



PROMOTE YOUR BRAND

GET NOTICED, BUILD PRESTIGE, AND GIVE YOUR BRAND VISIBILITY IN THE TRAVEL TRADE INDUSTRY. REACH AND CONNECT WITH OUR ENTIRE NETWORK OR A SPECIFIC SEGMENT OF YOUR CHOICE WITH A VARIETY OF BRANDING AND PROMOTIONAL OPPORTUNITIES.

- Get maximum visibility and build brand awareness
- Reach and connect with up to +27,000 tourism professionals
- Speak to an audience of your choice



DIGITAL



EVENTS

A photograph of a 'Marketing Kit 2026' display. It features a white sign with the heading 'Presenting partners of Switzerland Tourism' and logos for various Swiss tourism partners including Schilthorn, Jungfrau, Bernina Express, Glacier Express, Radisson Blu, and others. In front of the sign are two white wooden cow figurines with red spots and yellow bells, and a bowl of Toblerone chocolate. The background shows a snowy mountain landscape.

MARKETING KIT 2026

British Holiday

STARRING

THE WELSHMAN

SCENES

MUST SEE

ACTION PACKED



02

**Visit the real
star of the show**


**GREAT
BRITAIN**

Whether you prefer, digital, print or event partnership, we can build a solution that works for you, your objectives and your budget. Our expert team is on hand to help building a campaign that will reach your target audience most effectively.

Members companies in ETOA



- 03 Our network
- 05 Email campaigns & adverts
- 07 Website & social media
- 08 Webinars
- 09 Event partnerships & sponsors
- 12 Price list
- 13 Get in touch

WHO YOU CAN REACH

OUR NETWORK

Our buyer network consists of Tour Operators, OTAs, Agents and Wholesalers serving 65 long-haul and European source markets. They specialise in a variety of product types and serve clients from all walks of life.

You'll be able to reach B2C and B2B operators, FIT operators, the student and senior travel segments, plus MICE and luxury travel operators and agents.

You'll be able to connect with our buyer network to:

- Build successful partnerships with quality global operators
- Provide updates on new products, services and initiatives
- Get noticed and grow your brand



8,000+

Buyer contacts in our database



65

Source markets

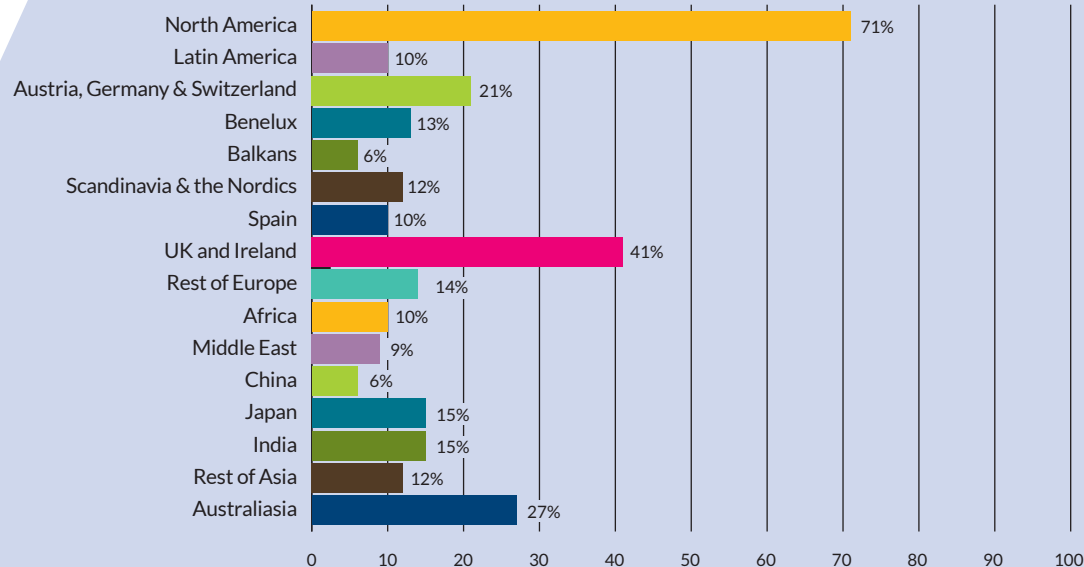
ETOA

Almost half
of our buyers work
B2C, a third specialise
in FIT and a quarter
focus on MICE,
student travel and/or
luxury tourism.

