



December is upon us and we'd like to thank all our members for a great year of discussion, debate and insight. Last month, the team was busy, with various activities including insightful webinars like our hugely popular presentation about AI and the future of travel and trends seminars from partners like Data Appeal and Forward Keys. We also presented information on UK ETA with the Home Office team and held an in-person and online seminar on indirect taxation. Remember to check out the Insight Hub for recordings of these and much more. In this newsletter, you'll also find more information on:

- Visas & Borders
- Tax & Tourism
- Attractions & Ticketing
- Insight, Research & Webinars

Operational Updates

Visas & Borders

[Schengen Area](#) – Routine land border controls will be removed between Bulgaria/Romania and other countries in the Schengen Area. This will result in Bulgaria and Romania fully joining the Schengen Area. Cyprus' application to join the Schengen Area is ongoing.

[Entry/Exit System \(EES\)](#) – The European Commission has proposed a phased implementation over six months. Once approved by the Schengen member states, a start date in 2025 will be decided by the European Commission.

[UK Electronic Travel Authorisation \(ETA\)](#) – On 2 December ETOA ran a webinar with UK Government officials on ETA, including the current application process and travelling from Ireland to Northern Ireland. We'll be running a survey in the new year to assess how the ETA may affect tour itineraries on the island of Ireland so watch this space!

Tax & Tourism

[Italy](#) – Bologna and Naples have announced increases between €1-€2 per person per night to start in 2025.

Destination Access

[Edinburgh](#) – Phase 2 of the road reconstruction works at the Lawnmarket in Old Town have begun. Consequently, coaches are no longer able to access Johnston Terrace and should use Castle Terrace for drop-off/pick-up and Regent Road and Inverleith Place for long-term parking.

Attractions & Ticketing

[Notre-Dame, Paris](#) - Group visits will start in 2025 (booking platform opens in Q1 2025).

Sustainability



On 11 December we hosted a webinar with our new partners BehaviorSMART, about how to influence client behaviour and develop product options to drive positive change . Watch it [here](#).

Don't forget to check out all our updates on sustainability [here](#).

Tourism in Europe

On behalf of the T4T – Together for Tourism expert group, on 12 December, ETOA moderated a webinar 'Changing demand in European tourism: influence and opportunity' which will be published on the [EU Tourism Platform](#) shortly.

On 10 December, we hosted a meeting of the [Tourism Manifesto](#) in Brussels to review progress and plan its work programme for the first part of 2025, as the EU's new strategy for tourism develops along with its integration with the Clean Industrial Deal and other pan-sectoral priorities for the new Commission.

Discover Efteling



Discover Efteling, a World of Wonders. With more than 5 million visitors each year, Efteling is one of Europe's premier theme parks, located 75 minutes away from Amsterdam. Enjoy a forest full of fairytales, attractions for the whole family, and enchanting overnight stays in Efteling's unique hotels and holiday villages. For more information, visit efteling.com

Fitur Madrid



FITUR, is bringing together the global tourism market from 22 to 26 January. FITUR 2025 will be a multifaceted event that will offer a variety of benefits for destinations and companies in the tourism sector with a consolidated focus on networking, global visibility, direct sales and the training of its professionals. For more information, click [here](#).

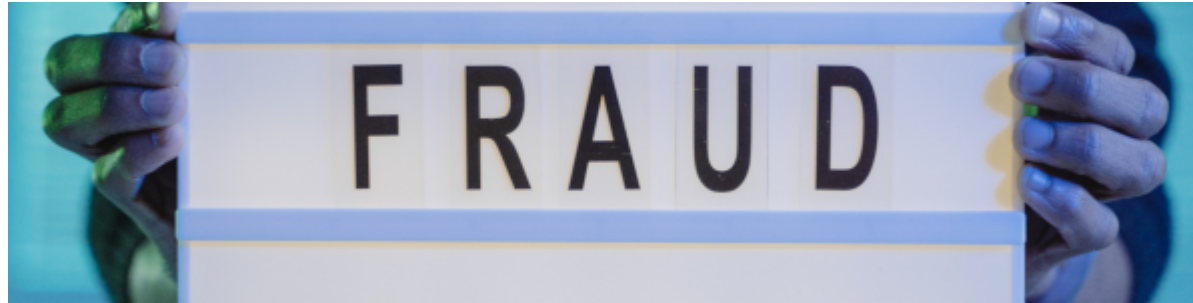
Exhibit with ETOA

OTM Mumbai | 30 January - 1 February 2025

OTM at the Jio World Convention Centre, Mumbai is the gateway to India's travel markets, bringing together India and Asia's travel community under one roof. ETOA will be exhibiting at OTM 2025 and invites you to get involved. If you'd like to join us in a shared space, please contact our [events](#) team for more information.



Safety is Priority



There has been a renewed round of phishing emails sent to ETOA members. If you have received one of these messages, note that it does not come from an "etoa.org" email address. **We never issue invoices unless explicitly requested by a member.** Payments are made through a secure link (portal.etoa.org), which you will have received in an email from billing@etoa.org. All genuine approaches by ETOA will direct you to the proper link. Please **ignore** and **block** any emails that are not coming from an ETOA address.

For more information, click [here](#).

ETOA Out and About



This month, we've been busy networking, meeting new contacts and reconnecting with established members.

Tom Jenkins and **Jay Munro-Michell** attended USTOA at the beginning of this month and had lots of interest and held many meetings to further our mission of better tourism in Europe.

Róisín Donnelly and **Simon Smith** held a meeting in Belfast recently. Updates were given on ETOA membership, with discussion on the ETA and concerns raised by many operators on implementation and communication. Many thanks to all who travelled from around the Island of Ireland to attend.

Our AC meeting began with a jolly lunch at The Chalet in Somerset House, London, where the team shared fondue memories and plans for the future. The lunch was hosted by Switzerland Tourism and was followed by an energetic planning meeting with the following day seeing Kuoni Tumlare hosting our board meeting.

Insight Hindsight



At the end of a busy year, we thought that this would be a great time to do a little hindsight on our Insight Hub. This year, we have added 83 reports, webinars and opinion pieces which are accessible and downloadable. If you've got any ideas of themes for future webinars next year or

would like to get involved, please contact us [here](#). Here's to continued success in 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 Dec 24](#) - The latest UN Tourism analysis reckons that at the global level, international tourism will have fully recovered to its pre-pandemic levels in terms of arrivals by the end of 2024.

[Pulse Check: 2024 Business Environment Update](#) - An update to member sentiment on the 2024 business environment, compared with 2023. 69% say 'things have remained the same or become more challenging this year.'

[Amadeus Report: Travel Trends 2025](#) - A report that takes different chunks of the travel sector and describes a potential trend to be on the lookout for - in 2025 - whether it's the re-emergence of Asia as a source market, enhanced personalisation when flying or unique hotels, plus trends relating to behaviour including a craving for real-life connections and recreating holiday experiences of the past.

[Dragon Trail Report: Chinese Outbound Travel Trade Survey](#) - A Dragon Trail Research report showcasing findings from a survey of outbound travel trade in China, aimed at helping destinations better market their offerings to potential visitors from the fast-recovering Chinese market.

[Dragon Trail Report: Chinese Traveller Sentiment](#) - A Dragon Trail Research report detailing findings from a survey of Chinese travellers covering their motivations, travel behaviours and booking preferences.

[TerraVerde on Overcoming Anti-tourism Resentment](#) - Article from ETOA's Climate Action Partner, TerraVerde on the causes of anti-tourism resentment and potential sustainable solutions to overcome it.



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 35,000 industry professionals across our social media channels.

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