

.eu identity

**6 tips to boost your
online presence**

Internet use in the EU

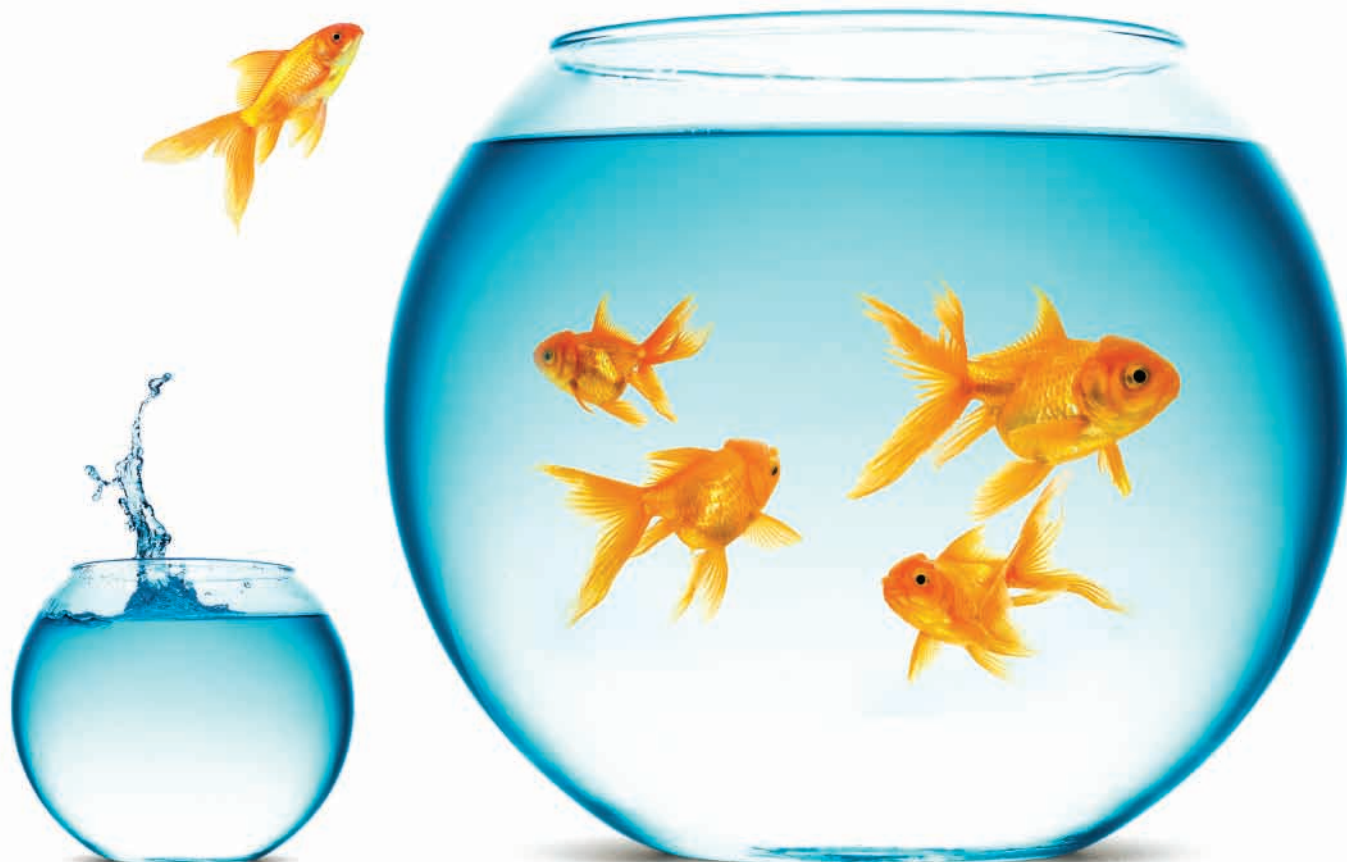
**The dos and don'ts of
social networking**

On holiday

Eye-opening .eu travel companies

Move your business into the big league

Reach 500 million people in
27 countries with 1 domain name



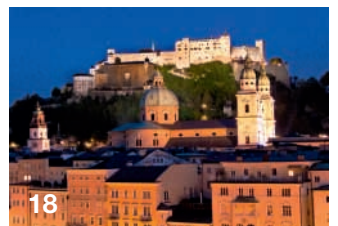
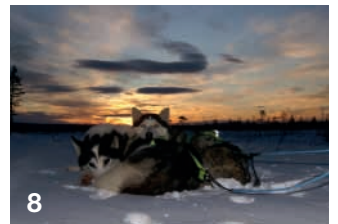
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.eu
Your European Identity



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THIS EDITION of .eu identity magazine takes your mind off the dark winter months by showcasing unusual travel ideas from companies using .eu websites. If your perfect getaway involves walking or cycling through picturesque villages and countryside, read our interview with travel company S-Cape.eu. For the more adventurous, we offer rock climbing trips in Spain with Epic Adventures. And for those who can't wait until summer to enjoy their next holiday, we offer the ultimate dog-sledding experience with Hundspann, an outdoor holiday company in Swedish Lapland.

