

ETOA

European tourism association

DESTINATION PARTNERSHIP

#DESTINATION2030



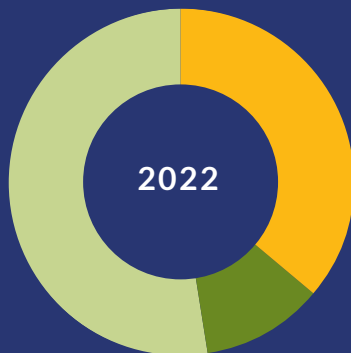
www.etoa.org/destinations

CONTENTS

- 03 INTRODUCTION
- 04 PARTNERSHIP IN PRACTICE
 - 04 PROMOTION AND SPONSORSHIP
 - 06 B2B EVENTS
 - 08 INSIGHT AND EXPERTISE
- 10 WHITE LABEL EVENT MANAGEMENT: CELESTINA
- 12 SAMPLE PARTNERSHIP PACKAGES

ETOA MEMBERSHIP

- DMOs & NTOs
- Buyers
- Supply chain & other partners



Founded in 1989, the **European Tourism Association (ETOA)** is an international non-profit organisation based in Brussels with representation across Europe. We advance the interests and value of tourism through engagement, advocacy, B2B events and other services. Membership includes international buyers, destinations, and suppliers.

“ US and Canadian travellers are eager to travel once again to Europe. At Tauck, we are continually seeking long-term partners across Europe, many of whom we discover through ETOA’s network. We value ETOA for their events, advocacy, and helpful member services. Creative and effective destination engagement is central to their vision for tourism’s – and our – long-term success. Together, we will build a better recovery for our industry, your communities, and their visitors.

Jennifer Tombaugh
President, Tauck and Chair, ETOA

TAUCK 

YOUR TRAVEL TRADE PARTNER

ETOA WORKS WITH OVER 115 NATIONAL, REGIONAL AND CITY
DESTINATION MANAGEMENT ORGANISATIONS IN EUROPE.

Leisure travel is driving recovery in 2022. Commercial and visitor requirements are changing. The business ETOA's buyers bring complements domestic demand. We look forward to working with you to develop mutual benefit.

BENEFITS OF COLLABORATION

- **Promotion and sponsorship options:** We can provide you with enhanced visibility and brand awareness among an engaged and active global audience of travel professionals and other industry stakeholders.
- **Market leading events and business services:** ETOA can help you and your partners to generate new business and deepen existing relationships, with flexible pricing to suit all budgets.
- **Share knowledge and expertise:** We provide industry insight from working groups, source markets and data partners; destinations share local information and consult on their development plans.

REACH AND CONNECT

- ETOA added over 100 new buyers in 2021
- Member community of 1,100+ companies, 6,000+ tourism professionals
- ETOA newsletters and direct email campaigns reach 13,000+
- Social media reach among the tourism industry, experts, and policy makers¹
- ETOA's high quality database supports segmented communication in all markets
- Access to CEOs, product managers and contractors working with leisure, small groups, FIT, MICE & special interest
- ETOA events: online platform and in-person options for efficient, high-value networking
- Appointment-matching software driven by client preferences and business category
- Advanced member search to support preparation and follow-up²

ENGAGE AND EDUCATE

- Explain your destination's vision, and plans for product diversification
- Promote less well-known attractions and activities in and around your destination
- Create destination ambassadors among operators and agents in origin markets
- Build relationships and exchange insights with industry decision makers
- Collaborate with ETOA on in-destination activities and webinars
- Learn about industry trends and procurement patterns
- Influence policy priorities and funding mechanisms affecting tourism at all levels of governance across Europe
- Inform and reassure industry about in-destination practice and precautions
- Share destination content on www.etoa.org



370

Buyers



65

Source
markets



178

Buyers with
US clients



176

Buyers with
UK clients



20,000

LinkedIn
followers

¹ ETOA has over 20,000 followers on LinkedIn and 7,000 on Twitter.

