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## April 2019

Thank you to everyone who recently met with our team and our stand co-exhibitors at ITB in Berlin. We trust those who attended enjoyed good results.

Members and industry partners will convene on 9th April in Venice for a seminar on [Sustainable Tourism](#). If you are interested in this topic or in the event, please contact [Manuela Saccone](#).

This week marks the start of a series of events aimed at celebrating ETOA's 30th anniversary, with the first one taking place in Paris. We hope you will join us at these celebratory gatherings throughout Europe in 2019.

For those interested in the latest travel industry related information on Brexit, all in one place, please visit our [new section](#) for further reading.

Finally, just a reminder that supplier places for the [China European Marketplace](#) are nearly sold out. To secure one of these last places please contact [Magdalena Penz](#).

**Jay Munro-Michell**

**ETOA**





### Discover Tuscany

Tuscany is the perfect vacation for everyone, thanks to the beauty of its landscapes combined with its charming cities and cultural richness. The 500-km long coastline, with its crystal-clear waters and the nearby Tuscan Archipelago, flaunts beach facilities and seaside resorts with a wide variety of high quality accommodation. The Tuscan coast is the perfect place for families, couples and groups of friends to go on holiday.

Visitors looking for a more relaxing experience can also discover the numerous parks, hidden away from the main touristic sites but at the same time well connected to the Etruscan settlements, mountains and picturesque villages.

Visiting Tuscany is favourable at any time of the year thanks to the wide range of outdoors activities such as bike-riding, horse-riding, snorkeling, surfing, kayaking, fishing and whale watching.

Another highlight of the region is its gastronomy, Tuscany has one of the most varied and traditional cuisine which, combined with its famous wines, creates a unique dining experience.

For more information about the region please visit [www.visittuscany.com/en/tuscancoast](http://www.visittuscany.com/en/tuscancoast)



## Mersey Ferries announce new Liverpool Bay Sightseeing Cruises

If you're looking for the chance to experience breath-taking sights from the deck of the iconic Mersey Ferries this spring, the brand-new Liverpool Bay cruise offers just that...and more.

The new three-hour excursion is launching this May, with four cruises confirmed to set sail and travel towards Blundellsands and Formby before returning to Liverpool's famous UNESCO World Heritage Waterfront.

The much-anticipated sightseeing cruise will allow passengers to enjoy incredible scenery and learn more about the fascinating history and geography of the River Mersey and Liverpool Bay area, with expert commentary provided by a professional Blue Badge Guide.

The new cruise will also feature live entertainment from local performers, The Shanty Kings, with a fully licensed bar.

The limited cruises will take place on the following dates

- Saturday 4 May: departing 12 noon
- Saturday 4 May: departing 4pm
- Sunday 4 August: departing 12noon
- Sunday 4 August: departing 4pm

Ticket are priced at £16 for an adult and £8 for a child. For more information or to book tickets, call the Mersey Ferries ticket office on 0151 330 1003 or visit the Mersey Ferries website at: [www.merseyferries.co.uk/eve](http://www.merseyferries.co.uk/eve)



## Develop your Scotland product at VisitScotland Expo

VisitScotland Expo is Scotland's premier business to business travel trade event. This year it will be held at the SEC, Glasgow on the 10th and 11th April.

The combination of pre-scheduled appointments and trade show provides an ideal platform for you to develop your Scotland product. An opportunity to meet with over

280 Scottish suppliers, including accommodation providers, visitor attractions, activity operators, food & drink and incoming tour operators.

Register your interest to attend on the VisitScotland expo website and the organisers will contact you in due course to confirm your status. Once approved, you will be able to manage your diary of appointments with exhibitors in advance of the show. For qualified buyers if you have time, please extend your stay and join one of their many fam trip opportunities.

Register at [www.visitscotlandexpo.com](http://www.visitscotlandexpo.com)

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**Want to be featured in the next newsletter?  
Ask Silvia for more information**

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## WHAT'S ON



2019 will be a special year for us, ETOA celebrates its 30th anniversary.

30 years serving as the voice of inbound European tourism, lobbying at local and national level for a fair business environment for our members and their clients.

During the whole year we will celebrate different events in several European destinations to celebrate this special moment. You will receive further details about these events close to the dates.

