



September 2020

NEWSLETTER

'Next normal' is here. Amidst often confusing government messaging, industry has formulated its own rules of the road to allow a return of operations. These keep safety uppermost and promote client confidence. This week, we publish a wide range of tailor-made guidelines that demonstrate how the sector has adapted to new conditions. See operational guidelines below.

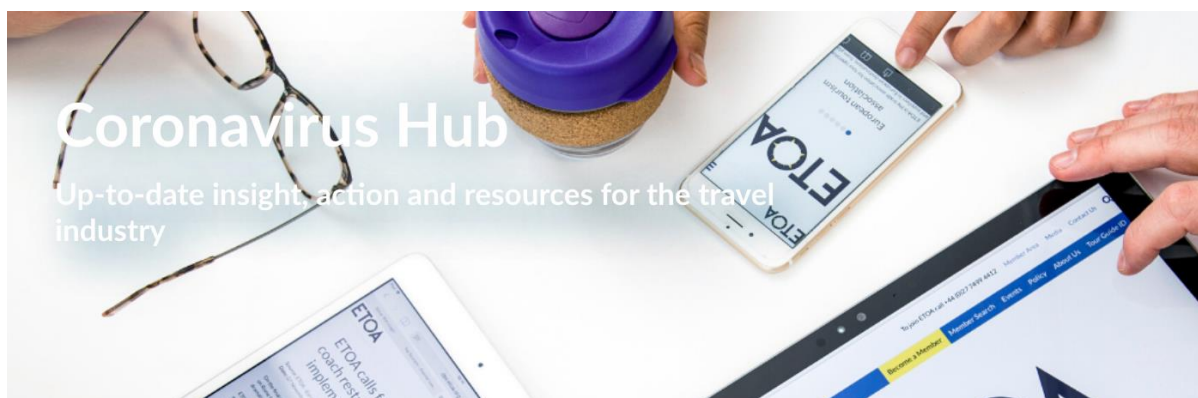
Summer saw a strong return of domestic tourism across Europe, especially away from the big cities. But it also saw a bewildering start-stop regime of quarantine measures. With the best of intentions, quarantine based on national testing figures remains a clumsy and damaging policy response: urgent development of better test-track-and-trace capability is a pre-condition for economic recovery.

So, too, is the need for careful messaging by public figures. As nation-wide restrictions are called into question, Europe's regional and city governments assume a more significant role in controlling the pandemic, thus the conditions for business and day-to-day life. They are highly influential on consumer and business confidence, among both domestic and international audiences.

'Visitors should stay away' was the message from Amsterdam's mayor, Femke Halsema, on 18th August. While no-one questions the primary responsibility for public safety, the economic impact of such language was immediate, with reports of a surge in cancellations following the mayoral press conference.

In fact, Amsterdam's service economy is very well equipped to manage social distancing. Economic value aside, the risk is that visitors are once again presented as a problem first, people second. This echoes some of the more hostile language heard in distant pre-Covid days in the debate about overtourism.

The visitor economy will sustain much needed employment across Europe and help to maintain its cultural richness and diversity thanks to visitor spend. The industry is working hard to manage risk and restore confidence: government must do likewise. We need better public-private policy dialogue and sustained, strategic support.



Operational guidelines - the industry's response

Lack of coordination in safety protocols and legal restrictions continues to present a major challenge to the tourism industry. Short-notice changes to legal requirements, including quarantine arrangements, are hard to manage. While all must adhere to the rules, ambiguity about the force of government 'guidelines' and 'recommendations' has led to very complex operating environment. Some precautions and new practices seem disproportionate, others are simply unclear. This makes planning near impossible for operators. The greater the convergence in safety protocols, the faster confidence will return.

This new [member-only page](#) provides access to a library of guidelines from the industry for Covid-related risk management that businesses can consult and adapt, taking into account their clients, product and premises. We feature both trade association and businesses' own guidelines. The guidelines are divided by sector to take into account specific circumstances and requirements.



