

ETOA**NEWS**
MARCH 2024

In a few weeks we will kick off the second edition of [Destinations Exchange Europe](#), organised in collaboration with **City Destinations Alliance**. With increased support from destinations, their partners and our buyer network, we look forward to welcoming more than **250 delegates** in London for a two-day programme filled with B2B appointments, insight sessions, peer-to-peer discussions and informal networking. The event will conclude with a Spring party with live music at the **Hard Rock cafe**.

This edition of the ETOA Newsletter includes the following sections:

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

Business Environment | Operating in Europe



Venice Access Fee

In addition to below information from Venice, our [Italy tourist tax page](#) has information on the new fee starting on 25th April.

Most visitors are required to book (and if



Coach Transport | England

Bourton-on-the-Water: The Parish Council has proposed to [ban tourist coach access](#) in the village. The final decision has yet to be made as subject to approval and public consultation.

not exempt pay) to enter the 'old city' area on certain days. Recent updates cover cancellation and accommodation providers issuing booking vouchers.

Port of Dover: The [Boatyard operation procedure](#) will be re-introduced on certain days/times over the next 2 weeks to manage peak traffic at the Port.

RSS | Get real-time website updates

RSS Feed has been enabled on our [Operating in Europe](#) pages including subpages (e.g. country tourist tax). To be notified of the latest notable updates on these pages, you'll need to install an RSS Feed Reader and then click on the RSS logo to subscribe. See [information from Microsoft](#) on how to sign-up for RSS.



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](#)

Member Spotlight

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](#)



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](#)



Partnerships and projects



FTO & ETOA

We have recently joined a partnership with **FTO** representing 1,900 Italian businesses in the Organised Tourism sector. We look forward to develop opportunities and solve problems for our members and the host communities that welcome their clients.

[Press release](#)



PANTOUR Survey

Take this survey aimed at understanding the current landscape of **Equality, Diversity, and Inclusion training** within the hospitality and tourism industry. The outcome of this survey directly shapes future training programs, policies and the development of essential resources.

[Take the Survey](#)

Over the past year, ETOA has been participating in the Data Space for Tourism project as an expert advisor. This data sharing facility aims to enhance the visitor experience, improve tourism management and support decision making. It will also stimulate innovation and have a positive impact on the future of tourism by promoting the digital transformation of tourism SMEs.

The European Data Space for Tourism itself is scheduled to start end 2024, and we anticipate to be invited to represent our members. The final Blueprint and Roadmap for the Data Space is now published.

[Find out more](#)



ETOA out and about

Meet with us in April

You can meet with [Roisin Donnelly](#) when she's attending **Meet the Buyer** in Belfast 8-10 April, **Meithal** in Killarney 10-12 April or at **Scotland Connect** in Aberdeen 17-18 April.

Our next **ETOA Social** will be held in **Venice** on 15th April. [Register here](#) or contact [Danja Nebuloni](#) to hear more.

[Register here](#)

What we have been up to

At the end of February we held our quarterly Advisory Council and Board meeting in Brussels. Thank you to our members and partners **Chez Lyon**, **Chez Vincent**, **Thon Hotels**, **Visit Flanders** and **Accor** for the hospitality.

March was then kicked off with **ITB Berlin**. ETOA was finally back after five years with a stand. Thank you to those who stopped by to visit us and our co-exhibitors. Contact [Arran Wiltshire](#) if you are interested in co-exhibiting with us at [WTM London](#), **OTM Mumbai** or **ITB Berlin**.

Last week we held an **ETOA Social** in **Paris** in partnership with **B&B Hotels**. Thank you to industry colleagues and members who joined us for a great evening of networking.

Rachel Read spoke at Tourism Alliance's annual Insight Conference focusing on the UK's position amongst its European competitors, both in terms of volume/value and legislative environment. Ahead of St. Patrick's Day, we were invited by **Tourism Ireland** to the House of Commons for a special reception to celebrate British-Irish relations.



Insight, Research & Webinars

ETOA Pulse Check | Support of tourism by local governments

This month we asked our members: To what extent do you agree or disagree with this statement? **I feel tourism is well understood and supported by local government in European destinations.**

The majority of respondents disagree with the statement. Overall, ETOA members feel that more could be done to facilitate understanding of tourism within local governments. This in turn leads to greater support for our industry and the environment in which we operate.

[Find out more](#)

Insight & Research

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

[ETC Trends and Prospects Q4 2023](#)

A detailed review of the latest trends and near-term prospects for European tourism, indicating that last year international arrivals in Europe came within 2% of their 2019 tally, and with two out of three European nations now at or close to pre-pandemic volumes.

[WeTravel Trends Report 2024](#)

This report provides insights into this year's bookings and payments trends based on data collected from a survey of over 600 travel businesses.

[Travel Weekly Insight Report](#)

A report based on analysis and UK consumer research that looks at the market outlook, what can be gleaned from the latest consumer research, the issue of climate change and sustainability along with a discussion relating to AI and technology.

Recent webinar recordings

- [Chinese demand](#)
- [Guiding Regulations in Italy](#)
- [Technology for Sustainability](#)
- [Outbound Indian Market – Trends and Prospects](#)

You can find all webinar recordings [here](#).



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

Copyright © 2024, All rights reserved.
Rue du Marché aux Herbes 61, 1000 Brussels, BE
Registered in Belgium BE 0525.647.552

[unsubscribe from all emails](#)