

ETAG



European Travel & Tourism *Action* Group

- **MISSION STATEMENT**
- **AIMS**
- **EUROPE'S TOURISM**
- **MEGATRENDS**
- **MEMBERSHIP LIST**

c/o ETC, Avenue Marnix 19a, (PO Box 25) 1000 Brussels.

Tel: +32 2 548 9000 Fax : +32 2 514 1843

Email : etagec@yahoo.co.uk

Web Site : www.etag-euro.org

MISSION STATEMENT

ETAG was established on the initiative of the European Travel Commission following a representative industry conference in 1981.

The principal objectives are:

- to encourage effective technical liaison and co-operation between governments, national tourism agencies and the tourism operating interests in the public and private sectors;
- to promote the development of Europe's Tourism;
- to help remove constraints on the growth of travel whilst promoting a responsible approach to environmental impact.

International organizations representing the key tourism industry sectors, representatives of national tourism agencies and intergovernmental bodies concerned with tourism in Europe attend the Group's meetings, and participate in its activities. The Group co-operates with the Commission of the European Union, maintains contact with the European Parliament and its members interested in Tourism and is a member of the World Tourism Organisation Business Council.

ETAG aims to provide a forum for the key interests concerned with the provision of visitor services and facilities in Europe. The information exchange role of the international association members helps to strengthen Europe's competitiveness and builds a greater knowledge of the market and market conditions world-wide. While each sector member interest has their own professional and trade concerns the Group seeks to identify and promote the common interest in tourism development which links all the sectors together.

There is a co-operative as well as competitive field for action to ensure tourism prosperity. The industry is now recognised as Europe's leading trade with massive economic and social impact on the whole community.

But the collective voice of tourism is weak. Priority given in governmental policies to the industry's needs is low, resources devoted to future infrastructure development are inadequate, and the fiscal, financial and regulatory framework of government affecting the industry is created without recognition of tourism's massive potential.

ETAG Policy Statements may be viewed together with links to the individual members on the web site at
www.etag-euro.org

ETAG aims to:

- strengthen the collective voice of tourism, and in so doing encourage co-operation at the technical and professional level between the wide range of sector interests concerned.
- provide an effective forum for liaison, exchange of information, and advise government and public sector agencies on common action at the European level.
- represent the common interest at intergovernmental and other appropriate international bodies with a tourism programme.
- make representations for action by governments or related industry on economic and social issues where appropriate.
- participate in promotion, research and other programmes devoted to Europe's tourism development.

TOURISM is:

- The most effective and positive public relations medium for the EU

The Members of the European Union promote the history, culture and recreational facilities of their national territories.

Under the umbrella of the European Travel Commission, Europe is promoted as a destination in the overseas markets. The National Tourist Office members of ETC support over 160 offices in overseas locations to do this work.

- A major force in preserving and promoting the unique cultural heritage of each member state

Because tourism makes such an important contribution to the economies of member countries, every country makes great efforts to preserve and promote its environmental, physical and arts cultural heritage.

- An enterprise that encourages friendly rivalry between member states, but which generates the co-operation of all member nations when Europe is promoted as a destination

The need to promote individual centres encourages competition between cities, regions and Member States and ensures that each strives to maintain high levels of quality and to continuously upgrade its products and attractions. However, tourism needs a co-operative as well as a competitive approach. This can be

achieved through public/private sector partnerships which need to be further developed.

This rivalry encourages creative development particularly in the arts and is an important factor in sustaining the cultural diversity of Europe

- An industry that distributes economic benefit more rapidly and widely than other economic enterprises

A substantial amount of tourism spend at the destination, whether 'domestic' or 'overseas', is in 'cash' and paid directly to local enterprises for services provided locally.

- An economic asset that distributes its benefits to urban and rural communities.

Tourists travel widely throughout member countries and such travel is not restricted to the urban centres. Tourism is a major force in keeping the countryside peopled and alive, and is a catalyst for the regenerations of urban and industrial areas.

- Encourages increasing domestic travel within the community for its citizens, which enhances their sense of cohesion and community.

Tourism is the principal catalyst in cultural exchange, which is supported by transportation systems, and many different forms of accommodation and meeting facilities provision.

- An industry that can have a significant effect on the sustainable development of the European Union.

Tourism has a vital role to play in the economic prosperity, social equity and cohesion and the environmental and cultural protection of the European Union through the adoption of sustainable approaches by participants at all levels and through the encouragement of responsible practices by tourists.

