

European Travel Commission (ETC)

- ▶ **HQ: ETC Executive Unit**, Brussels.
- ▶ **Role: Promoting Europe** in the long-haul markets since 1948 (USA, Canada, Latin America & Japan).
- ▶ **Members: 33 National Tourist Organisations (NTOs)** in Europe, co-operating in a network.
- ▶ **Funding:** financial contributions - NTOs / private industry: 1:4
- ▶ **Status:** An international non-profit making voluntary association of official National Tourist Organisations in Europe.

Objectives:

- ▶ Overcoming the competition complex: **Europe, a single destination.**
- ▶ Providing **added value** for our members.

Our resources

Staff: Executive Unit Brussels
Expert volunteers from our 33 member NTOs.

Budget: €1.15 million (2004).

Europe:

- ETC Market Research Group.
- ETC New Media Group.

Long-haul Markets:

- ETC US Operations Group.
- ETC Canada Operations Group.
- ETC Latin America (Brazil) Operations Group.
- ETC Japan Operations Group.

Our mission

“To work together to build the value of tourism to all the beautiful and diverse countries of Europe through, in particular, cooperation in areas of sharing best practices, market intelligence and promotion”.



Europe is:

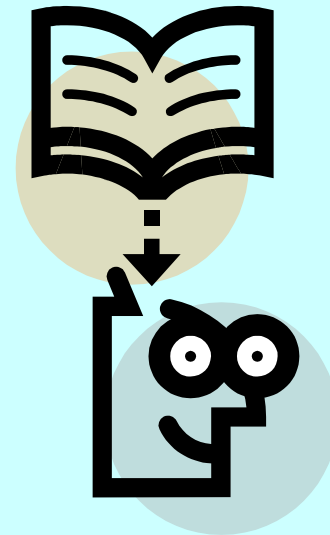
The first tourist & business destination in the world and the world's largest outbound market.



- ▶ **International arrivals (2002): 400 million (57%)**
- ▶ **Revenues: \$ 241 billion (50%)**
- ▶ **The best global product: prestige, culture, shopping, gastronomy, services, infrastructure, health, safety.**
- ▶ **71% of Americans prefer Europe.** We are also the favourite destination in **Canada & Brazil.**

Our focus

- ▶ **Co-operate with other organizations**
e.g. WTO, ECT, ETOA, ETAG etc.
- ▶ **Develop a closer relationship with the EU (European Portal, TAC).**
- ▶ **Obtain more financial resources - through private & institutional sponsoring.**

