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**PRESS RELEASE**

## **SEEING EUROPE FROM A FRESH PERSPECTIVE: RELAUNCH OF [www.visiteurope.com](http://www.visiteurope.com)**

**Brussels / Budva, Montenegro. 14 October 2009.** The new version of the European Travel Commission's [visiteurope.com](http://visiteurope.com) web portal, which promotes Europe as a tourism destination worldwide, was launched today by ETC President Arthur Oberascher at ETC's autumn General Meeting in Budva, Montenegro.

Arthur Oberascher, joined by the Montenegrin Minister for Tourism, Mr Predrag Nenezic, pushed the button at exactly 11.20 a.m. to begin the switchover to the new site, which was celebrated with a toast by the thirty-nine member countries of the **European Travel Commission (ETC)**.

The decision by ETC to redevelop the [visiteurope.com](http://visiteurope.com) consumer portal, presenting 'Destination Europe' and linking through to the National Tourism Organisations of Europe, was spurred on by the need to incorporate new developments in online technologies and social networking. The aim of the new site is to portray 'Europe as a whole' to the ca. 500 million guests who visit Europe each year.

The redevelopment of [visiteurope.com](http://visiteurope.com) has brought the portal to a new level. The new site offers:

- Heightened visibility for Europe as a set of emotive established and less well-known regions like the Alps, the Mediterranean, the Atlantic coast, the Baltic States etc..
- A completely new design and colour branding which divides the site into 3 distinct but interrelated sections: **Discover, Plan, Share** - each section with a very specific purpose.
  - **Discover Europe** takes the visitor to the different regions of Europe, with inspirational content on product and activities.
  - **Plan your trip** provides tools and tips to help the consumer organise his or her journey.
  - **Share your experiences** allows visitors to upload their own experiences and read about others' as well as to access photos, videos and social networks.
- A better view of all the themes and activities available in Europe.

The real achievement of the redevelopment of [visiteurope.com](http://visiteurope.com), however, is the introduction of User Generated Content in the Share section.

"We are all very excited about this new version of our portal, which marks a new departure for Europe, and a move towards marketing it in less traditional and more inspirational ways" said Nick Hall, ETC's Online Marketing Manager.

*... Ends.*

### **Note to editors:**

*A second phase of content is planned to come online later this year showing themes and activities by region.*

*The current site has been developed by Last Exit, a London-based digital agency: [www.lastexit.tv](http://www.lastexit.tv)*

*Visitors can now discover Europe in their favourite social communities:*

**Facebook** (10,000+ fans): [facebook.com/visiteurope](https://facebook.com/visiteurope)

**Twitter:** [twitter.com/visiteurope](https://twitter.com/visiteurope)

**Youtube:** [youtube.com/visiteurope](https://youtube.com/visiteurope)

**Flickr:** [flickr.com/visiteurope](https://flickr.com/visiteurope)

**About ETC**

*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 website:** [www.etc-corporate.org](http://www.etc-corporate.org)