



EUROPEAN TRAVEL COMMISSION
COMMISSION EUROPEENNE DU TOURISME
Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM
tel +32 2 - 548 9000 fax +32 2 - 514 1843
info@visiteurope.com www.visiteurope.com www.etc-corporate.org

PRESS RELEASE

THE EUROPEAN TRAVEL COMMISSION LAUNCHES THE EUROSHORTS FILM COMPETITION

Brussels, March 2013 Since video is one of the most media-rich formats for engaging people, one of the marketing initiatives of the *Destination Europe 2020* programme, a joint initiative between the European Travel Commission [ETC] and the European Commission to strengthen Europe as a tourist destination, is focusing on using the power of video as a major influencer for creating travel inspiration. The European Travel Commission is, therefore, launching a film competition with the aim to create a new inspirational short film to promote Europe as a tourism destination.

ETC invites young filmmakers to submit their idea for a short film that captures the idea of **EUROPE – A Never-Ending Journey**. The finalist will have the opportunity to travel through Europe to turn the idea in to a three-minute short film which will be distributed worldwide.

A maximum budget of €20 000 is available to complete the project and all members of the team will be given a first class InterRail Global Pass for train travel within and between European countries. The Screen South cultural development agency will provide executive producer assistance through a mentor that will help the finalist through the production process.

In the initial selection 10 potential winners will be given the chance to promote their proposal online. Entries will then be reduced to a shortlist of 5 and invited to attend an interview in Brussels with a panel of experts including an Academy Award-winning filmmaker.

Shooting is foreseen in July and August and the final-cut promotion video should be ready by the 23rd of September.

Please visit <http://www.euroshorts-films.com> for more information.

For more information [please click here to download our presskit.](#)

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 33 member NTOs, including 9 from outside the European Union. ETC is an independent body which is financed entirely by annual membership contributions and partnership funding.

Together with the European Commission, ETC has designed the "Destination Europe 2020" initiative, a program designed to involve the entire tourism industry in defining a long-term strategy for Europe as a tourist destination.

Europe is the world's No. 1 tourist destination with 535 million international arrivals and more than 50% of the market share of worldwide tourism

Contact: ETC Executive Unit - Rue du Marché aux Herbes 61 - 1000 Brussels - BELGIUM.

T: + 32 2 548 9000 F: + 32 2 514 1843 e-mail: press@visiteurope.com

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.