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February 2019

Welcoming in 2019, we hope January has started well for our members. This year promises to be another lively one across Europe, especially politically.

ETOA continues to campaign for members and focuses on lowering barriers to business. We therefore encourage you to [share with us](#) any operational challenges you may have.

This year also sees the launch of [CEM – China European Marketplace](#) in Shanghai. Taking place on 14th May, just ahead of ITB China, CEM will be the premier ETOA workshop created to meet the continued growth in demand in Chinese outbound travel.

This week we've just concluded another successful edition of the [Britain & Ireland Marketplace](#) which welcomed a full house of 300 delegates, including leading as well as niche destination partners and inbound operators. Feedback has been very positive and highlights that demand for inbound travel to the UK and Ireland is strong. You can already [enquire](#) for next year's event.

Registrations have taken off for [City Fair](#), taking place in London 16-18 June 2019, with sign-ups ahead of previous years. Destination partners can still secure their space at the member exclusive early bird offer, saving a total of £800 off standard participation. [Contact us](#) today to find out more.

Finally, if you are attending ITB in Berlin, ETOA and our co-exhibitors will be pleased to see you on stand 320 in Hall 9. Confirm [your appointment](#) now.

Jay Munro-Michell

ETOA





Explore Northern Ireland's royal residence

Life will begin afresh for the 250-year old Hillsborough Castle in Co. Down, when the Queen's official residence in Northern Ireland will open as a year-round visitor destination. To prepare for a targeted 200,000 paying customers a year, a multi million pound programme of investment is set to be completed in April 2019.

Extensive new visitor facilities and coach parking will be available on site. Discover stories of celebration, entertainment, diplomacy, and negotiation on a 45-minute tour of Hillsborough Castle's fascinating history and stunning State Rooms.

Visitors will also have the opportunity to explore the beautifully manicured gardens surrounding the castle.

For further information on attractions and itinerary suggestions in Northern Ireland please contact a.fee@tourismni.com



Discover ARTÈS, "Stories to live together"

Italy is a top destination for experiential travel and it will specifically be in 2019 with the slow tourism. [ARTÈS](#) is an Italian tour operator specialized in experiential tourism

promoting “Stories to live together”. Each story is designed around a specific passion shared with the travellers. They will be actively involved as the protagonists of a memorable, unique and unrepeatabe experience, lived together with locals.

Visiting Italian cities with Artès can be such a different, invigorating experience. We offer experiential tours in towns and cities all across Italy, all of them are out of the ordinary, off the beaten tracks and could only have been created by Italians.

The whole Artès production is certified across Italy according to our proprietary “Artès model”, as well as our Artès key players, they are professionals who work with great passion and expertise.

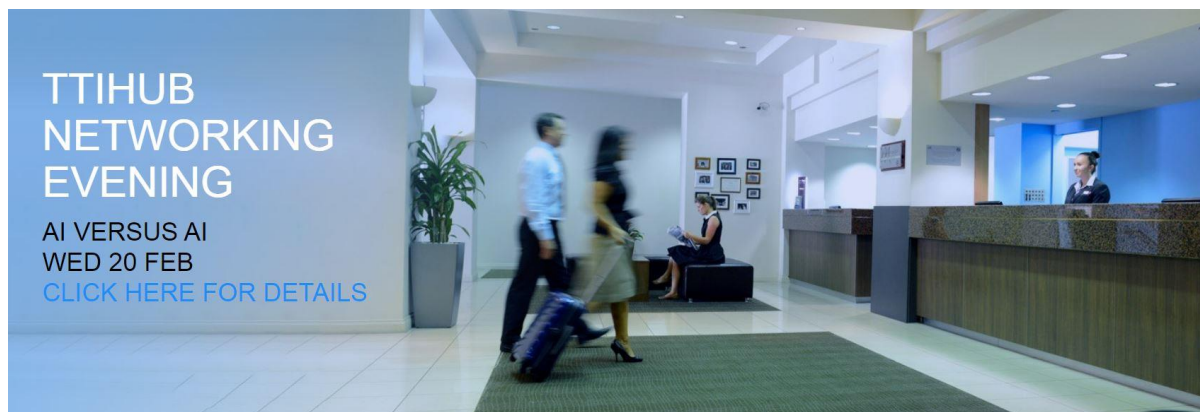
Our offer is designed to be easily tailored to any specific need and budget. That’s why we are fast and efficient in delivering our best support for all our Italian destinations. By the nature of the services provided, we rely on a targeted, personalized selection, constant quality levels, familiarity and mutual trust.



