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PRESS RELEASE

EUROPEAN TOURISM 2009 – TRENDS & PROSPECTS (Q1/2009)

Brussels, 05 May 2009. It is now clear that the financial-sector blizzard that struck in the second half of 2008 is affecting the global economy. Every single OECD member country, and every single economy in Europe, is expected to suffer a contraction in GDP in 2009. Not many emerging markets, so many of which were booming in 2007-2008 will be able to sustain any significant growth in 2009, either. And the downturn is expected to be more severe than any in recent memory.

Given the inevitable impact of the economic and financial crisis on business and consumer confidence, as well as on demand for travel and tourism, the European Travel Commission (ETC)'s Market Intelligence Group (MIG) decided that it was important to monitor trends affecting tourism demand on a more frequent basis. So we are pleased to present the first in a series of new quarterly reports, **European Tourism 2009: Trends & Prospects**, which forms part of our regular reports monitoring developments in Europe's travel and tourism.

This new publication is a prime example of ETC's objective of consolidating its role as the authoritative voice of European tourism. ETC's MIG network brings together a distinguished team of tourism research professionals drawn from the association's membership - 39 national tourism organisations in Europe. The main value of the report is that it focuses very specifically on the European tourism dimension.

Click here for the full report:

<http://www.etc-corporate.org/modules.php?name=Content&pa=showpage&pid=31&ac=8>

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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>