All these companies rely on their websites to generate business and, as our interviewees will tell you, a .eu domain name is a great way to attract more customers online. But you don't have to stop there. Also in this issue, you can find out how your business can increase its online presence and make the most of the phenomenon that is social media. An overview of Internet use and e-commerce in the EU shows just how important a solid online presence is for European companies.

Happy reading and happy travels!

EDITOR IN CHIEF
Megan Vosloo

CONTRIBUTORS
Catherine Dowdell
Caroline Gravel
Megan Vosloo
Staffan Wallin

Do you own a successful .eu website? Would you like to be featured in Identity? Write to us at identity@eurid.eu.

Words of wisdom

Thoughts on travel from some famous travellers.

"I like animals. I like natural history. The travel bit is not the important bit. The travel bit is what you have to do in order to go and look at animals."

David Attenborough



"The real voyage of discovery consists not in seeking new landscapes but in having new eyes."

Marcel Proust

"Travellers are privileged to do the most improper things with perfect propriety, that is one charm of travelling."

Isabella Bird



6 tips to reach your customers online

When planning trips and holidays, we all use the Internet to research, compare and evaluate before making purchase decisions. Will your website be in the decision making mix this summer? Here are six tips to help improve your business's online presence.



TEXT: CATHERINE DOWDELL

1. Keep it simple

It is easy to make a website too complex. Try to keep the number of clicks needed for a visitor to reach their desired content to a minimum. More than three clicks and visitors tend to lose interest. This will force you to create a simple and easy-to-use website structure. Design your website around the kind of content that makes sense from your customers' perspective and use words, names and phrases that customers will recognise and feel comfortable with.

2. Make it search friendly

Use your company name and brands to label your online presence. Make sure the search terms and keywords you want to be associated with are in your domain name and on your homepage. This way, customers and search engines can find you online.

3. Mind your language

Think about which language you use online. If you have a local company and want to keep it that way, use your native language. If on the other hand you want to reach other markets, consider using more languages. When providing the same website in different languages via different domain names, bear in mind that this choice will also affect search friendliness. It is preferable to attract all your online traffic to one central location rather than to spread it over many, weakly connected websites.

4. Do one thing and do it well

It is better to have a well planned Internet presence suited to the needs of your customers and business than be everywhere simultaneously. Social media trends are fast moving and can be difficult to grasp if you try to follow them all at once. Instead, ask yourself where your customers gather online - be it Facebook, Twitter, YouTube, blogs or discussion forums - and what you want to achieve. Then take a fresh look at social media and decide which platforms best fit your needs.

5. Interact with visitors

Establish a relationship with website visitors by inviting them to interact with you online. For example, allow reviews and comments on your services or start a blog about other aspects of your company. Consider making your website a forum for dialogue with your customers. You will get valuable information from this two-way conversation.

6. Make it your communication hub

Connect all your marketing activities by making your website the hub of your communication strategy. When planning a marketing campaign offline, think about how this will affect people's behaviour online. Will they use a search engine to find your business? How can you best respond to these searches? Will people type in your URL to visit your website? What will they find there to keep them interested? By using tracking tools, you will get useful data about the traffic going to and through your website. ●

Explore Europe on foot or by bike

Start your journey on S-Cape.eu and you can pack a big suitcase, but still travel light.

TEXT: MEGAN VOSLOO PHOTOS: COURTESY OF S-CAPE TRAVEL

WALKING the Cinque Terre in Italy, cycling the wine routes of French Burgundy or trekking across the Picos de Europa in Spain are only some of the enticing holiday packages S-Cape Travel offers to independent travellers looking for a well-organised holiday at the right price.

Established in 2004, the eco-friendly business specialises in self-guided walking and cycling holidays with luggage transfer in a multitude of European countries, including France, Germany, Greece, Italy, the Netherlands and Spain.

Founder Toine De Jong manages S-Cape Travel's regional offices in Greece, Italy and Spain from the company headquarters in the Netherlands. Toine is an old hand in the eco-tourism sector, having begun his first business in the 80s as a biologist with a desire to get close to nature but without good job prospects, owing to the economic recession at the time.

In contrast to the early years, Toine says that these days the core of his business is online, as S-Cape Travel exclusively uses the S-Cape.eu website to sell its holiday packages. The choice of a .eu domain name was no coincidence. "S-Cape operates in many European destinations so it made sense for us to choose .eu. As a domain, it is representative of what we offer and gives our

“.eu is representative of what we offer and gives our customers another way to identify with the S-Cape brand.”