[Shanghai World Travel Fair](#) (SWTF) – one of China’s largest tourism marketplace – will hold its 16th edition from April 18-21, 2019 at the Shanghai Exhibition Center, China. More than 750 exhibitors, 13,000 trade visitors and around 50,000 public visitors are expected to gather at this platform created to bring together tourism industry players from all over the world and China East – the richest region and largest outbound tourism market of the country. Each exhibitor gets one on one meetings with the tourism operators of its interest, selected among over 400 buyers coming from Shanghai and the fastest growing second tier regions nearby such as Zhejiang, Jiangsu, Anhui, etc. The latest trends on topics related to the digital marketing in China, visa policies, thematic tours, MICE, etc. will be discussed in a series of business talks and seminars organized in cooperation with China Travel Agent – one of the most reputable travel media in China.

The participation package of EUR 2,800 includes pre-fitted stand of 9sqm, hotel accommodation, agenda buyer, brand exposure & promotion on Chinese socials, and

much more. Special discount of 10% for all ETOA members. To learn more please contact Aida Cuko via aida.cuko@iegexpo.it.



TTIhub Networking Evening

The theme is AI vs. AI (Artificial Intelligence vs. Actual Intelligence) AI is heralded as the answer to performing any intellectual task a human can, as dynamically as humans do. But when does the Human Connection truly matter? The trend for increased AI-driven personalisation does not sit well with the limitations in self-service booking of complex travel products. Is Artificial Intelligence set to come to the fore or will human connections win out in the end as customers continue to have a preference for human contact when the stakes (and the expense) is high?

TTIhubs are about networking; bringing travel and technology people together to chat and drink in a convivial atmosphere. But they're also an opportunity for a little learning. Our first TTIhub of 2019 explores whether the AI doomsday for human agents is actually nothing more than science fiction.

Come along to our TTIhub to drink, network and learn more!

Timings

- 17:30 Drinks and networking
- 18:30 Making Vital Connections, presentation by Manveer Mangat, CTO, Sesui Cloud Communications
- 18:50 Back to drinking and networking
- 20:15 Close

Registration

Attendance is free, you can register [here](#)



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

WHAT'S ON



Discover China European Marketplace, ETOA's new workshop

[China European Marketplace](#) is ETOA's new B2B workshop dedicated to Chinese tour operators and travel buyers looking to contract European tourism service providers, taking place on **14th May** at the **Shanghai Marriott Hotel Riverside** in Shanghai, China.

The event will take place to coincide with ITB China, which will be held at Shanghai World Expo and Exhibition Center from the 15th to the 17th May 2019.

We are also able, in partnership with the European Travel Commission, to offer spaces on the ETC "Europe" stand at ITB China itself. For more information about co-exhibiting opportunities please click [here](#).

China European Marketplace programme includes a full day of B2B workshop appointments with a personalized agenda, lunch & coffee provided during the day and access to ITB China.

[FIND OUT MORE](#)

MEMBER BENEFITS



Meet the team at ITB Berlin 2019

ITB Berlin is fast approaching. We are looking forward to welcoming all exhibitors at the ETOA stand 320, located in the premium Hall 9. For the first time at ITB our stand will also feature a sponsored coffee area, courtesy of Big Bus.

We invite members and non-members attending the show to visit us at our stand. If you would like to book a meeting please contact info@etoa.org.

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.

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