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PRESS RELEASE

EUGENIO MAGNANI APPOINTED NEW CHAIRPERSON OF ETC'S UNITED STATES OPERATIONS GROUP

New York, 17 June 2013. Eugenio Magnani, Director of the Italian Government Tourist Board in North America, has been appointed as the new Chair of the European Travel Commission's US Operations Group. The appointment was officially announced yesterday during the meeting of the group in New York City.

Mr Magnani has been working in the tourism industry for over 30 years. He started off as the Director for the UK and Ireland regions of the Italian Tourist Board. After seven years, he moved on to the North American region, where he created the Italian Travel Promotion Council (ITPC), which comprises the most relevant US tour operators promoting Italy as a destination. Between 2005 and 2009 he was Director General of the Italian Government Tourist Board in Rome. During this time, Mr Magnani headed a number of successful and innovative tourism campaigns before returning to New York City to serve as Director of the Italian Brand Marketing Unit for the Minister of Tourism.

As the US OG's new Chairperson, Mr. Magnani takes on a significant responsibility due to the critical relevance of the American travel market for Europe. According to the United Nations World Tourism Organization (UNWTO), Europe tallied more than half of all international tourist arrivals in 2012, or 535 million foreign visitors. With 20.6 million visitors from the U.S., Europe is expected to maintain its dominant status despite growing competition from emerging destinations.

The US OG recently reprised its popular Transatlantic Conference in New York City after a three-year pause to explore brand Europe's pathways to future growth. The conference presented market analysis, trends and perceptions, and focus on aspects of the ETC's European Commission-funded "Destination Europe 2020" strategy for sustaining Europe's position as the world's number one tourist destination.

A photo of Eugenio Magnani is available upon request.

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. ETC is an independent body. It currently has 33 member NTOs, including 9 from outside the European Union.*

Together with the European Commission, ETC has designed the "Destination Europe 2020" initiative, a program designed to involve the entire tourism industry in defining a long-term strategy for Europe as a tourist destination.

For further information: *ETC's corporate website www.etc-corporate.org. Tourists seeking travel-specific information and ideas are directed to ETC's consumer portal www.visiteurope.com.*

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