

ETC launches 'My Passport 2 Europe' online campaign

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My Passport 2 Europe” is an entertaining way to review your knowledge about the “old continent” and to learn new fascinating facts about European destinations.

RUSSELS - Right at the start of the main vacation season, the **European Travel Commission** (ETC) is launching its new online campaign

“My Passport 2 Europe”

. Design to foster direct engagement with consumers in their trip planning stage and to position Europe as a premier destination for every kind of traveller, “My Passport 2 Europe” is an entertaining way to review your knowledge about the “old continent” and to learn new fascinating facts about European destinations.

As promoted through ETC social media channels including Facebook, Twitter and Pinterest as well as a standalone website at mypassport2europe.com, citizens from the USA, Canada and Brazil can enter an online contest to discover and learn more about Destination Europe. By answering trivia questions about different European countries, participants can win their “Passport 2 Europe” consisting of a two-week dream vacation in Europe. Runners-up will be awarded a backpack plus a captivating guide to prepare their next European adventures. Entries to participate in the contest must be made online until 31st of August.

Main partners of “My Passport 2 Europe” are the leading online travel company Orbitz Worldwide and Eurail.com, an online sales channel specialized in European rail passes.

“My Passport 2 Europe” is part of the Destination Europe 2020 strategy, a joint initiative between the European Commission and ETC to strengthen the image of Europe in long-haul markets.

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