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December 2019

## ETOA NEWS

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### Welcome to ETOA's redesigned Newsletter

Our newsletter is now supported by the [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!

**Hoteliers European Marketplace** is ETOA's workshop dedicated to hotel contractors that want to meet European accommodation providers. We are returning to Seville on the 10th February 2020 for another successful edition of the event. Watch our preview video and contact our team to secure your place:

[Enquire now for HEM 2020](#)



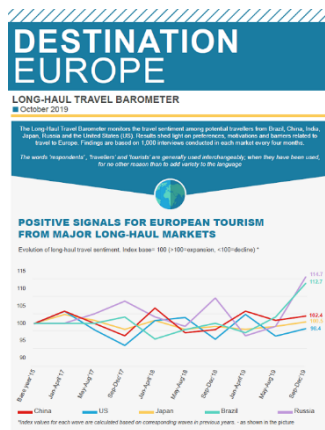


## Co-exhibit with us at ITB 2020

Every year we give our members the opportunity to co-exhibit on our stand at ITB in Berlin. For 2020, we confirmed our stand in the usual position in Hall 9. Members can book a desk to conduct their meetings during the show and to give exposure to their brand on a busy stand.

Each desk includes storage space, power access, complimentary WiFi, two badges and company registration and listing for the show.

[Co-exhibit with us](#)



Research in long-haul markets shows strong interest in European destinations in Brazilian and Indian markets.

France is the top destination for the Chinese market, with natural and cultural heritage the top driver of destination choice.

Affordability scores highest for Russian market.

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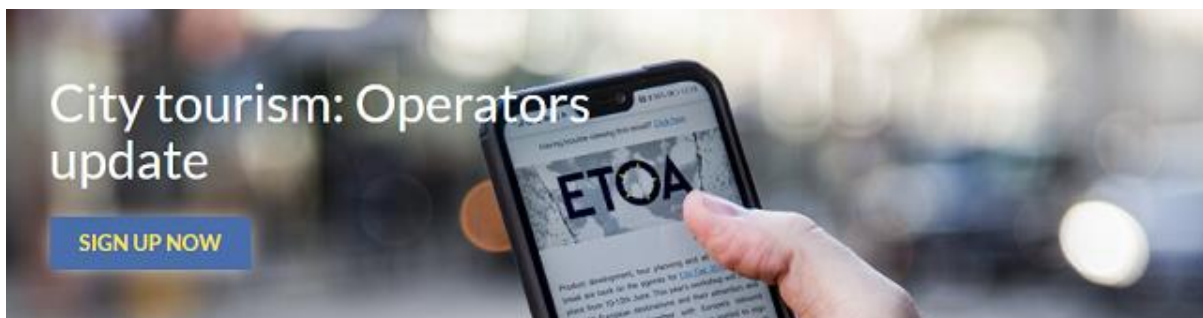
November has been a very busy month for our CEO with ETOA's Brexit Seminar at The Barbican, followed by the Global European Marketplace and World Travel Market.

Tom has met with representatives from various organisations, countries, and governments to discuss and advise on the issues facing our industry and methods for growing tourism in a changing market. He has also spoken for ETOA on a number of panels alongside other tourism experts; he has particularly spoken on tourism taxes and their effects.

**Rail tourism and sustainable travel** Please join ETOA and partners at FITUR on the 23rd January from 11.00 to 13.00. Operators and DMCs are strongly encouraged to attend. Whether in response to consumer interest in sustainable long-distance travel as an alternative to flying, or the result of product development by rail operators, leisure rail tourism is growing. Issues remain: booking horizons; cost; multi-country ticketing; service resilience. ETOA has partnered with UIC, the umbrella body of national railways, to support its TopRail project aimed at increasing take-up of rail product by the industry. [Register here](#).



ETOA's monthly **City Tourism: Operators Update** informs members about operational changes in European destinations, i.e. reservation policies, tourism tax, transport access, tour guiding regulation and developments in European, national and local tourism policies. Click on the image below to sign up:



## ETOA EVENTS

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**Britain & Ireland  
Marketplace**

**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](#)



**China European Marketplace**

**12 May, Shanghai**

Our B2B workshop dedicated to Chinese tour operators and travel buyers that want to contract European tourism service providers.

[Secure your place](#)

## FEATURED NEWS

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### **Join FITUR, the International Tourism Trade Fair, Madrid 22-26 January 2020**

FITUR is the first appointment of the year for the world's tourism professionals and the leading trade fair for inbound and outbound markets in Latin America. At its 2019 staging, FITUR has surpassed its participation record with 10,487 companies from 165 countries and regions, 142,642 trade visitors and 110,848 visitors from the general public.



You have to be at FITUR: a unique forum for promoting brands, presenting new products, learning about the latest trends and filling your agenda with new contacts and opportunities. [Join FITUR 2020 as a trade visitor.](#)

