

ETOA**NEWS**
JANUARY 2024

Welcome to the first ETOA Newsletter of 2024. Tomorrow, we kick off this year's B2B workshops with [Britain & Ireland Marketplace \(BIM\)](#), which brings together 210 international buyers with 208 regional suppliers and destinations. We look forward to seeing you in London!

This edition of the ETOA Newsletter includes the following sections:

- Business Environment | Operating in Europe
- Member Spotlight
- Collaborate with ETOA
- ETOA out and about
- Insight & Research | AI in Tourism

Business Environment | Operating in Europe

We keep our members informed and lobby on a European, national and local level for a better business environment for European tourism. Our pages under '[Operating in Europe](#)' hold a wealth of information. Some are gated and only visible to [members](#).



Venice Access Fee

A [booking platform](#) is now live for visitors entering the centre on certain days in 2024. All visitors, including those staying overnight, are required to book their visit.



Paris ZTL

A [ZTL](#) is currently expected to be introduced in 2024 affecting transiting for all private vehicles and potentially some destination coach traffic. The perimeter has not been finalised yet.



Venice Guided Tours

The Municipal Council has proposed to [limit group size](#) and stopping in narrow streets and on bridges in Venice.



Driving hours and rest time rules

The first trilogue meeting between EU institutions to agree changes to some [EU coach driving rules](#) is scheduled to begin on 29th January.



Tourism Tax: Berlin and Greece

[Business travellers in Berlin](#) will no longer be exempt from tourism tax later in 2024. In [Greece](#), the 'residence tax' has been replaced with a 'climate crisis resilience fee'.



Rome - Colosseum

Updated information on ticketing and change of provider has been added to our [Attractions and Ticketing page](#). This includes distribution channels, name change permissions, hourly capacity, selling window, and pricing.

Visas and Borders

Schengen Area

On 31 March 2024, Bulgaria and Romania will partially join the Schengen Area when air and maritime border controls with other countries in the Schengen Area will be lifted. Land border controls will remain in place for the time being.

Entry/Exit System (EES)

EES which will affect non-EU/non-EFTA nationals visiting the Schengen Area is currently scheduled to be implemented in autumn 2024. We understand the start date to be 6 October; official confirmation is expected on 28 August following Schengen member states reporting their readiness for implementation. Testing of EES by member states is expected to begin next month. At the start of January, we submitted a [response](#) to a UK Parliament inquiry on the

potential impact of EES on travel from/to the UK.



Visa & Borders

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

[Learn More](#)

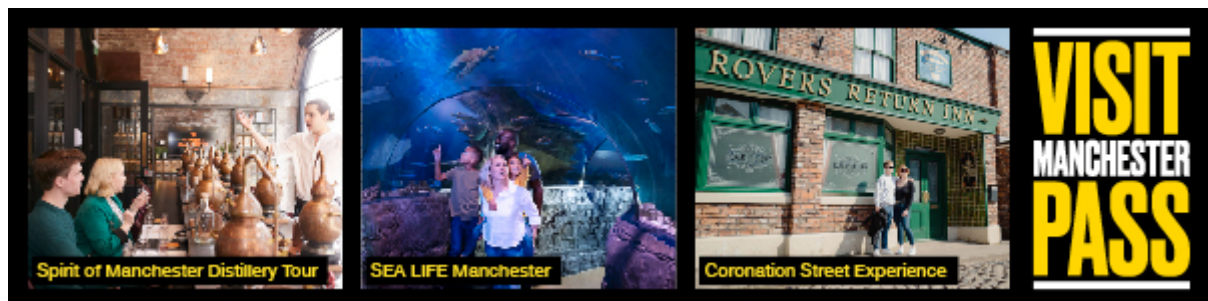
Member Spotlight

Marketing Manchester launches Visit Manchester Pass – get 20% off in Jan/Feb

Marketing Manchester has launched their highly-anticipated Visit Manchester Pass, in partnership with Open Pass. The pass includes many of Manchester's most popular attractions and is currently 20% off for Jan/Feb. With competitive commission rates available, find out more [here](#).

For more information on re-selling, email the team on traveltrade@marketingmanchester.com.

