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**May 2018**

After celebrating the success of our first in-market event in China, on behalf of the [Partnerships in European Tourism](#) project, ETOA is delighted to welcome many new names to our upcoming [City Fair](#) and brand new [Digital City Visitor Conference](#) this June. Please do not hesitate to [contact us](#) if you would like to find out more.

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

ETOA is also running local member networking events in France, Italy and Spain as well as working groups on transport, capacity management and operational challenges. Members are welcome to share their news and any business concerns with us.

**Jay Munro-Michell**

**ETOA**



## FEATURED NEWS



### **Experience London's hottest new immersive sightseeing tour... FOR FREE**

#### ***Yonda releases 1,000 free tours***

[Yonda](#) is London's fun, new sightseeing car that talks. And to celebrate the return of British Summer Time, it is giving away 1,000 free tours\* between now and Thursday 31<sup>st</sup> May, worth up to £120 each.

With Yonda, you drive, while the car talks – it's your very own virtual guide. Offering so much more than your average London tour, Yonda gives customers an entertaining inside track on the capital's history and culture, secrets and scandals.

In 90 minutes the nippy Smart car leads you around London's iconic sights, from Buckingham Palace and Westminster, to Covent Garden and Soho. Weave through back streets to discover London's first Michelin star restaurant; where Sir Winston Churchill and James Bond bought their cologne; and the home of Britain's best-known jazz club, Ronnie Scott's.

Choose to explore the capital in a two-seater convertible Smart car or a four-seater Smart car with panoramic roof. For those who prefer not to drive, a four-seater Smart car with its own Yonda driver is available.

To book one of the free tours visit [www.goyonda.com](http://www.goyonda.com) and insert discount code 'LONDON'.

*\*Terms and conditions apply, see website.*

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## **Discover Destination Florence Convention and Visitors Bureau**

[Destination Florence Convention and Visitors Bureau](#) is the official partner of the Municipality of Florence. Operating since 1995 as destination promoter of the city, the aim of DFCVB is to increase the quantity and importance of events and the quality of the governance of tourism. As CVB of Florence we were proud to host the Hoteliers European Marketplace workshop 2018 (HEM), which brought to Florence representatives from leading travel trade companies. Florence is one of the top tourist

destinations in the world and we strongly believe that this event represented an exceptional opportunity for us and for our local professionals in the hotel industry.

We are happy to inform you that we've recently launched the new official marketing and promotional project of Florence, *Destination Florence*, developed in partnership with the Municipality of Florence.

*Destination Florence's* main goals are to encourage incoming tourists, to extend the length of stay, to expand and diversify the tourist offer, to improve the image of Florence worldwide and to track attendances and tourists' behaviour. The activity of promotion of DFCVB is heading also toward M.I.C.E. and destination weddings. We hope to be your partner in the future and help you connect with the best local suppliers and hotels in Florence.

For more information: [firenze@conventionbureau.it](mailto:firenze@conventionbureau.it). Download our presentation [here](#).

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## **Alton Towers Reveals Exclusive Images Of New Thrill Ride *Wicker Man***

Alton Towers Resort has released first-look images of their latest thrill attraction *Wicker Man*, the first wooden rollercoaster to be built in the UK for 21 years, with the unique thrill of fire. The dramatic images reveal a spectacular six-story (57.7ft) structure, featuring an impressive human face on one side and ram's head on the other, which bursts into flames as the train races through its chest.

Alongside the new images of *Wicker Man* in all its glory, further details revealed include the height of the *Wicker Man* structure, 17.55m (57.57ft). Alton Towers Resort has invested £16 million into the creation of *Wicker Man* which has been in development for the last four year and the attraction will open to the public this Spring.

Francis Jackson, Operations Director at Alton Towers Resort, commented: "*Wicker Man* is Alton Towers' most ambitious project to date and we're really excited to finally reveal our newest thrill attraction to the world".

