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PRESS RELEASE

“DESTINATION EUROPE 2020”: A LONG-TERM STRATEGY FOR EUROPE AS A TOURISM DESTINATION

Brussels, 22 August 2012.

The European Commission (EC) has recently officially announced the award of a grant to the European Travel Commission (ETC) in the amount of EUR 1 million. These funds will support ETC’s strategy with a long-term programme designed for application in the overseas markets.

The programme is being referred to as “**Destination Europe 2020**” and is designed to involve the entire tourism industry in defining a long-term strategy for Europe as a tourism destination. “Destination Europe 2020” aims to strengthen the image of Europe as well as to promote the continent and its domestic destinations. The programme focuses on pan-European themes, online marketing and on a deeper involvement of the industry, trade and other stakeholders. Its significance will impact on how Europe is branded, promoted, packaged and sold by destination marketing organisations (DMOs) and the industry, in major long-haul markets as well as in Europe.

The programme will comprise three key stages of consultation through ‘Think Tanks’ and major industry conferences and short and medium-term campaign activities in which the industry will be invited to partner. The results of these activities will help to define the final strategy. With the awarded grant, ETC will perform a number of activities for the travel trade and industry (b2b), and the final consumer, or ‘travelling public’ (b2c) in Brazil, Canada, China and the United States over a period of 18 months.

***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/press/current-press-releases.html>

For further information: ETC’s corporate website 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.