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## September 2018

September's newsletter features news from three ETOA members, our latest new joiners and presents another full programme of travel trade events to our members.

Our month starts with the [Destination management and product development seminar](#) in Seville on the 27th September and continues on the 9th October in Lucerne, with business leaders from across the ETOA membership invited to join the [European Tourism Summit](#), please find more details below.

All members are encouraged to make the most of [GEM](#), ETOA's largest annual member gathering on the 1st-2nd November. To sign up please click [here](#) or if you have any questions, [Karen Jensen](#) will be pleased to assist you.

Suppliers can also still apply for places at the [Partnerships in European Tourism](#) conference and marketplace events in Macau, London, Shanghai and Chengdu. Please contact [Karine Noel](#) if you have any questions on these.

We also remind members working with China and India outbound of our [current survey](#) of business impact of visa processes for those markets.

Finally, last call for applications for buyer places at [Showcase Paris](#) and [Travel Trade Athens](#), make sure you don't miss out!

**Jay Munro-Michell**

**ETOA**



## FEATURED NEWS

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### **Sports Events 365, your supplier for all major sports events, chosen by thousands of travel agencies around the world**

Sports Events 365, a member of ETOA since September 2017, is an international sports ticket vendor, founded in 2006 and offering a full range of sporting events worldwide as well as tickets to concerts of world-class artists.

Our company is built to support the travel industry by using one of our cost-free web solutions, such as: API, White labels and Affiliation Program. Travel agencies use our tool to integrate our technology in their own platform for their own agents and customers to use and they earn commission on each sale.

Sports Events 365 is probably the only company in the world that offers a huge variety of tickets for sports events at competitive prices, and yet maintains a very high standard of fulfillment, meeting the highest expectations of the travel industry.

Our multilingual websites and customer service offered in 21 languages make us the vendor of choice for international travel agencies all around the world.

Sign up today to access our travel professional website to earn an immediate commission and schedule a demo of the tools with our consultants: [www.sportsevents365.com/travel\\_professionals](http://www.sportsevents365.com/travel_professionals).

For more information kindly [contact us](#).

Interesting upcoming sports events: [Spanish League- La Liga](#) | [English League - Premier League](#) | [Italian League - Serie A](#)

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## **Big Bus Tours launches expansion into Dublin, its 20th city in the global portfolio**

Big Bus Tours, the world's largest operator of open-top sightseeing tours announced the official launch of its Dublin operation, the 20th city in its global portfolio. The Dublin launch follows the recent signing of the agreement between Big Bus Tours and the Dualway Group to acquire the Company's Dublin based hop-on, hop-off sightseeing tour operated by Irish City Tours.

With the Big Bus 'Hop-On Discover, Hop Off Explore' approach to city tours, Dublin is a perfect addition to the portfolio given its' UNESCO City of Literature status together with its' famed writers, poets, musicians and culture.

Alex Payne, Big Bus Tours CEO said: "Dublin is a world class tourism destination that is seeing strong growth in visitor numbers year on year. It complements the Big Bus portfolio perfectly, and will bring us another step closer to our vision, to become the number one thing to do in every world famous city".

As market leaders in the field, customers will enjoy technology advancements implemented by Big Bus Tours over recent years, including digital content, free Wi-Fi, Real-Time Bus Tracking and the ability for customers to locate their nearest stop through the Mobile App.

For further information, please visit [www.bigbustours.com](http://www.bigbustours.com)

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## **H.M.K. is celebrating its 145th anniversary as Norway's oldest passenger transport company**

H.M.K.'s story has started in 1873 when the company was established by Hans Martin Kristiansen and our first passengers were being transported with luxurious horse drawn carriages.

2018 marks our 145th year of continuous business and we are proud to be the oldest passenger transport company in Norway providing the newest and most modern fleet of coaches, minibuses and limousines. But our goal is to offer our clients more than this!

We're committed to provide only the highest quality of service, safety and comfort so that everyone who will visit Oslo and Norway with H.M.K. will get a true Norwegian experience! Our friendly and experienced team can assist you with any transport requirements you might have (group travels, VIPs or large events), competitive rates, 24/7 customer support, and behind the steering wheel of our vehicles, you'll always find professional, service-minded and English-speaking drivers. Choose H.M.K. as your travel partner in Norway and you'll travel in comfort and style!

For more information: [www.hmk.no](http://www.hmk.no) / [hmk@hmk.no](mailto:hmk@hmk.no)



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



## **Last few spaces available for the European Summit in the Alps 2018**

ETOA's annual [European Tourism Summit in the Alps](#) returns to beautiful Lucerne on the 9<sup>th</sup> October 2018. We will bring together senior figures from the public and private sectors in a day of high-level discussion and networking.

