

ETOA**NEWS**
APRIL 2024

This edition of the ETOA Newsletter will focus on how to build sustainable tourism through better strategy and better alignment and collaboration between governments, destinations and the private sector. You can also read about:

- Business Environment | Operating in Europe
- Member Spotlight
- Partner News
- ETOA out and about
- Make the most of your membership
- Insight, Research & Webinars

Business Environment | Operating in Europe



Venice Access Fee

Our [Italy tourist tax page](#) has information on the expansion of the membership agreement (beyond accommodation providers issuing vouchers), allowing tour operators to book for a tour group (10-60 people) using only the name of the group leader and providing the number of people in the group. Information include how to join this agreement.



Visas and borders

Recent updates to our [visas and borders page](#) include anticipated start months for ETA implementation to remaining visa-exempt nationals visiting the UK. Furthermore, we have included ETIAS and ETA summary table illustrating similarities and differences between the travel authorisation schemes, as well as the effect of introduction of ETIAS on dual nationals,

and digitalisation of the Schengen visa process.

ETOA Membership

Some of the information on our website, particularly Operating in Europe, our Insight Hub as well some webinars and B2B workshops are only accessible to ETOA members. If you would like to hear more about membership, please [click here](#) or [contact us](#).

Member Spotlight

Fast, Reliable & Modern

Discover the beauty of the Nordic and Baltic regions. The modern fast ferries offer comfortable lounges, great restaurants, and a two-story Superstore. The sea journey is an effortless way to visit vibrant Helsinki and medieval Tallinn - a UNESCO World Heritage Site. Up to 6 daily departures!

For more information visit en.tallink.com



Don't miss out: enjoy Madurodam!

Exciting news: We've extended our opening hours to accommodate your needs! During the Keukenhof season, from March 21st to May 12th, our park will be exclusively open for tour operators. Plus, be sure to check out our must-see attraction, "*De Hollandse Meesters*" (The Dutch Masters), which is accessible to visitors during this special time.

[Find out more](#)



Building sustainability through better strategy

ETOA's membership gives us insight from global operators, as well as perspectives from the supply chain and the destination managers whose role is to implement policy. This means we have relevant content for a range of events: EU project and policy; institutional forums; practical and commercial workshops. Recently, we have participated in events which explored tourism's role in a long-term destination strategy; how it can complement domestic demand and drive innovation.

Our perspective is that Europe's competitiveness as a destination with a resilient and valuable visitor economy will be jeopardised by continued policy fragmentation and short-termism driven by political priority rather than structural need. The [EC's Transition Pathway for Tourism](#) recognises this in its call for more collaborative destination governance. Private sector input, informed by community priorities, is necessary to ensure tourism strategies maximise mutual benefit and mitigate negative impact. Without it, avoidable antagonism is likely.

ETOA and its members are committed to making tourism work better for business, visitors, and the communities that host them. We can only do that when we work together.



Examples of good practice

During the peer-to-peer conversations at [Destinations Exchange Europe](#), we asked delegates to submit their one or two word examples of good ideas and things that work well in the industry. This



Sustainable Tourism Community

ETOA is an Associate Partner in the [Sustainable Tourism Community](#). At a meeting in Rome, we highlighted the value of cultural tourism revenue to pay for conservation and management, the need

was to give a view of people and places at the forefront of best practice. Examples were divided into **Visit, Do, Sleep** and **Move**. You can view the results [here](#).

for a better enabling framework to encourage and support climate-driven adaptation, and the opportunity presented by better collaboration with the private sector on product development and tackling obstacles to change.



EU Dialogue

Representing the [Tourism Manifesto](#) as well as ETOA, we joined a [panel at an EU Dialogue event](#) focusing on the meetings industry, moderated by our partner CityDNA, featuring other main partners from NECSTouR, Hotrec, ENIT, Visit Brussels and the European Commission.



Sustainable Urban Tourism

ETOA joined an [expert group meeting](#) in Bilbao with UN Tourism and UN Habitat and other organisations and destinations focusing on tourism's role within sustainable urban development, and its potential as a vehicle to achieve global goals.

Partner News



TravelTech Show

At [TravelTech Show 2024](#), you'll be able to streamline your travel technology stack by



European LGBTQ+ Travel

Our partners at ELTA will hold its annual [States general of European LGBTQ+](#)

meeting with hundreds of global suppliers all under one roof over two days. Trust us, you wouldn't want to do business any other way. [Register now](#) to find your ideal suppliers on 19-20 June at ExCeL London.

[Tourism](#) on 16 May. The event will include a Think Thank and three round tables and is a unique opportunity to learn about LGBTQ+ tourism and correlated DE&I issues.

ETOA out and about

In April we held our second edition of [Destinations Exchange Europe](#). Attendees had the opportunity to network and collaborate through two days of B2B meetings, panel discussions, social networking and peer-to-peer sessions. Thank you to the 250 participants who joined us.

The following week we held a [scoping meeting in Venice](#) in collaboration with our partners at FTO. We focused on the current business environment and its operational and product implications. The meeting was followed by an [ETOA Social networking drinks](#) at the Hotel Papadopoli Venezia - MGallery. We also joined a [public round table discussion](#) with local officials and other stakeholders about the new day tax.

In Belfast we attended the **Meet the Buyer** workshop, which was followed by **Meithal** in Killarney. In Aberdeen we also met with partners and members at **Scotland Connect**.

Last but not least, we were happy to support our partners at [New Deal Europe during their growing networking event](#), connecting international buyers with the regions of South East Europe.



Insight, Research & Webinars

Insight & Research

Our [Insight Hub](#) provides a library of data reports, opinion pieces, webinar recordings and academic research. Latest pieces include:

[ETC climate change and tourism in Europe](#)

A valuable analysis that covers the role of climate change in travel, what travellers are saying about the subject, the extent to which sustainability gets a mention in traveller reviews and the potential future for travel amidst ongoing climate change.

[Destinations Exchange Europe 2024](#)

The complete slide deck from the ETOA workshop 8-9 April. This includes David Edwards' presentation on *European Destination Travel Patterns*.

[Tourism Alliance Insight Conference](#)

The complete deck of all the presentations at the Tourism Alliance Insight Conference in March. Speakers included ETOA, VisitBritain, Data Appeal, BDA BDRC and The Office of National Statistics (UK).

Upcoming webinars

- 30 April | [The Brazilian and Latin American Markets - An exciting future!](#)
- 2 May | [Adventure tourism in Europe: Dispelling the myths](#)
- 7 May | [24 questions for Paris 2024 - all you need to know about the Olympic and Paralympic games](#) (hosted by [Paris Je t'aime - Convention Bureau](#))
- 14 May | [Demand for United Kingdom and Ireland](#)
- 12 June | [Asian Demand](#)

Recent webinar recording

- [Navigating the Changing Landscape: Contact, Payments and Business Operations in Travel](#)



ETOA is the trade association for better tourism in Europe. We work with policymakers to enable a fair and sustainable business environment, so that Europe remains competitive and appealing for visitors and residents. With 1,100 members serving 65 origin markets, we are a powerful voice at local, national and European levels. Our members include tour and online operators, intermediaries and wholesalers, European tourist boards, hotels, attractions, technology companies and other tourism service providers ranging in size from global brands to local independent businesses. We are connected with over 30,000 industry professionals across our social media channels.

If you are not interested in the ETOA newsletter and don't want to receive this communication anymore, please [click here](#) and your preferences will be updated.



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