

# European Tourism Export Forum

# ROW



ETOA WEBINAR

## EUROPE AS A WORLD WIDE DESTINATION

Monday, 10th July  
14:00 BST/15:00 CEST

[www.etoa.org](http://www.etoa.org)

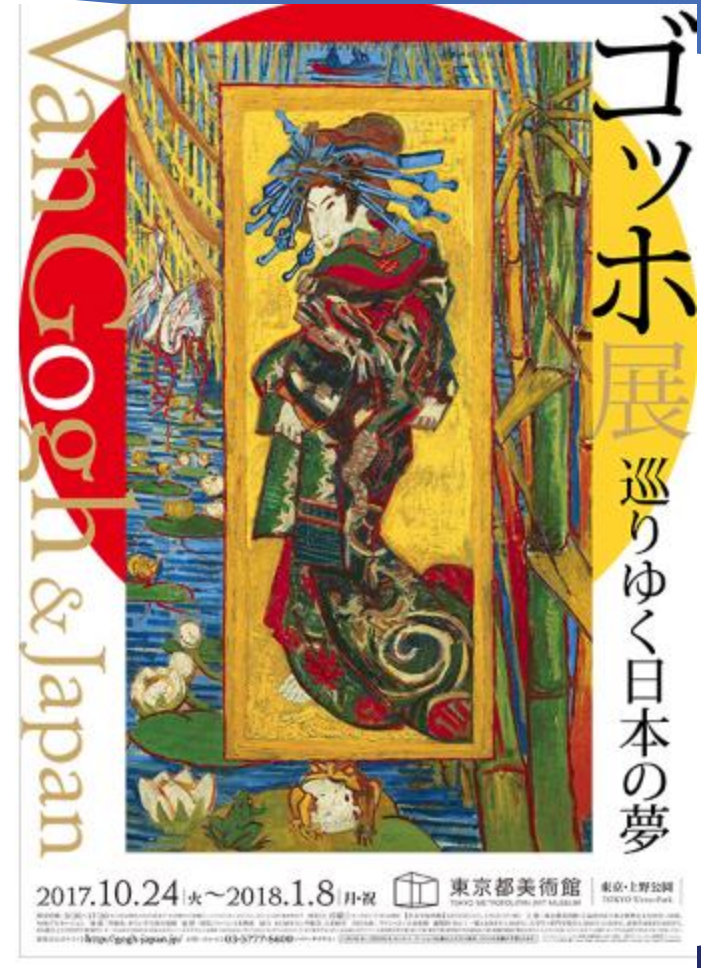
# “Europe” is a destination

- People are attracted by individual cities and countries
- These are the components of a “European” Trip



# “Europe” has global reach

- Vast Cultural Footprint
  - Seen as “European”
    - Art, Music, Dance
    - Political, legal and commercial norms
    - Industrial processes
  - All acts as a “pan European” draw
- European diaspora also seen as “coming home”