Toine De Jong, founder of S-Cape Travel

customers another way to identify with the S-Cape brand," he says.

S-Cape.eu is available in English, Italian, Spanish and Swedish. Visitors

can browse through a multitude of trip options, view individual trip itineraries, check levels of difficulty and make bookings.

The increasing importance of the Internet in day to day business also prompted the company to join Facebook and Twitter last year. The popular social networking platforms allow them to directly interact with their past and future clients through the exchange of ideas and travel notes. "In our industry we rely heavily on word of mouth to generate new business and actually social media is just an evolution of that," Toine observes.

S-Cape staff want their customers' holidays to begin as soon as they have made a booking, and with a minimum of traveller information will organise a complete holiday, including hotel bookings, maps, guides and route notes. Toine believes that's why people choose S-Cape Travel, because they can be sure of receiving detailed and accurate trip information, with no unexpected costs.

The company also offers a complete travel experience, allowing clients direct contact with the places they visit while minimising environmental impact, as most trips comprise walking or cycling from one location to the next.

"And even when not walking or cycling," Toine adds, "we encourage our clients to use public transport where possible."



As a company that depends on Europe's natural splendour, and perhaps because of Toine's biologist background, S-Cape Travel strives to be green on all fronts. For example, staff regularly work from home to reduce the company's carbon footprint. They don't print a paper brochure for the same reason, preferring to work via email and promote their activities online.

More eco-friendly activities are planned for 2011, when S-Cape Travel will add further e-bike tours to its offering. The e-bike is a hybrid bicycle with an electrical motor which allows cyclists to travel longer distances, over hilly terrain, without becoming too tired. E-bikes are just as quiet as traditional bikes and, thanks to their removable, rechargeable batteries, do not pollute the environment.

When asked what his favourite holiday is of all those that his company offers, Toine answers without hesitation:

"The holiday where I can experience the richness of every detail at my own pace. Breakfast on an outdoor terrace, birdsong at the start of the day's route, beautiful views from a mountaintop, a glass of wine before dinner, a tasty regional meal at sunset... that's my favourite kind of holiday."

And it's that kind of holiday experience that the S-Cape Travel team strives to give their customers, who can cycle or walk through some of Europe's most scenic locations without the burden of baggage. ●

Visit S-Cape.eu.





Dog-sledding

adventures just one click away

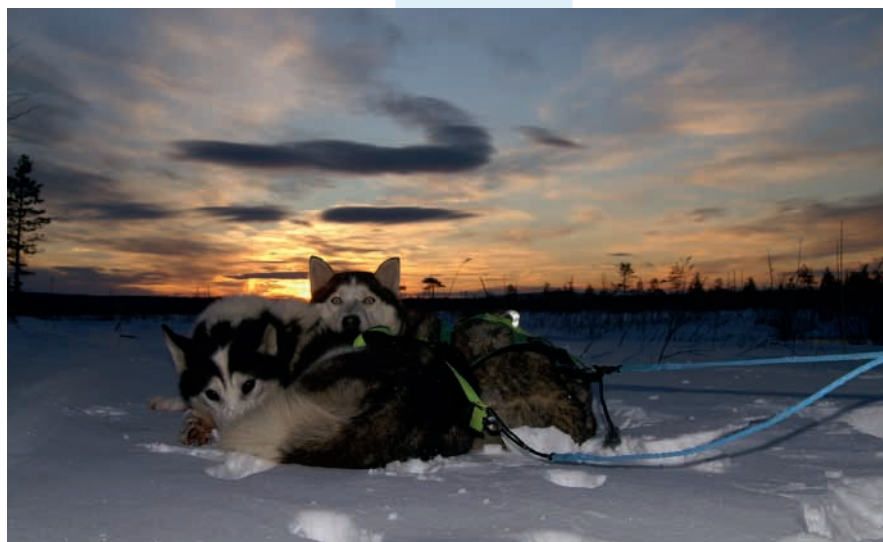
The website Hundspann.eu connects you to a small company on the edge of Swedish Lapland that can take you on a mushing adventure.

TEXT: CAROLINE GRAVEL PHOTOS: COURTESY OF AURORA BOREALIS ADVENTURES

HUNDSPANN is Swedish for “dog-sledding team” and Hundspann.eu is home to Aurora Borealis Adventures, an outdoor holiday company run by Maria Gustafsson and Donald Eriksson. Donald, Maria and their 50 Siberian Huskies specialise in expeditions and activities for small to mid-sized groups (2 - 40 people), complete with professional dog team, guide and local food. Aurora Borealis Adventures is located in a very small village called Ekorrsle, approximately 38km from Lycksele and Vindeln, and 100km from Umeå in Sweden.

