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PRESS RELEASE

## THE EUROPEAN TRAVEL COMMISSION PROMOTING EUROPE IN BRAZIL

**Brussels, 13 September 2013** The ETC Brazil Operations Group was present with an own booth at the 41st **ABAV Tourism Fair** on September 4th until 8th in São Paulo, Brazil. ABAV, the Brazilian Travel Agencies Association is the entity with the biggest representatives and one of the oldest still in activity in the Tourism segment. ETC and the National Tourism Organisations of Croatia, Switzerland, Italy, Czech Republic and Austria exhibited together under the VisitEurope brand.

Brazil is a rapidly growing outbound travel market. Thanks to increased social mobility, easier access to credit and attitudes that favour travel, the volume of outbound trips grew by 62% between 2000 and 2010. During this period, expenditure of Brazilian travellers grew at a much faster rate of 325%. In 2011, they spent a record high of US\$ 21.3 billion on international travel with figures to have risen in 2012 by 4.6%<sup>1</sup>. In 2011, 7.9 million tourists travelled from Brazil. Of these, 5.3 million (67.3%) travelled to long haul destinations<sup>2</sup>. Europe attracted 55% of Brazilian total long-haul travellers (2.9 million).

The ETC Brazil Operations Group led by Salvatore Costanzo, concentrates its marketing activities this year in the trade shows and will also exhibit at the **Gramado Tourism Trade Show**, which is considered one of the most qualified trade shows of Latin America. It's scheduled from 7th to 10th November 2013 in Gramado, Southern Brazil.

Meet ETC at Gramado 2013: Stand 124

Earlier this year, the European Travel Commission (ETC) was present at the first Latin American **World Travel Market (WTM)**, held in in **São Paulo**, where they exhibited at a common stand under the VisitEurope brand, together with the National Tourism Organisations of Croatia, Flanders (Belgium), Greece, Portugal, Serbia, and Spain. In addition, ETC organised a Conference on the Brazilian Outbound Travel Market at WTM Latin America in the Transamerica Expo Center in São Paulo. This event brought together high-profile representatives of European and Brazilian tourism organisations, tour operators, travel agents, airlines, and other important stakeholders. The event was designed to discuss the perceptions of 'Destination Europe' in the Brazilian travel market.

ETC will also be present at **WTM London** in November, where they will sign an agreement with BRAZTOA (Brazilian Tour Operators Association) to co-operate on the sharing of information, research and market intelligence and the carrying out of joint promotional and marketing activities.

<sup>1</sup> UNWTO World Tourism Barometer, January 2013

<sup>2</sup> ETC (2013) *European Tourism In 2012: Trends & Prospects* Quarterly Report (Q4/2012)

*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 9 from outside the European Union. ETC is an independent body which is financed entirely by annual membership contributions and partnership funding.*

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*Press Releases: <http://www.etc-corporate.org/press1/current-press-releases>.*

*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).*