



Promotion of Europe as a Destination

European Tourism Day

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EUROPEAN TRAVEL COMMISSION

SINCE 1948

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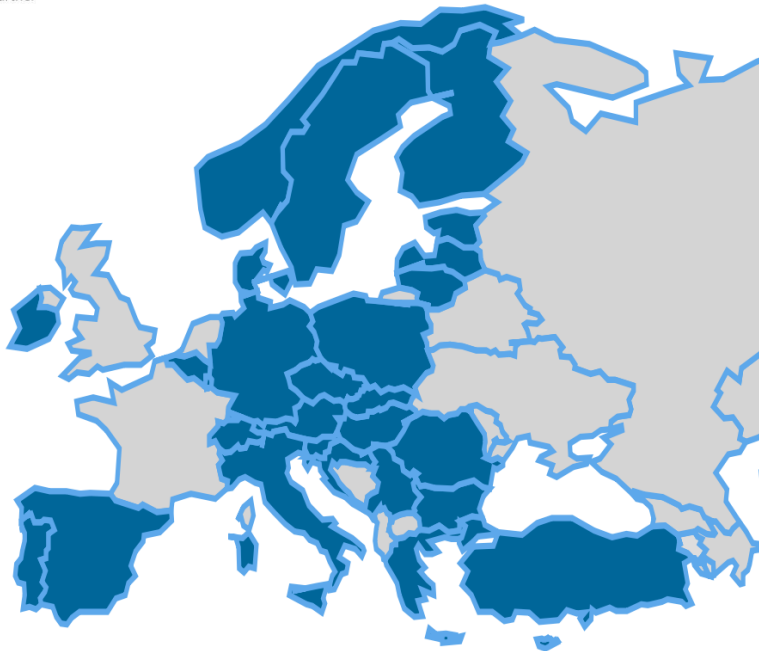


ETOA



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MISSION

Strengthen the sustainable development of Europe as a tourist destination and to increase competitiveness, through knowledge gathering and sharing amongst members and lobbying as well as by establishing a professional marketing platform for the successful promotion of member countries in overseas markets.



MEMBERS

33 National Tourist Organisations (NTOs) in Europe.



MANDATE

ETC is responsible for the promotion of Europe as a tourist destination.