The couple started their company in 1993, when they decided they wanted to live in the countryside and spend more time with their children. “The best thing about this job is to be able to work in harmony with nature. Whether it’s 25 or -40 degrees Celsius, you just have to get out and capture the day,” says Donald. Is there a better way to do that than on a scenic ride on a cosy sled?


Aurora Borealis Adventures also offers dog-sledding tours in summer and autumn on specially-built carts,



an unusual activity not found in many other locations. The best time to do these tours is in the autumn when the leaves change colour.

“Our most popular activity is our dog-sledding tours in winter, and the most popular tours are the half-day and two-day tours.” Donald explains that Aurora Borealis Adventures offers tours of up to twelve days, where you get to travel with a dog team for 650km

and spend the night in cosy log cabins, watching the Northern Lights if you’re lucky. “It’s just you, perhaps another person and the dogs. Of course you have a guide leading the tour but he or she can be 100 metres in front of you.” The appeal of such an adventure is feeling close to nature and the local culture. On tour, customers enjoy regional foods, including salmon soup, reindeer burgers and Västerbotten cheese.



“Our website is the most important tool for us for finding guests.”

The couple says that, in winter, more than 50% of their customers come from countries other than Sweden. Ten years ago, the proportion of foreign visitors was higher, 70% of their business, but today more Swedes are seeking these kinds of off-the-beaten-track adventures. In summer, when they offer dog-sledding on wheels, white water rafting and kennel visits, 80% of their visitors are Swedish. “Our typical guests are either a couple in the 35 to 50 age group from England, Belgium, Holland or Sweden; or a family with kids of 8 to 16 years who want to experience a different kind of holiday, one they will remember for the rest of their lives.” Donald reports that there are many returning guests,

some have even come back for up to seven visits.

Most visitors find Aurora Borealis Adventures through the Internet and word of mouth. “Our website is the most important tool for us for finding guests,” says Donald. He explains that they have tried to put adverts in newspapers and magazines, but the website seems to work best. It is much cheaper to put time and effort

into a website compared to an advert, and you can always make adjustments to the website based on the feedback you receive. “It is a bit more difficult now compared to ten years ago to be visible on the Internet because everyone has a site nowadays,” he notes, but the website the couple launched in 2008 has had around 56 000 unique visitors so far. ●

Visit Hundspann.eu.

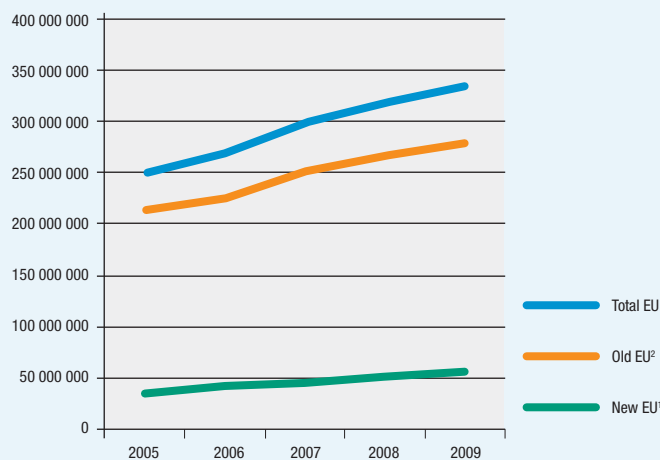
Internet use in the EU

As of 2009, 336 million EU citizens were surfing the World Wide Web. That's 68% of the total population.

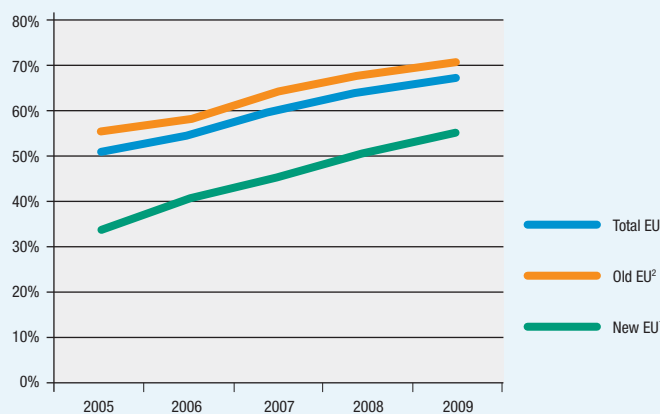
TEXT: STAFFAN WALLIN

During the last four years, every EU Member State has seen an increase in Internet use. The 12 new Accession States¹ have shown the most growth, with levels of penetration increasing from 34% to 55%. Internet use in the original 15 Member States² grew from 57% to 71%.³