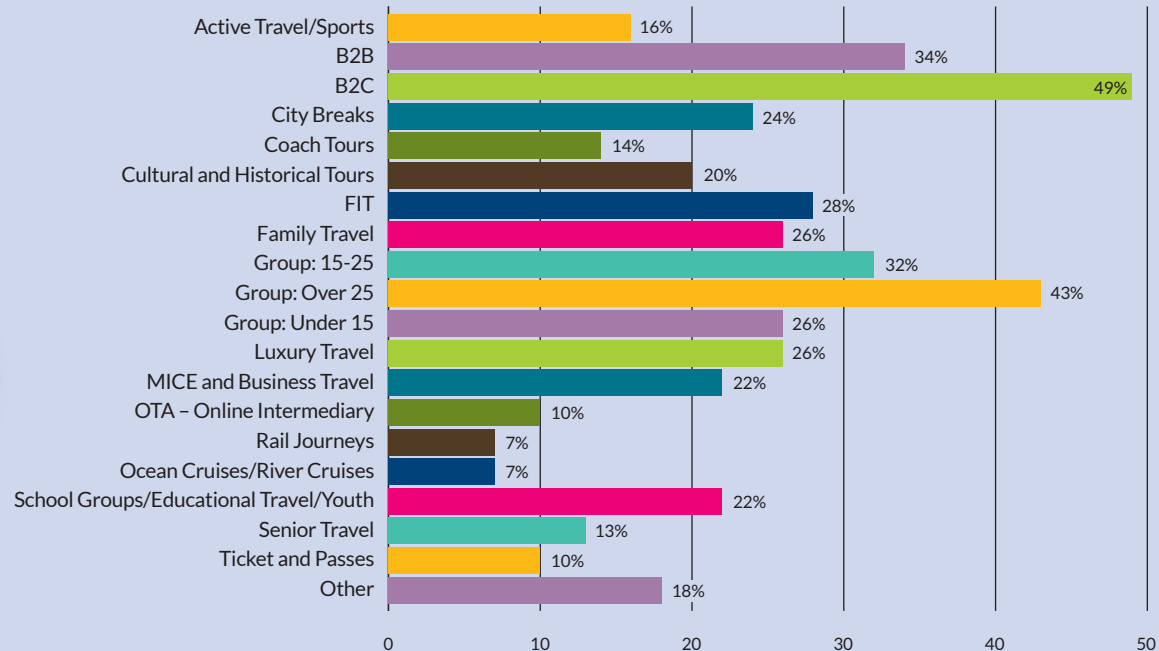
OUR BUYER MEMBERS

03

SOURCE MARKETS OF OUR BUYER MEMBERS



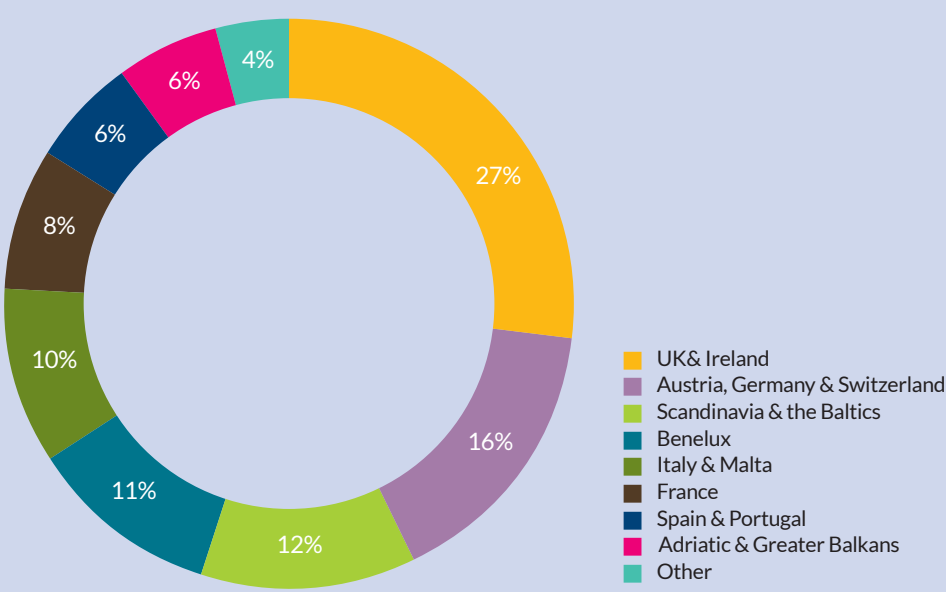
PRODUCT SPECIALISATION



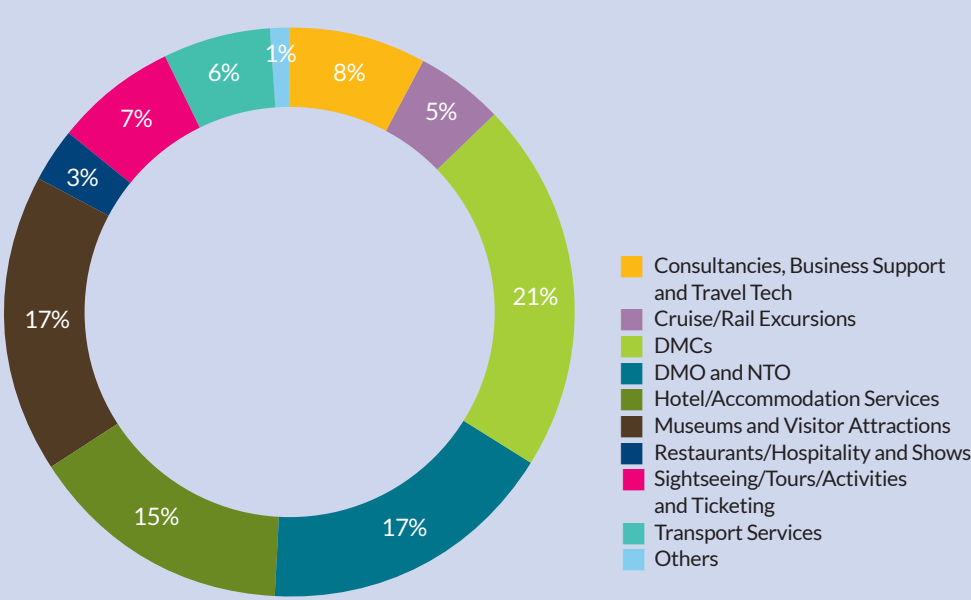


OUR SUPPLIER MEMBERS

GEOGRAPHICAL SPREAD



PRODUCT SPECIALISATION



Our supplier network consists of over **12,000 contacts**, including more than **2,000 contacts working for NTOs and DMOs**, and over **3,000 from the accommodation sector**. They are based throughout Europe.

Connect with our supply network to:

- Build strategic partnerships.
- Generate new leads and accelerate your business development.
- Promote your brand and build awareness.

 **27,000+**
Tourism professionals in our database

 **38,000+**
Followers on social media

 **2,300+**
C-suite & Senior decision makers



REACH YOUR AUDIENCE – DIRECTLY

EMAIL CAMPAIGNS & ADVERTS

Our newsletters are a great way for you to reach a wide audience and improve brand awareness. All our regular newsletters are sent to our database of 27,000+ mailable contacts and we ensure only a limited number of adverts are sold per newsletter to make sure your brand stands out.

NEWSLETTER ADVERTISING

