



11 June 2020

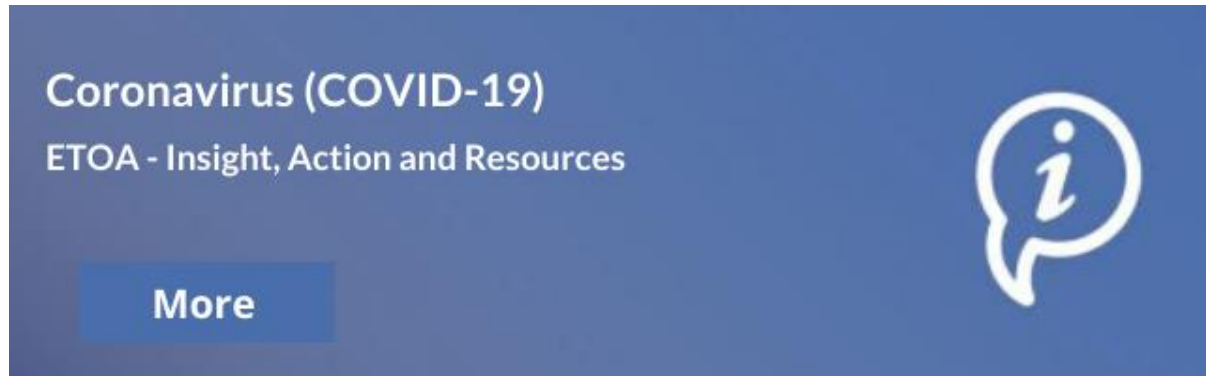
WEEKLY BULLETIN

Diversification in European tourism Will the Covid-19 crisis be a catalyst for discovery, or will visitors prefer the most famous places? With product development and diversification being a precondition for tourism's sustainability, ETOA has been talking to destination managers across Europe. The appetite for more connection and interaction between local people and visitors was a common theme in a [webinar](#) yesterday featuring experts from regional DMOs in Italy, France, Spain and Portugal. 83% of participants agreed that current market focus on domestic demand will drive the development of more community-friendly tourism in Europe. In these strange days of social distancing it was good to be reminded of the human touch and the mutual curiosity that animates in tourism.

Some developments would be enabled by investment: leisure infrastructure provides amenities for residents as well as visitors. But some would come from a renewed awareness of what we most value. Residents of major destinations currently have the unfamiliar experience of walking through historic centres and visiting world-famous galleries and museums that are quieter than they have been in decades: how growth will return is an open question. 77% of participants thought that long-haul tourism will spread out to more destinations. For this to work out in practice when international visitors return will need close collaboration between public and private sectors, and new product the travel trade can sell. Join the conversation about opportunities and recovery in destinations across Europe at [CityFair](#) on July 20th.

ETOA website: content availability Since mid-March, we have made all the coronavirus related content on our website publicly accessible instead of adding it to Members-only Destination or Policy pages. As recovery and rebuilding begins, we will start 'gating' more content which means it will only be available to ETOA members. We are taking this step to recognise the value of our members' support and reward their continued investment. This coincides with the upcoming launch of our new Insight Hub, which will provide a content-rich statistical and insight service exclusively for our members, to articulate the value of European tourism and aid decision making during recovery.

If you would like to continue to have access to all of ETOA's expanding resources but are not yet a member, then please click [here](#) to start a discussion about how membership could help you take full advantage of the coming recovery.



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:

- More Schengen countries are set to re-open their borders from 15 June for visitors from other European countries with a further lifting of restrictions expected 1 July. The European Commission is currently preparing a travel portal (we anticipate launch in the next couple of weeks) which is expected to show the latest on a country's border entry conditions (e.g. from which countries entry is allowed and any testing or quarantine policy). Some countries may still have regional variations such as the Paris region of France *Île-de-France* and mainland Spain/Spanish Islands. For UK, re-opening dates vary between England, Northern Ireland, Scotland and Wales. In Ireland, while the exit roadmaps are different between Northern and Republic of Ireland commonality on re-opening dates is emerging. From early July, we expect a large proportion of European countries will allow domestic and possibly inter-European tourism depending on origin country.
- For the long haul market, a date has yet to be agreed on re-opening the Schengen external border and we hope to hear further information this month. For non Schengen countries Ireland and UK while borders are open both have separate quarantine policies in place at this time. Current indication is this may change from end of June/July with the establishment of "travel corridors" possible.
- While the European Commission's travel portal is being prepared, [IATA](#) has a useful summary and Government foreign affairs webpages of the origin and destination countries should be checked for the latest on departure and entry conditions. NTOs may also display and/or link to this information. Some of the countries (EEA plus some long haul markets) can be found on our [COVID-19 resources page](#).
- Operational guidelines on re-opening are continuing to be published by national Governments with assistance from tourism boards and industry bodies. Tourism boards have also launched 'standard approved' schemes targeted at visitors. We have published links to some of these schemes and guidelines on our [COVID-19 resources page](#). Tourism boards are welcome to contact coronavirus@etoa.org with information they wish to add to our resources page.

ETOA Webinar

ETOA's previous webinars, including yesterday's webinar on regional diversity in European tourism, 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?

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



Last chance to register for City Fair 2020

City Fair, our tried-and-tested B2B networking and product development workshop, is moving online in 2020 to make it easier for attendees from across the world to participate as we

lay together the foundations for recovery.

Over 100 buyers have confirmed they will join us on the 20th July for this year's edition, please see [here](#) the list of confirmed companies to date and click below to find out more and register:

[Register here](#)

Members' Features

On our [Members' Features page](#) you can find free-of-charge ETOA Member content to support business and encourage stuck-at-home travellers to keep destinations in mind, offering virtual visits, free online events and inspiration for future holidays. [Contact us to be featured](#) and keep the ideas coming!



Members' Features

Tackling the Impact of COVID-19 Together

[Contact us to be featured](#)