



# ETOA

## BETTER TOURISM IN EUROPE

INDUSTRY DAY 2024 - BRUSSELS

[www.etoa.org](http://www.etoa.org)

## AGENDA

11:00 | Welcome & Introductions

11:15 | ETOA Pulse: perception of business environment

11:30 | Tourism: political priority or public nuisance?



12:30 | Lunch



13:15 | Paris 2024: high-level briefing

13:30 | Better tourism in Europe: policy to practice



15:00 | Close



## Welcome & Introductions

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- Tom Jenkins, Director and CEO
- Jennifer Tombaugh, President

# PURPOSE



Provide actionable insight and information



Deliver opportunity through networking and events

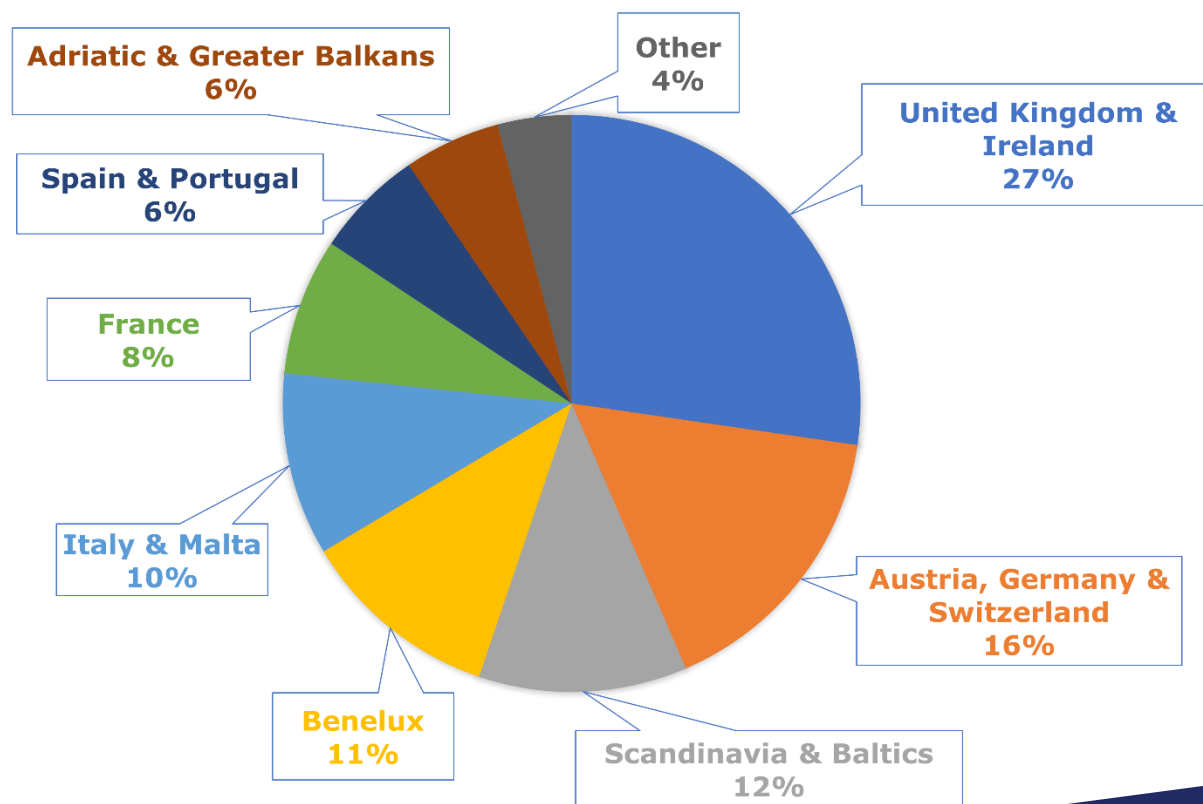


Advocacy and engagement with partners and policy makers

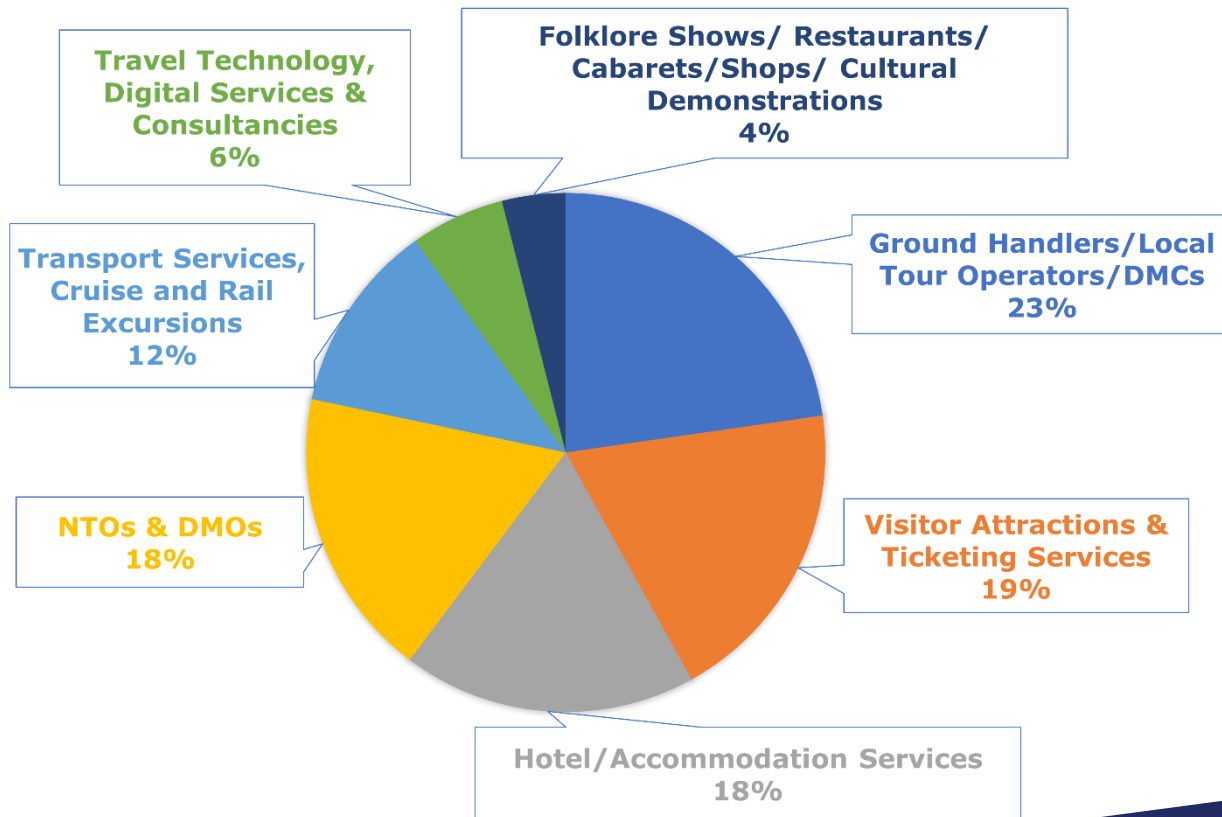


Promote tourism's place within European economy

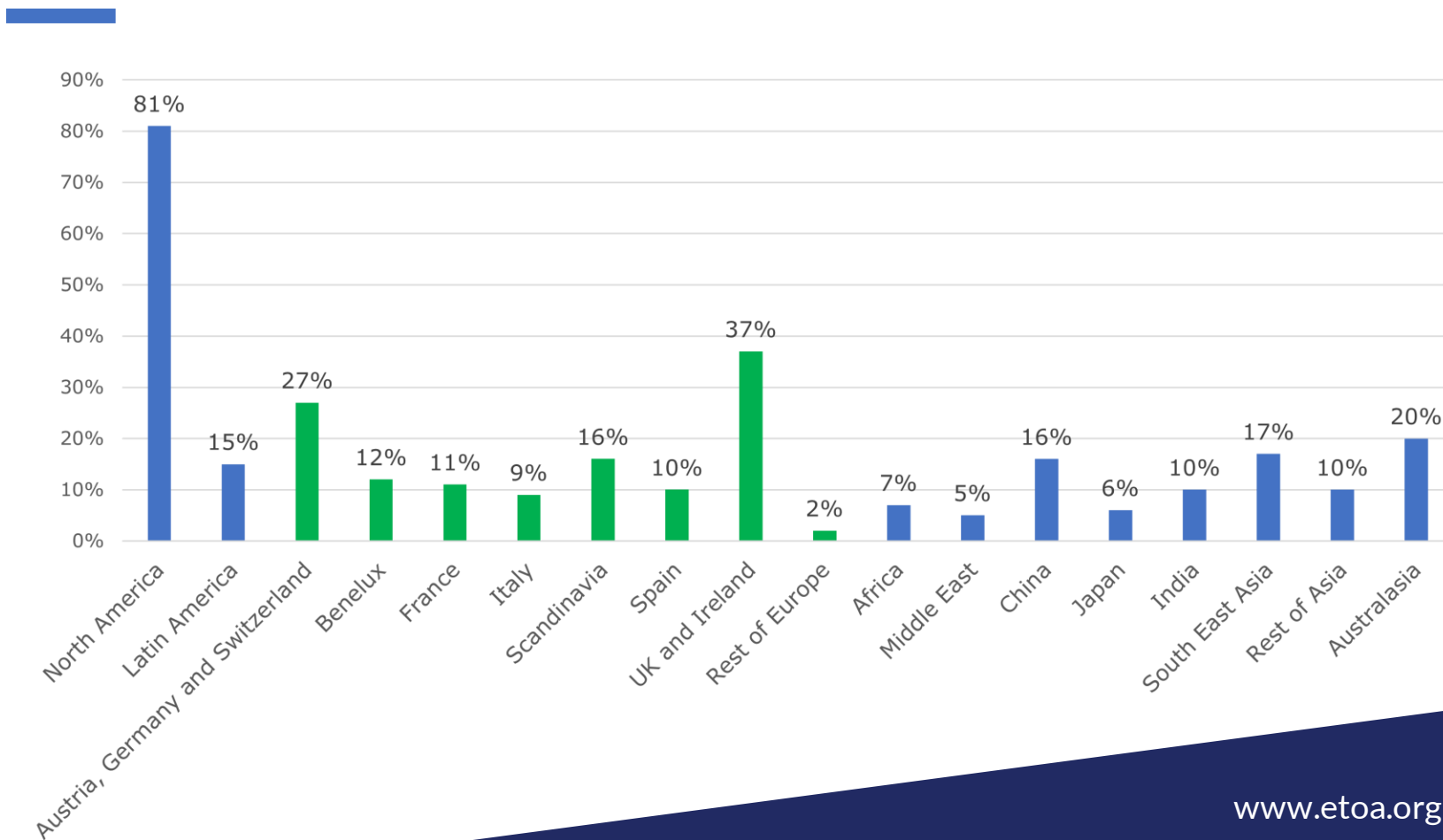
## GEOGRAPHICAL SPREAD - TOURISM SUPPLIERS