- Distributed monthly.
- Banner, 50-word text and click-through link in a prominent location.
- Max. 3 adverts per newsletter.
- Hosted in our newsletter archive,

€550/£485 +vat



23%
Open rate



3%
Average CTR

ETOA

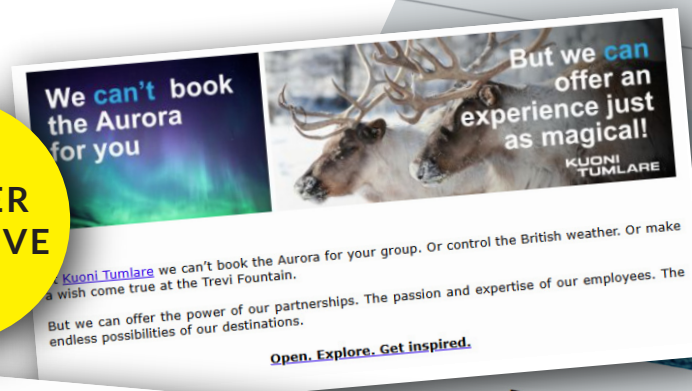
NEW MEMBER PACKAGE

If you've joined ETOA within the last 12 months, you have a unique opportunity to showcase your brand to our entire database at a reduced rate.

- Distributed bi-monthly.
- Banner, 100-word text and click-through link in a prominent location
- Max. 3 adverts per newsletter.
- Advert added to our 'New Member' web page for 1 month.
- Hosted in our New Member Update archive for one year.

€400/£350 +vat

MEMBER EXCLUSIVE



One of the biggest benefits of the ETOA email campaigns is their ability to directly reach tourism professionals, providing us with a highly targeted and effective way to connect with our audience.

Dispo

Dispo

STANDALONE EMAIL CAMPAIGNS

Reach our database via a targeted direct email campaign. We work with you to ensure you reach the right people at the right time. You have the option to send a ready-made HTML email, or we can support you in creating an email from scratch.

