



## EUROPEAN TRAVEL COMMISSION LAUNCHES CHINESE MEDIA HOSTING PROGRAMME

**BRUSSELS, 30 APRIL 2018.** On the occasion of the 2018 EU-China Tourism Year and with the support of the European Commission, the European Travel Commission (ETC) launched a Media Hosting Programme, inviting digital influencers in the Chinese market to travel across Europe. The initiative aims to increase awareness of lesser known European destinations in China by inspiring compelling and engaging media coverage on pan-European travel experiences.

ETC's Media Hosting Programme is conceived to give travel-oriented key opinion leaders or media representatives from the Chinese market with a strong following on social media the opportunity to immerse themselves in 'Destination Europe'. Selected content generated by participants in the programme will be shared on the VisitEurope.com website and social media handles in China as well as on the official channels of the 2018 EU-China Tourism Year.

The Media Hosting Programme is a part of an ambitious programme of activities carried out on the occasion of the 2018 EU-China Tourism Year. The ECTY aims to promote the EU as a travel destination in China, provide opportunities to increase bilateral cooperation as well as mutual understanding and create an incentive to make progress on market opening and visa facilitation.

The European Commission is responsible for the organisation of the ECTY in cooperation with the European Travel Commission and the Ministry of Culture and Tourism of China.

**Are you a digital influencer in China with a unique and compelling story to tell about Destination Europe? Learn more and express your interest to get involved in the ECTY Media Hosting Programme on the official website of the 2018 EU-China Tourism Year [ecty2018.org](http://ecty2018.org).**

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