ETC Share of European Tourism in 2013



61% of international tourist arrivals

62% of direct contribution to GDP



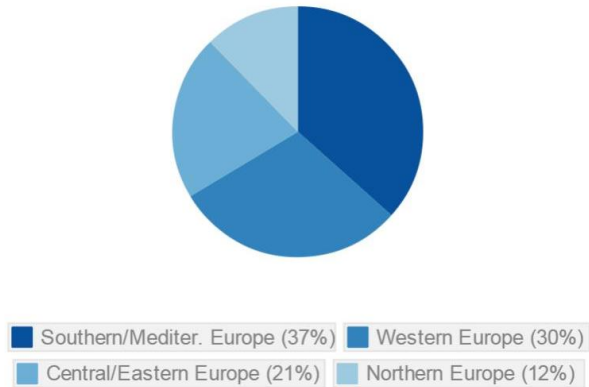


MEMBERS



Europe recorded 588 million international tourist arrivals in 2014

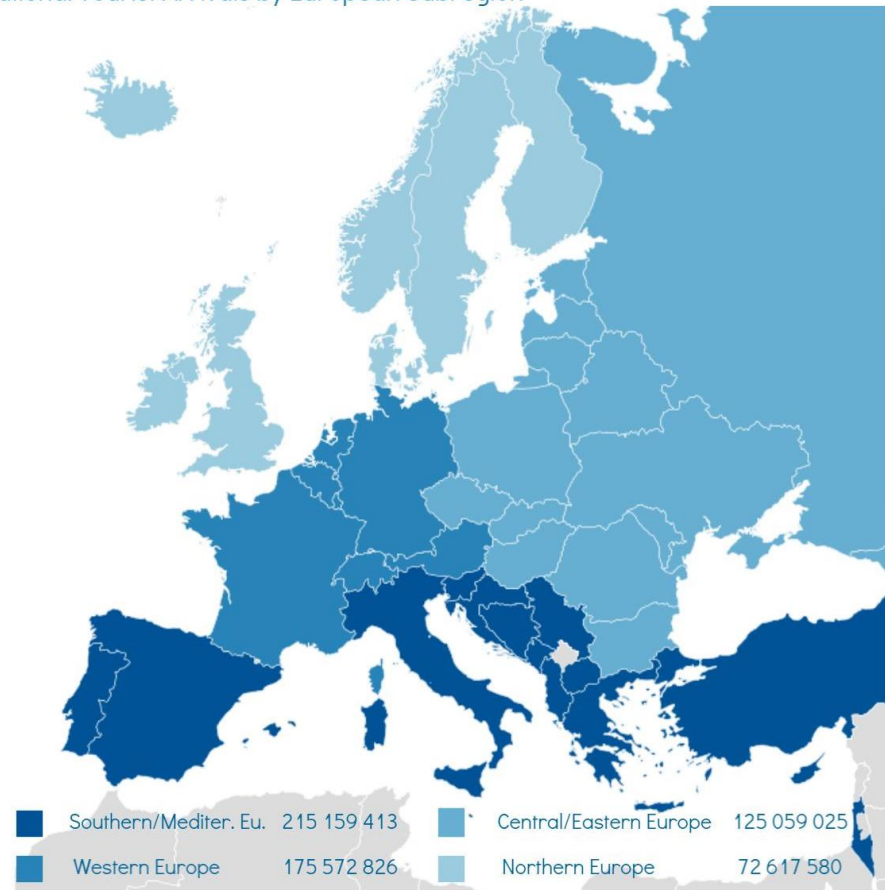
Regions' share of international tourist arrivals in Europe



Growth in international tourist arrivals in 2014 (% on previous year)

