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**April 2018**

Product development, tour planning and all things city break are back on the agenda for [City Fair 2018](#), taking place from 10-12th June. This year's workshop will bring over 80 European destinations and their attraction and excursion partners together with Europe's inbound leisure industry - all ETOA members are invited to sign up! As part of the City Fair programme, delegates will also have access to 'The Digital City Visitor' conference, which will focus on the digital visitor experience of destinations, from inspiration, through booking and on to in-destination services.

We expect to open [GEM - Global European Marketplace](#) registrations very soon. If you have any questions about our member-only event, please contact [Karen](#).

**Jay Munro-Michell**

**ETOA**



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## FEATURED NEWS



**SWTF**

上海世界旅游博览会  
SHANGHAI WORLD TRAVEL FAIR

## **A pavilion dedicated to European tourism operators at Shanghai World Travel Fair (SWTF)**

There are still few spaces available to exhibit at Shanghai World Travel Fair (SWTF), which will take place from 24-27 May, 2018 in Shanghai, China. European tourism operators have the possibility to participate with a stand inside a pavilion situated in a prime location and dedicated to the European region. The participation offers a turn-key package that includes a stand equipped with desk, chair and graphic panel, free WIFI, coffee & snacks, meetings with selected Chinese buyers, free promotion via show's official wechat page, inclusion of company logo with short description in the show's catalogue and more. The pavilion was created with the purpose to host European operators of the tourism with an attractive package of high value and great visibility during the show.

The show hosts every year almost 500 decision-makers of procurement from leading travel agencies across China who visit the show with the purpose to conduct business and find new suppliers. Important buyers such as Ctrip, CITS, Spring Tour, Thomas Cook China, etc. have already confirmed their participation in the buyer program.

To apply for a stand, contact [aida.cuko@iegexpo.it](mailto:aida.cuko@iegexpo.it).

For more information about the show visit [www.worldtravelfair.com.cn](http://www.worldtravelfair.com.cn).



### **RDA Group Travel Expo 2018**

The RDA Group Travel Expo 2018 takes place in Friedrichshafen on Lake Constance on the 10th and 11th April.

This exhibition offers international coach and group tourism trade buyers the opportunity to purchase popular products and destinations, discover new group tourism services and explore industry trends. The theme in 2018 is "Magic Nature". RDA members will present natural attractions, magical experiences and special moments to their customers but also to consider immediate measures they could employ to support nature conservation efforts both at home and in their coach holiday destinations – particularly in regard to plastic waste.

More details can be found here: [www.rda-workshop.de](http://www.rda-workshop.de).



## VisitScotland Expo 2018

VisitScotland Expo 2018 is taking place on the 11th-12th April at the SEC, Glasgow. VisitScotland's premier business to business travel trade event features a combination of pre-scheduled appointments and trade show providing an ideal platform for buyers to develop their Scottish product.

This is an opportunity for buyers to meet with over 250 Scottish suppliers, including accommodation providers, visitor attractions, activity operators, food & drink, incoming tour operators and Destination Management Companies.

VisitScotland invites buyers to register their interest here: [www.visitscotlandexpo.com](http://www.visitscotlandexpo.com).



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## WHAT'S ON



### **ETOA delivers European Commission's Partnerships in European Tourism**

The first events of the European Commission's Partnerships in European Tourism programme have now been [delivered by ETOA, alongside partners ETC and ECTAA](#). At this year's ITB Berlin, 230 European, Chinese and American businesses met at a conference and B2B workshop focussed on water and cultural route travel – bringing together multinational suppliers connected by their common relationship to Europe's geographic and heritage routes with buyers from China and the USA. You can download the delegate directory [here](#).

#### **FREE China & USA Market Insights:**

### China

- [China Market Webinar](#)
- [Research snapshot on the Chinese travel trade market 2017](#)

### USA

- [USA Market Webinar](#)
- Research snapshot on the USA travel market: Coming soon!

Berlin follows the Business Summit, which took place in Venice in January and marks the programme's departure from Europe as we now head to a series of in-market events.

Sign up today to receive updates on this opportunities which include free access to B2B workshops, trade shows, accommodation and marketing support – all funded by the European Commission.

What's up next:

[Beijing](#) | [Macau](#) | [Shanghai](#) | [Chengdu](#) | [Europe](#) | [USA](#)

If you haven't registered your interest on the Partnerships in European Tourism portal, please sign up on [www.eutravelpartnerships.org](http://www.eutravelpartnerships.org) to ensure you receive all updates on upcoming project activities.



Discover how to grow your business internationally



## **ETOA will be panellists at events in Portugal and Spain**

**Porto, 4th April: XIII International Tourism Forum "Tourism in 2018: How to Share Tourism Success?"** This invitation-only event will explore opportunities and challenges presented by the growth of Portuguese tourism in particular. [More information >](#)

**Barcelona, 19th April: "Better Places to Live; Better Places to Visit."** Run by NECSTouR and Catalonia Region under umbrella of EU Year of Cultural Tourism, this event will be an opportunity to explore the needs and interests of culture, society and business in the context of tourism and destination management. [More information >](#)

**Barcelona, 20th April: 1st Toprail Forum.** This inaugural international event, run by UIC, the Worldwide Railway Organisation, will showcase new opportunities in railway tourism. **Members interested in leisure rail product are warmly encouraged to attend.** [More information >](#)

We are putting together a working group in Barcelona in collaboration with the city to explore operational issues in destination. Please contact [jcadier@etoa.org](mailto:jcadier@etoa.org) for further information.

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# THE DIGITAL CITY VISITOR

## The Digital City Visitor Conference

'The Digital City Visitor' conference, part of the City Fair programme and the [London Tech Week](#), is taking place on **Tuesday, 12th June** at the Barbican Centre. Our selected speakers - full lineup to be announced soon - will discuss the topics below:

- Capacity Management – How can technology help?
- Digitisation in Tours and Attractions – What's New?
- Making Social Work
- Innovation Plug

Confirmed speakers include Hjalti Baldursson, Founder and CEO at [Bokun](#), Richard Baker, Founder of Sequence and Group Sales & Marketing Director of [Inspiretec](#), Luuc Elzinga, CEO of [Tiqets](#) and Amber Hoffman, Founder of [Whit Media](#).

**The conference is free for City Fair delegates. If you are not participating in City Fair, but would like to attend the conference, you may purchase a ticket for only £99 + VAT.**

[Buy Ticket](#)

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## MEMBER BENEFITS



### Tour Guide ID Cards

*Did you know that ETOA members who contract Tour Guides can benefit from our Tour Guide ID cards scheme?*

Applications for the 2018/19 season card are currently open. The cost of the Tour Guide ID card is £21 (+ VAT) and the cost for a replacement ID card, if lost or stolen during the season, is £5.

Tour Guide ID cards are valid from the date of application until the 31st of March of the following year.

If you're an ETOA member and you're not listed on the applications website yet, please [contact Veronica](#). For more information about the Tour Guide ID cards, [click here](#).

## NEW ETOA MEMBERS



## UPCOMING ETOA EVENTS



10-12 June 2018  
London | UK

**GEM**  
Global European  
Marketplace



## About ETOA

ETOA is a leading trade association for tour operators and suppliers in European destinations, from global brands to local independent businesses. Over 900 members deliver more than €12bn of business annually within Europe and include tour and online operators, intermediaries and wholesalers; European tourist boards, hotels, attractions, technology companies and other tourism and business service providers.

[www.etoa.org](http://www.etoa.org)



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