## BUSINESS TYPES - TOURISM SUPPLIERS

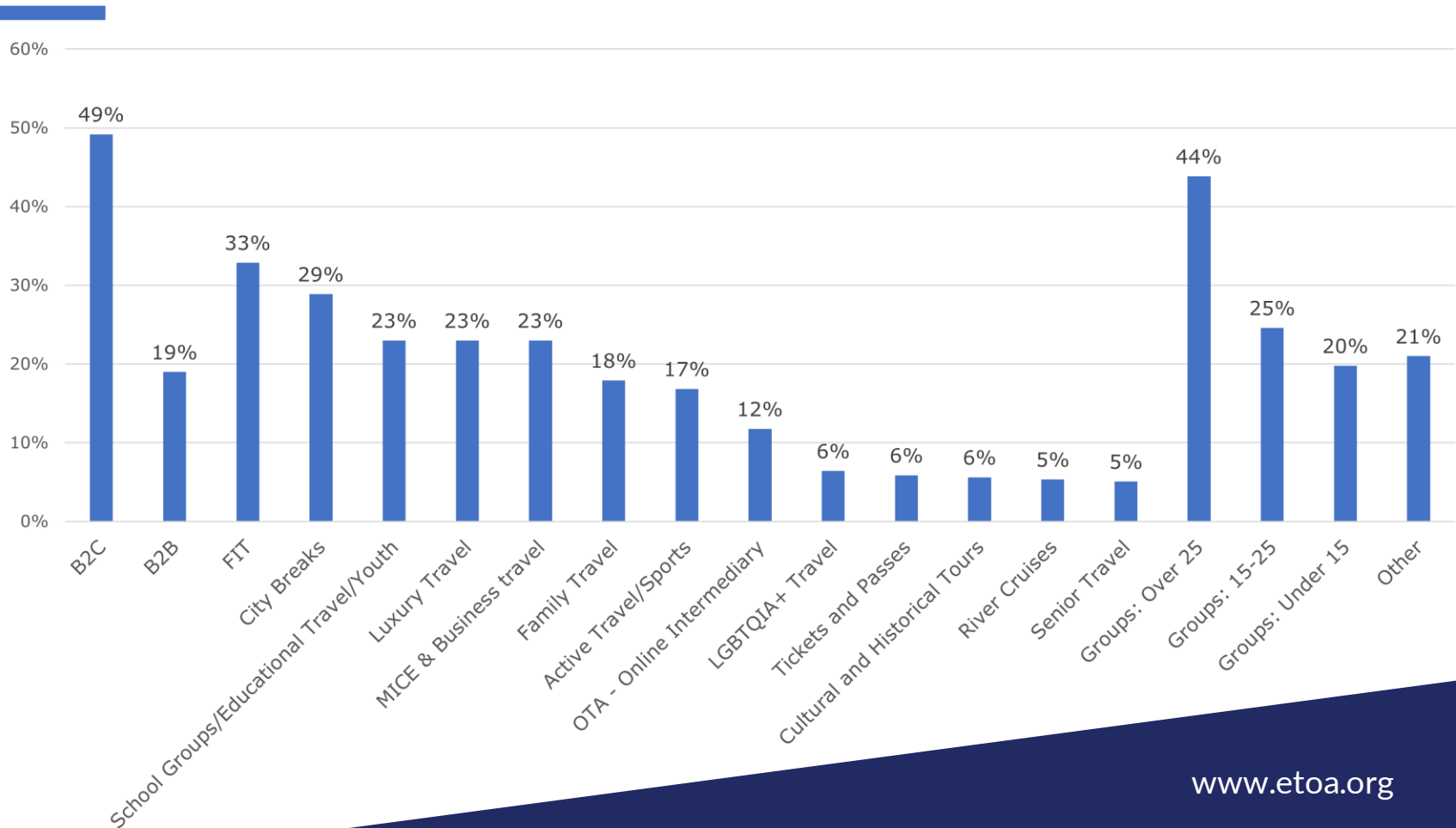


## SOURCE MARKETS - TOURISM BUYERS



# Nature and diversity of membership

## PRODUCT SPECIALISATION - TOURISM BUYERS





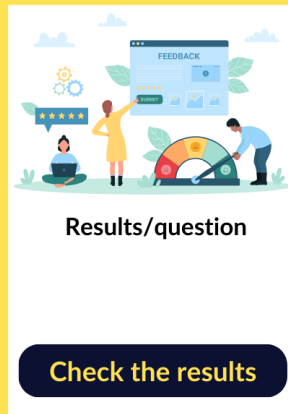


