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PRESS RELEASE

NEW MEDIA TREND WATCH - ETC LAUNCHES NEW ONLINE MARKET INTELLIGENCE SERVICE

Brussels, 26 January 2009. The European Travel Commission's *New Media Trend Watch* is being launched today at www.newmediatrendwatch.com.

Aimed at destination and travel-trade professionals marketing tourism into and within Europe, *New Media Trend Watch* brings together, on one website, high-quality intelligence from over 70 sources on trends in internet usage by tourists all over the world.

The site offers a regularly updated news service, a library of research reports and white papers, and a unique graph service allowing marketeers the chance to compare data from individual tourism markets. It is available entirely free of charge to all users, who can also subscribe to a free monthly newsletter featuring the latest research, survey results, and facts and figures on the use of new media in the travel and tourism industry.

New Media Trend Watch is the brainchild of ETC's Marketing and Technology Network (MTN) comprising online marketeers and information technology specialists from national tourism organisations (NTOs) all over Europe. MTN members play a leading role in the continuing development of ETC's European tourism portal, www.visiteurope.com, and are responsible for the NTOs' national tourism websites and online marketing campaigns.

With its focus on electronic media, *New Media Trend Watch* is a valuable addition to the more general market studies, best-practice handbooks and other reports produced or commissioned by ETC's Market Intelligence Group comprising NTOs' market research experts. Details of these can be found at www.etc-corporate.org.

Anton Nijboer, the MTN member responsible for the new site and project manager for the Netherlands Board of Tourism and Conventions, commented, "*New Media Trend Watch* replaces the New Media Review, which was developed by ETC in 2001 and held in high esteem by tourism marketeers. With demand for the New Media Review growing, we decided it was time to refresh the site, add new features and give it a more modern look".

Rob Franklin, ETC Executive Director, added, "I am delighted with the New Media Trend Watch and am sure that it will not only impress its existing users but also win many more. It is a vital part of our work in supporting the marketing of Destination Europe".

Note to editors:

New Media Trend Watch has been developed by the **European Travel Commission (ETC)** with Machine Networks Ltd., who also host the website. The site is maintained and updated by TEAM Tourism Consulting on ETC's behalf.

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 www.newmediatrendwatch.com **or see ETC's corporate website:** <http://www.etc-corporate.org>