² Members have 24/7 access to Advanced Member Search online, providing up-to-date individual contact details at member organisations searchable by product and market.

PROMOTION AND SPONSORSHIP

THROUGH OUR EVENTS, COMMUNICATIONS AND OTHER ACTIVITIES, WE OFFER MULTIPLE PROMOTIONAL OPPORTUNITIES TO GAIN REACH AND BENEFIT FOR YOUR BRAND AND PARTNERS, TAILORED TO SUIT ALL BUDGETS AND STRATEGIC OBJECTIVES. SOME OPTIONS ARE FREE-OF-CHARGE.

Our audience is engaged, informed, and looking for opportunity to connect as well as contract. Whether you want to communicate directly to all or part of our member community, or a wider database of travel professionals, we offer a variety of content options and channels to communicate your brand, values, and message.



ONLINE CONTENT AND DIRECT COMMUNICATION

www.etoa.org is designed to provide practical support as well as insight and opportunity.

Sponsored options online include:

- Click-through banners, logos, and links
- Co-promotional content
- Advertorial content in yearly publications
- Webinar sponsorship

Direct communication channels include:

- Newsletters, to members and non-members
- Direct mail and campaigns
- Social media
- Email footer

You can access the ETOA newsletter archive by visiting: www.etoa.org/etoa-newsletters

ETOA is not a mass market, consumer facing organisation. Our network is made up of individuals working for organisations that buy, sell and deliver tourism services in Europe, and other stakeholders including destinations, professional service provider and policy makers. They are looking for actionable information and new ideas.



EVENT CO-PROMOTION AND BRANDING

The simplest partnership is where a destination promotes a ETOA workshop, seminar or webinar to their network.

Workshops and trade shows – promotional opportunities to inform and influence delegates are available as stand-alone options and as part of a package. In return for promotional support, benefits available to destinations include:

- Destination logo in ETOA promotional materials and event landing page
- Free or discounted event access for Destinations attending ETOA events
- Partner rates for members of Destination's network who attend ETOA events

Seminars and webinars – to keep your partners informed about changing client demand we provide free webinars featuring insight from global source markets to European destinations from the perspective of tour operators, OTAs and wholesalers. These can be co-branded, and delivered in a variety of languages.



OPPORTUNITIES AT IN-PERSON EVENTS

In 2022, the main sponsorship opportunities at in-person commercial events are focused on **The Global European Marketplace (GEM)** and our stand at **The World Travel Market (WTM)**.³ Options include:

- Main event sponsor
- Private networking evenings or VIP dinners with senior industry figures pre-event
- Promotional video content
- Speaking opportunities pre-event and on the day
- Inserts in delegate packs
- Branded badges, lanyards, and other materials
- Sponsored hospitality and activities
- Co-exhibiting space on ETOA stands at trade shows such as ITB and WTM
- Marketing tables

ETOA also offers sponsorship opportunities for **informal networking events in destination**. The travel industry thrives on face-to-face contact. ETOA's community of destinations and suppliers across Europe provides an informal and collegial forum for information exchange. Typically, we arrange networking evenings in a venue easily accessible for after-work events. ETOA shares current insights and a sponsor may have a short promotion; the rest is up to those attending.

This partner opportunity suits those with venues to promote: recently reopened museums and attractions; hospitality and retail businesses seeking international clients. These events have proven to be effective low-cost ways to nurture and grow relationships between public and private sector, as well as among a wide range of tourism stakeholders in a relaxed setting.

³ GEM – The Global European Marketplace – is ETOA's flagship event run for over 25 years on the Friday before World Travel Market in London, this year attracting over 600 buyers, suppliers, and destinations.



