



ETOA 35

BETTER TOURISM
IN EUROPE

1989
2024

Welcome to our October newsletter. ETOA was founded in 1989 by a group of four tour operators who felt that inbound European Tourism was underrepresented at a European and national level.

We're now celebrating 35 years and have grown to become a network of more than 1,100 members, working together to create better tourism in Europe. We're really looking forward to re-connecting with established members and meeting new contacts to exchange ideas and best practice at GEM and WTM 2024 and wish you all a successful time.

This edition, we lead with important operating in Europe updates for visas and borders, attractions and ticketing and tax and tourism.

In this newsletter, you'll also find

- ETOA Out & About
- Making the most of your membership and what you're missing out on
- Insight, Research & Webinars

Business Environment | Operating in Europe

Visas and Borders

Schengen Area [Entry/Exit System \(EES\)](#) -

The target start date has been postponed indefinitely (originally set for 10 November). A new timeframe and possible phased implementation is currently being discussed by EU officials. Subsequently, it is expected the implementation of ETIAS will be delayed.



[Digitalisation of passports and EU ID cards](#) -

The European Commission has adopted proposals to digitalise travel documents for EU and non-EU nationals entering/leaving the Schengen Area. The proposals are subject to agreement by the European Council and European Parliament before they can be implemented.



[Electronic Travel Authorisation \(ETA\)](#) -

Check out the updated section on our website about dual nationals and EU ID cards.



Tax & Tourism

Edinburgh

Edinburgh City Council has launched a [public consultation](#) on their proposed Visitor Levy on stays in accommodation, expected to begin from (or around) 24 July 2026. Further information including presentations from Edinburgh City Council and Scottish Government from our event in Edinburgh on 20 September can be found on our [UK tourist tax page](#).



Venice

The Comune of Venice has announced [plans for 2025](#) on the access fee to be applicable on 54 days between April and July. The area, time and booking process will be the same as in 2024. For day visitors, the fee payable will either be €5 per person where booking is made more than 4 days in advance or €10 within 4 days.



Destination Access

Paris - New access restriction zone (ZTL)

[The ZTL](#) is expected to be implemented shortly whereby private vehicles will be prohibited from transiting the 1-4 arrondissements. Destination coach traffic (for drop-off/parking within the ZTL) will now be permitted until otherwise agreed.



Porto - New access restriction zone (ZTL)

[The ZTL](#) was implemented from 1 October 2024 in the Baixa and Historic Centre. Vehicle access is subject to certain time restrictions and authorisation is granted from Porto City Council.



Rome - Change in permit cost for ZTL Bus

Roma Mobilita has announced that the [cost for ZTL Bus turistici permits](#) will change from 24 December 2024 to 6 January 2026.



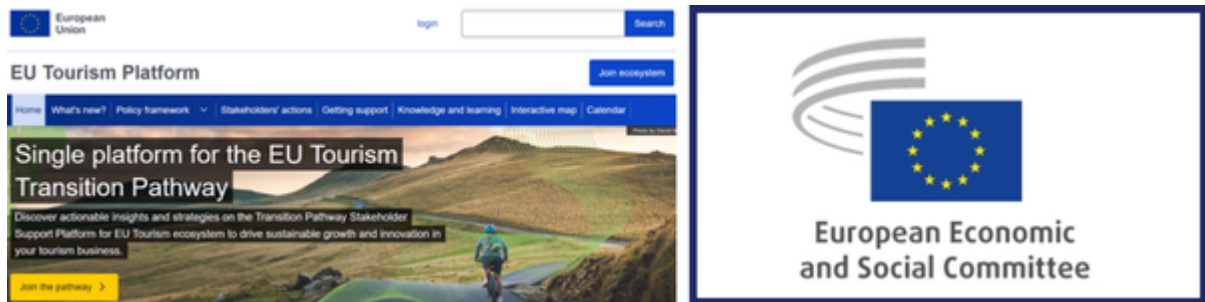
Attractions & Ticketing

Rome - Trevi Fountain

[Visitor access](#) to the Trevi Fountain will be regulated by the end of December with a possible entrance fee for non-Romans in 2025.



On the Agenda



On 14 October, ETOA joined the plenary and expert group meetings in Brussels of **T4T - Transition Pathway for Tourism**, to review progress to date and discuss priorities for 2025. A new hub accessible to all stakeholders to support the green and digital transition and greater sectoral resilience is now available [here](#).

On 18 October, ETOA spoke at the **Experts hearing on Tourism in the EU: Social sustainability as a driver for the long-term competitiveness of the sector** organised by the **European Economic and Social Committee (EESC)**. Key themes included [Tourism Manifesto priorities](#) for the new mandate, and industry perspectives on practical steps to spread the benefit of the visitor economy and manage down negative impact.