## ETOA Pulse Check: Perception of business environment for tourism

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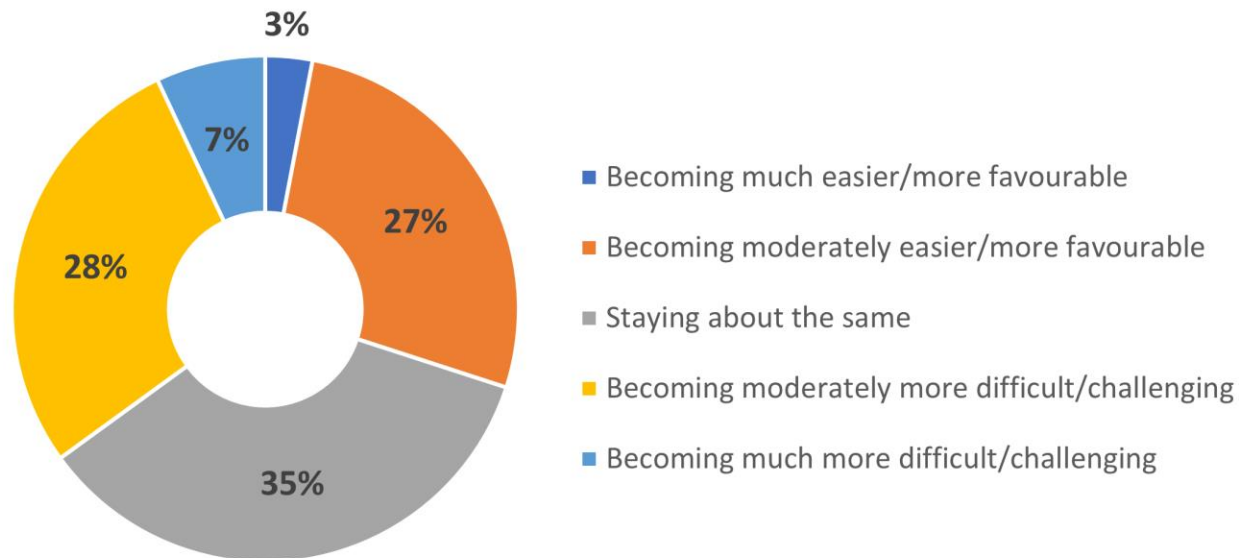
Rachel Read, Director of Insight & Business  
Improvement, ETOA