OPPORTUNITIES AT ONLINE EVENTS

Brand awareness and thought leadership opportunities through promotional video, interviews, panel discussions and on our exclusive 'Channel Zero' streamed parallel to online events. Options include:

- **Headline Sponsor:** Receive priority selection 121 meetings at the workshop, welcome speech to all delegates, access to delegate lists in advance of the event, full brand recognition, attendance for 2 primary delegates, promotional videos.
- **Appointment Platform Sponsor:** Attains exclusive branding on the appointment page throughout the online event. Promotional video included in loop broadcast to delegates during the workshop.
- **Welcome & Registration Sponsor:** Receive full brand recognition, opportunity to address all delegates at the opening session (live or pre-recorded) and have a promotional video included in the loop broadcast to delegates.
- **10-Minute Break Sponsors:** Gain exclusive rights to a 10-minute break during the workshop; this can be live or pre-recorded video – which will then be added to the loop broadcast to all delegates throughout the workshop.
- **5-Minute Break Sponsors:** Gain exclusive rights to a 5-minute break during the workshop; this can be live or pre-recorded video – which will then be added to the loop broadcast to all delegates throughout the workshop.
- **Rolling Content:** Promotional video included in the loop broadcast to all delegates throughout the workshop.

B2B EVENTS

ETOA'S B2B EVENTS

ETOA's calendar of B2B workshops continues to evolve to ensure maximum participation from our growing list of global and European buyers as well as destinations, the supply-chain, and other stakeholders.

Destinations typically attend as delegates (especially at City Fair and GEM), and through partnership can offer preferential rates to their own members, giving them one-on-one access to new clients at a very competitive rate.

We offer both online and in-person formats. Some focus on source markets, others on destinations. In 2021, we delivered over 67,000 matched B2B meetings using our in-house appointment management system.

DESTINATION SHOWCASE

These events focus on a particular destination and are available in-person or online. Partners promote them to their suppliers, ETOA promote to international buyers, committing to a minimum number attending.

Typically, partners arrange venue and hospitality if it is an in-person event, collaborating with our events team as needed. Associated activities including social programme and promotion provide an effective platform to generate further business for your industry partners by engaging with buyers in a more personalised and in-depth way.

A Destination Showcase can be tailored to suit the needs of your local market and product strategy. Their narrow focus mean they attract specialists including contractors and product managers looking for new suppliers and itinerary ideas. **These events can also suit a cluster of DMOs working together on a regional strategy.**

FAMILIARISATION TRIPS

Fam Trips are typically offered as an extension to in-person Showcase events. They are developed with Destinations to educate and engage buyers in the full range of the local offer for their clients. We can help you work with suppliers to present travel-trade friendly product whose sales will drive diversification of tourism's spend across the territory. Long missed during the pandemic, fam trips remain a popular way for your suppliers to deepen their relationships directly with buyers. A good range of travel-trade friendly product will attract better buyers, closing the gap between curiosity and confirmation. We can help with advice on current product interest and requirements.

SEMINARS AND WEBINARS

Focused on your destination, we organise and deliver a range of events focussing on topics of shared interest that impact the travel industry such as climate action, public-private collaboration, and priorities for tourism recovery. Our #Destination2030 series explores and promotes good practice in destination strategy.

For an example of a webinar with a partner destination focus, see 'It's all about Athens' visit: www.etoa.org/research/etoa-webinar-destination-2030-its-all-about-athens/

DESTINATION-FOCUSED MASTERCLASSES

ETOA can provide bespoke training for your supply chain, delivering industry insight from specialists in a structured programme featuring expert presentation, discussion and Q&A. Typically taking half a day, in-person or online, they cover procurement patterns, product needs and operational issues.



ETOA manages its events' carbon footprint through its Climate Action Plan. For more information visit: www.etoa.org/climate

ETOA B2B events include:



4

4 Our flagship event, GEM, the Global European Marketplace, is for members only. It has been one of the most successful travel-trade events for over 20 years. It offers out most extensive partnership sponsorship opportunities, from VIP dinners to promotional presentations, subject to availability.