TOURISM DRIVES EUROPE'S ECONOMY

- **GDP:** Tourism produces directly 5% and indirectly 10% of European GDP
- **Revenues:** EUR 279.3 billion in 2005 (+5.8%)
- **Arrivals:** 480 million (2007) (+4.0%)
- **Market share:** Europe's share of global tourism arrivals: 54.6% (2005; 1990: 61.5%)
Share of global tourism receipts: 51.0% (2005; 1990: 54.5%)
- **Top ten:** Seven of the world's top ten tourist destinations by arrivals and receipts: France, Spain, Italy, UK, Germany, Turkey, Austria
- **Our guests:** Europe 88%, Americas 6%, Asia-Pacific 4%, Africa and Middle East 1.0% (2004)
- **Spending:** EUR 630 per arrival (2005)
- **Employment:** 7-8 million jobs (directly and indirectly 20 million)
4.2-5% of total employment (2002)
- **Enterprises:** About 2 million firms active in tourism branch

MEGATRENDS

With the ETC, ETAG produces a publication entitled Megatrends in Tourism, copies of which can be obtained electronically from the ETAG Secretary.

MEMBERS

Association for Tourism Leisure Education (ATLAS)
European Cities Marketing (ECM)
EuroGites – European Federation of Farm and Village Tourism
European Federation of Tourist Guides Associations (FEG)
European Travel Commission (ETC)
European Union Federation of Youth Hostel Association (EUFED)
Fédération Internat. de l'Automobile European Bureau of the Eurocouncil (FIA)
European Union of Tourist Officers (EUTO)
International Association of Tour Managers (IATM)
International Bureau of Social Tourism (BITS)
International Road Transport Union (IRU)
World Youth Student & Educational Travel Confederation (WYSE Travel Confederation)

OBSERVERS

Commission of the European Communities (EC)
International Chamber of Commerce (ICC)
Organisation for Economic Co-operation and Development (OECD)
United Federation of Travel Agents' Associations (UFTAA)
World Tourism Organisation (UNWTO)

OFFICERS

- ETAG – Secretariat:
Mr Gareth James, Secretary
14 Bushwood Road, Kew, Richmond, SURREY TW9 3BQ UK
Tel: +44 (0) 208 948 1153
Mobile: +44 (0) 7966 84 8642
email: etagssec@yahoo.co.uk

- Chairman:
Mr Frederico Costa
Chairman's Office:
Instituto de Turismo de Portugal
Rua Ivone Silva Lote 6
1050-124 LISBON, Portugal
Tel: +351 217 81.00.00 Fax: +351 21 793.75.21
email: fcosta@turismodeportugal.pt

- Vice Chairman:
Mr David Jones, Director General
World Youth Student & Educational Travel Confederation (WYSE Travel Confederation)
Keizersgracht 174, 1016 DW AMSTERDAM, Netherlands
Tel: +31 20 421 2800 Fax: +31 20 421 2810
email: d.jones@wysetc.org

- Honorary Treasurer:
Mr Jeff Bertus
Jeff Bertus Leisure
Floralaan West 143
NL-5644 BH Eindhoven, the Netherlands
Tel.: +31 40 211 93 75 Fax: +31 40 211 40 50
email: jeff@jeffbertusleisure.com

LIST OF MEMBERS AND CONTACTS

Association for Tourism and Leisure Education (ATLAS)

Ms. Leontine Onderwater, Melanie Smith, Co-ordinators

PO Box 3042, 6802 DA ARNHEM, Netherlands

Tel: +31 26 445 2699 Fax: +31 26 445 2932

email: leontine.onderwater@atlas-euro.org,

website: www.atlas-euro.org

Anya Diekmann, Brussels Representative, email: adiekman@ulb.ac.be

European Cities Marketing (ECM)

Mr. Frank Magee, President

Fecto Secretariat, 99 rue de Talant, 21000 DIJON, France

Tel: +33 380 560 204 Fax: +33 380 560 205

email: secretariat@europeancitiesmarketing.com,

website: www.europeancitiesmarketing.com

EuroGites - European Federation of Farm and Village Tourism

Mr. Klaus Ehrlich, President

Apartado 2035, 04080 Almeria, Spain

Tel.: +34 950 264 240 Fax: +34 950 270 431

email: president@eurogites.org

website: www.eurogites.org

European Federation of Tourist Guides Associations, FEG

Tom Hooper, Chairman

Annie Passot-Tomianka, Executive Officer

5 rue Fournier, 92100 CLICHY, France

Tel: +33 1 42 70 11 51 Fax: +33 1 47 31 82 83

email: anniepassot@feg-touristguides.org, info@feg-touristguides.org

website : www.feg-touristguides.org

European Travel Commission (ETC)

