



7 May 2020

WEEKLY BULLETIN

Pivot to domestic At ETOA's recent [USA FIT market webinar](#), attendees confirmed market expectation: 70% believed that significant transatlantic volume will not return to Europe until 2021; most of the rest thought Q4 2020 would see a return. ETOA's operator members report strong pent-up demand, which may initially come from higher-end travel given likely impact of the crisis on the general economy. With Europe's largest long-haul market absent during the summer, while some demand from Asia for Q4 is returning, the focus is mainly on domestic and intra-European tourism. New product developed for Europeans could generate strong demand in markets worldwide. We expect a lively discussion about future needs and opportunities at ETOA's first online B2B workshop, [City Fair 2020](#).

European roadmap for recovery On 13th May, the EU is expected to announce further plans regarding exit from lockdown. While border restrictions, transport and public health remain matters of national competence, strong calls from industry and international bodies for common protocols continue. Business cannot plan until it knows the operating conditions: load factor on aircraft and coaches; social distancing and hygiene requirements in the hospitality sector. Given the planning cycle for long-haul travel, it is essential Europe sends a clear, reassuring message in coming months so that 2021 business can be sold. Without it, business and consumer confidence in cross-border travel will continue to suffer.

Coronavirus (COVID-19)

ETOA - Insight, Action and Resources



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The [COVID-19 resources page](#) is reviewed and updated regularly with notifications on which sections updated at the top of the page. Recent updates include:

- [Map](#) on planned dates to re-open museums by country from the Network of European Museum Organisations (NEMO)
- [Report](#) by our industry partner European Cities Marketing, in partnership with TOPOSOPHY, providing a recommendations checklist for DMOs to respond and recover from COVID-19, including examples of current initiatives from DMOs
- [Study](#) by ETOA member RateGain on the impact of COVID-19 to the hospitality industry



ETOA's previous webinars can be reviewed [here](#). Future events will include: destination and regional product development - how public and private sectors can collaborate to stimulate and support recovery; origin markets - what are operators and recent research telling us about travel intentions?

Upcoming webinar:

- 'Crisis and recovery - the Chinese outbound market' webinar - May 12, 2020 10:00 AM BST. Register [here](#).

ETOA's current lobbying priorities remain:

- Access to liquidity, especially for SMEs
- Resolution to cancellation and refund policies
- Better practical information to enable future planning
- Coordination in standards for food, accommodation, transport systems under any new public health guidelines

City Fair 2020: our B2B workshop is going virtual



We have been hard at work to respond to the changing circumstances and finding a solution to best serve the needs of the industry and our members. We are excited to announce that **we will now deliver our tried-and-tested B2B networking workshop online** to make it easier for attendees from across the world to participate at this year's City Fair and lay together the foundations for recovery. [Find out more.](#)

Members Exclusive

We have just published ETOA's 2020 Member Directory on the website and a print copy will be delivered to all members. Meanwhile you can access it in our member resources area by clicking [here](#).

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DIRECTORY 2020

www.etoa.org

Members' Features

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Coronavirus Hub

Please check [our hub](#) for members' features, which includes news of a virtual cocktail-making workshop brought to you by Roe & Co Distillery, part of Guinness Storehouse portfolio of Experiences in Ireland.