

ETOA**NEWS**
FEBRUARY 2024

January and February have been very busy months with three ETOA B2B workshops, [Britain & Ireland Marketplace](#) in London, [The Nordic Marketplace](#) in Copenhagen, and today we are running the online B2B workshop [ETM | North America](#). In total, **20,718** B2B appointments were planned for the three workshops. Thank you to everyone who joined us, including our partners.

Yesterday we held our annual [Industry Day](#) in Brussels. During the conference we discussed opportunities and challenges in the industry with members and partners.

This edition of the ETOA Newsletter includes the following sections:

- Business Environment | Operating in Europe
- Member Spotlight
- Destination partnerships
- ETOA out and about
- Insight, Research & Webinars

Business Environment | Operating in Europe

During our [Group Tourism Working Group](#) last week we focused on operational issues in Italy from tour guide regulation to ticketing, and reviewed our resources on city access, tourism tax and visas and borders. Many thanks to members able to attend on this occasion for their valuable insight and support.



Guiding in Italy

[New law in Italy](#) makes cross-border service provision for tour guides more



Coach Transport

New [coach transport page](#) has been published on our website covering driving

complex, limiting market access to a profession whose domestic supply is insufficient to meet the needs of international tourism.



Rome | Colosseum

The new booking system for tickets from 1st May has not yet launched. Following discussion with Parco Archeologico we have [published our latest understanding](#) of expected business conditions for the travel trade. We have shared our view on potential impact with the authorities.

and rest time rules (including upcoming EU revision), tachograph changes and cross-border operations.



City Access | Naples & Venice

Naples is reported to be revisiting the idea of a ZTL affecting coaching, to be introduced as early as March. At time of writing we have no official source to corroborate this: any update will be published on [the city access page](#).

Venice: From 1 August 2024, group size to be limited to 25 people plus guide.

Note that some pages and webinars are gated and only accessible for full ETOA members. If you would like to know more about membership, please [contact us](#) or follow the below link.

[Become a member](#)

Visas and Borders

The [UK's Electronic Travel Authorisation](#) scheme is now applicable to all nationals of GCC countries and Jordan. The start date for other UK visa exempt nationals (e.g. Japan and USA) is to be announced and anticipated not to be before autumn/winter 2024.

Visa & Borders

Up-to-date information about visa requirements and borders in Europe

[Learn More](#)



Member Spotlight

Venice Access Fee

From April 2024, occasional visitors to the ancient city of Venice are subject to payment of the Access Fee from 8:30 a.m. to 4:00 p.m. on specific dates indicated in the [calendar](#).

[All the details on the Access Fee can be found here](#)



Enjoy Madurodam even longer!

In Madurodam, you can discover the Dutch highlights in one day, all in one location. To cater to the diverse needs of guests, Madurodam is pleased to announce extended opening hours! During the Keukenhof season, from March 21st to May 12th, our park will be exclusively open for tour operators till 8PM.

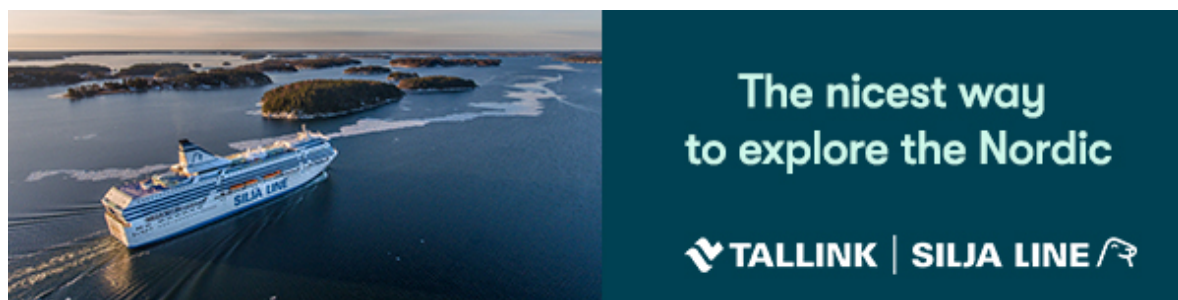
[Find out more](#)



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Do you want to promote your brand to the ETOA network? From newsletter adverts to standalone emails and webinars, there are plenty of [opportunities](#) to give your brand visibility in the travel trade industry.

