

## EUROPEAN TRAVEL COMMISSION LAUNCHES “EUROPE INVITES THE CURIOUS” CAMPAIGN IN CANADA

### ETC launches Canada-specific campaign to welcome Canadian travellers back to Europe

Brussels/Toronto, July 14, 2021: The European Travel Commission (ETC) has announced today the launch of a [major campaign](#) with Air Canada and Air Canada Vacations to inspire Canadians to rediscover Europe this summer and fall. The campaign follows the recent decision by the European Union to add Canada to its green list and recommendation to all EU states to lift restrictions on Canadian non-essential travellers.

Miguel Gallego, ETC's Head of Marketing said: “As Europe is set to welcome Canadian travellers back, we are thrilled to join forces with Air Canada and Air Canada Vacations to encourage transatlantic travel again. Canadians are crucial for Europe. European destinations are ready to provide that smooth and harmonious experience to travellers that has been missing for so long”.

Europe has adapted to the pandemic, implemented strict safety protocols, and launched numerous new travel experiences. ETC, in partnership with its member National Tourism Organisations (NTOs) has developed the “[Europe Invites the Curious](#)” campaign which is co-funded by the European Union. This multi-channel campaign will include all the latest updates and information about travel experiences that consumers can enjoy in Europe, with a focus on nature, history, culture, and gastronomy.

Pascal Prinz, Chair, Canada Chapter, ETC reiterates: “After watching the EURO soccer championship on TV and being stuck at home for months, it’s now time to get out there and rediscover Europe. Thanks to the accelerating vaccination rollout in Canada, we are hopeful for the late summer and a strong fall season. The pandemic has not stopped the love of Canadians for Europe. If anything, Canadians have missed Europe even more since the border closure 16 months ago. We can’t wait to welcome our Canadian friends back.”

Canada ranks third among all out-of-region outbound travel markets for European destinations. 6.5 million travellers from Canada arrived in Europe in 2019 awed by Europe’s diversity of landscapes, history, culture, and culinary experiences.

“As travel restrictions ease across the globe, Air Canada is committed to rebuild its international network and continue as a global carrier to connect Canada to the world. We are excited to embark on this campaign, along with our long-time partner the European Travel Commission, as Canadians have a deep connection with Europe and are eager to travel again soon. With vaccination rates globally increasing and our industry-leading CleanCare+ bio-safety protocols, Air Canada has your health and safety as its top priority and we look forward to welcoming you back onboard,” said Mark Galardo, Senior Vice President, Network Planning and Revenue Management at Air Canada.

Travel agents and tour operators seeking information about current travel conditions in Europe are advised to

consult the portal [reopen.europa.eu](https://reopen.europa.eu).

<https://www.aircanada.com/en-ca/europe>

**\*\* ENDS \*\***

**Media contact**

**ETC Canada Chapter**

Pascal Prinz, Chair, Canada Chapter, European Travel Commission

[pascal.prinz@switzerland.com](mailto:pascal.prinz@switzerland.com)

cell: +1 416 841 6644

**Note to editors**

The European Travel Commission is an association of National Tourism Organisations (NTOs). It was created in 1948 to promote Europe as a tourist destination to the long-haul markets outside of Europe, originally in the USA and later in Canada, Latin America and Asia. It currently has 32 member NTOs, including 7 from outside the European Union. Europe was the world's no. 1 tourist destination with 742 million international arrivals in 2019 and more than 50% of the market share of worldwide tourism. For more information, please visit [www.etc-corporate.org](http://www.etc-corporate.org).