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PRESS RELEASE

TAKING THE LONG VIEW – THE EUROPEAN TRAVEL COMMISSION CELEBRATES ITS 60TH ANNIVERSARY

Brussels, 17 July 2009. The European Travel Commission (ETC) is pleased to announce the publication of its 60th Anniversary Special **2008 Annual Report**.

Writing in the annual report, ETC President, Arthur Oberascher emphasised that "...as the European Travel Commission marked its sixtieth anniversary in 2008, the year's events forcefully illustrated the multiplicity of challenges to which tourism is exposed".

At the heart of the organisation's activities remains the marketing of Europe as a tourism destination:

- * The Market Intelligence Group invested almost € 100,000 in market research work to support ETC's and its members' marketing activities. Its studies are available on ETC's corporate website at <http://www.etc-corporate.org>
- * The Marketing and Technology Network have been working towards the complete redevelopment of the tourism portal www.visiteurope.com due to be launched in October 2009.
- * 2008 saw our first seminar on Climate Change in San Marino. ETC intends to go further in that direction as we are organising, together with VisitSweden and UNWTO, a **Symposium on Tourism & Travel in the Green Economy** in September 2009.

"At ETC we are working hard to maintain interest in tourism to Europe from long-haul markets and to position our destinations so that they can take early advantage of the economic upturn when it comes" commented Rob Franklin, ETC's Executive Director.

Ends.

Note to editors:

ETC 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 and currently has 39 member NTOs, including 12 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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For further information, visit ETC's corporate website: <http://www.etc-corporate.org>