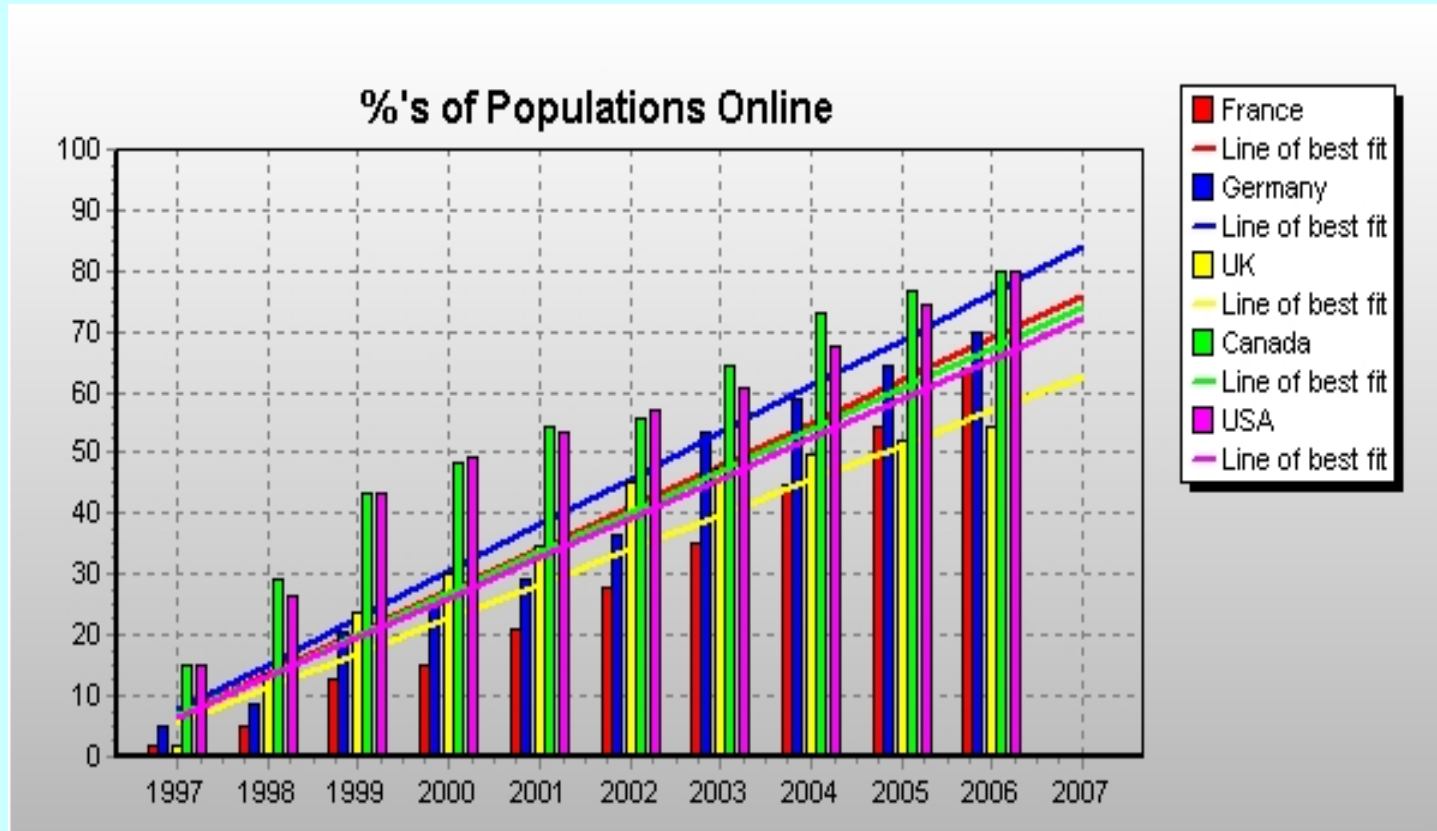


Our strategy

- ▶ The **future of tourism marketing** is the Internet.
- ▶ **Focus on e-Distribution:** B2B, B2C via:
www.etc-corporate.org
www.VisitEurope.com (in US & Canada)
- ▶ Supply more **data & information** on tourism trends to decision makers.

% population on-line

Source: ETC New Media Review - www.etcnewmedia.com/review



Portal: Beginnings

Commission Communication:

Working together for the future of European Tourism

(Nov. 2001) resulted in a:

Resolution:

The Future of European Tourism (May 2002) in which the Council invited the Commission, the Member States & other stakeholders to:

- 'reflect upon the different means to strengthen the position & image of Europe as a diverse & attractive set of destinations and on the future sustainable growth of tourism in Europe'.

... and invited the stakeholders:

- 'to make the best use of information and communication technologies for the implementation of the aforementioned initiatives'

Portal: Resumé

- The **European Commission** is the **source of funding** for the project & the building of the Portal - under the **IDA Programme**.
- **The EU will transfer the management of the portal to ETC** (maintenance, marketing, updating, content management, hosting, software, internet connectivity, support etc.).
- **However, ETC should ensure its financial sustainability after the development phase** (18 months).

Portal: Ownerships & Agreements

- The **European Portal** is NOT a project of the ETC, nor a project of the European Commission's Tourism Unit. Properly speaking, it is a project of the Member States, reflecting the collective political will of European Ministers.
- ETC has been identified as the co-operation partner for the project, and for implementation of the results of the project.

Portal: Agreements & Backing

We have agreements & backing from the following:

- **EU Member States**
- **IDA Management Committee**
- **Tourism Advisory Committee (TAC)**
- **European Commission - Tourism Unit.**

- **ETC commitment to run the services after the project's completion** (agreed at ETC's General Meeting (5/2003); reconfirmed at our Lisbon General Meeting (10/2003) by the CEOs / member NTOs).

Portal: Current status

- **ETC's New Media Group 'Management Team', representatives of the Board of Directors & ETC Headquarters are currently drawing up a Business & Marketing Plan**

Principles:

- to minimise costs & maximise revenues.
- to become self-financing / produce revenues to be ploughed back into further development of the portal.
- ETC's max. financial contribution: €500 000 p.a.