

European Tour Operators Association (ETOA) forges new partnership with Online Travel Training (OTT)

Since its founding in 1989, the European Tour Operators Association (ETOA) has firmly established itself as the leading voice for tour operators working in Europe.

This year has seen a number of new events and strategic partnerships that are bringing new services and opportunities to ETOA's growing membership of 500 leading tourism companies in over 30 countries.



ETOA is now delighted to announce a new partnership to benefit both members and the industry as a whole. Together with leading online training provider Online Travel Training (OTT), ETOA will make its first online training knowledge base available.

OTT is the leading product e-learning provider for the travel industry, attracting over 25,000 registered users in just 2 years. OTT's unique and easy-to-use training platform has enabled many leading travel companies to create and/or market product training to a huge travel audience.

Clients include: Virgin Atlantic, Worlds of Discovery, Attraction World, Bourne Leisure & Qatar Airways. OTT have also been chosen to provide white-label training solutions for Advantage, TTG, GTMC, Lufthansa City Centre and are the exclusive training provider for ANTOR.

By creating relevant training modules for contractors and other key operational staff, ETOA's knowledge modules will be a useful source of information and guidelines for the industry.

The ETOA online training modules will also be a way for interested tourism specialists to learn about the tour operations business and to find out more.

There will also be exclusive opportunities for ETOA members to create their own branded product e-learning and promote this training to ETOA members and OTT's wider travel trade audience.

ETOA's Head of Online Strategy, Adam Buckmaster, said "In partnering with Online Travel Training we have obtained a new platform which will open up the association's activities to a new audience, as well as ensuring existing member companies are benefiting from the combined expertise of the ETOA membership. This is important as we grow as an organisation and as we look to add new modules to our information base – whether on topics such as legislation affecting tour operations or on our numerous events."

OTT's Operation Director, Bruce Martin said "We are delighted to be chosen by ETOA to create their new e-learning platform. ETOA will be able to create non-commercial & operational training for their members as well as help ETOA members to create product training for travel agents. E-learning for the travel industry is growing fast and we are looking forward to facilitating ETOA members in creating their own branded e-learning courses on the web portal and promoting this training to OTT's fast-growing database of registered travel agents."

ETOA members spend in excess of £5 billion per annum across Europe and secure long term employment and investment through volume and repeat business by operators and wholesalers.

Jay Munro-Michell
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