



ETC ELECTS A NEW EXECUTIVE TEAM OF VICE PRESIDENTS

Brussels, 24 April 2015. The CEOs of Turismo de Portugal, João Cotrim de Figueiredo, and the Icelandic Tourist Board, Ólöf Ýrr Atladóttir, along with Tourism Ireland's central marketing director, Mark Henry, have been elected vice presidents of the European Travel Commission (ETC), the organisation of national tourism boards in Europe. The election took place at the 89th General Meeting of the ETC, held this week in Riga, Latvia.

João Cotrim de Figueiredo has been CEO of the Portuguese National Tourism Authority since December 2013. Before joining Turismo de Portugal, he held different management positions in major media companies in Portugal. His appointment reflects the increasingly active role that Portugal has been playing in ETC as part of the national strategy to reinforce participation in international organizations for sharing knowledge in tourism.

Ólöf Ýrr Atladóttir has been representing the Icelandic Tourist Board at ETC for the past five years and has recently participated in several of its strategic working groups. This is the first time that Iceland, a non-EU country, holds the position of vice-chair of the organisation. Ms Atladóttir is also a current board member at the North Atlantic Tourism Association.

Mark Henry has actively represented Ireland at all levels in ETC for the past 12 years, including its Market Intelligence Group and more recently as a member of its board. He leads the Central Marketing Division of Tourism Ireland, where his responsibilities include strategy development, research, marketing communications and content generation, e-marketing and customer engagement.

The president of the ETC and CEO of Visit Flanders, Peter de Wilde, said: *"I am very proud to be working together with such a solid team of experienced professionals. Their strong commitment and support reinforce the values of the organization and will be vital to prepare Destination Europe for the challenges that lie ahead"*. Eduardo Santander, executive director of the ETC, added: *"I am certain that these appointments will strengthen ETC's contribution to maintaining Europe as the number 1 tourist destination in the world"*.

The responsibilities of the new team of vice-presidents will focus on broaden ETC's cooperation with the travel industry and academia to remove disadvantages and create new advantages for tourism in Europe. Each vice-president will lead a portfolio of initiatives in the fields of sustainability, connectivity and travel facilitation in Europe, including inter alia improvement in the visa regime for long-haul travellers, increase air connectivity with overseas markets and implementation of sustainable tourism development practices.



From left to right João Cotrim de Figueiredo (Turismo de Portugal), Ólöf Ýrr Atladóttir (Icelandic Tourist Board), Eduardo Santander, executive director of the European Travel Commission (ETC) and Mark Henry (Tourism Ireland).

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 8 from outside the European Union.

Europe is the world's no. 1 tourist destination with 588 million international arrivals in 2014 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.