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PRESS RELEASE

European Travel Commission strengthens its online marketing team

Brussels, 25th March 2008. The Executive Director of the European Travel Commission (ETC), Rob Franklin OBE, today announced in Brussels the appointment of Nick Hall as the new ETC Web Administrator to support Karine Bruère, the ETC Online Marketing Manager of the prestigious European tourism portal www.visiteurope.com.

Financed under the European Commission's IDA Programme, this web portal for Europe has been providing a unique access point to all national tourism information websites and makes available multiple cross- country travel information. Its aim continues to be to create a major online resource featuring Europe as the most attractive destination for visitors from overseas and Europe alike, and offering access to vast information content. The European Commission transferred management and operation of the portal to ETC in March 2006, at which point ETC also became responsible for its future financial sustainability.

Karine Bruère, Online Marketing Manager for the portal, explained:

"We have many ideas to take the website to a new level. Nick's appointment will help us strengthen our presentation of ETC members' travel product on www.visiteurope.com. We want to create interactive and multimedia content, develop new versions of visiteurope.com in additional and crucial markets and get into the world of web 2.0. Nick's knowledge and enthusiasm will help us get there faster."

A native of England, Nick Hall previously worked in UK local government, as well as for a number of organisations including HUBSolutions, TUfly and iPod Traveller Podcast. He was also employed by Guardian Newspapers as a Guardian Netjetter, selected by the newspaper readers to travel to every corner of Europe and to write about his experiences. This was pioneering work for the newspaper, as Nick's journey was an interactive reader-trip, with additional content being published online as well as in the newspaper's travel supplement.

In accepting the position at ETC, Nick said:

"I am very excited about joining the European Travel Commission team to help grow the visiteurope.com unique visitor numbers. I'm a great believer in Europe and this portal website is the best opportunity for all travellers who want to look at the whole of Europe as a set of destinations. It really is one of the most exciting and unique developments in the travel industry at European level, and it allows ETC to promote travel to Europe using effective online marketing channels."

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In acknowledging that his first priorities will include training National Tourist Office portal editors on the content management system, as well as maintaining service delivery standards, practical content and editorial management, Nick said:

"I have worked on a number of exciting projects in the past few years with clients of all types. I am a staunch advocate of online digital media and communications. I have produced and directed numerous commercial podcasts, exploited the true potential of RSS 2.0 and grasped a clear commercial understanding of the value of online social networking. I'm thrilled to put this experience at Europe's service!"

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A photo of Nick Hall is available from the ETC Executive Unit.

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.

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For further information, see ETC's corporate website: <http://www.etc-corporate.org>