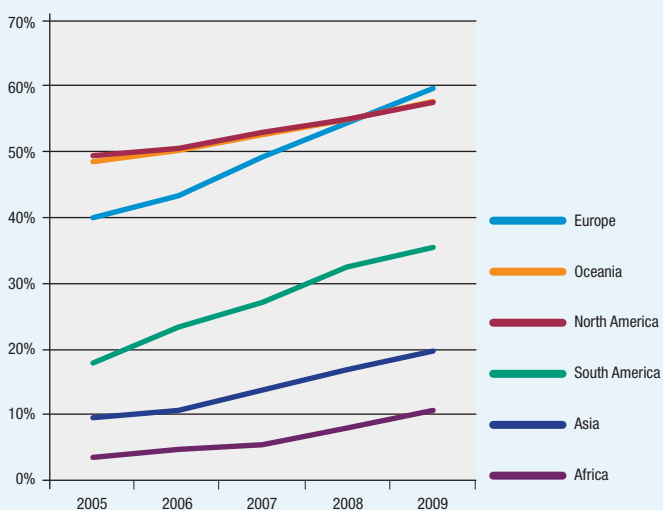
Number of Internet users in the EU since 2005



Internet users as fraction of population in the EU



Internet users as percentage of population by continent



Levels of Internet penetration in Europe and North America are still significantly higher than in other continents, despite the dramatic increase in Internet use around the world - 100% in Asia and South America and more than 200% in Africa in the last four years.³

¹ New EU: Bulgaria, Cyprus, the Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia

² Old EU: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Spain, Sweden and the United Kingdom.

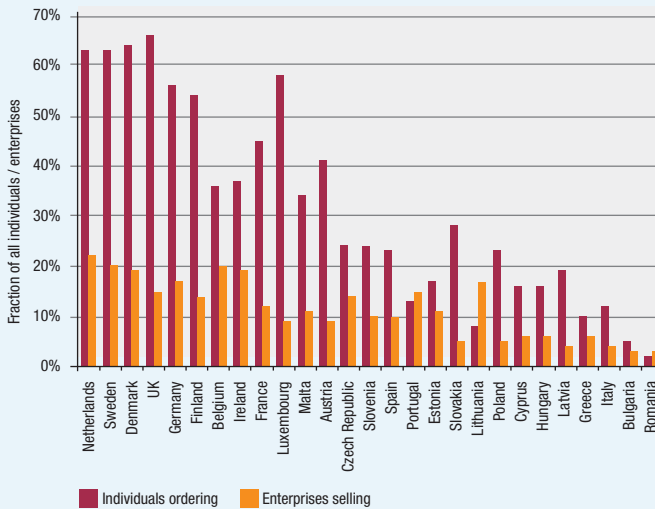
³ International Telecommunication Union (2009)

E-commerce

That such high levels of Internet penetration would result in equally high levels of e-commerce seems logical, but in 2009 only 11% of EU enterprises with more than 10 employees received orders online. EU customers purchased goods over the Internet more frequently, with 37% of those aged 16 - 74 having placed an order in the same period.

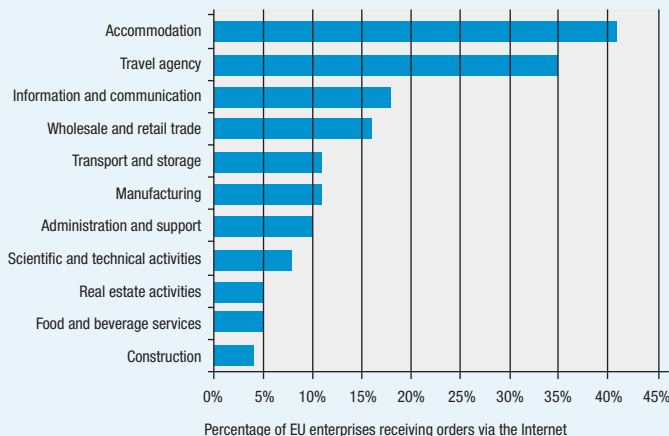
Residents and enterprises in the Netherlands, Sweden and Denmark use the Internet for commerce more frequently, while e-commerce in Bulgaria and Romania is much less common. In Luxembourg, Slovakia, Latvia, Poland, Austria and the UK, businesses are not as eager as the public when it comes to e-commerce. The opposite is true for Portugal, Romania and Lithuania.⁴

Use of Internet for commerce across the EU in 2009



The accommodation and travel sectors received by far the most orders via the Internet when compared with other industries. Orders for construction, food and beverage and real estate services were rare by comparison.⁴