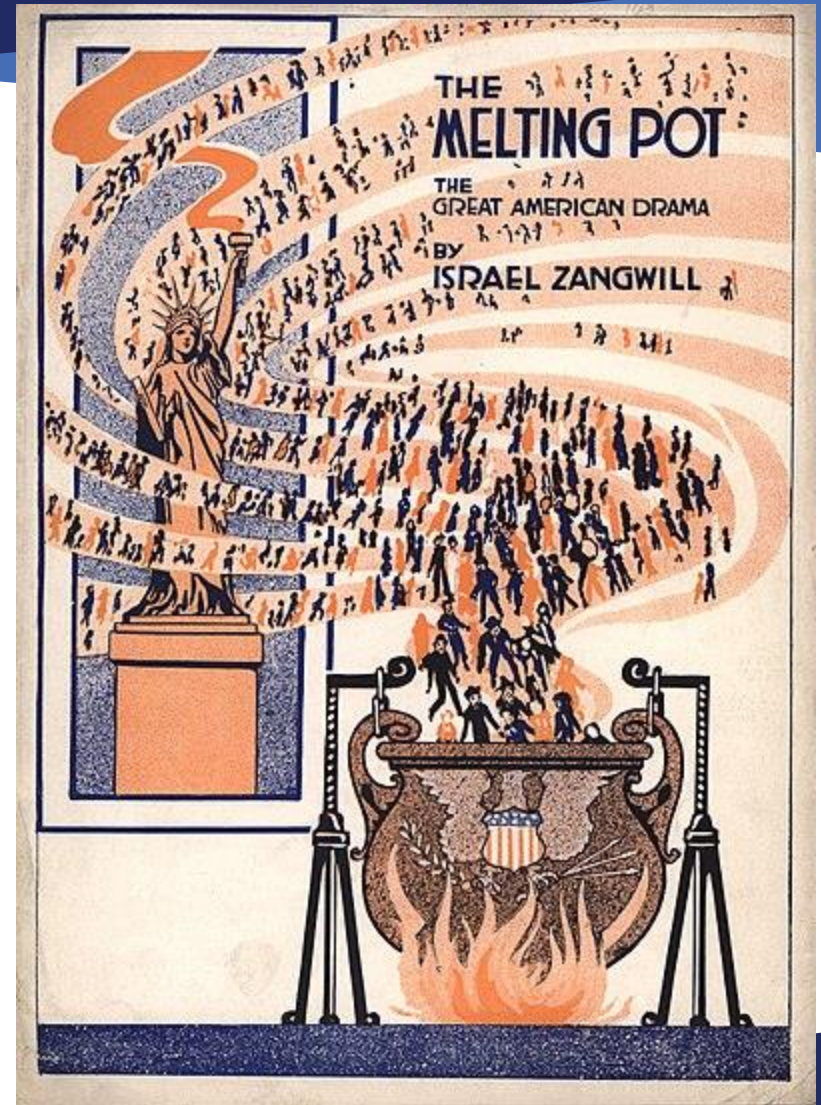




# Melting Pot

## European diaspora

- Now has shared ancestry
- Biden – part English, part Irish, part France
- Trump – part German, part Scottish
- George Washington – part English, part Swedish
- A *shared* European heritage a defining characteristic of US Presidents