In Other News...

ITN Business

ETOA is featured in the new [ITN Business](#) programme 'Transformational Travel', which deals with trending travel themes. The first show includes features on overcrowding, sustainability and future predictions. You can watch the interview with ETOA's CEO, Tom Jenkins [here](#).



New ETOA Homepage Feature

We've added a new feature to our homepage on the website - so that you can keep up to date with pieces of information you really need to know like policy developments, what we've been doing behind the scenes and essential updates. Check out [Top 5 Things to Know](#).

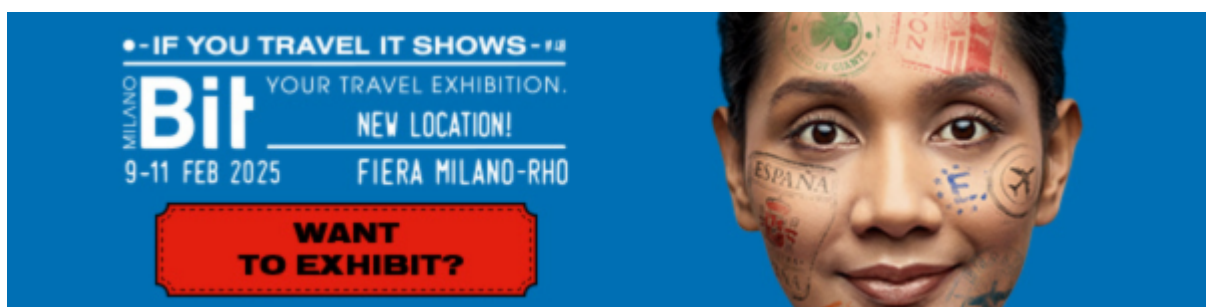


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Book for Bit - From Fiera Milano



Fiera Milano presents Bit, the International Tourism Exchange from 9 to 11 February 2025, the leading B2B and B2C international tourism event in Italy. Three days dedicated to meet your peers in the industry and do business. One day (9 February) also open to travellers. Secure your space at Bit! To find out more and book, have a look [here](#).

Register for Britain & Ireland Marketplace



Britain & Ireland Marketplace returns to London on Friday 24 January 2025, bringing together the networks of **ETOA**, [UKinbound](#) and [VisitBritain](#) and the national and regional destinations across the UK and Ireland. Join us for this key B2B workshop providing a platform connecting international buyers with tourism suppliers and destinations from across the region.

ETOA Out and About



This month, ETOA representatives have been travelling around, meeting and sharing knowledge and connecting with established and new groups and individuals.

Tom Jenkins, **Jay Munro-Michell** and **Elisa Li** attended Tokyo Expo at the end of September. You can see Tom's report from Tokyo [here](#).

Nadia Falchi and **Yamin Saadi** attended IFTM in Paris where they had great conversations with lots of potential members and then **Nadia** and **Alessia DiMarcantonio** joined **Danja Nebuloni** for TTG Rimini.

Tom Jenkins joined **Roisin Donnelly** for Flavours of Ireland in London followed by a [splendid evening](#) at the Guildhall with Alice Mansergh, Aisling McDermott, Christopher Brooke and Emily Wheeler from Tourism Ireland.

The **Commercial Delivery** team has been busy preparing for the upcoming GEM and WTM events - to make this one the best workshop and event experience ever.

Look forward to seeing many of you at the industry briefing and GEM next week!

Insight, Research & Webinars

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

[ETC Trends & Prospects Q2](#) - A detailed review of the latest trends and near-term prospects for European tourism which reveals that so far in 2024, international arrivals in Europe are 6% ahead of the same period back in 2019.

[ACI Airport Industry Connectivity Report 2024](#) - A comprehensive examination into the extent of connectivity to passengers flying to, from and between airports in Europe, focussing on both direct and indirect connections and comparing the 2024 situation with 2023 and the pre pandemic situation in 2019.

[OECD Tourism Trends and Policies 2024](#) - The 2024 edition of OECD's Tourism Trends and Policies report setting out trends and policy priorities to promote sustainable development.

[UN Tourism Barometer Sept 24](#) - The latest UN Tourism analysis has as its main headline that in the first seven months of 2024 international tourist arrivals recovered to 96% of the tally achieved in the same period of 2019.

[City DNA – City Travel Report 2024](#) - The full report is available to purchase, but the Executive Summary contains some important findings that reflect the experience of 117 city destinations across Europe during 2023.



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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