Destination Partnerships

[Destinations Exchange Europe](#) is coming up on **8-9 April** in **London**. This year we are pleased to have national, regional and local destinations partnering with us. Through strategic [destination partnerships](#), they bring a diverse array of partners, offering them a platform to showcase their products and services. Through this initiative, Europe's varied offerings and niche products are effectively showcased to a global audience.



[Find out more and join them in London](#)

ETOA out and about

ETOA spoke at the UNWTO session at FITUR on [Advancing Climate Action](#), together with several ETOA members and partners discussing good practice following industry commitments under the [Glasgow Declaration](#). Read more about our work on [Climate Action](#).

The ETOA team has also been travelling to exhibit at international trade fairs such as **BIT Milano** and **OTM Mumbai** where we were joined by member co-exhibitors.

In addition to the Industry day, we also held a social networking reception in Brussels.

Next week, ETOA will be exhibiting at **ITB Berlin**. Come by and meet us in **Hall 9, stand 311**.



Insight, Research & Webinars

ETOA Pulse Check | Tourism under threat

This month we launched ETOA's Pulse Check, a rapid and straightforward way to highlight our members' voices to policymakers and the wider travel industry community. We asked one question: 'How do you feel about the operating environment for European tourism in 2024 compared with 2023?'

[Check the results](#)

Insight & Research

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

[UNWTO Barometer January 2024](#)

The latest UNWTO analysis indicates that in 2023 the number of international overnight trips reached 88% of its pre-pandemic level, with Europe doing better than the global average, reaching 94% of the tally achieved in 2019.

[ETC Long Haul Travel sentiment barometer 1/2024](#)

An insight into how those in key long-haul source markets for Europe are feeling with regard to travelling long-haul during 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.

[Data Appeal Blog Updates](#)

Our partners at Data Appeal continue to create interesting reports and blog posts. The latest are on **Paris Olympics**, **Venice Carnival 2024** and **Global Tourism Trends of 2023**.

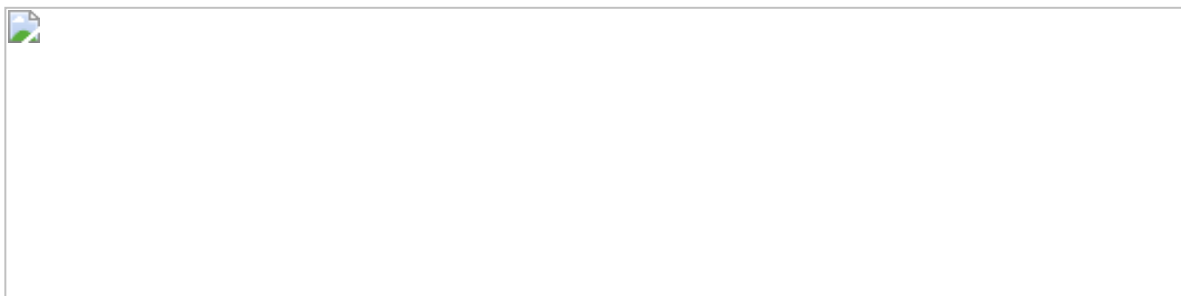
Upcoming webinars

We have a range of webinars in the pipeline for March and April. Keep your eyes on your inbox for your invitation to register, or check [upcoming events](#). You can already register for the below webinars now.

- [Guiding in Italy](#) | 19th March 2024
 - [Outbound Indian Market – Trends and Prospects](#) | 26th March 2024
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Recent webinars recordings

- [How ETOA's North American members are planning for another year of high demand](#)
- [Hotels and the travel trade – working in harmony?](#)



About ETOA

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.

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