Recent Celestina clients include:



WHITE LABEL BUSINESS SERVICES

ETOA's unmatched experience in event delivery is now available through our **Celestina event management system**. This allows you to deploy ETOA's expertise behind the scenes at your own events, supported by ETOA's friendly and professional team. With your branding and event ownership to the fore, you can partner with us to deliver any of the components that are our speciality, such as: attracting international buyers; travel trade promotion; registration and appointment management systems; aligning commercial opportunity with destination strategy. For more information: www.etoa.org/events/celestina/

Celestina



ETOA's appointment matching system means that all suppliers have equal opportunity to meet buyers, making sure micro/SMEs do not miss out.⁵

⁵ For membership, ETOA offers a reduced rate for micro enterprises. Any of your partners who are also ETOA members will automatically qualify for the lowest rate for event attendance, as will destinations themselves.

“ It was [...] a pleasure to work with **CELESTINA**. Absolute amazing and easy user-friendly functionalities, fast, punctual and top quality by all means; great image resolution and audio features. Today I received the follow-up link and I cannot think of a better service. Bravo celestina what an absolutely fantastic experience. Thanks, and my most sincere Compliments to ETOA for a great organisation!

Villaggio Della Salute

“ Working with the ETOA on the first 'Meet Switzerland' event was a great pleasure. A virtual event with a competent partner with the right technology is second best to meeting in-person. Feedbacks from our participants – operators in the UK and partners in Switzerland – were very positive.

Switzerland Tourism NTO

ETOA partners with specialists to provide actionable information for its network.

INSIGHT AND EXPERTISE

INDUSTRY INSIGHT AND RESEARCH

While industry insight is a common factor in all ETOA events and activities, for destinations there are specific knowledge opportunities through partnership. ETOA has access to up-to-date news from our buyers on current requirements and service priorities to restore confidence among their clients. In return, we can share any news you provide about in-destination initiatives to keep visitors and residents well-informed and safe.

Partnership can also include full access to ETOA's online Insight Hub at: www.etoa.org/insight This hosts information from a variety of sources, including up-to-date research, actionable insight, and opinion pieces. Our partner ForwardKeys provides demand data and booking patterns which can inform your strategic planning.⁶



INFLUENCE ON PUBLIC POLICY AND TOURISM

ETOA is active at all levels on policy affecting tourism. Whether in Brussels or in discussion with local authorities across Europe, we're driven by our members' and partners' interests. We are also a valuable resource to local officials whose responsibilities impact tourism, tasked with transforming policy into practice.

For example, we liaise behind the scenes with transport departments to help them evolve city access plans. When debate on tourism becomes contentious, ETOA can make industry insight available to destinations on a confidential basis, helping to identify productive ways forward on complex issues affecting communities and visitors alike.

Tourism in Europe is characterised by local and regional legal competence on matters such as city access and visitor taxation. Working with ETOA gives you a voice in tourism's policy priorities and can connect you with experts on recovery finance and project funding. We are active partners across a range of EU-funded projects.

ETOA WORKING GROUPS

ETOA's priorities are driven by its members. Destinations are invited to participate in our working groups. These provide an excellent source of information. Destination working groups typically include local suppliers as well as representatives of long-haul and domestic operators.

Working groups provide collaborative and confidential forums to discuss issues facing both industry and other stakeholders, including current requirements to reassure clients and maintain confidence in travel. They provide a reliable source of information for destinations looking for industry insight to complement and local consultation or formal contact groups. Other working groups focus on cross-cutting issues such as climate action.



ETOA'S STRATEGIC PARTNERS

Particularly relevant to our work with destinations and funded projects include:



⁶ ETOA's Insight Hub includes some member-only content, also available to destinations whose partnership package includes membership benefits.



“ ETOA and Barcelona City Council have been collaborating and worked together for a long time. We value the public private dialogue and reaching to major European operators and communicate public policies, their role in the private sector allows us to better manage our destination. Very useful the updates on tourism taxes of European cities.