## ETOA Pulse Check



- Rapid survey facility
- One question each time
- Results one week later

How do you feel about the operating environment for European tourism in 2024 compared with 2023?

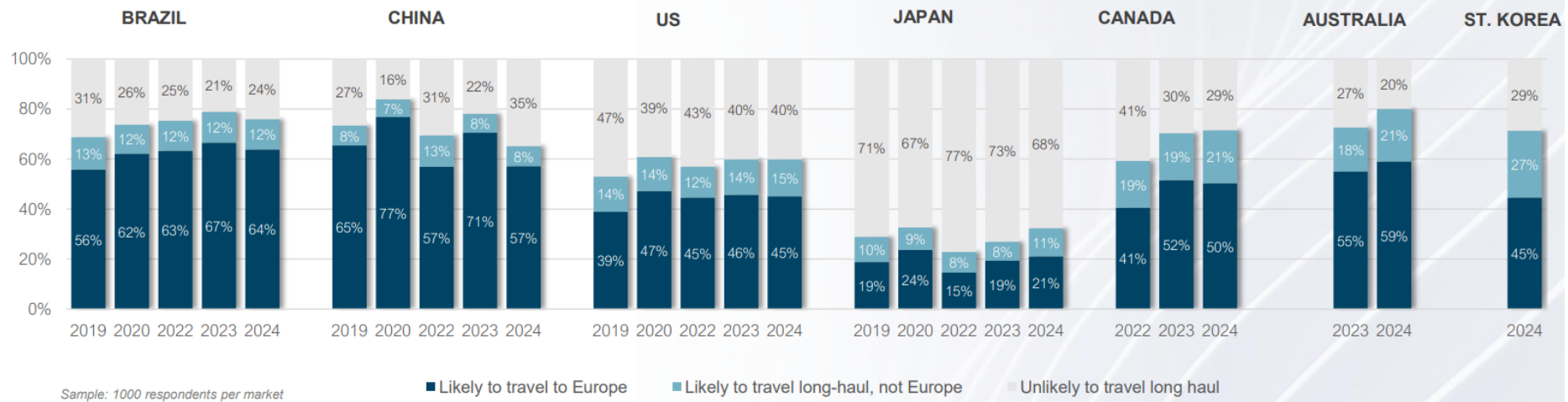


# Consumer Sentiment



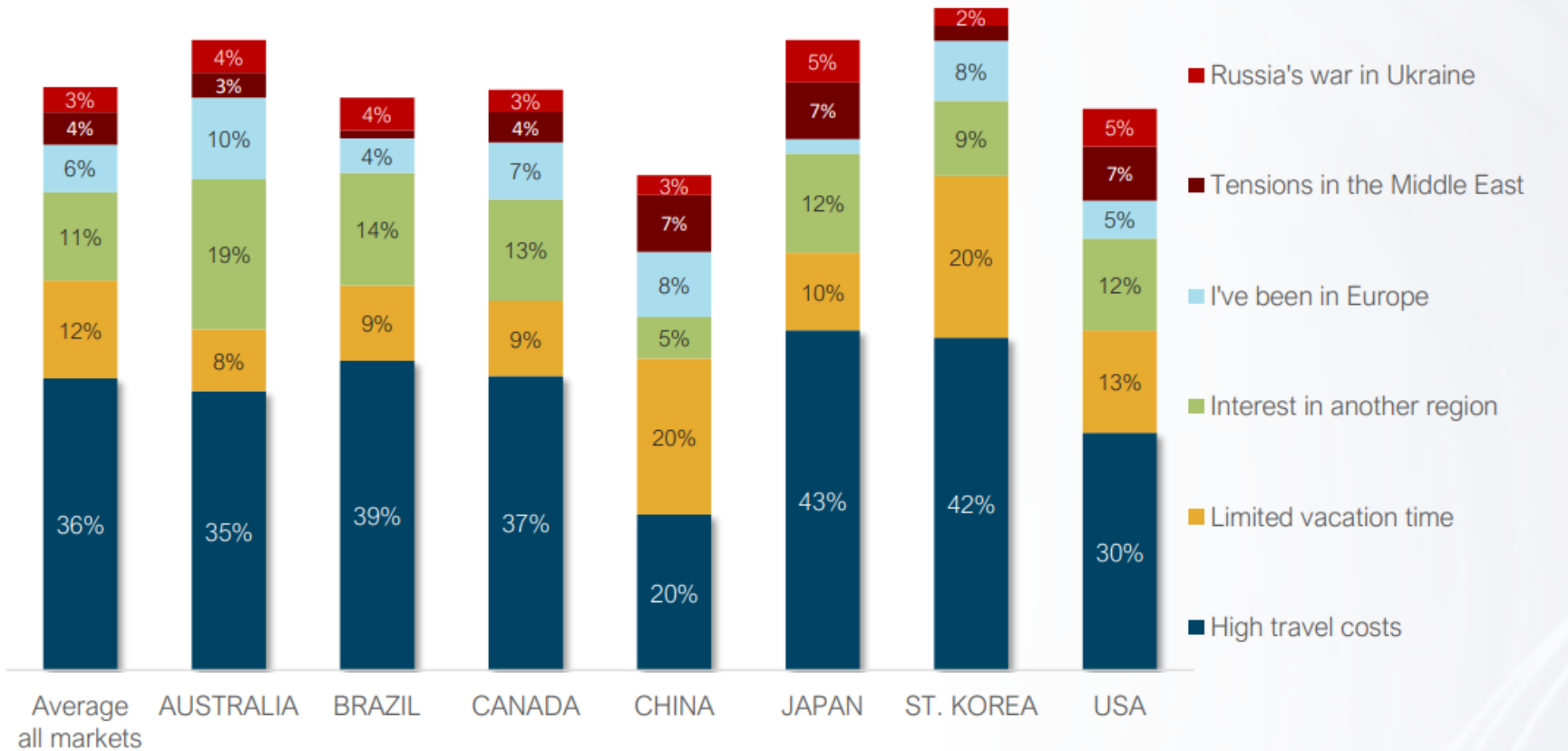
Europe is still the destination of choice for many long-haul travellers in 2024

Evolution of long-haul travel intentions to Europe and other regions (% of respondents)

