



EUROPEAN TRAVEL COMMISSION

COMMISSION EUROPEENNE DU TOURISME

19A Avenue Marnix (Boîte 25) – 1000 Bruxelles – BELGIQUE

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

Info@visiteurope.com www.visiteurope.com www.etc-corporate.org

PRESS RELEASE

ROB FRANKLIN LEAVING EUROPEAN TRAVEL COMMISSION

Brussels, 22 June 2010. Rob Franklin OBE, Executive Director of the Brussels based European Travel Commission, has announced his departure from the organisation effective 30th June 2010.

Following six years at the helm of the organization, his term of office is coming to an end, and Rob has decided to seek new pastures and hand over to a successor.

“I have had a wonderful time working at the European Travel Commission, but the time has come to move on and seek new challenges”, said Franklin.

“I move on at a time of considerable change. Certainly the last few years have been among the most vital in ETC’s history. The arrival of the European tourism portal www.visiteurope.com is having a profound impact on the way we market Destination Europe and the number of member NTOs has risen to 39, more than at any other time in the organisation’s history.

“We have set up a commercial trading arm, CET Marketing Services, to make our operations more tax efficient and to be able to divert more resources into the activities that need them.

“We have also deepened our relationships with a wide number of European and international organizations, ranging from UNWTO to the European Commission. “

That all this has been possible at a time of more or less static income levels says much for the dedication of everyone involved in the organisation, says Franklin. He especially praised his team at ETC for all of their dedication, hard work and commitment: “It has been a great privilege to have led such a professional group of people, and I wish them all well in the future.”

Rob will divide his time between Brussels and the south of France where he and his wife Mary have had a house for many years. His e-mail address is rfranklin@maison-romarin.com

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Photo 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 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.

Contact: ETC Executive Unit - 19A Avenue Marnix (PO Box 25) 1000 Brussels - BELGIUM.
T: + 32 2 - 548 9000 F: + 32 2 - 514 1843 e-mail: press@visiteurope.com

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