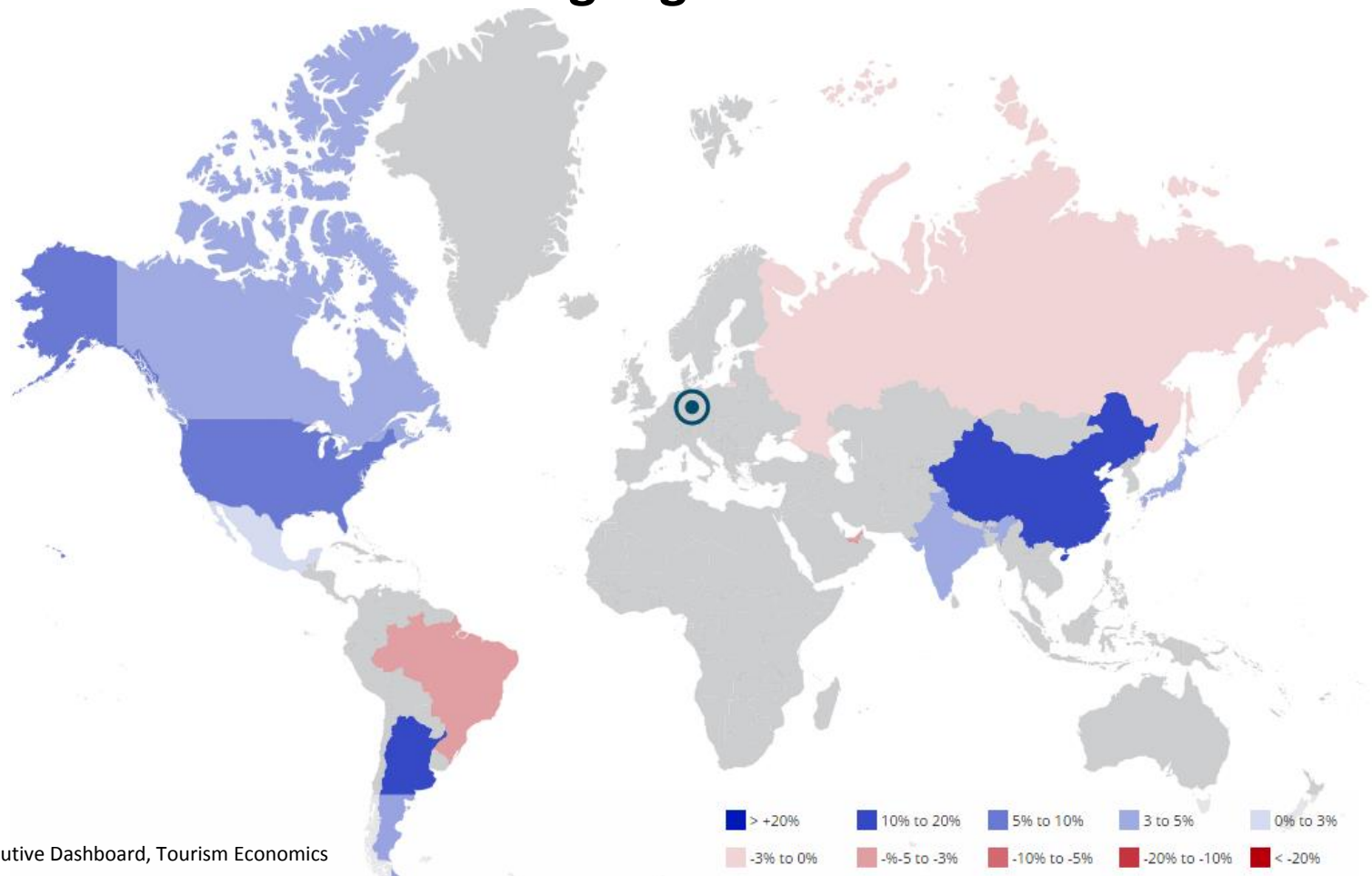


International Tourist Arrivals by European Subregion



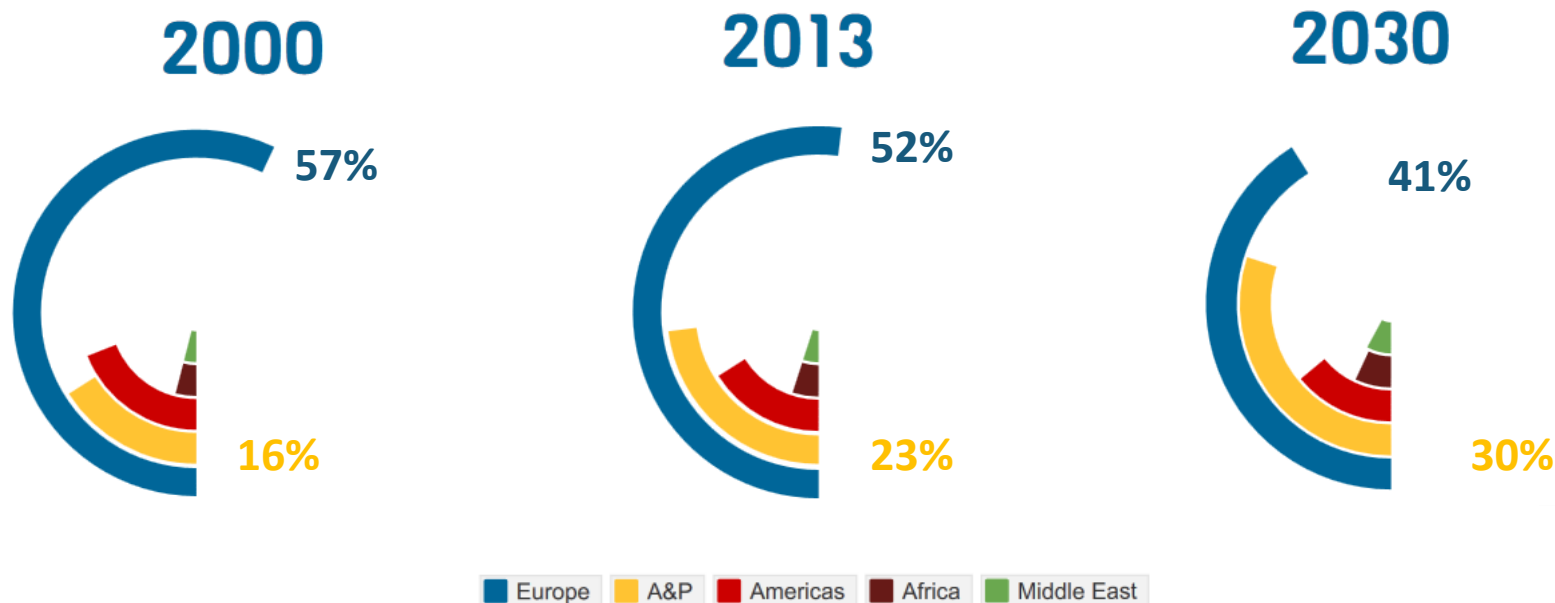
Source: ETC Executive Dashboard, UN World Tourism Organization (UNWTO)

