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PRESS RELEASE

### THE EUROPEAN TRAVEL COMMISSION SIGNED A COLLABORATION AGREEMENT WITH TRIPADVISOR

**Berlin/Brussels, 5 March 2013:** The European Travel Commission (ETC), the international non-profit organisation responsible for promoting Europe as a tourist destination in long-haul markets, signed at ITB Berlin (Germany) an agreement to collaborate with TripAdvisor in market research and online activities.

The collaboration between ETC and TripAdvisor will involve sharing of market intelligence gathered from the world's largest travel site, as well as best practices in online travel marketing with the European Travel Commission's membership base of 33 National Tourist Organisations (NTO's) from Europe, with includes 24 EU member states.

The ETC sees this collaboration as a key factor in the implementation of the *Destination Europe 2020* initiative, a project designed together with the European Commission to incorporate the entire tourism industry in defining a long-term strategy for Europe as a tourist destination. "We are delighted to be partnering with the European Travel Commission as they launch *Destination Europe 2020*, with an emphasis on digital strategy" said Helena Egan, Head of Destination Marketing for Europe, Middle East and Africa, TripAdvisor.

"The aim of this initiative is to position Europe as a tourist destination in the international markets with a clear brand image and to promote and support the NTOs in their overseas research and marketing activities" said Eduardo Santander, Executive Director of the European Travel Commission. "To achieve these goals, we must listen to what travelers are saying about our destination. We need up-to-date information about customer needs, expectations, and satisfaction rates. We have to find out what Chinese tourists find so exciting about our continent and why they prefer to visit some countries rather than others".

**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.*

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**Press Releases:** <http://www.etc-corporate.org/press/current-press-releases>

**For further information:** ETC's corporate website [www.etc-corporate.org](http://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](http://www.visiteurope.com)