[Learn more about the Visit Manchester pass](#)



Learn all about Ljubljana

Ljubljana is one of the smallest capitals of Europe, but it's huge in terms of the variety of what you can do, see and taste in the city and the region of Ljubljana. Subscribe to receive a curated dose of Ljubljana Region's finest directly to your inbox.

Let's Get Down to Business B2B News

The latest news and captivating stories from Ljubljana region.

Subscribe to the newsletter and let the journey begin!



BIT Milano is waiting for you

From 4 to 6 February visit Bit Milano at Allianz Mico. Bit is the ideal place to discover the latest news and market trends in the tourism industry, meet suppliers, find new partners, do business and get updated thanks to events and conferences.

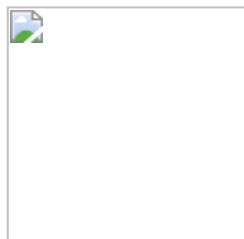


Do you want to promote your brand to the ETOA network? From newsletter adverts to standalone emails and webinars, there are plenty of [opportunities](#) to give your brand visibility in the travel trade industry.

Collaborate with ETOA

Meet with us

ETOA is exhibiting at the following upcoming trade fairs. [Get in touch](#) to book a meeting with us.



Milan
5-6 February



Mumbai
8-10 February

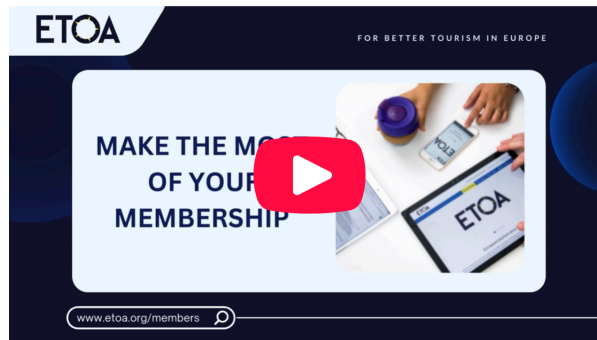


Berlin
5-7 March

Interested in membership?

Would you like to find out how membership can support your business? Don't hesitate to [contact us](#) or [read more here](#) or via our brochure [Looking ahead to 2024](#).

We had a chat with three of our North American buyer members to find out how they use their membership. Find out what **Robyn Stencil** from [Rick Steves' Europe](#) (member since 2013), **Richard Krieger** from [Sky Vacations](#) (member since 2021) and Sandeep Talwar from [TravDek](#) (member since 2023) say about ETOA membership.



ETOA Tour Guide ID cards

ETOA's increasingly popular **Tour Guide IDs** are now on sale for the 2024/25 season. The card is supporting our members and their tour guides by providing professional recognition of their status. With a turnaround time of only 24 hours for our digital card, applying could not be easier. For those members looking to order in bulk for their tour guides or directors, we also offer generous bulk discounts.



ETOA out and about

2024 has started with a busy schedule for the ETOA team. ETOA's CEO, **Tom Jenkins**, talked to [BBC News](#) about [Tourism Taxes](#). He also had a meeting about the challenges for tourism in the UK with [Barbara Keeley MP](#), the shadow minister for tourism in the United Kingdom.

In [Paris](#) we held the first [working_group](#) of the year, discussing the impact of the increased [tourism tax](#) and how the Olympics will affect operations. **Jay Munro-Michell** participated in the event [Tag der Busturistik](#) in Germany discussing AI in tourism.

This week, we are at **FITUR**. Come by our **stand 4G19, Pavillion 4** to meet the team. January has also been a month with [team reflection and collaboration](#), meeting space kindly sponsored by our members at [Viator](#).



Insight & Research | AI in Tourism

Our Insight Hub provides a library of data reports, opinion pieces, webinar recordings and academic research. Latest pieces include reports from [UNWTO](#), [Mabrian](#), [Euromonitor](#) and [IRU](#). Also, check out pieces on **AI** and the recording of our recent **North America** webinar.

- [AI in Tourism: Unveiling the Potential and Benefits for SMEs in the Hotel Sector](#)
- [How Artificial Intelligence Will Transform Tourism and Destinations](#)
- [ETOA Webinar | North American Demand](#)



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.

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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