Long-haul markets led growth in 2014, on top of a strong regional market



Source: ETC Executive Dashboard, Tourism Economics

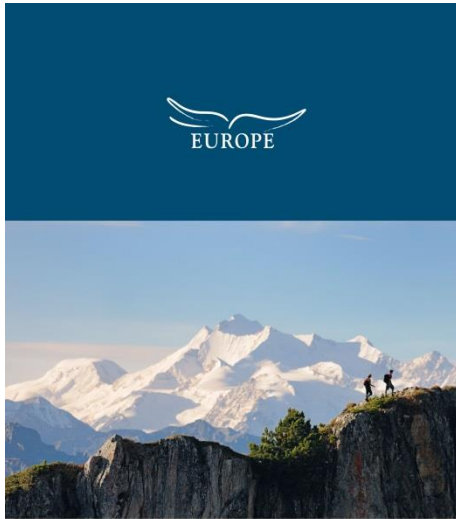
International tourist arrivals are forecast to grow but Europe's market share will reduce by 10% by 2030



Asia and the Pacific will capture the majority of the new arrivals in 2030, largely intra-regional.

Source: World Tourism Organization (UNWTO), Tourism Towards 2030

Branding Europe Vs. Joint Promotion



 The Meaning of Travel and the Perception of Europe as Travel Destination



Understanding Chinese Outbound Tourism:
What the Chinese blogosphere is saying about Europe



Understanding Brazilian Outbound Tourism

What the Brazilian blogosphere is saying about Europe



 MARKETING STRATEGIES FOR TOURISM DESTINATIONS
A COMPETITIVE ANALYSIS



Destination Europe



Inspiration

- Emotional connection
ties spurred by movies, music, literature and online content
- Collection of pan-European **experiences** not countries
- A must-see destination

Capitalise on delights and eliminate barriers

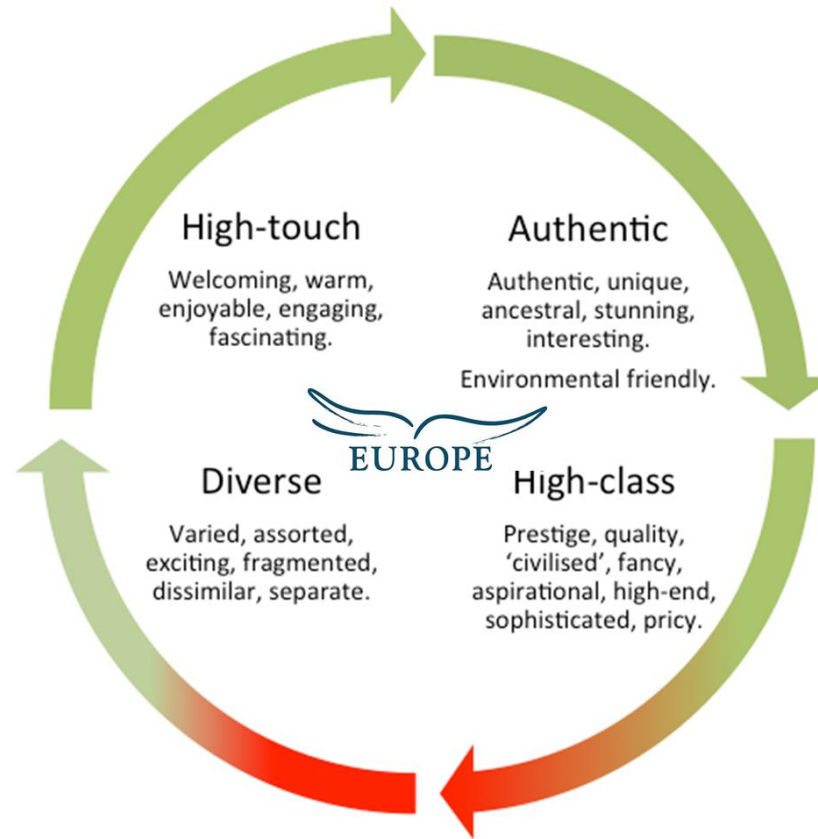
- Quality infrastructure
- Diversity
- Safe
- ***Legal and perceptual barriers***