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## **ETOA appoints President of Tauck and VP of Leisure Sales at Accor Hotels to board**

ETOA has appointed two new members to its Board of Directors, Jennifer Tombaugh, President of Tauck and Jean-Claude Balanos, Vice President of Leisure Sales at Accor Hotels.

Tombaugh, who has worked for Tauck for 17 years, commented "Europe is both the top long-haul destination for the US market and the top destination for Tauck's guests. I am delighted to share insights about the American traveller and work with ETOA's leadership and fellow board members to enhance the experience across the continent for in-bound visitors."

As Europe's largest hotelier, and a major supplier of accommodation to inbound markets, Accor is the first non-tour operator member to join ETOA's Board. Balanos commented: "I am very happy and honoured to join the board of ETOA. Accor is a leading hotel company in Europe, and we have a global outlook with all our partners and the tourism trade throughout the continent. My aim is to support the board members with my experience and share good ideas that serve the association in the interest of all its members."

Read the full press release [here](#).



## **Partnerships in European Tourism**



ETOA's time managing the European Commission's [Partnerships in European Tourism](#) project is soon coming to an end. In the case of future programmes (which may not be managed by us), we want to ensure all eligible ETOA members would be contacted about these funded opportunities.

- Support and training on working with long-haul markets
- Funded events in long-haul markets (e.g. China, USA etc.)
- Opportunity to form partnerships in inbound operators and European colleagues.

We're happy to set-up your profile on the programme's portal. Please click below if you're happy for us to do so.

I am happy for [my business profile to be uploaded](#) to the Partnerships in European Tourism portal [ETOA will do this for you and send your login details].

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## MEMBER BENEFITS



### **Sustainable Tourism Seminar**

From policy to product design and promoting lesser-known attractions, this event is an opportunity to explore how Europe's destinations should evolve so that tourism works for visitors and the local community in the long term.

Sustainability in tourism requires destinations to remain appealing and viable places to live, work and visit. From policy to product design and promoting lesser-known attractions, this event is an opportunity to explore the following themes in the context of Venice:

- How destination strategies might evolve in order that tourism works for all stakeholders long-term
- What processes are required to achieve that goal
- What the implications may be for policy makers, community and business

Register your interest for the event and find more details [here](#).

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## **Invitation from Tom Jenkins to the Asian Day of Resilience in Kathmandu**

Tom Jenkins will be speaking at the Asian Resilience Summit on May 30- 31, in Kathmandu at the Yak and Yeti Hotel. We are pleased to extend an invitation to all ETOA members to attend this event.

Resilience is key to sustainable growth across the global travel industry. Some destinations have been brilliant at recovery efforts. Nepal is one of those great success stories, having recovered and now flourishing after the 2015 earthquakes. Government and industry leaders from around the world will come together in Nepal to share lessons learned and highlight best practices. It is the perfect opportunity to connect with local and global players.

Following Mount Everest Day, the Global Travel and Tourism Resilience Council in junction with the Nepal Board of Tourism will host a full day event and tours for international delegates to see the beauty of the valley, while highlighting lessons around resilience planning and execution. International and local leaders in travel and media will share their experiences for both the local and wider global industry's benefit.

Speakers will include H.E. Taleb Rifai, former Secretary General UNWTO, H.E. Jung Xu, Regional Director UNWTO, H.E. Edmund Bartlett, Minister of Tourism from Jamaica, the country representative of the WWF and a who's who of international travel executives from leading companies such as TripAdvisor, Travel Weekly, PEAK DMC, Qatar Airways, CNN, and Ace Hotels will share their perspectives along with local sector leaders and media.

Further information and bookings can be made at: [www.resiliencouncil.com](http://www.resiliencouncil.com) under Nepal. **Please indicate you are an ETOA member.**

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## **English Tourism Week Conference and Parliamentary Reception – 1st April 2019**



There are still places available for the English Tourism Week Conference and Parliamentary Reception taking place on the 1st April 2019.

The English Tourism Week (ETW) is being held from 30th March – 7th April 2019 and is the key parliamentary advocacy event on the tourism calendar.

As sponsors, ETOA members are able to attend the Conference and the Parliamentary Reception at the Member's rate of £95 (+VAT).

Further details of the conference, including booking information are available [here](#).

## NEW ETOA MEMBERS



## UPCOMING ETOA EVENTS



### About ETOA

ETOA is a leading trade association for tour operators and suppliers in European destinations, from global brands to local independent businesses. Over 1100 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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