



Information & Marketing on Accessibility

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European Travel Commission (ETC) is a:

- Marketing Organisation
- Communicating Knowledge and Information, via
- www.visiteurope.com



Is Europe doing enough:

- To communicate what it is doing?
- To make Destination Europe accessible to all?
- I don't think so!



1. Understanding our customers' special needs
2. Using visiteurope.com
3. Working in closer promotional partnership



1. Understanding our customers' special needs



1. *Understanding our customers' special needs*

- Their aim: relax, have fun, do something special and unique
- We need to provide the right information to **motivate** them
- Competition is fierce!
- Which markets, what segments, what products

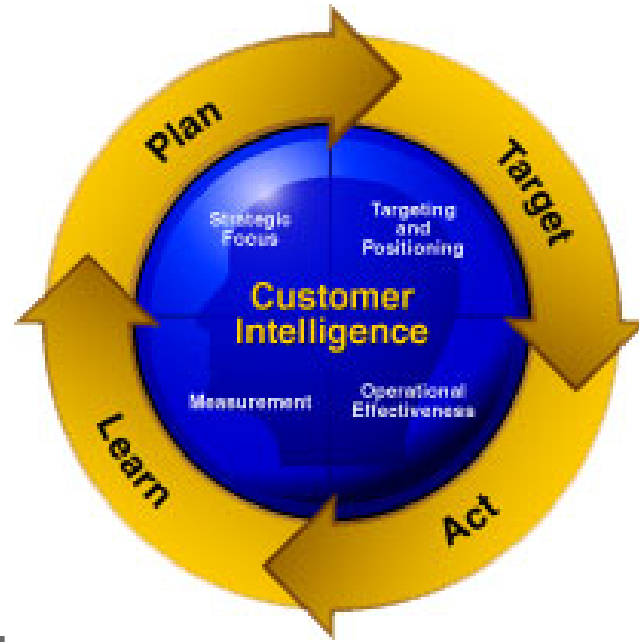
1. *Understanding our customers' special needs*

Customers want:

- A life enriching experience
- A trophy experience
- To be treated as individuals



1. *Understanding our customers' special needs*



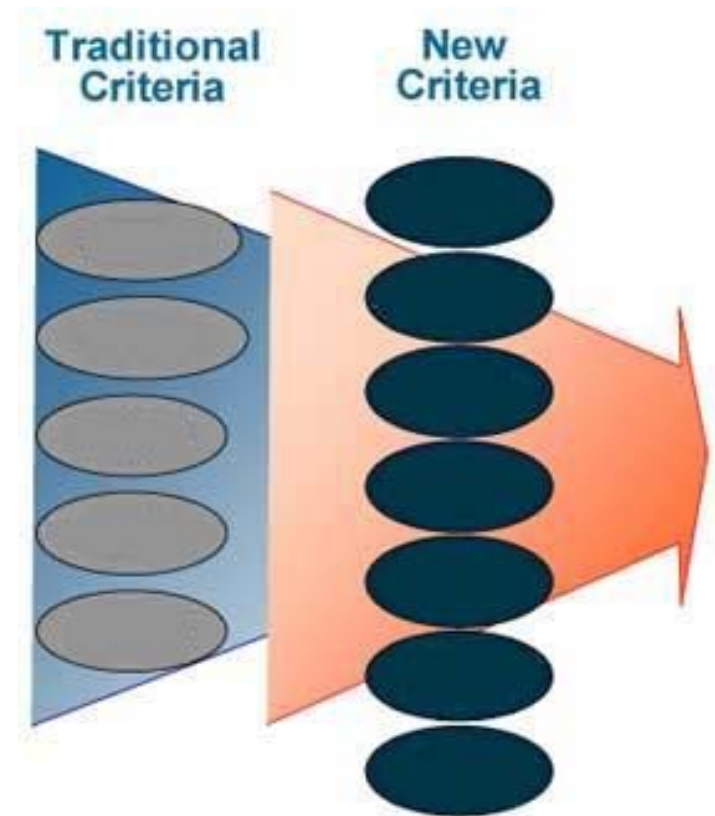
We need CRM

Customer Relationship Management

1. *Understanding our customers' special needs*

Customers want:

- Quality, at the best price
- Speed
- Accuracy



2. Using visiteurope.com to communicate with your customer



2. *Using visiteurope.com to communicate with your customer*

An attractive, efficient doorway to information



On Places

- Access to National Web sites
- Search cities, etc

For Experiences

- Search for Culture, Adventure, Events, etc

And Practical Help

- Travel planning, Money, Security, etc

2. Using visiteurope.com to communicate with your customer

Portal is the platform for ETC's e-marketing:

- Newsletters
- Search Engine Optimisation
- Pay Per Click Campaigns

3. Closer Promotional Partnership

How you can help



3. *Closer Promotional Partnership - How you can help*

Help us with:

1. pan-European routes
2. pan-European products and themes
3. developing a marketing strategy
4. presenting the product in a motivational and exciting way!



3. *Closer Promotional Partnership - How you can help*

Because with your help, we can:

- Get customers to come to Europe, over and over again
- Further develop Tourism for All!