Brexit

The EU and UK Government are still negotiating on the future trading relationship that will take effect from 1 January 2021. To allow time for ratification of any agreement in respective parliaments, the EU and UK Government have expressed a desire for negotiations to conclude by mid-October. We will provide updates on the outcome. Regardless of any agreement changes will occur after the transition period, in particular the practice of 'free movement' (a core principle of the EU) will end for UK nationals in the EU (except in Ireland) and EU nationals in the UK (except for Irish and EU nationals on the EU Settlement Scheme). This will affect border arrangements for visitors and workers. For non-EU/UK nationals, changes for travellers and businesses should be limited depending on individual circumstances. Please see our [Brexit page](#) for further information.

ETOA crisis-related lobbying is focused in three areas:

- Continued support so the sector can survive 'three winters'
- Better coordination of public policy on borders and public health measures
- Reform of financial protection frameworks

Some of the financial support promised in March has yet to materialise and has often been hard for Europe's micro/SME-dominated industry to access. Entire categories of business feel ignored, from coach companies to DMCs, yet they are essential parts of the tourism ecosystem. For more information on ETOA's policy activity, [click here](#).



The European Economic and Social Committee (EESC) is preparing an opinion on the European Commission's communication Tourism and Transport in 2020 and beyond (COM(2020) 550 final). There is clear recognition that the pandemic has put the EU tourism ecosystem under unprecedented pressure, and **direct feedback from EU businesses is requested** to inform the EESC's work. Closing date is 30th August.



[Complete the questionnaire](#)

INSIGHT HUB

We continue to add content to our [Insight Hub](#), which provides up-to-date research, actionable insights and opinion pieces for our members. A helpful starting point is the piece from our resident stats expert, David Edwards, on [interpreting tourism data](#). It is a useful companion document for those reading tourism statistics, with a digestible look at why data from different places does not always match up.

Recently added pieces include a Sustainability category containing research from the [Cambridge University Institute for Sustainability Leadership](#) on the implications of climate change for tourism, and [Euromonitor's Travel 2040 report](#) on the travel experience two decades from now. We have also just added a [Global Web Index report](#) on consumer intention to travel in 2020. This provides a helpful summary of intention to travel and some of the measures that may boost confidence based on an extensive online survey from spring 2020. Highlights include that as well as personal health, financial wellbeing was becoming a concern, and that while 'touchless travel' facilitated by digital technology could provide a solution, not all may be able to use it.

Whilst the majority of content requires member access, there are several pieces that are available to all, including:


- [Tim Fairhurst's opinion on city taxes and their administration](#)
- [Opinion piece from Skift on the pivot to domestic travel during Covid-19](#)
- [Amadeus reports on online travellers in North America](#) and [Japan](#)

We encourage all our members and stakeholders to use the Insight Hub and let us know if you would like to see any other areas covered by emailing insight@etoa.org.

Coronavirus (COVID-19)

ETOA - Insight, Action and Resources

[More](#)



We will continue to provide actionable information to help members plan operations and navigate the lifting of travel restrictions across Europe. Members are welcome to [contact us](#) with specific questions. [The COVID-19 resources page](#) will continue to contain information on the lifting of border restrictions including travel corridors and link to government sources for the latest on border entry and passenger locator forms that may be required to be completed.

UPCOMING WORKSHOPS

[Global European Marketplace \(GEM\)](#), our member-only event, has always been the most important workshop in the ETOA calendar.

In 2020 we are giving our members the opportunity to [attend either in person or online via our dedicated platform](#) on the 30th October. GEM is THE platform for our members to connect, do business and launch their recovery from the damage done by COVID-19.



Not an ETOA Member yet? [Email us](#) and find out more about our membership offers.



During the autumn ETOA is also delivering online workshops focused on [Catalonia](#), [Switzerland](#) and **Paris** - please [get in touch](#) for more information.

MEMBERS' FEATURES



Travel Forward ONLINE returns to deliver a cluster of virtual mini conference sessions. Join us on 29 September 2020 to learn how our industry is utilising the adoption of innovative technologies, to travel forward and welcome the new normal. Travel Forward ONLINE brings together industry leaders from the global travel tech community to share their wisdom to debate the issues and themes around a COVID inspired digital world.

Register [here](#).

Members' Features

Tackling the Impact of COVID-19 Together

Contact us to be featured