



## EUROPEAN TRAVEL COMMISSION - COMMISSION EUROPÉENNE DU TOURISME

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### PRESS RELEASE

## Ukraine joins the European Travel Commission

**Brussels, 21 October 2005**

**Ukraine** has become the latest country to join ranks with the other national tourism organisations (NTOs) who are members of the Brussels-based **European Travel Commission (ETC)**. At the initiative of **Arthur Oberascher**, ETC President and CEO of the Austrian National Tourist Office, Ukraine was by unanimous vote invited to become a member of the ETC at the organisation's Autumn General Meeting held in Vienna on 18 October 2005.

The agreement was signed on behalf of Ukraine by **Mr Viktor Bezverkhy**, General Director of the National Tourism Organisation of Ukraine, and by Arthur Oberascher on behalf of ETC.

Speaking at the signing ceremony Oberascher said, *"All of Europe's countries, are mosaic stones in Europe's appeal. They are all part of the 'never-ending journey' that is Europe"*.

ETC is the strategic alliance of European National Tourist Organisations. The member countries include all 25 EU member states, plus Bulgaria, Croatia, Iceland, Monaco, Norway, Romania, Switzerland, Turkey - and now the Ukraine as its 34<sup>th</sup> member.

ETC's mission is to promote Europe as a tourist destination in both the continent's traditional markets such as North America and Asia and emerging markets like Brazil and China, by means of the internet. The three principal focuses of ETC's work are electronic marketing, market intelligence and operational excellence. In early 2006 ETC will launch a new internet portal—initially on the US and Canadian markets. The portal will market Europe as a whole under the banner of a new brand identity that positions Europe as "the never-ending journey".

By joining ETC, Ukraine gains access to modern tourism marketing expertise and a world-wide platform for promotion as a tourism destination.

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### A photo is available from the ETC Executive Unit.

A Fact sheet on ETC and European tourism can be found at:  
<http://www.etc-corporate.org/modules.php?name=Content&pa=showpage&pid=168&ac=7>

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