



**2 July 2020**

## **WEEKLY BULLETIN**

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### **Attractions and capacity management**

We hear daily from ETOA's member operators that there is demand. That is the good news. The problems include whether, once travel restrictions ease and demand picks up, both business and consumers can obtain adequate insurance, and, critically, whether bookings can be confirmed.

Museums and attractions are starting to open but in a very different operating environment for the foreseeable future. The cultural sector is under acute financial stress, with political commitment to its support under increased scrutiny at a time when all sectors are under strain. Yet it represents one of Europe's most valuable assets, providing employment and attracting visitors from around the world.

On a practical level, there will be restrictions to capacity due to safety and social distancing requirements. These are near fatal for the performing arts sector and, for attractions, pre-booking only and strict flow management will become standard. In a normal market, reduced supply would drive up the price, but many attractions are publicly owned and price controlled. Now that local communities have easy access to cultural attractions that were typically very busy with visitors, will the idea of one price for locals and another for visitors gain currency?

What seems likely is that many operators will move business away from some of the classic sites, primarily due to ever-increasing logistical obstacles. If prices increase too, this shift will be more marked. This is an opportunity for more premium product to develop, and with it the increased risk that 'culture' is only for those who can afford it. The same is said about tourism, and it has always been true – but the inflationary pressures of constrained supply, cost of insurance and business complexity will make it more so.

But it is also an opportunity for diversification: Europe's potential cultural tourism offer is wide, and contrasts with the historic over-concentrations at certain sites. COVID-19 may prove to be a catalyst for curiosity to turn into real commercial opportunity as buyers look for new ways of adding value with new partners who are

keen to benefit from the travel industry's ability to sell. These opportunities will be explored at [CityFair](#) later this month.

## Economic recovery and sustainability

The goal of the European Green Deal is to deliver a 90% reduction in transport-related greenhouse gas emissions by 2050. In a new initiative launched on 1 July the EC makes a strong link between economic recovery and sustainability. Policy outcomes will affect the regulatory and tax environment, as well as investment strategy. A consultation is now open until 29 July which, together with the EC's policy roadmap, is available [here](#).

*From the roadmap: "The COVID-19 pandemic has had a severe impact on Europe's mobility and its transport sector. The economic shutdown has meant jobs, incomes and healthy companies have been put at risk in ways not seen in previous crises... Europe must invest in protecting and creating jobs and in the competitive sustainability of its transport sector by building a fairer, greener and more digital future for it. Europe must repair the short-term damage from the crisis in a way that also invests in the long-term future of mobility... Transport is the only economic sector whose greenhouse gas emissions are higher than in 1990 and where emissions are growing despite the mitigation efforts undertaken."*

## 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. To access this page requires members to login. If you are having difficulties please [contact us](#). Recent updates include:

- Norway has been 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. This brings the total number of countries displayed on the map to 29 which includes EU27 and Switzerland.
- The EU Council has recommended that from 1 July member states should start lifting travel restrictions at the Schengen external border for 15 non-EU countries (the list of countries agreed can be seen [here](#)) and will be reviewed every two weeks. The United Kingdom is already exempt from this agreement as EU rules apply during the Brexit transition period until 31 December 2020.
- During the next week, Ireland and the United Kingdom are both expected to publish their first set of agreed travel corridors which will exempt travellers from the countries agreed from having to quarantine on arrival. The lists will be published on our [COVID-19 resources page](#) when announced.

## Upcoming webinars:

- **Germany, Switzerland & Austria (GSA) – Travel Product for Now and Later.** Thursday 2 July, 14:00 CEST. [Register here.](#)
- **City Fair 2020 – planning session for new and returning DMO delegates.** Tuesday, 7 July, 10:00 BST. [Register here.](#)
- **City Fair 2020 – planning session for new and returning operator delegates.** Tuesday, 7 July, 14:00 BST. [Register here.](#)
- **Campagna di Recovery Mercato Cinese.** Wednesday 8 July, 11:00 CEST. [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

## 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 if you would like to be featured.](#)