Pan-European Themes

- History, culture, heritage
- Gastronomy
- Health and wellbeing
- Sporting activities
- Religious tourism
- Shopping

Destination Europe:

Promotion of values and USPs



Destination Europe:

Raising awareness and satisfaction among long-haul travellers

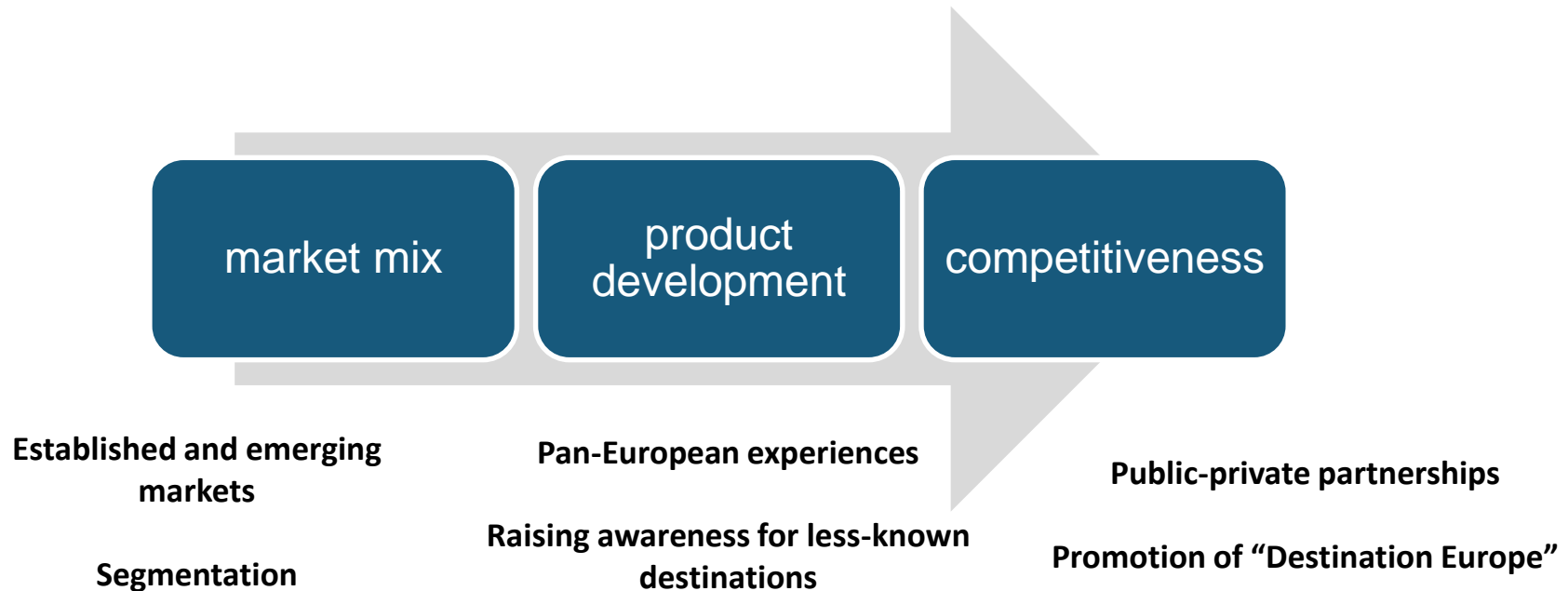
- ✓ *Identification of visitors' perception of Europe thru market research:*
 - *Promoting what travellers want rather than what sellers prescribe*
 - *Promoting what is developed and develop which is demanded*
- ✓ *Tackle and eliminate perceptual barriers*



