

January 2021

NEWSLETTER

Dear Colleagues,

This has been a year when our industry was overwhelmed by a virus. Most of ETOA's members have suffered at least an 85% fall in revenue. If ever we needed an example of a situation where the normal pattern of business was suddenly buried by events, then 2020 will stand as an example.

One of the lessons to be learned is, surely, that crises must be planned for. Covid will soon be history. Climate has the potential to be a permanent crisis. It is not just a moral issue. The political, social and economic pressures are building up: we – both as an organisation and as a body of members - have to take action, and be seen to do so. We are enthusiastic in our support of the [Tourism Declares](#) initiative, of which ETOA is now a fully committed participant. We are doing a full audit of our carbon footprint, and urging members to do so too. Even in the midst of a calamity we need to plan for a future.

In this, we are heartened by the spirit of collaboration among our partners in Brussels (most evident in the [Tourism Manifesto](#) and close contact with EU institutions), and others in Europe, North America and Asia. Together we are more effective. Our industry is creative and capable: our job is to keep it at the heart of recovery planning. But the immediate future is still tough. Few forecasts see a return to significant flows of tourists until the Summer of 2021. The estimates (more properly guesstimates) are putting a figure of 300% growth on 2020, but that is still about 40% of what we had in 2019.

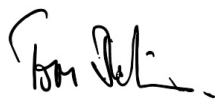
These figures feel pessimistic. All the evidence we have – from agents, web searches, future bookings - implies robust demand in every origin market. We have a lot of tour credits from people who postponed their vacations from 2020. And if there is a consequence of the pandemic, it will be people will want to live and enjoy a world which has been denied to them. A perfect

motivation to come to Europe. For our operators, we now see a landscape where leisure tourism is the only game in town, and a game where the participants are welcome. With demand and availability in place this could be a golden period for the operators and intermediaries who will lead the recovery.

Our goal is to help them do so. We have dramatically increased the number and scope of our workshops, courtesy of our own online platform. This brings more buyers than we have ever had (situated across the world) into arranged meetings with suppliers from throughout Europe. Our webinars are regularly attracting large audiences. The new research and insight hub garners information which the industry can use to plan.

Tourism is changing. We aim to help you be part of that change.

Tom Jenkins, CEO





Following the science: Covid-19 and Climate

Quarantine The continued use of clumsy quarantine measures is preventing a return to properly managed open borders and safe travel in Europe. ETOA, as part of the [Tourism Manifesto](#), joined its partners in issuing a statement on 15th December in support of a common risk-based approach to quarantine and travel restrictions. The European Centre for Disease Prevention and Control (ECDC) and the European Aviation Safety Agency (EASA) have produced guidelines based on clear evidence that the travelling population does not present an unusual risk, nor do 'imported' cases have a significant bearing on pandemic management. Full statement [here](#).

Climate Action



In November 2021, COP26 will take place in Glasgow: progress towards limiting global warming to well below 2 degrees, and ideally no higher than 1.5 degrees above pre-industrial levels will be assessed. The goal remains carbon neutrality by 2050. Related change will affect all aspects of industry. Sustainability goals will be at the heart of government funding: at least 25% of [REACT-EU](#) funding to support post-Covid-19 recovery must be spent on climate-related activity: this could range from energy-efficiency to green mobility. Europe needs tourism: it can be an engine for sustainable recovery. ETOA is firmly committed to supporting the necessary transition. On 16th December we Declared a Climate Emergency. For more information, please visit [our website](#).

Buyers: become a partner in recovery!

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. You will have access to one of the widest ranges of European suppliers in one network, and an industry-leading online resources and B2B events.

Join 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.

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

The image shows the cover of the ETOA yearbook 'Fighting for Recovery in 2021'. The cover features a blue background on the left with white text, and a photograph on the right showing a stone sculpture of a person wearing a white face mask, set against a backdrop of a cityscape with a cathedral spire.

ETOA yearbook
'Fighting for Recovery in 2021'

[Access the online version](#)

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 29th 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

Calling all operators and buyers - sign up today for Britain & Ireland Marketplace. In 2021 we will see a great influx of new product at the event, particularly from Ireland. The appointment preference system launches on January 6th, so to make sure you're on board for its launch register before close of play on 18th December.

[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, 18th February 2021 | Online

International tour operators and travel buyers



The Nordic Marketplace

Thursday, 25th February 2021 | Online

In partnership with the Nordic Tourism Collective

meet tourism product from across Italy in a one full-day B2B workshop.

[Find out more and register >](#)



North American Marketplace

Thursday, 4th March 2021 | Online

A B2B workshop dedicated to selling Europe to the outbound North American market. Bringing together European destinations, travel suppliers and intermediaries with buyers and agents serving the clients from the USA and Canada.

[Find out more and register >](#)

A unique 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 >](#)



China European Marketplace

Tuesday, 11th May 2021 | Online

ETOA's B2B workshop dedicated to Chinese tour operators and travel buyers looking to contract European tourism service providers.

[Find out more and register >](#)

Coronavirus (COVID-19)
ETOA - Insight, Action and Resources

[More](#)

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Brexit

From 1 January 2021, changes will start to occur affecting travel between the EU and the UK as the UK will no longer be following EU rules. Some changes will not be immediate. Our [Brexit post transition page](#) highlights when changes start and also where they remain the same. Some of the updates to our webpage in the past month include:

- EU Commission readiness notice on travelling between the EU and the UK and border processing of UK nationals at the Schengen external border (applicable to all EU (except Ireland) states and non-EU Schengen countries)
- EU Commission proposed contingency notices on air and coach 'regular services' in event of no trade agreement between the EU and the UK
- List of Travellers visa scheme for school trips originating in the EU and the UK
- UK version of TOMS confirmed by UK Government post transition period

We will continue to update the webpage as EU Commission and UK Government official guidance is published during 2021 and the conclusion of any agreement between the EU and the UK (i.e. free trade or specific agreement on aviation and road transport). In some cases there may be bilateral agreements between an EU/EEA/Swiss country and the UK. For instance, the Common Travel Area agreement between Ireland and the UK.

For non-EU non-UK visitors to the EU and UK, we have highlighted changes on our webpage where applicable. For instance, the EU VAT Retail Export Scheme is scheduled to end in Great Britain on 31 December 2020 (will continue in Northern Ireland but conditions may apply). There may also be changes to the scheme in an EU country as residents from Great Britain may now become eligible. UK nationals will also no longer be entitled to use EU/EEA/Swiss border lanes in Schengen countries (including UK nationals resident in the EU). In addition, the EU Entry/Exit scheme and ETIAS are due to become operational in 2022.

We will be hosting more Brexit webinars during 2021. For specific queries, please continue to contact policy@etoa.org.