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October 2019

ETOA NEWS

Welcome to ETOA's redesigned Newsletter

Our newsletter is now supported by a [What's new area on the ETOA website](#) where you can read the latest updates from the association and our members. This area is updated every week so make sure you stay informed!

[What's new at ETOA](#)



VIVA Italian Marketplace is now open for registrations

We would like to invite you to VIVA, ETOA's new B2B workshop taking place in Rome at the **Crown Plaza - St Peter's** on the **18th February**.

Dedicated solely to Italy, VIVA is ETOA's new workshop where international tour operators and travel buyers meet tourism product from across Italy in a full day of B2B appointments.

[Find out more](#)

WTM 2019, only 3 desks available, book now!

Are you planning to exhibit at WTM London this year? If yes, you might want to secure one of the last 3 external desks still available.

For more information and to book your place please contact [Alberto](#).

[Find out more](#)



Destinations

We've just published a few new destinations on our **Destinations** page.

Find up to date operational information about **United Kingdom, London** and **Edinburgh**.

[Find out more](#)

We have also published a new page on the policy section of our website where members and non members can find an overview of ETOA's policy and non-commercial activities including information about our lobby and destination work.

[Find out more](#)



This month our CEO Tom Jenkins visited Hangzhou to speak at the Xianghu Dialogue organised by the World Tourism Alliance. This year's dialogue focussed on today's travel and tourism industry and how to respond and adapt to rapid growth and development.

Tom spoke on a panel alongside the Vice-Mayor of Carcassonne and the Consul General of India in Shanghai on the topic of building a tourism public service system and destination marketing.

Our CEO has also appeared in the media discussing the collapse of Thomas Cook, most recently on BBC Radio 5 Live on the morning of the 25th September.

ETOA EVENTS



**Global European
Marketplace**

1 Nov, London



ETOA stand at WTM

4-6 Nov, London



**Britain & Ireland
Marketplace**

Over 250 global tour operators and travel buyers meet the best European product for the most influential contracting event of the year.

[Secure your place](#)

The annual B2B show for the global travel trade, taking place in London, UK. ETOA offers its members the opportunity to co-exhibit on its stand.

[Co-exhibit with ETOA](#)

28 January, London

A B2B workshop for international tour operators and travel buyers that want to meet tourism product from across the UK & Ireland.

[Secure your place](#)



Hoteliers European Marketplace

10 February, Seville

A full day of B2B appointments and additional networking opportunities dedicated to hotel contractors that want to meet European accommodation providers.

[Secure your place](#)



VIVA Italian Marketplace

18 February, Rome

A one day B2B workshop for international tour operators and travel buyers in search of tourism product from across Italy.

[Secure your place](#)



The Nordic Marketplace

24-25 February, Copenhagen

A first time opportunity for global tour operators and travel buyers to meet with suppliers from across the whole Nordic and Baltic region.

[Secure your place](#)

FEATURED NEWS



Experience Operation Market Garden and the Battle of Arnhem

Operation Market Garden became widely known thanks to the film A Bridge too Far. The film depicts how the Battle of Arnhem failed, and the city is not liberated. Nowadays, monuments and museums throughout the Arnhem region are dedicated to the military operation.

[Find out more](#)



Strawberry Field, Liverpool – new, authentic and unique addition to Beatles tourism opens in September 2019

Catering for both FIT's and group tours, Strawberry Field makes a visit to Liverpool even more compelling for the hundreds of millions of Beatle fans around the world.

[Find out more](#)



ENGLAND'S GREAT WEST WAY®

Registrations is now open for the Great West Way Travel Trade Marketplace 21-24 November

This flagship annual trade event, led by VisitWiltshire, will bring buyers and suppliers together to package products and destinations from England's Great West Way.

International and domestic travel trade buyers are invited to attend this four-day event, starting with a private tour and champagne reception at Windsor Castle, followed by a VIP evening reception at De Vere Beaumont Estate.

[Find out more](#)



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