

ETOA

NEWS

JUNE 2024

Summer season is truly upon us and operators, suppliers and destinations report a busy 2024 season. In the June edition of the ETOA News you can read about:

- Business Environment | Operating in Europe
- Climate Action
- Partner News
- ETOA out and about
- Making the most of your membership
- Insight, Research & Webinars

Business Environment | Operating in Europe



Edinburgh Access | Calton Hill

Edinburgh City Council is planning to reinstate the gate that restricts vehicle access on Calton Hill (except where agreed) and are assessing how this will impact tourism. [Please contact us](#) if you will be affected by the reinstatement, giving vehicle size details and the time(s) during the day you have been visiting the Hill.



Paris 2024

The authorities have published their latest FAQs on operational issues for the travel trade. This includes information on QR codes, vehicle access and parking for coaches over 9 seats, perimeters etc.

[Find out more](#)

EU & Tourism

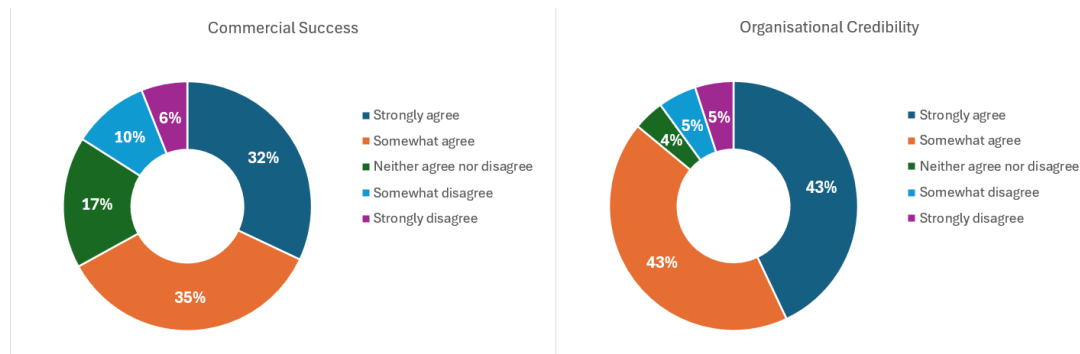
The European Commission has published its [latest newsletter](#) about initiatives and funding in support of the **T4T - Together for EU Tourism** - framework. ETOA is in its Expert group and the newsletter includes details of:

- Free webinars on Digital tools in tourism, food waste management and the EU Eco label
- Awareness-raising campaigns on tourism jobs and skills
- Consultation on online reviews and ratings for accommodation providers
- Sustainable EU Tourism: First survey results

Climate Action

CAP: A necessity for organisational credibility or commercial success?

According to ETOA's latest [Pulse Check](#), results suggest that consumer and business client choice is not yet sufficient for business credibility and success.



Working towards common ESG metrics | Get involved

Meeting 2030 emissions reductions targets would be easier with common ESG metrics. UN Tourism and its partners are working towards this goal and interested companies are encouraged to review this [call for interest](#). Further information on the project is available [here](#).





Check out ETOA's Climate Action Partner's opinion pieces discussing [Greenwashing and Green Claims Code](#) as well as the impacts of climate change, and [the strategies travel providers can employ to mitigate risks](#).

Partner news | Lighthouse

We're delighted to announce our latest data partnership with [Lighthouse](#). This allows ETOA members [access to the expertise they have](#) around hotel and short-term rental data for strategic decision making, economic impact evaluation, destination benchmarking and supply and demand forecasting.



ETOA members can access a 15% discount on the Lighthouse platform, Destination Insight. Please contact [Michele Ancillotti](#) for details.

ETOA out and about

The [ETOA team went to Windsor](#) earlier this month, kicking off the day with team building exercises and strategic discussions. There was also time for a bus tour, courtesy of our member [Golden Tours](#). In Sarajevo, ETOA attended the [Resilience & Innovation summit](#), moderating a panel on pathways and barriers to digitisation for travel businesses in South Eastern Europe.

Last week, we held an [ETOA Social event in Madrid](#). In collaboration with our partners at [Madrid Destino](#), we met with members and industry colleagues to connect and network in an informal setting. In London, ETOA attended the [Travel Tech Show](#), meeting a range of members and tech partners. Our Director of Insight, Rachel Read also hosted a panel on Green Tech. If you are interested in learning more about how ETOA supports its tech members, [contact us](#).



Make the most of your membership



Update your contacts

As a member you can now update your company's contact details through our online member portal. Ensuring your details are correct makes it so much easier for potential partners to reach you via our [Member Search](#) page.



Tour Guide ID's

Are your summer tour guides ready for the season? [ETOA's Tour Guide ID cards](#) are exclusively available to tour guides who are contracted to full ETOA members. In 2024, we're offering Tour Guide ID's at 2023 prices - valid through to 31 March 2025.

Co-Exhibit with ETOA

Members have the opportunity to co-exhibit with ETOA at a variety of trade fairs around the world:

- [WTM London](#) (Nov 2024)
- [OTM Mumbai](#) (Jan 2025)
- [Bit Milan](#) (Feb 2025)
- [ITB Berlin](#) (Mar 2025)



Insight, Research & Webinars

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

[UN Tourism Barometer May 2024](#)

A report that digs into Europe data revealing that a number of emerging destinations continue to report some of the strongest growth, including Albania and Serbia, with more established destinations including Greece, Portugal, Spain and France welcoming more international visitors..

[World Economic Forum Travel & Tourism Development Index](#)

A useful insight report into the Index, with a chapter of the report focussing on how Travel & Tourism can be leveraged to help tackle some of the world's future challenges.

[Webinar recording: Asian Demand](#)

In this webinar, Tom Jenkins and an expert panel explore the current status of the Asian outbound markets to Europe as well as trends and opportunities for 2025 and beyond.

[Webinar recording: Demand for Europe](#)

Covering the European source markets, particularly Germany, Switzerland and Austria, as well as the North American educational market, experts from EF Educational Tours and Service Reisen provide a snapshot of current and future trends of their clients' demands and requests.



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.



European Tourism Association AISBL (ETOA) | www.etoa.org

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