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PRESS RELEASE

THE EUROPEAN TRAVEL COMMISSION LAUNCHES 'MY PASSPORT 2 EUROPE' ONLINE CAMPAIGN

Brussels, 2 August 2013 Right at the start of the main vacation season, the European Travel Commission (ETC) is launching its new online campaign "My Passport 2 Europe". Design to foster direct engagement with consumers in their trip planning stage and to position Europe as a premier destination for every kind of traveller, "My Passport 2 Europe" is an entertaining way to review your knowledge about the "old continent" and to learn new fascinating facts about European destinations.

As promoted through ETC social media channels including [Facebook](#), [Twitter](#) and [Pinterest](#) as well as a standalone website at www.mypassport2europe.com, citizens from the USA, Canada and Brazil can enter an online contest to discover and learn more about Destination Europe. By answering trivia questions about different European countries, participants can win their "Passport 2 Europe" consisting of a two-week dream vacation in Europe. Runners-up will be awarded a backpack plus a captivating guide to prepare their next European adventures. Entries to participate in the contest must be made online until 31st of August.

Main partners of "My Passport 2 Europe" are the leading online travel company [Orbitz Worldwide](#) and [Eurail.com](#), an online sales channel specialized in European rail passes.

"My Passport 2 Europe" is part of the "Destination Europe 2020" strategy, a joint initiative between the European Commission and ETC to strengthen the image of Europe in long-haul markets.

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

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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.