



Market Leaders Will Reveal the Latest Innovations for Selling Travel On-Line at ETOA Summit

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New distribution technologies have opened for sale hitherto unavailable products. New markets and new products are appearing constantly.

The product range on offer is vast and the channels through which booking can be made has never been greater.

On-line auctions, customer review sites and white label branding are becoming a feature of how customers research their vacations. Tour Operators and Online Intermediaries can regard such innovations as either a threat or an opportunity when trying to distribute their products.

At ETOA's Annual Summit, top executives from eBay, Google and Trip Advisor will discuss the latest innovations in selling travel. Their conversation will be moderated by Paul Richer from travel technology consultancy, Genesys. Questions they will answer include:

- What are the latest innovations in on-line marketing?
- What are the newest ways to reach consumers on-line?
- The "death of rack" has been widely predicted - will hotels abandon "set" pricing?
- Does the industry think there could be any regulatory improvements for online businesses?
- This is a bracing new environment: who will suffer and who will prosper?

Summit participants will be senior managers from Europe's major tour operators, hotel groups, tourist attractions, coach, rail and cruise companies and local tourist boards. Collectively, as buyers, they spend over €6bn a year on Europe's sights, hotels and transport on behalf of their customers.

The event will take place at the Copthorne Tara Hotel, London W8 on Thursday 2nd November 2006. For further information, please contact ETOA on: +44 (0) 20 7499 4412.

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About ETOA

Since its foundation in 1989, ETOA has grown exponentially to include over 400 member organisations, of which over 100 are Tour Operators. Collectively, ETOA represents over €6 billion spending on accommodation and travel services annually.

ETOA provides representation at the European government level for companies that bring tourists to Europe. The Association promotes greater awareness of the benefits provided by the group travel industry in Europe - particularly increased income and employment. ETOA also influences European tourism policy and legislation.



European Tour Operators Association

Areas of specific activity include:

- Promoting Europe as a tourism destination
- Establishing codes of conduct and guidelines for its members
- Establishing commercial opportunities between buyers and sellers

Working with other travel & tourism associations to raise the industry's profile

Editor's Notes

For further information and to gain accreditation as a journalist, please contact Irena Smith, Tel: +44 (0) 20 7499 4412, Email: ISmith@ETOA.org.

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