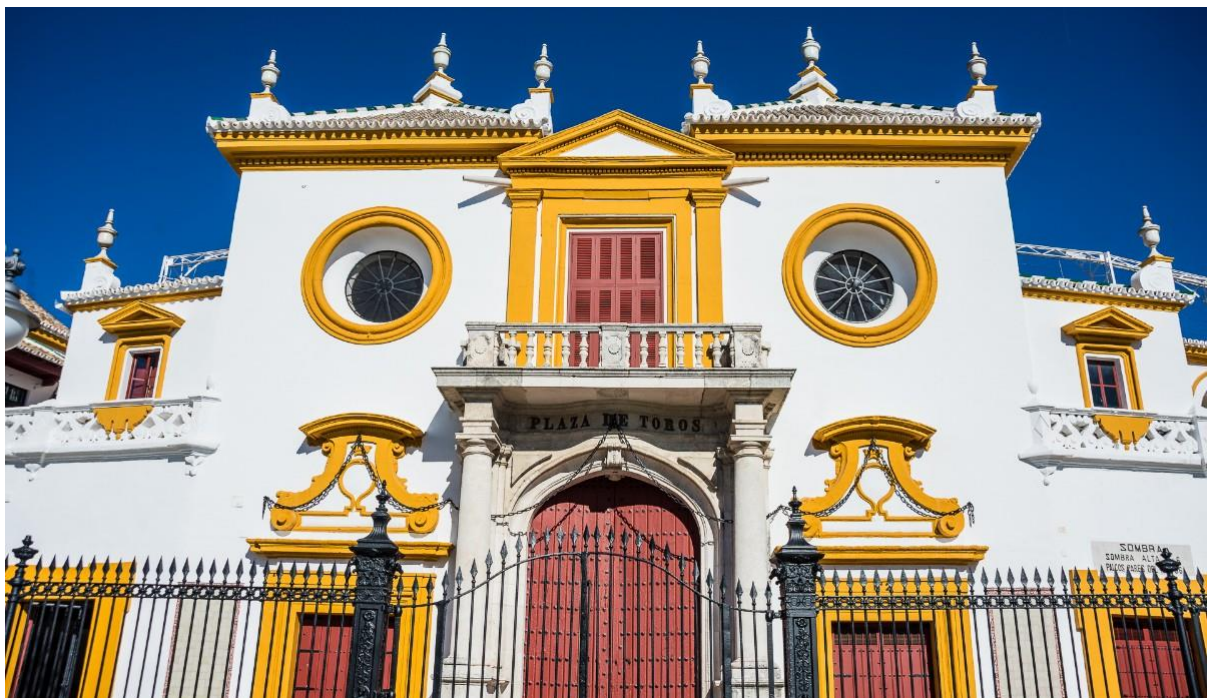
This year's programme will feature an exclusive sunset cruise and a 3-course dinner at the Seehotel Hermitage (dinner ticket can be purchased separately – this has limited availability, so please book early).

Confirmed speakers include István Ujhelyi MEP, Chair of the European Parliament's tourism task force, and Luis Araujo, President of Turismo de Portugal.

The event runs from 10.30am to 5.15pm, including coffee breaks and lunch, followed by networking drinks and optional sunset cruise and dinner.

**We have only few places available**, please click [here](#) for more information about the event. For any event enquiries, please get in touch with [Sara](#).

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## ETOA Seminar on Cultural Tourism: Seville

ETOA Seminar on Cultural Tourism, run in collaboration with Turismo de Sevilla, will take place on Thursday, 27<sup>th</sup> September at 9.30am. It is kindly hosted by the Real Maestranza de Caballería de Sevilla (Paseo de Cristóbal Colón, 12, 41001 Sevilla, Spain), with the support of Ciudades AVE.

The event will focus on good practice in destination management, product development and diversification within the region. The seminar will be conducted in Spanish. Buyers, cultural attractions and other stakeholders are warmly encouraged to attend.

Click [here](#) to register for the event or if you have any questions, please contact [Jorge Traver](#).



## Partnerships in European Tourism

### Partnerships in European Tourism Shanghai | Film & TV-Inspired Travel

The influence of film and TV is especially pronounced in the Chinese market. Analysis of online activity among Chinese visitors by the European Travel Commission demonstrates that film and TV shows drive travel decisions, with Chinese reality television shows and film playing a crucial role in influencing outbound travel destinations.

As well as **traditional operators** seeking travel product, at the Shanghai event there will be representatives from the **film, TV and media industries** (representatives from DragonTV and the Hunan TV network confirmed).

Interesting articles on the power of Film & TV tourism:

- ["Film and TV open Chinese tourists' eyes to new destinations"](#)

- [“Odd TV Partnership to Promote Chinese Travel in Europe”](#)

Applications are open for the forthcoming edition of [Partnerships in European Tourism](#) in **Shanghai** on the **15-16 November**, which focused on the theme of Film & TV tourism. The European Commission is funding this event and providing accommodation and marketing support, successful applicant companies receive:

- **FREE** 2 nights’ accommodation in Shanghai
- **FREE** B2B matchmaking with Chinese travel buyers and Film & TV professionals
- **FREE** conference on Film & TV-inspired travel and the Chinese market
- **FREE** Access to [China International Travel Mart](#)
- **FREE** marketing support: bespoke translated business profile printed for all of your meetings, bilingual event directory entry, bilingual business cards and interpreters for the meetings.

[APPLY HERE](#)



Discover how to grow your  
business internationally



### **Visa survey – participation requested**

Members are reminded of ETOA’s visa survey whose results will support lobbying activity to improve Schengen as well as Ireland/UK visa processes. The greater the response, the more weight it will have. The current survey focuses on China and India outbound and their European inbound partners; in future we will survey other key source markets including Indonesia.

Please click [here](#) to find out more and complete the surveys.

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## MEMBER BENEFITS



### WTM 2018 | Join the ETOA stand

ETOA members have exclusive access to ETOA's stand 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.

Bookings are now open and details can be found on our [website](#), which features a live stand plan with all available desks. For more information and booking please contact [Alberto](#).

## 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 1000 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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