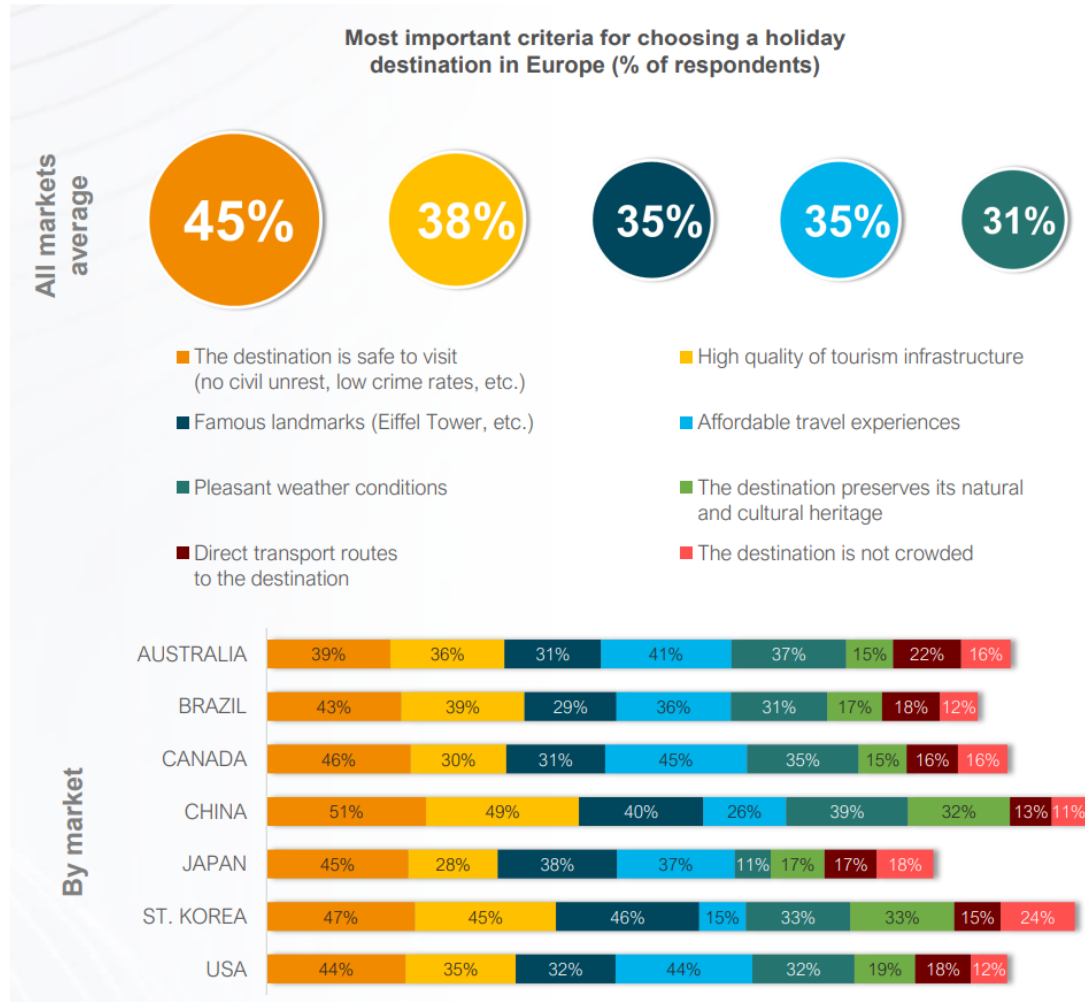


# 36% cite high costs as a barrier to European travel

Barriers to travel to Europe in 2024 (% of respondents)



# Safety, established infrastructure and iconic attractions appeal most in 2024



# Insight Hub

Statistics, opinion and research  
ETOA webinars and masterclasses  
Articulating the value of tourism in Europe

[More](#)



Please filter below:

All

Members



February 13, 2024

## ETOA Webinar | How ETOA's North American members are planning for another year of high demand

What does another strong year of North American travel to Europe mean in terms of business, operational challenges and opportunities for member operators? Are they noticing specific trends for '24 and beyond that local partners need to be ready for? Exploring these topics are some of ETOA's leading US and Canadian operators.

[More](#)

Members



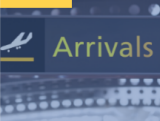
February 13, 2024

## Nordic Trend Tracker January 2024

Report from our partners at the Nordic Tourism Collective tracking trends across the Nordics and Baltics via their Trendtracker facility. North America and DACH speaking countries still remain the most valuable source markets for suppliers in this region.

[More](#)

Members



February 13, 2024

## ETC Long haul travel sentiment barometer 1/2024

An insight into how those in key long-haul source markets for Europe are feeling about travelling long-haul during 2024, revealing that the appetite to visit is broadly similar to last

### Latest

ETOA Webinar | How ETOA's North American members are planning for another year of high demand [Members](#)

Nordic Trend Tracker January 2024 [Members](#)

ETC Long haul travel sentiment barometer 1/2024 [Members](#)

UNWTO Barometer January 2024 [Members](#)

Pulse Check: Operating environment for tourism in 2024

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## Tourism: political priority or public nuisance?

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Tim Fairhurst, Director General  
ETOA - European Tourism Association





## Tourism: political priority or public nuisance?

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Eduardo Santander, Executive Director, ETC  
Marie Audren, Director General at HOTREC  
Eric Dresin, Secretary General at ECTAA  
Raluca Marian, Director EU Advocacy, IRU

**ETOA**



## Paris 2024: high level briefing

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Corinne Menegaux, Directrice Générale  
Paris je T'Aime



## Better tourism in Europe: policy to practice

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Tim Fairhurst, Director General  
ETOA - European Tourism Association



## Better tourism in Europe: policy to practice

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Adele Youngs, Founder, Live Travel and Tours

Marie-Caroline Laurent, Director General, CLIA Europe

Robyn Stencil, Program Manager, Rick Steves' Europe

Corinne Menegaux, Directrice Générale, Paris je t'aime



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### X

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[european-tourism-association](https://www.linkedin.com/company/european-tourism-association)



# ETOA

## BETTER TOURISM IN EUROPE

THANK YOU

[www.etoa.org](http://www.etoa.org)