E-commerce by industry sector in 2009



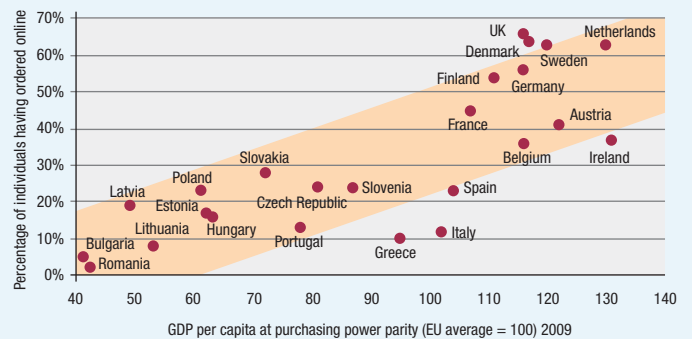
EU Member States



E-commerce vs prosperity

Generally, a country's standard of living is a fairly good indicator of how common it is for residents to shop online, as increased wealth generally translates to increased e-commerce, but some countries buck this trend. The UK and Denmark for example, are more advanced in terms of e-commerce than could be expected from their levels of prosperity, while the opposite is seen in Greece and Italy.⁴

Comparison between levels of e-commerce and prosperity



It would seem then that, in terms of Internet penetration, the EU is close to reaching a saturation point, yet there is still plenty of room for growth for e-commerce. Particularly the eastern and southern parts of the EU and the real estate and construction sectors could profit from increased levels of online trading. As the comparison between levels of prosperity and use of e-commerce shows, there is a connection between increased e-commerce and economic benefit. ●

⁴ Eurostat (2009)

Holidays that



Gaz Parry and Kate Mills have turned their passion for rock climbing into a business.

TEXT: CATHERINE DOWDELL

PHOTOS: COURTESY OF EPIC ADVENTURES

THEY SET UP Epic Adventures to offer fun and affordable small-group holidays for all abilities of rock climber and the more daring holidaymaker.

Being based in the popular sport-climbing destination of the Costa Blanca on Spain's south-east coast means that within a 30-minute drive, their clients can try some of the area's best climbing routes. Gaz and Kate run Epic Adventures from their home in Oliva near Valencia and guests can stay in the small, peaceful campsite behind their house - all with the bonus of sun, sea and sand on their doorstep.

Their website, Epic-Adventures.eu, forms the hub of their promotional activities and contains trip schedules, location information, blog updates, photos and customer testimonials. Using .eu was a natural choice for Gaz and Kate. "We are a UK-registered partnership based in Spain, offering climbing holidays around the world so we thought the .eu web address was more appropriate than a .uk and more interesting than .com."

They use Facebook and their blog to keep everyone informed about new holiday schedules, trip availability and their latest climbing exploits. "As we

don't pay for marketing, social media is a great tool to get news of website updates across to potential customers," they explain.

Gaz and Kate run the holidays themselves, focusing on good climbing technique and safety for groups of 4 - 6 people, providing all guests with a great coaching experience. And experience is something they have a lot of. The couple has represented the UK in competitive climbing and bouldering - the practice of climbing on large boulders - and worked for other climbing holiday companies previously. Gaz is well-known as a professional climber, a former British champion, and is currently the UK Bouldering team coach.

A lot of their customers are London-based business people and fellow climbers. Gaz sets routes at many climbing walls around the UK, so people already know his name, and this is where Epic Adventures put up promotional posters which feature their website address.

In addition to a schedule of climbing and adventure holidays in Thailand, Malaysia, Spain and other European destinations, they also run bespoke trips, coaching sessions and indoor master classes. On their adventure holi-

days guests can try other rope-based activities, such as abseiling, canyoning and ridge-walking. Taking things to another level in 2011, Epic Adventures will be offering hop-on, hop-off holidays in Thailand and Malaysia where customers can join them at any of their locations at a daily price.

"Spring and Autumn are the best times of year for climbing holidays as the weather is warm enough to be comfortable but not too hot to try hard," says Kate. "Anytime through the summer is good for multi-activity trips so customers can do canyoning and go to the beach." The couple says that the most popular holiday in 2010 was to the rock climbing hotspot of Kalymnos in Greece.

Both Gaz and Kate feel a sense of achievement in running their own business and promoting the sport that they are both so passionate about. "Everything you do, you are doing for yourself," they observe, "and because we do all of the coaching ourselves, we do not pay a middle man and so can provide holidays at a realistic price." ●

Visit Epic-Adventures.eu.



“...we thought the .eu web address was more appropriate than a .uk and more interesting than .com.”



Social media and SMEs

A perfect match

The buzz surrounding Facebook, LinkedIn, Twitter and other social networking platforms has prompted many small businesses to expand their online presence beyond their websites. But for SMEs that haven't yet jumped on the web 2.0 bandwagon, the question remains: is it worth it? The answer is yes.

