

THE EUROPEAN TRAVEL COMMISSION AND THE WORLD TOURISM ORGANISATION TO UNVEIL THE SECRETS TO SUCCESS IN THE MEETING INDUSTRY

*The European Travel Commission (ETC) together with the World Tourism Organisation (UNWTO) and with support from VisitFlanders, will present the key criteria that influence the choice of a destination by meeting planners at the **International Seminar on The Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organisers**, taking place 11-12 June in Antwerp (Belgium).*

Brussels/Madrid, 2nd June 2015. Tourism for business and professional reasons is one of the fastest growing segments in the tourism sector and the second main purpose for travel after leisure, recreation and holidays. The meetings industry is gaining significant recognition among countries and cities alike as it poses a significant opportunity to spur revenue growth for tourism destinations. Competition is becoming fierce as new destinations enter the market, and the European tourism sector is thus called to understand meeting planners' needs and expectations.

At this two-day ETC-UNWTO international seminar, leading meeting industry experts including **Martin Sirk**, CEO of the International Congress and Convention Association (ICCA), and **Tom Hulton**, Director of International Relations of the IMEX Group, will unveil the key criteria that influence meeting organiser's choice of a destination and address the economic and social impacts of meetings and events. **Bruce Redor** from Gaining Edge will provide a strategic overview of the meeting industry and outline trends and detailed findings from the forthcoming *ETC-UNWTO study on the Decision-Making Process of Meetings, Congresses, Conventions and Incentives Organisers*. The seminar will also provide tourism professionals and destination managers with a unique platform for exchanging best-practice examples of a successful MCCI destination.

Further details on the seminar programme and registrations available at www.etc-corporate.org.



ETC-UNWTO INTERNATIONAL SEMINAR
ON THE DECISION-MAKING PROCESS OF MEETINGS, CONGRESSES,
CONVENTIONS AND INCENTIVES ORGANISERS

11-12 June, 2015 Antwerp, Belgium

REGISTER NOW!

ETC
CET
VisitFlanders
UNWTO

The banner features a blurred background of an audience seated at a conference table with microphones. Logos for ETC, CET, VisitFlanders, and UNWTO are displayed on the right side.



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 8 from outside the European Union.

Europe is the world's no. 1 tourist destination with 588 million international arrivals in 2014 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 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.

The World Tourism Organization ([UNWTO](http://www.unwto.org)), a United Nations specialized agency, is the leading international organization with the decisive and central role in promoting the development of responsible, sustainable and universally accessible tourism. It serves as a global forum for tourism policy issues and a practical source of tourism know-how. Its membership includes 156 countries, 6 territories, 2 permanent observers and over 400 Affiliate Members. Follow us on [Facebook](#), [Twitter](#), [Vimeo](#) and [Flickr](#).