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PRESS RELEASE

FOR IMMEDIATE RELEASE

## THE ETC COMMITTED TO SUPPORT PROMPT RECOVERY OF FLOODED DESTINATIONS IN SERBIA AND CROATIA

**Brussels, 20 May 2014.** The European Travel Commission laments the news of the floods currently affecting some areas in western Balkans and expresses its strong support to the prompt recovery of the region.

“On behalf of all members of our organisation, I express our solidarity to the people and families in the affected destinations”. said ETC President, Peter De Wilde. “The ETC stands ready and committed to support the member National Tourism Organisations of Serbia and Croatia in ensuring that visitors in Europe continue to thrive to the areas impacted by high waters”.

The ETC expects that the affected destinations will return to normality soon and encourage overseas tourist to visit the area in the upcoming summer season.

The Balkans is a region with different cultures, languages and ethnicities that share similar historical influences. Fabulous scenery and the exotic weave of history and cultures make it a traveler’s treasure chest.

### 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 563 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) and [www.tastingeurope.com](http://www.tastingeurope.com)