TEXT: MEGAN VOSLOO



5 reasons why social media works for SMEs

- 1.** You can manage what people are saying about you online. Your website isn't the only resource consumers have for investigating your products and services and you shouldn't ignore what they say about your company in other locations.
- 2.** It drives traffic to your website. This is because search engines love activity. Posting fresh content on your website and publishing the link via social media channels improves your search engine ranking.
- 3.** Social networking extends your reach beyond your website. Facebook, for example, had 500 million users as of October 2010. Piggybacking on top of such a powerful communications channel allows you to get your message out to many more people than you ever could have on your own.
- 4.** If you don't do it, people are suspicious. People turn to the Internet for information, if they are looking for information on your company but don't find it, your absence isn't only missed, it raises a red flag. Customers turn to vendors they can find and trust.
- 5.** It's cheap and easy to implement. You can market your business without having to pay for expensive adverti-



sing space or high printing costs and you don't need any special skills, like knowledge of html or graphic design.

It's not too late

Because of the buzz, there is an exaggerated sense of urgency surrounding social networking and, if you're not already posting status updates, blogging or tweeting, you may feel like your

company has missed the boat. But you still have time.

Social media can be an effective tool in the communications arsenal of your business and, if implemented correctly, will yield results over the long term. Read our social media dos and don'ts to make sure that, if you're going to jump on the bandwagon, you do it the right way. ●

Social Media dos and don'ts

Do

Consider and observe

Before you follow the latest social media trend, consider the big picture. Will it help you meet your company's communication and marketing goals? Will it help you reach your audience and meet their needs?

If the answer to these questions is yes, then join the community but keep a low profile. First observe what people are saying about you and which community members have the most influence before you participate in discussions. This will give you a good idea of who to approach and what to talk about when you do become an active member.

Pick, mix and consolidate

Select a combination of communication channels that, in combination with your company website, allows you best reach your audience and meet your goals. Give some thought to how many messages you need to publish on a particular topic and what the best format is for a particular message. Some things cannot be said in 140 characters, others are best not discussed in public forums.

Allow your customers to choose how they would like to receive information from you and how often. For example, via email or RSS, weekly or monthly newsletters, etc. Let them follow you in a way that fits their preferences.

Most importantly, make your website the backbone of your social media strategy. Use it to consolidate all the information on a particular topic. Include a link to the relevant page in every communication you issue on every channel. That way there is one comprehensive source of information that your customers can refer to for the complete picture.

Participate

Listen to what people are saying, especially the critics, and respond. Try to stay on top of conversations in real time. Now and again, talk about things not directly related to your business but relevant to the community.

Remember that social media channels are read by many different people from different countries, cultures and languages. Keep your language simple so that people get the message right away. Above all, always be authentic but never defensive.

Don't

Dive right in

Social media platforms, such as Facebook, LinkedIn and Twitter, are simple and cheap to implement which makes them an attractive marketing option. However, they also lower the barrier to entry, causing even experienced marketers to abandon tried and tested marketing principles in favour of quick-fix solutions.

Offer too much or too little

Communicating with your audience via too many channels creates noise. If they receive the same information via Twitter, Facebook, email and the company newsletter they will start to tune you out and potentially miss important information.

Conversely, they will also miss information if you communicate via a single channel to the exclusion of all others. Don't assume that "everyone is on Twitter." Everyone isn't, and even those who are might not get the information you would like them to.

Just take

Whatever your reason for participating in social media, don't just blindly broadcast your message. By being pushy, you risk alienating potential customers. Social media is about encouraging dialogue, engaging people and earning their respect. Your primary aim should not be to promote your own agenda but to add value to the online community in which you are active. ●





Broaden your sights

Target the whole of Europe with a .eu domain name



Visit eurid.eu for more information.



I want a website

How do I get started?

TEXT: CAROLINE GRAVEL

Tips for choosing a web address

The right URL can go a long way to making you and your product more visible on the Internet. So when choosing the domain name that will represent your company, consider that:

1. Domain names that contain keywords fare better in the rankings of a number of search engines.
2. The extension that comes after the dot can signal your geographical location to your audience, or indicate which audience you are approaching. Country code extensions are great for signalling origin, but they can also scare away potential customers who may expect the content to be in an unfamiliar language. A .eu web address says you are European and open for business across Europe without implying a language choice.
3. Multiple domain names are better than just one. Get one for your company and another for your product.

Register a domain name

Once you have selected a good name for your domain name (the URL that people will type in their browsers to reach your website), you need to see if it is available. For a .eu domain name, go to www.eurid.eu and enter the name you want in the WHOIS search box. It will return one of three possibilities: available, not available or not allowed.

Available is the one we want to see. Sometimes, making a small change to the name will result in an available option. The next step is to register the name. For this, you will need to contact a .eu accredited registrar.

At link.eurid.eu/registrar-list, you will find a list of registrars that are accredited by the .eu registry, searchable by country or language. You can become a domain name holder by simply completing the required information on your registrar's website.