Mr. Rob Franklin, Executive Director

Avenue Marnix 19a, PO Box 25, 1000 BRUSSELS, Belgium

Tel : +32 2 584 9000 Fax : +32 2 514 1843

email: Rob.Franklin@visiteurope.com

website : www.etc-corporate.org; www.visiteurope.com

European Union Federation of Youth Hostel Associations (EUFED)

Mr. Mario Mohr, Operating Director

Hoogstraat 25, rue Haute, 1000 BRUSSELS, Belgium

Tel: +32 2 502 80 66 Fax: +32 2 502 55 78

email: sg@eufed.org

website: www.eufed.org

European Union of Tourist Officers (EUTO)
Ms Liz Buchanan, President
Tourist Board Training Ltd
22A Eglinton Street
Irvine, Ayrshire
Scotland KA12 8AS
Tel: +44 1294 313006 Fax: +44 1294 31.30.16
Email: presidency@euto.org
Website: www.euto.org

Fédération Internat. de l'Automobile European Bureau of the Eurocouncil (FIA)
Mr. Wil Botman, Director General
53 Rue D'Arlon, 1040 BRUSSELS, Belgium
Contact: Caroline Ofoegbu, Tel: +32 2 282 0815
email: c.ofoegbu@fiabrussels.com

International Association of Tour Managers (IATM)
Mr. Ron Julian, Office Manager,
397 Walworth Road, LONDON SE17 2AW, U.K.
Tel: +44 207 703 9154 Fax: +44 207 703 0358
email: iatm@iatm.co.uk
website: www.iatm.co.uk

European Liaison: Mr. Simon Ackroyd, email : smapod@btinternet.com
European Representative : Mr. Marco Villata, email: villatam@aliceposta.it

International Bureau of Social Tourism (BITS)
Mr. Charles Etienne Belanger, Director
Rue Haute 26-28, 1000 BRUSSELS, Belgium
Tel : +32 2 549 56 89 Fax : +32 2 514 16 91
email: cbelanger.bits@accg.be
website: www.bits-int.org

International Road Transport Union (IRU)
Mr. Martin Marmy, Secretary General,
3 rue de Varembe, BP44, 1211 GENEVA 20, Switzerland
email: iru@iru.org
website : www.iru.org

Mr. Oleg Kamberski, Head Passenger Transport, IRU Delegation to the EU
Avenue de Tervuren 32-34, PO Box 37, 1040 BRUSSELS, Belgium
Tel : +32 2 743 2580 Fax : +32 2 743 2599
email: brussels@iru.org; oleg.kamberski@iru.org

World Youth Student & Educational Travel Confederation (WYSET Confed)
Mr. David Jones, Director General
Keizersgracht 174, 1016 DW AMSTERDAM, Netherlands
Tel: +31 20 421 2800 Fax: +31 20 421 2810
email: djones@wysetc.org

OBSERVERS

European Commission
Directorate General Enterprise and Industry, Tourism Unit
Mr. Francesco Ianniello, Head of Unit
Rue Belliard, 100 4/45, 1049 BRUSSELS, Belgium
Tel: +32 2 295 51 55 Fax: +32 2 295 69 69
email: francesco.ianniello@ec.europa.eu
website: http://ec.europa.eu/enterprise/services/tourism/index_en.htm

International Chamber of Commerce,
Ms. Viviane Schiavi, Policy Manager,
Commissions on Transport and Marketing Policy,
38 Cours Albert 1er, 75008 PARIS, France
Tel: +33 1 49 53 28 09 Fax: +33 1 49 53 28 59
email: viviane.schiavi@iccwbo.org
website : www.iccwbo.org

Organisation for Economic Co-operation and Development (OECD)
Mr. Alain Dupeyras, Secretary of the Tourism Committee,
2 rue Andre Pascal, 75775 PARIS Cedex 16, France
Tel : +33 1 452 49 145 Fax : +33 1 452 479 386
email: alain.dupeyras@oecd.org
website : www.oecd.org/cfe/tourism

United federation of Travel Agents' Associations ((UFTAA)
1, avenue des Castelans, Entrée H , 98000 Monaco
Tel : +377 92052829 Fax. +377 92052987
email : uftaa@uftaa.travel , web-site : www.uftaa.travel
Representative in Brussels:
Mr.. Birger Bäckman, Senior Advisor to the Board
Tel: +32 473 867199 Fax: +377 92 05.29.87
email: bbackman@uftaa.travel

World Tourism Organisation (UNWTO)
Mr. Amr Abdel-Ghaffar, Regional Representative for Europe
Capitán Haya 42, 28020 MADRID, Spain
Tel: +34 91 5678100 Fax: +34 91 5713733
email: aghaffar@unwto.org
website: www.unwto.org