Barcelona

“ Working with the ETOA team has been a pleasure. ETOA have ensured that we are informed, up-to-date and also our interests are represented. Through their policy groups and webinars, they enabled a stronger partnership amongst the travel industry peers. We are very grateful to have such a strong resourceful partner having our back.

Tour Partner Group

“ Madrid Destino has belonged to ETOA for more than 10 years. For Madrid it affords us the opportunity to interact with tourism professionals from different countries with the aim of not just promoting Madrid and its new and traditional attractions, but also of seeing first-hand the actions implemented by other destinations and adapting them to Madrid. Moreover, the fact that such a large number of Spanish DMOs belong to ETOA facilitates the establishment of synergies and collaborations with other destinations.

Madrid Destino

“ The team here at Rick Steves' Europe is grateful to be a member of ETOA. We enjoy many different aspects of being a part of this well-connected organization. There are multiple ETOA sponsored events that we join each year that connect us to local vendors in all the countries we operate our tours in. It helps to make our tour programs stronger and is nice to know that we are working with other trusted members as well.

Rick Steves' Europe

CELESTINA, YOUR EVENT POWERED BY ETOA

CELESTINA IS AN EFFICIENT EVENT MANAGEMENT SERVICE THAT EQUIPS DESTINATIONS IN MAXIMISING BUSINESS OPPORTUNITIES FOR LOCAL PARTNERS.



FAIR, FAST-PACED APPOINTMENT SCHEDULE

ETOA's appointment matching system means that all suppliers have equal opportunity to meet buyers, making sure micro/SMEs do not miss out on the chance to develop their client base among large operators as well as less well-known niche companies.

Experience shows that short appointments – typically 10-12 minutes – provide the best return on investment, given access to a broader range of contacts, with enough time to determine mutual interest. A full-day workshop typically contains 32 'slots'.



IN-PERSON

For in-person events we can provide as little as a PDF file of the delegates' agendas, through to on-the-ground operational support. We can tailor our services to suit partner capacity and preferences.

ONLINE

On the day, delegates connect to a dedicated event landing page where they will use their unique confirmation code to join the online event. Video appointments start automatically. Live chat with support staff is available.

Online, the morning sessions may have more Asian buyers, the afternoon more North American.

Your event's landing page can be branded and will include specific instructions. The delegates' meeting page includes an interactive agenda which provides details of their meetings alongside a video window for the online meetings as well as any promotional items broadcast between meetings.

WHY CHOOSE CELESTINA™ FOR YOUR EVENT?



AGENDA DRIVEN

Targeted B2B meetings for travel professionals, with time-limited appointments.



ONLINE DELIVERY

Video meetings tune in automatically



Depending on delegate preferences, pre-selected appointments typically fill up at least half of the slots, leaving time for follow-up and dealing with any urgent messages. Delegates also like the chance to review any promotional material online and arrange ad hoc appointments.

BUSINESS FOCUSED AND HIGHLY EFFICIENT COMMERCIAL NETWORKING

- Online matchmaking platform designed specifically for the tourism industry
- System delivers tens of thousands of meetings annually
- Deep understanding of the needs of tourism suppliers and international travel buyers
- Support team provided from start to finish
- In online format, delegates can participate from across the world
- Delegates' appointments based on their preferences requiring only one visit to the platform

ETOA's events team has delivered events in North America, Asia and Europe, for our in-house programme, the European Commission and other partners. Whether you are a DMO looking to attract focused attention from carefully selected buyers or an NTO wishing to maintain brand exposure overseas, we can devise an option to suit.

“ For our first virtual “Switzerland Travel Experience” in Southeast Asia we have been using ETOA's online meeting platform Celestina. Working with a professional team and a user friendly, flawless technology made the event for our partners in Switzerland and our travel agents in Southeast Asia a successful and positive experience to re-connect in a virtual way.

Switzerland Tourism NTO

“ Organizing an online event with pre-scheduled meeting slots can be a bothersome process. ETOA team's expertise on this field ensured – once again – a quite smooth and flawless organisation. Post-event feedbacks from both buyers and suppliers were very positive. We are quite satisfied with our choice to have ETOA on board.

