

# BETTER TOURISM IN EUROPE

## OUR MISSION

- To be the first place our members go to for support, expertise and networking connections
- To enable a fair and sustainable business environment, so that Europe remains competitive and appealing for residents and visitors

## OUR GOALS

- Increase our influence at European, national and local levels
- Provide excellent services to all stakeholders
- Grow revenues to support and expand our network

## ABOUT ETOA

- ETOA was established in 1989 to provide a voice on legislative issues for group tour operators bringing visitors from long-haul markets to Europe.
- Noticing ETOA's large body of tour operators, suppliers came to us wanting to contract product and services with them. This desire for B2B connectivity saw the launch of our flagship events, which provide one-on-one appointments between buyers and suppliers.
- More than 1,200 ETOA members from over 50 countries include tour operators, intermediaries and wholesalers, regional and national tourist boards, hotels, canal/lake/river cruise operators, attractions, technology companies and other tourism service providers.
- Around 25% of the membership are buyers (Tour Operators, Wholesalers, OTAs), and around 75% are European suppliers.
- European accommodation providers make up about 15% of the membership.

We have offices in Belgium and the UK:

Rue du Marche aux Herbes 61, 1000 Brussels, Belgium  
4th Floor, Grays Inn House, 127 Clerkenwell Road, London, EC1R 5DB UK

## PRINCIPAL ACTIVITIES

### DESTINATION ENGAGEMENT

Our destination working groups in Amsterdam, Barcelona, Paris and Rome help us engage with key local stakeholders to ensure that the communities our members visit can see the benefits of tourism. Our online destination pages support these activities.

### POLICY

We contribute to tourism policy debate at EU, national and local levels, with sustainability our top policy priority. Other key topics are visas, cross-border services, Brexit and VAT. Our online member resource tracks tourism taxes at over 130 European destinations.

### EVENTS

We deliver seven B2B workshops per year in cities across Europe and in Shanghai, offering unparalleled networking and contracting platforms for tourism professionals. These are supplemented by regular seminars, webinars and social events throughout Europe.