



ETOA and Mintel form a Strategic Partnership

14th August 2006

The European Tour Operators Association (ETOA) and Mintel, the market research firm, today announced a strategic partnership that will facilitate the provision of market intelligence to the European Travel & Tourism sector.

Under the terms of the agreement, the main findings of four series of Mintel reports will be provided to ETOA members and the detailed data will be made available at a special discounted price. The series include International Travel Series, Country Reports, Travel and Tourism Analyst and Mintel's Travel Industry Monitor.

The report summaries will be made available from newly-launched Weighhouse Intelligence, the statistics and research arm of ETOA.

Mintel will also undertake a special study that will be presented at ETOA's annual conference on Thursday 2nd November. The study will discuss trends and forecasts from the major origin markets, with a special focus on Russia as an emerging market. It will also examine hotel performance trends in Europe. A copy will be available exclusively for delegates attending the conference.

Rachel Tym, Director of Strategy, ETOA said: *"As a long-standing, global provider of market intelligence, Mintel is a great partner for ETOA. This deal is good for our members as it will enable them to be better informed about the marketplace in which they operate and so make better decisions."*

Richard Cope, Senior Travel Analyst, Mintel said: *"Travel & Tourism is one of the world's largest and fastest growing economic sectors and virtually all of the leading inbound tour operators are members of ETOA. This partnership will help Mintel to further raise its profile with the industry and to build stronger relationships with many of the key players."*

ENDS

For further information, including photographs, please contact Rachel Tym on: +44 (0)20 7499 4412 or David Tarsh, Tarsh Consulting, on +44 (0)20 7602 5262.

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.

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



About Mintel

Mintel is a global supplier of consumer, media and market research. Mintel produces some 600 reports into European, UK-specific and US consumer markets every year.

Each report fuses the latest data from the most authoritative sources with Mintel's expert industry analysis, providing insight that shapes policy making and marketing strategy at the highest level.

Its reports have been keeping tourism organisations, tourist boards, travel operators, academic institutions and investment houses in touch with global travel trends for over 30 years.

Mintel's International Travel and Tourism intelligence include: International Travel Series, Travel & Tourism Analyst, Country Reports and Travel Industry Monitor.