# Europe – Unique appeal

## Small Countries

- packed into small area

Huge Cultural diversity

Constant variation in interest

Spectacular contrasts

- Innsbruck in the morning

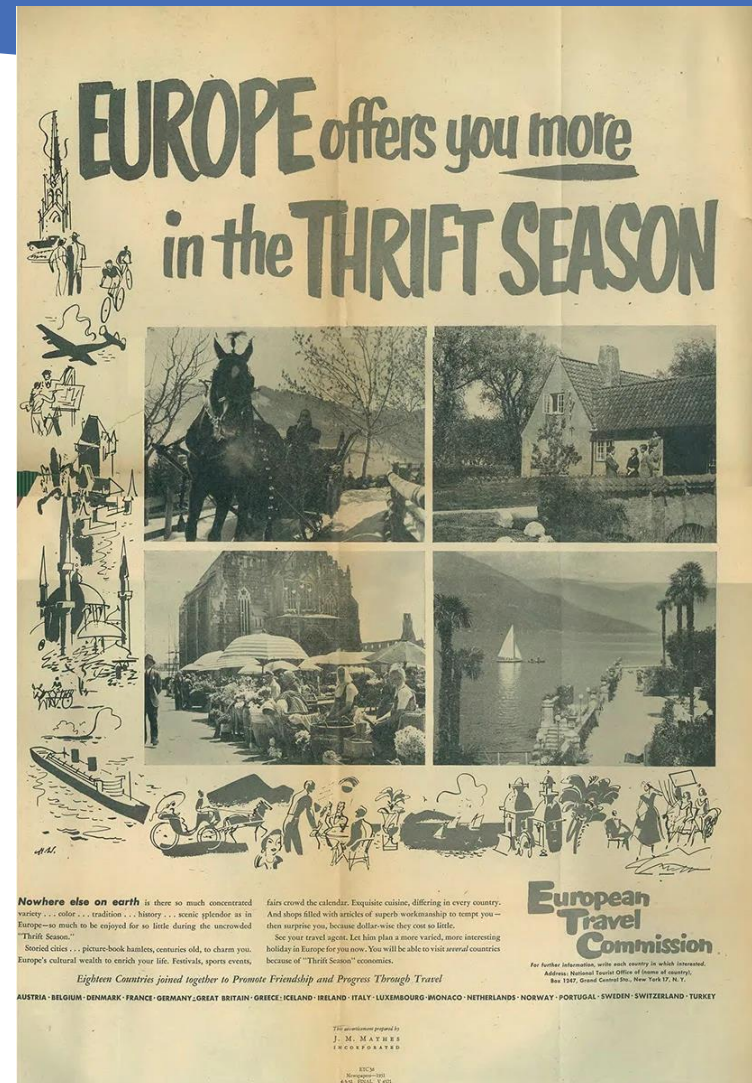
- Venice in the Afternoon



# European Travel Commission

ETC was founded to aid

*“the joint development of Europe as one tourist area, so that Europe’s trade with other continents, especially with the American continent, may result in the maximum possible gain in foreign exchange. ”*





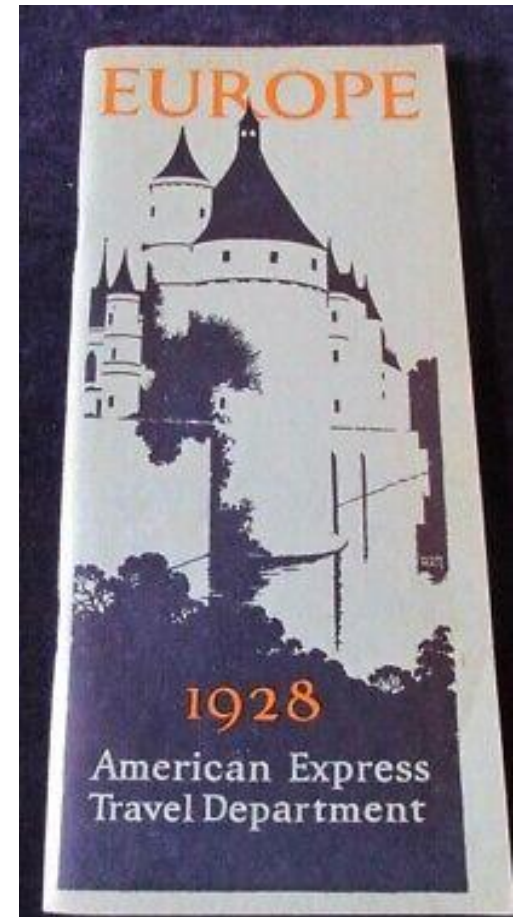
# ETOA

Founded by operators who sold Europe

Europe – as a product  
has a long history  
big present

G2 reported that outbound group traffic from  
Indonesia was 95% multi country  
Thailand was 70% multi country.  
South Korea around 60% multi-country.

