

Having trouble viewing this email? [Click here](#)



## January 2018

Many thanks for your continued support of ETOA during a successful 2017. The active participation of so many of our members at the marketplaces, seminars and webinars has contributed to a record year for the association.

Having previously been the Managing Director of a business that enjoyed great value from ETOA membership, I am keen to ensure that our events and services continue to support the industry in a fast changing marketplace throughout Europe.

We will engage with destinations to raise operational issues whilst further investing in our advocacy with our new Brussels office and through the appointment of Country Representatives based in Italy, France and Spain.

This year we saw the World Bridge EU tender successfully delivered and the preparations begin for the 2018 EU-China Tourism Year which will be launched in Venice on 19th January. For more information about this and our Partnerships in European Tourism [click here](#).

We will continue to work hard to ensure that our events remain relevant and productive. You still have time to secure your places at the [Britain and Ireland Marketplace](#) in London and [Hoteliers European Marketplace](#) in Florence, on 30th January and 19th February respectively.

ETOA works for its members, seeking to engage from EU to local levels. The credibility and weight of the association is based upon the quality and depth of its membership and so I would urge you to offer further support by encouraging other businesses to become involved.

On behalf of everyone at ETOA, we wish you a merry Christmas and best wishes for 2018.

**Colin Atkins**

Director of Membership, ETOA

---

## FEATURED NEWS



### **Free registration now open for Travel Technology Europe 2018**

Taking place on the 21st and 22nd February at Olympia London, Travel Technology Europe will bring together 6,000 professionals from the travel and hospitality industries to discover the latest technology trends and innovations. Data security, GDPR, artificial intelligence, alternative accommodation and the latest innovations in mobile technology feature prominently on the [conference programme](#). Visitors to the show will have the opportunity to hear about these technologies from companies including Expedia, John Lewis, Apex Hotels, SACO and Contiki.

#### *Searching for the visionaries of the future*

A brand new session - "Innovation 20:18" - will search for industry visionaries of the future. In Pecha Kucha style, the session will give five people the opportunity to present 20 slides on stage on a thought leadership topic. After 18 seconds each slide will automatically move on, meaning the presenter must work against the clock to get their message across. The audience will then vote for their favourite presentation.

Anyone working in the travel and hospitality industries can apply by completing the application form [here](#). Applications must be received by Wednesday 10 January. For free registration [click here](#).



## FITUR 2018

The International Tourism Trade Fair, FITUR, organised by IFEMA returns to the Feria de Madrid from the 17 to 21 January 2018.

FITUR 2018 is a global meeting point for tourism professionals and the leading trade fair for Latin American inbound and outbound markets.

The 2017 edition of the Trade Show boasted the participation of 9,900 exhibiting companies from 165 countries/regions; 136,000 trade participants, and 109,000 visitors from the general public, a 18.8% growth in international trade visitors compared to the previous year. In addition, the volume of business appointments, pre-scheduled and managed directly by FITUR, increased to 6,800 appointments.

ETOA will be at **Stand 4F18**, contact [Marta](#) to book a meeting.



## WHAT'S ON



## Paris - Cultural Seminar and City Planning

ETOA hosted a cultural tourism seminar focusing on product development on the 5th of December at Musée National Picasso-Paris. Erol Ok, the museum's General Director, commented: "It was a real pleasure to host ETOA and its members here, and for us it was also very important to flag our museum as an interesting, high-

quality, centrally located alternative to the larger high-volume attractions for tour operators. We believe that le Marais itself also has a very interesting touristic potential that is yet to develop”.

Those attending the seminar heard presentations from Mairie on 'Paris piéton', the 'Centre des Monuments Nationaux', which runs over 100 attractions in France, walking tour provider 'Paris on the Way' and venerable Marais department store BHV.

The city's intention to change the way public space is used and managed, to promote 'soft' mobility and control traffic access, will affect both operations and product development. More attractions and activities will be reached on foot or by public transport, additional thematic walking tours will be offered and greater effort will be needed to disperse volume geographically and through the day/year.

ETOA will continue to engage with the authorities as management plans evolve. Capacity management is a continual focus for our Paris Working Group.

Seminar presentations are available [here](#). For further information about Musée National Picasso-Paris please contact: [camille.corteggiani@museepicassoparis.fr](mailto:camille.corteggiani@museepicassoparis.fr)



## Partnerships in European Tourism: Berlin and Beijing events are open for applications

Partnerships in European Tourism is an EU initiative aimed at supporting EU tourism businesses and operators wishing to expand their businesses into the Chinese and US markets.

We are pleased to announce that both the Berlin and Beijing events are currently accepting applications. **Partnerships in European Tourism – Berlin** is the second event of the programme and will focus on the Chinese and US markets and Europe's Culture, Pan European Itineraries – Water Routes and Group Tourism. [Click here](#) to apply.

The first in-market event during the 2018 EU-China Tourism Year will take place in **Beijing**: the programme will include a conference and workshop focusing on Family travel and will appeal to European businesses seeking to tap into this core outbound business from China. [Click here](#) to apply.

Applications for both events are open to suitable candidates and selected delegates participate free of charge.

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



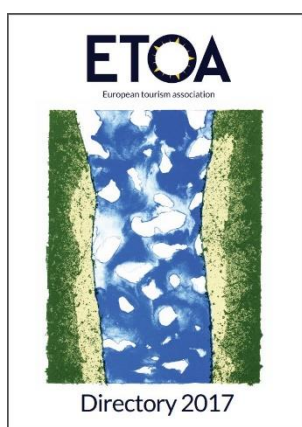
**INTEGRITY  
IN TOURISM** **USTOA**  
United States Tour Operators Association

## 2017 USTOA Annual Conference & Marketplace

US outbound is Europe's largest long haul source market. We therefore attended the annual USTOA Convention to meet with members based in this market and to compliment our promotional work in the EU funded Partnerships in European Tourism.

The forecast from many operators is that business is cautiously optimistic for continuing the outbound growth seen over the past year. As transatlantic seat capacity and new routes continue to look healthy, destinations in Europe should benefit from the further development of new routes and tour itineraries.

## MEMBER BENEFITS



### Membership Directory 2018

We are working on the 2018 edition of ETOA's Membership Directory. Please check your current [company description](#) and [get in touch](#) if you would like to update your description, logo or contact details.


We are keen to hear your suggestions and feedback as a member. If you have recommendations or requests, please email our [membership team](#).



## ITB Berlin 2018 | Join the ETOA stand

ETOA members have exclusive access to our stand's co-exhibiting options, designed to suit every budget. Members benefit from competitive rates that allow for an enhanced company profile at one of Europe's biggest trade fairs. More details can be found on our website, which features a live stand plan with all available desks.

For more information and booking instructions, please click [here](#).



**Interested in exhibiting with ETOA at ITB Berlin 2018? Click here for live desk availability.**

## NEW ETOA MEMBERS



## UPCOMING ETOA EVENTS



30 January 2018  
London | UK



10-12 June 2018  
London | UK



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

### 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)



*If you no longer wish to receive our Newsletter, please [click here](#) to unsubscribe.*

[Unsubscribe from all ETOA emails](#)

ETOA 4th Floor, Grays Inn House 127 Clerkenwell Road London EC1R 5DB United Kingdom +44 207 499 4412