Office for Flanders-Visit Flanders since 2009. He has a PhD in Arts, Romance Language and Literature and has been assistant professor at the University of Antwerp. "ETC markets one of the strongest brands in the world: Europe. Our marketing activities are crucial for the strengthening of Europe's economic and symbolic capital. We must increase the awareness amongst political leaders that the tourism industry is a guarantee for sustainable economic and social growth" said Peter De Wilde.

Mr. De Wilde takes on the significant responsibility of leading the portfolio of research and marketing activities of the European Travel Commission towards implementation of the Destination Europe 2020 strategy. The development of the values of the brand Europe into creative pan-European products and the set-up of active task forces with major stakeholders -such as the European Commission, UNWTO, OECD and travel industry- to co-define a global agenda for tourism knowledge are some of the priorities to be addressed under the leadership of Mr De Wilde.

### **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 tourism destination to the long-haul markets outside Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 33 member NTOs, including 8 from outside the European Union.*

*Europe is the world's No. 1 tourist destination with 535 million international arrivals and more than 50% of the market share of worldwide tourism*

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**For further information:** ETC's corporate website [www.etc-corporate.org](http://www.etc-corporate.org) is aimed at industry, government and educational personnel interested in tourism to Europe.  
Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal [www.visiteurope.com](http://www.visiteurope.com).