Keep up to date with the latest *Wicker Man* news by visiting [altontowers.com/Wickerman](http://altontowers.com/Wickerman) or searching WickerManRide across social media. To be

one of the first to experience Alton Tower's newest thrill attraction Wicker Man visit [www.altontowers.com](http://www.altontowers.com) to secure your ticket.

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## The Digital Travel Summit 2018 – Exclusive 20% discount for ETOA members

The Digital Travel Summit is Europe's annual eCommerce event for senior Digital Marketing decision makers from the top hotels, airlines, cruise lines, car rentals and intermediaries. Join us this June and **hear from over 50 thought-leading speakers** on the latest strategies and technology innovations which are shaping the future of the online travel market today.

[Download the latest brochure](#) for the full speaker line up and topic areas being covered and see why your colleagues are joining us in London for the Digital Travel Summit this June.

As a member of ETOA you can get an **exclusive 20% discount off your ticket to attend the Digital Travel Summit simply by quoting "DTSETOA18" when you [book online here](#).**

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

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## Last chance to register for City Fair 2018

[City Fair 2018](#) is fast approaching - join over 80 European cities, destinations and their partners, showcasing their tourism offering to over 100 city break product developers & buyers from international markets. City Fair 2018 programme includes:

- **Sunday 10th June** - welcome reception central London venue (to be announced soon);
- **Monday 11th June** - pre-scheduled B2B matchmaking appointments and additional networking opportunities over coffee breaks, lunch and open appointment slots. The workshop will be followed by a scenic evening drinks reception by the Thames;
- **Tuesday 12th June** - Free access to the Digital City Visitor Conference. Find out how technology is helping destinations and operators win new clients & increase visitor spend.

Please click [here](#) to register for City Fair 2018. If you are not attending City Fair but you would like to attend the conference only, please follow [this link](#) to purchase a ticket.

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

[Partnerships in European Tourism](#) arrived in Beijing on Monday 16th April for its first in-market event in China. European tourism businesses, selected and supported by this European Commission project, attended a B2B matchmaking with Chinese operators and agents on the theme of Family Travel, a topic elaborated on at the accompanying conference which took place within the [China Outbound Travel & Tourism Market](#). Delegates then had access to the COTTM show and the European Commission stand and lounge for the duration of the exhibition.

Partnerships in European Tourism will return to China and later this year also to London for a series of similar events open to applications from European tourism companies, sign up [here](#) to receive updates.

### What's up next:

- [Macau](#) | Global Tourism Economy Forum | Tailor Made Travel | October 22-24
- [London](#) | Global European Marketplace | European Lifestyle | November 1-2
- [Shanghai](#) | China International Travel Mart | November 16-18
- [Chengdu](#) | Chengdu International Tourism Expo | November 29 – 1 December

### Feedback from PET Beijing:

*Excellent organisation with great selection of buyers | It is a great opportunity to meet buyers and sellers | Professionally organized event with high return on investment | Without PET events things would be much harder!*

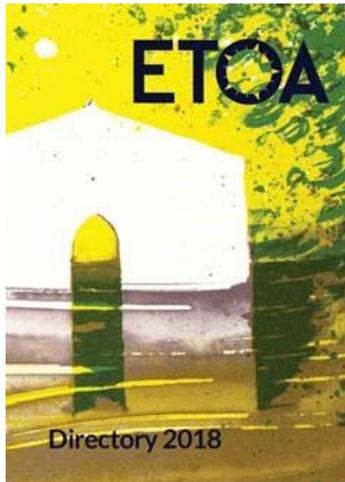
**If you haven't registered your interest on the Partnerships in European Tourism portal, please sign up on [www.eutravelpartnerships.org](http://www.eutravelpartnerships.org) to ensure you receive all updates on upcoming project activities.**



Discover how to grow your  
business internationally



## MEMBER BENEFITS



### ETOA Directory 2018

We are pleased to let you know that our **2018 Directory** will be arriving to ETOA's members soon.

In the meantime, please log on to your [member area](#) to access the digital copy.

## NEW ETOA MEMBERS



## UPCOMING ETOA EVENTS



10-12 June 2018  
London | UK



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