Enormously helped by the Schengen Visa





# Number of countries

Estimates of the average visitor

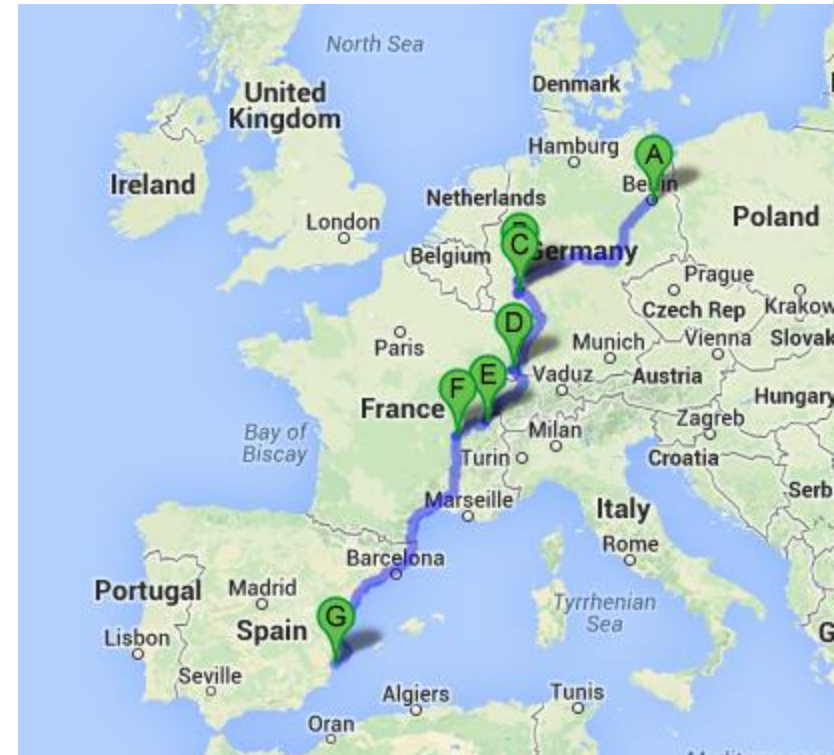
US – 2.3 countries

Japan - 1.9 countries

China – 2.2 countries

For **first time visitors** the proportion will be higher

These are precisely those that we want to attract

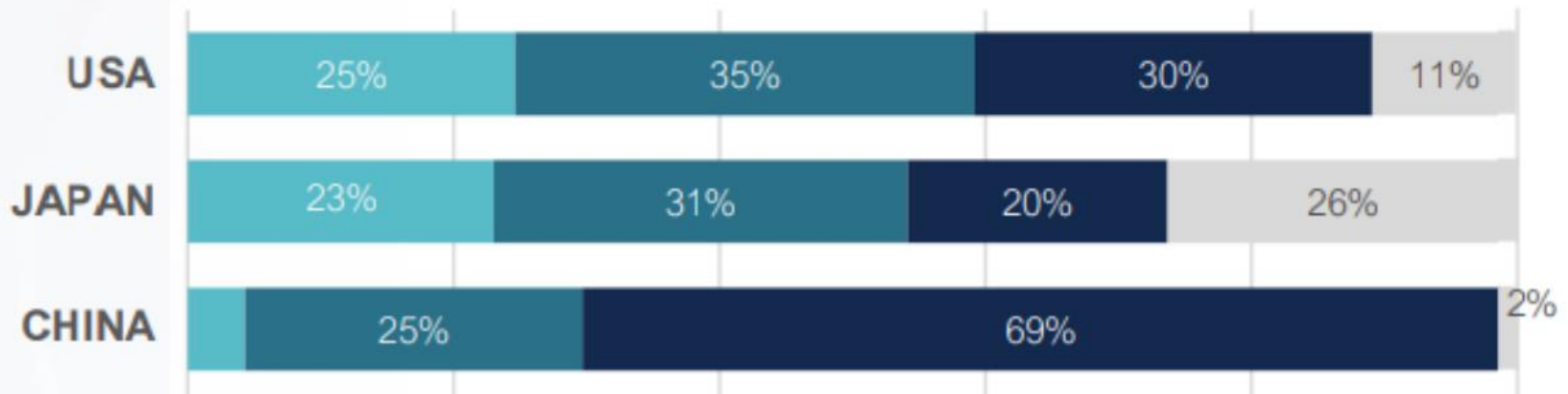


# Long-haul traveller expenditure



## DAILY BUDGET\*

■ Less than 100 € ■ 200-100 € ■ More than 200 € ■ Don't know



# Spending Power

Equivalent of someone with \$130,000 income  
- all export revenue

Huge contribution to destination economies