



July 2020

## NEWSLETTER

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### Insight hub

ETOA has launched its 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.

### Sustainability and Recovery

During last week's webinar with UNWTO and Turismo de Portugal on politics and priorities for tourism, 90% of participants thought that tourism should be more socially sustainable; this echoed the call for community-friendly tourism in previous webinars. Will this translate into a new, scalable offer?

For more commercial insight about product development during recovery there is still just time to join our first online [CityFair2020](#) on 20th July: over 135 suppliers and destinations will meet 140 buyers from source markets worldwide.

ETOA has recently launched a survey to find out what our buyer members are doing around sustainability, how their clients feel about it, and their perception of its importance to their business. If you are a buyer and would like to complete the survey, [click here](#).

### Risky Business

One aspect of the tourism industry's sustainability is its continued ability to manage risk. ETOA and its partner ECTAA have just issued a paper [Tourism's Recovery: A Risky Business?](#) analysing the changing needs of financial risk management through

insurance and regulatory reform, and how the system failed both consumers and business during the crisis. For further information about our work on this, [contact us](#).

## Coach tourism

Group tourism means coaches and the private coach sector has experienced a 100% drop in business: not only from tourism, but also school and commuter transport; the sector provides an essential part of Europe's collective transport system. Is it getting enough support? In Germany over [1000 coaches](#) were used to make political protest: in consequence, €170mn has been made available, but how this will be distributed is unclear. Based on the c.9000 strong private coach fleet in Germany, this represents €19,000 per vehicle. More information [here](#). In the Netherlands, 200 coaches were part of an organised campaign that went to the Hague: 40 of these drove to Parliament. At issue is the need for financial support tailored to the sector. Dutch government subsidies for salaries and funding for overheads up to €50k are insufficient for businesses with such high fixed costs.

Our partners, the **International Road Union (IRU)** have developed [operating guidelines](#) for the safe return of collective passenger transport.

## Tourism Gives Back

In another example of the accommodation sector offering community support, [RoomsAgainstCovid](#) is a Portuguese initiative encouraging hotels to provide lodging to health professionals. To mark its reopening on 4th July, the [Sagrada Familia](#) in Barcelona is offering 125,000 free entrances for the rest of the year, initially offered to those who have made a particular contribution or been particularly affected during the crisis, from shopkeepers finding a way to keep their doors open to carers and people suffering financial hardship. Please continue [to send](#) any examples of altruistic initiatives.

## Coronavirus (COVID-19)

ETOA - Insight, Action and Resources

More



The [COVID-19 resources page](#) is reviewed and updated regularly with notifications on which sections updated at the top of the page. To access this page requires members to login. If you are having difficulties please contact [info@etoa.org](mailto:info@etoa.org).

Recent updates include **Switzerland** being added to the [European Commission map](#) showing real time information on internal and cross-border travel allowed/restricted, services open (e.g. attractions, hospitality) and health and safety guidance.

The EU member states have also been discussing this week **which non-EU countries should be allowed into the Schengen area from 1 July**. As a first step, the European Commission has recommended that some countries from the Western Balkans are allowed. In general, raising of restrictions from non-EU countries will be contingent on epidemiological conditions, coordination and reciprocity. During 2020, the UK still enjoys the same access to the EU subject to any member state restrictions. We will link to the agreed list on our [COVID-19 resources page](#) when published. Government foreign affairs webpages should also be monitored as the final decision on border entry and issuing travel advisories/warnings remain matters of national competence.

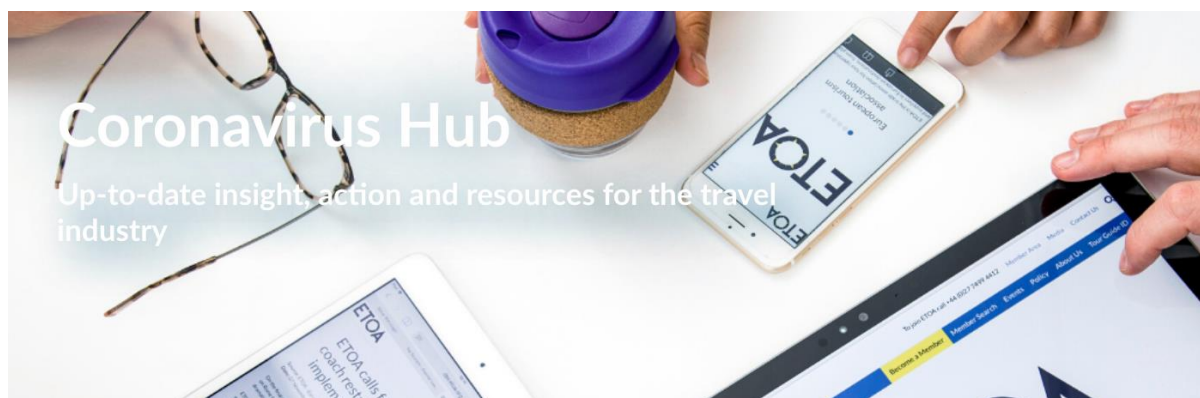
**Ireland** and the **United Kingdom** are currently reviewing their separate quarantine policies and travel corridors may be implemented for certain countries next month. For the latest information please see [Ireland](#) and [United Kingdom](#).

### Upcoming ETOA webinars:

- **Chinese Tourism Market European Recovery Plan - European Webinar**, Friday 26th June 8:00 BST. [Register here](#).
- **China Market - Update and recovery plan for the Nordic Region**, Wednesday 1st July 14:00 BST. [Register here](#).
- **Germany, Switzerland & Austria (GSA) - Travel Product for Now and Later**, Thursday 2nd July 13:00 BST. [Register here](#).



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?



## 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



## Partner event

The Travel Forward VIP Buyer Programme offers a unique opportunity for travel technology buyers to meet with leading solution providers in the industry. Being accepted into the Buyer Programme allows senior professionals to expand their network, conduct key business negotiations and to be recognised as a quality buyer of travel technology solutions and services.

[Register your interest now](#)

## 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. New content includes **Visit Wales'** webpage that allows you to explore Wales digitally. [Contact us if you would like to be featured.](#)



# Members' Features

Tackling the Impact of COVID-19 Together

[Contact us to be featured](#)