This is Athens DMO

 Learn more about Celestina event management services at: www.etoa.org/events/celestina

SAMPLE PARTNERSHIP PACKAGES

WE CAN CREATE PACKAGES COMBINING A RANGE OF BENEFITS AND FEATURES ACCORDING TO NEED AND PREFERENCE.

Co-promotion deals can be non-monetary (see example 1). A variety of promotion and sponsorship options are available for up to €5,000. Most partnerships combining promotion with events cost from €20,000. Long-term deals including multiple partner attendance at ETOA's commercial workshops require higher investment and offer greater discounts from published prices. Membership can be included in any package.

Below are examples of active partnerships current in place with DMOs and NTOs in Europe.

EXAMPLE ONE

EVENT CO-PROMOTION: REGIONAL DMO

- Click through logo on event page and event communication
- Social media post on Twitter and LinkedIn to announce partnership
- Destination joining pre-event webinar or on the day session (online event)
- Free event attendance if destination brings 10 or more partners/suppliers

In return for:

- Event communication of agreed content to partners (minimum 2)
- Social media posts (minimum 2)
- Include event information and click-through link on destination's website



EXAMPLE TWO

PAID FOR CONTENT: REGIONAL DMO

- Marketing campaign to ETOA database of US-based buyers' of destinations FAM trip (>1,300 contacts)
- Access to delegate lists of ETOA's B2B event ETM – North America in advance
- Destination video (up to 5 mins.) streamed throughout live ETOA B2B event European Travel Marketplace – North America

EXAMPLE THREE

PROMOTION, ACCESS & ACTIVITIES AT ETOA EVENTS: NTO PARTNER

- City Fair/GEM Package partner rate for members in destination
- VIP dinner before GEM w/ global buyers and destination's suppliers
- GEM branding
 - Branding in workshop event room
 - Brief live welcome to all delegates at workshop
 - Buyer tables to be dressed in national colours
 - Room to be dressed in branding (produced by client)
 - Individual buyer table signage to include destination branding
 - Click through logo on event page
 - Logo on the appointment clock
 - Post and pre-event recognition by email
 - Access to delegate lists in advance
 - Marketing table at workshop, pop ups
 - Promotional information for buyer packs
 - Opportunity to distribute gifts to buyers on the day

EXAMPLE FOUR

WHITE LABEL EVENT: CITY DMO

- Celestina appointment system
- Operational support
- Promotion and marketing
- Buyer delegate recruitment
- ETOA membership



“ The platform worked very well, I congratulate you on the organisation. It was a good opportunity to meet the actors in the sector interested in creating new products & adapting to the new situation. Great platform and quick meetings which makes it efficient.

Geneva Tourism and Convention Bureau

“ Destination Dijon is thrilled to join ETOA as an international network that we believe will increase our visibility and allow us to create business opportunities with key market players. We also value prospects for collaboration and sharing expertise with other second-tier cities developing as fast as Dijon.”

Dijon Tourist Board

“ I found the virtual event very worthwhile and useful – a very efficient way of meeting a good cross section of operators in one day. It was useful to reconnect with existing contacts and make a number of valuable new ones. I have attended the event for the past few years and find that some of the relationships I’ve developed as a result have really consolidated and proved valuable in promoting our destination.

Tourism Ireland (virtual CityFair)

“ In hard times that the world currently lives, while the tourism sector has been tremendously affected, the cooperation between all stakeholders, stronger partnerships and up-to date communications are crucial. The value of the ETOA membership is exactly that, timely communication, connection with relevant partners and stakeholders which we believe will entirely continue...”

Croatian National Tourist Board

BETTER TOURISM IN EUROPE



EUROPEAN TOURISM ASSOCIATION AISBL

Brussels • London

Rue du Marché aux Herbes 61, Brussels Region 1000, Belgium

www.etoa.org/destinations