Find a host

The next step is to look into the hosting of your website. Hosts are companies that provide space on a server they own or lease as well as Internet connectivity, typically in a data

centre. Most registrars offer web hosting packages while others can direct you to affiliate companies that do. Your hosting needs will depend on whether you require database services, shopping cart software, multimedia applications, etc. Pricing will reflect disk space usage and traffic levels, among other things. Alternatively, you may choose to host your website yourself.

Tips for choosing a web host

1. Choose a web host or registrar that offers the kind of customer service you need. Do you want to be able to reach them 24/7 or only during business hours? Consider where the registrar is located, as time zones and national holidays might make it difficult to get problems solved. Can you reach them by phone or by email? You want to know that someone will answer your questions in a timely manner.
2. Check that the hosting company has a good backup system and procedures for data recovery in case of failure. The last thing you need is for your website to disappear.
3. Your web host should protect your privacy. The registrar will keep your name and address in their records, but not necessarily in the searchable public WHOIS database. This way, you will avoid spam email.

Configure your name servers

The final step before you can add content to your website is to configure its name servers, if your registrar or host is not taking care of this for you. This is very easy to do. You will need to log in to your registrar's control panel to manage your domain name, click on the name servers section of the control panel, and then enter the primary and secondary name server information (this will be provided to you by your hosting company). It typically takes 48 - 72 hours for this information to propagate onto the Domain Name System, meaning that your new, "blank" website might not appear yet to everyone who types your domain name into their browser or uses a search engine. ●

Mini-Guide to .eu holiday companies

TEXT: CAROLINE GRAVEL AND MEGAN VOSLOO

Europe is a diverse continent with something to offer every traveller. Get inspired from this selection of .eu travel and tourism websites when planning your next getaway, night on the town or afternoon off.

Bed and Breakfast Europe

Spending the night in a bed and breakfast is the perfect way to get to know a country and its people. On BedAndBreakfast.eu you can choose from a complete offer of B&Bs, chambres d'hotels and Zimmer frei throughout Europe. Simply type in your destination country or select it on an interactive map. You can refine your search according to region, languages spoken, proximity to public transport and many other preferences.

Website: BedAndBreakfast.eu

Photo: Lance Ballers



Tonight

If you are short on ideas of what to do this evening, or any evening when out and about in Europe, visit Tonight.eu. This useful website offers listings for eating, drinking and dancing venues and a calendar of music and cultural events for an expanding selection of European cities.

Website: Tonight.eu



Europos Parkas

Europos Parkas is an open-air museum in a picturesque setting near Vilnius, Lithuania, founded by sculptor Gintaras Karosas. The exhibition, visited by over 60 000 people annually, spans an area of 55 hectares and exhibits over 90 works by artists from all over the world.

Website: EuroposParkas.eu



Photo: Gintaras Karosas

Fotografiska

Fotografiska is a museum in Stockholm that aims to be an important centre for contemporary photography. The museum has an exhibition space of 2 500m², and features four major and 15 - 20 minor exhibitions per year of world-renowned photographers, many of whom have never been shown in Sweden before.

Website: Fotografiska.eu



Photo © 1977 Sandy Stoglund courtesy Paciente Gallery Brescia Italy



Salzburg

The Austrian region of Salzburg invites you to enjoy its unspoilt countryside, with unique attractions such as the Hohe Tauern National Park and the old city centre. Salzburg.eu features, among other things, tourist information, hotel bookings and upcoming cultural events.

Website: Salzburg.eu

Adventura Bike Holidays

Adventura Bike Holidays specialises in organising carefree biking holidays in Central Europe. The company offers a selection of ready-made cycling tours of such scenic locations as Prague, Vienna and the Sumava National Park, but will also tailor a holiday to suit your specific needs. You can decide when you would like to travel, the type of accommodation, the level of cycling difficulty and much more. Holidays can be self-guided or with an experienced Adventura tour guide.

Website: BikeHolidays.eu

Terratrek

Terratrek is a specialist tour operator offering holidays for active travellers to Slovakia. Cycling, mountain biking and hiking in the beautiful Slovakian countryside and the Carpathian Mountains are just some of the activities to enjoy. You can book a standard package or arrange your own bespoke holiday. Terratrek's friendly guides and the magnificent outdoors promise a truly unforgettable adventure.

Website: Terratrek.eu

Photo: okesik



Photo: Florian Knochuk

Porjus

Porjus is the village in Swedish Lapland where the Northern Lights are seen at their best most frequently. Porjus.eu offers visitors all the information they need to plan their stay in Porjus, including transport and accommodation options and a wide range of activities they can enjoy when not captivated by the Northern Lights, such as a snowmobile safari or a visit to the famous ice hotel.

Website: Porjus.eu

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