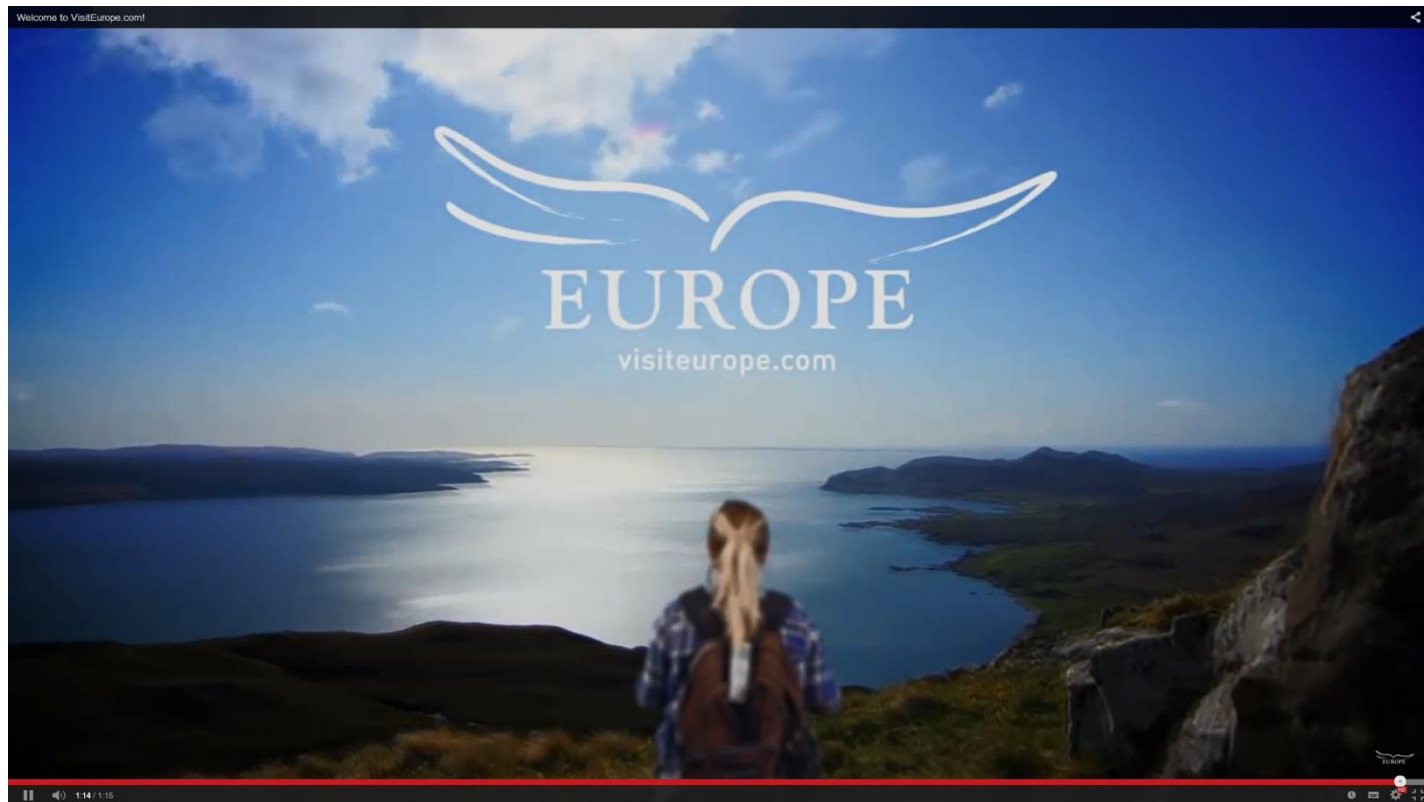
Destination Europe:

Promoting with a Pan- European approach

Foster Europe's USPs through pan-European product development



The pan-European experience: [VisitEurope.com](https://visiteurope.com)



Final remarks





Thank you for your attention!

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www.visiteurope.com



www.etc-corporate.org

