



December 2020

NEWSLETTER

Driving recovery in 2021

Vaccines, improved testing capacity and talk of health passports have brightened the prospect of a large-scale return to travel from mid-2021.

Calling all Buyers!

ETOA's members have been buying tourism services in Europe for over 30 years. To secure the recovery in 2021, for the first time in our history any buyer that wants to do business with our suppliers and play an active part in our community may join. No subscription fee will be required for 2021 from tour operators, wholesalers, OTAs and other intermediaries that sell tourism services within or to Europe, although we will welcome any level of voluntary contribution that buyer companies are able to make.

Building our buyer membership base will give our supplier members more companies to do business with, expand our community and strengthen our voice as we fight for the support that tourism in Europe needs to recover. Follow [this link](#) to find out more.

Sign up now and save the dates! Check-out ETOA's events for early 2021.

All ETOA B2B workshops will take place online until GEM 2021 on 29 October. This approach allows us to focus on providing business-focussed matchmaking avoiding the disruptions posed by the ever-changing circumstances and related uncertainty. It really pays to be a member – from fantastic individual discounts to savings of up to 60% when booking more than one event; we're making sure ETOA members reap the biggest rewards when accessing to the business opportunities on offer.

In our journey to recovery, we will build on the changes and developments seen throughout 2020; from online delivery to the way we approach appointment matching. Going online allows us to widen the breadth of delegates who can attend, while making our events more accessible to those pressed for time who can participate without needing to travel. Matched with the refreshed approach to buyer operator engagement, ETOA's events throughout 2021 will target the new business prospects wherever they exist.

Watch out for new partner workshops for specific destinations and segments coming online throughout 2021.



Britain & Ireland Marketplace
Tuesday, 26th January 2021 | Online

A one full-day B2B workshop for international tour operators and travel buyers that want to meet tourism product from across the UK and Ireland.

[Find out more and register >](#)



Hoteliers European Marketplace
Thursday, 11th February 2021 | Online

A full-day B2B workshop dedicated to hotel contractors from all over the world that want to meet European accommodation providers.

[Find out more and register >](#)



VIVA Italian Marketplace
Thursday, February 18th 2021 | Online

International tour operators and travel buyers meet tourism product from across Italy in a one full-day B2B workshop.

[Find out more and register >](#)



The Nordic Marketplace
Thursday, 25th February 2021 | Online
In partnership with the Nordic Tourism Collective

A first-time opportunity for global tour operators and travel buyers to meet with suppliers from across the whole Nordic region in one single full-day workshop.

[Find out more and register >](#)

ETOA's yearbook 'Fighting for Recovery in 2021' has just been published and is available [here](#)

Package

Travel

The immediate priority is to get transport moving through easy access to testing and coordinated protocols. Industry needs access to financial support meanwhile. But for operators and agents the Package Travel Directive (PTD) remains one of the biggest obstacles to recovery. The pandemic's first appearance in Europe was an 'unforeseeable and extraordinary circumstance' which provide grounds for cancellation [under Art.12\(2\) of PTD](#). Similarly, airlines cancelled flights because the same circumstances meant travel was impossible. While 2021 will see a return to travel, will both consumers and airlines be able to cite continued risk related to Covid-19 as grounds for cancellation, when the underlying reason may be otherwise?

The existence of Covid-19 is neither unforeseeable nor extraordinary: travel with proper precautions against residual levels of risk will become normal. Unless the European Commission gives clear guidance, business uncertainty remains unacceptably high, with the risks hard to insure. With PTD imposing an unacceptable level of risk to agents and operators, the intended consumer protection will be lost as the supply of packages declines, at exactly the time that the reassurance an operator can provide may be most welcome.

ETOA and its partners continue to push for urgent clarification. PTD, together with the impact of passenger rights regulation, has created a fundamentally unsustainable operating environment. We all want consumer confidence in travel to return. Arguably, the current regulatory framework is making that more difficult. It will continue to drive demand for product outside the scope of PTD, the opposite of what the regulator intended.



We have recently added new member-only content to our Insight Hub:

- [ETC Monitoring sentiment for domestic and intra-European travel](#) The first of six planned waves of online research looking at the extent to which Europeans are planning travel, their concerns and what factors are likely to influence behaviour.
- [STR Webinar COVID-19 impact on Europe hotel performance](#) The final STR webinar of 2020 focussing on the performance of Europe's hotel sector against the backdrop of the pandemic and many countries moving back into lockdown.

There are also two reports accessible to all website users:

- [WTTC You have reached your destination](#) WTTC report highlighting examples from destinations around the world of the public and private sectors learning from each other to develop best practice in delivering travel and tourism.
- [Amadeus Global Traveller Report](#) Analysis of the concerns and requirements of frequent travellers for 2021.



Testing and Travel Restrictions

The European Commission has published a new [recommendation on the use of rapid antigen tests](#) to help EU member states adopt common criteria and co-ordinate the lifting of travel restrictions. Antigen tests are generally cheaper and faster than PCR tests and this follows the previous [recommendation](#) last month on the use of rapid antigen tests. ETOA, together with its partners, continues to push for better international coordination.

The UK Government's Global Travel Taskforce published their report to the UK Prime Minister last week making [14 recommendations to restore international travel](#). These include the development of pre-departure testing, a communications campaign and exploring the feasibility of 'tour bubbles'. One recommendation has been adopted in England which is the "test to release" scheme which is set to be implemented on 15 December whereby a negative test after a period of 5 days quarantine would end the traveller's 14 day quarantine. We are in regular dialogue with UK Government and

welcome members' opinion on these recommendations. Please contact policy@etoa.org.

Brexit

On 19 November, we held the first in our series of 'Beyond Brexit' webinars where we discussed UK as a source market for several EU destinations (Germany, Ireland, Paris, Portugal) as well as regulatory changes post transition period such as immigration, temporary mobility, tax and transport. The link to watch the webinar can be found on our [Brexit page](#). Updates have also been made to our [Brexit post transition page](#) this month which include the UK version of TOMS that is likely to apply from 1 January 2021. Further information can also be found in [Elman Wall Bennett's latest newsletter](#) on our [tax and tourism page](#).