



EUROPEAN TRAVEL COMMISSION

Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM

tel +32 2 - 548 9000 fax +32 2 - 514 1843

[press@visiteurope.com](mailto:press@visiteurope.com) [www.visiteurope.com](http://www.visiteurope.com) [www.etc-corporate.org](http://www.etc-corporate.org)

PRESS RELEASE

## ROBERTO ROCCA APPOINTED AD-INTERIM PRESIDENT OF THE EUROPEAN TRAVEL COMMISSION

**Brussels, 16 October 2013.** The 85th ETC's General Meeting held in Vilnius (Lithuania) on 15th October appointed Mr Roberto Rocca, Director General for Tourism of the Italian Ministry of Cultural Heritage and Activities and Tourism, as ad-interim President of the European Travel Commission. The appointment follows the unexpected resignation of Mr Manuel Butler as Director General of Tourspain last September and ergo as President of the European Travel Commission. Mr Butler was elected to this position in April 2013 during 84<sup>th</sup> ETC's General Meeting in Dublin (Ireland).

Roberto Rocca has extensive experience in tourism policies and international relations gained over a long and successful career in management positions in the Italian tourism administration. Mr. Rocca takes on the significant responsibility of leading the portfolio of marketing and research activities of the European association of National Tourism Organisations (NTO's) until the election of a new President at the extraordinary General Assembly to be held next December in Brussels.

"It is with great honor and pleasure that I assume the role of ad-Interim President of ETC. I pledge my commitment to each member NTO to ensure a smooth transition until the new President is in place. During this time, ETC will continue unalterably its work to maintain Europe's current position as the world's number one tourism destination." said Mr Rocca.

A picture of Mr Roberto Rocca is available on 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 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.*

*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.*

*Europe is the world's No. 1 tourist destination with 535 million international arrivals and more than 50% of the market share of worldwide tourism*

**Contact:** ETC Executive Unit - Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM.

T: + 32 2 548 9000 F: + 32 2 514 1843 e-mail: [press@visiteurope.com](mailto:press@visiteurope.com)

**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).