Use this option to:

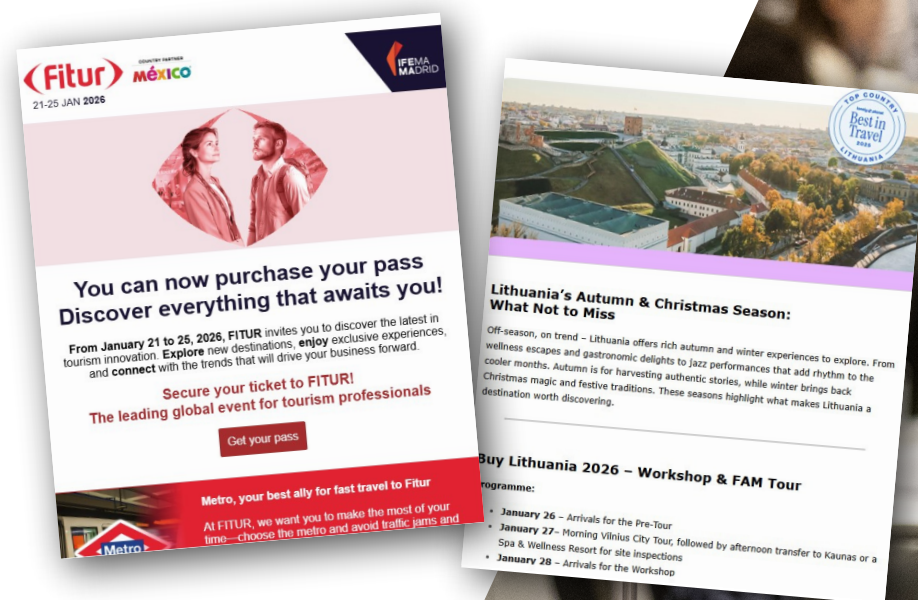
- Showcase new offerings.
- Send out direct invitations*.
- Promote your own newsletter and increase your database.

€1.700/£1,500 +vat per email

BRANDED EMAIL FOOTERS

- Exclusive email footer an entire month in all direct email correspondence.
- Reach up to members and non-members.

€3.000/£2,750 +vat per month



*If the event is in direct competition to an ETOA event, we have the right to refuse.



The work ETOA does in monitoring EU and other governmental regulations surrounding tourism is vital. The Venice Campaign was a case in point, whereby you were able to help us spread the information about the changed rules for group guiding. We regularly use this type of updated information from ETOA to better support and provide new solutions for our customers. We remain keen to make good use of opportunities to participate in your newsletters and other information distribution solutions.

Vox Tours



ONLINE BRAND AWARENESS

WEBSITE & SOCIAL MEDIA

Reach a wider audience than our database by advertising on our website through website banners and our popular Year in Review publication and via our social media platforms.

WEBSITE ADS

- Maximise your online presence with our website banner ads.
- Reach thousands of potential customers every day.
- Increase brand visibility, drive traffic, and boost conversions.
- Choose the perfect spot for your banner: homepage, events page, or member search.

€400/£350 +vat per month



17,500+
Website visitors per month

ETOA

SOCIAL MEDIA POSTING

- Connect with our social media audience.
- Talk to our team about creating a dedicated post at the right time – to drive engagement and increase brand awareness.

€200/£170 +vat per post

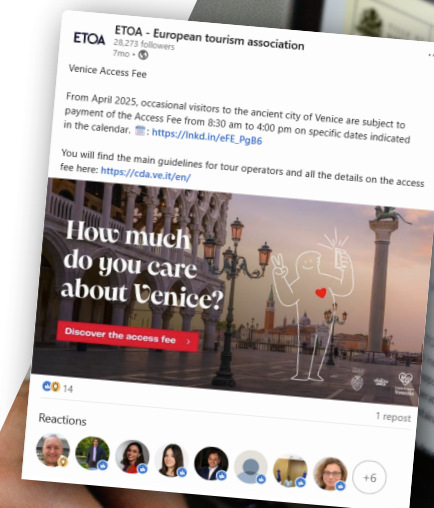


28,000
Linked-in followers



8,800
X followers

MEMBER EXCLUSIVE



YEAR IN REVIEW

Printed and online – advertise here to get your brand seen. The publication is available at most events – as well as online – active for a 12-month period – within our member Insight Hub.

Limited advertising space available.



ENGAGE YOUR TARGET AUDIENCE

WEBINARS

SPONSOR A WEBINAR

Sponsoring webinars include:

- Your click-through logo and company description on the invitation email.
- Your click-through logo reaches up to **27,000 people** – one email per webinar.
- Logo and tag on social media campaign(s).
- 30 second video clip at the start, middle and end of the webinar.
- Webinar listed on ETOA's YouTube channel and Insight Hub.

From €600/£530 +vat per webinar

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DEDICATED WEBINAR

- Let ETOA market your webinar, and we'll invite your target group from our database via email invitation and social media.
- Receive all registrants' details and we will list the webinar on our website and YouTube channel.

From €3.000/£2,650 +vat



The webinar was a huge success and a formula we would definitely repeat for future events. The solus emails were well done and your input on the campaign was appreciated, but direct results have been hard to track. I appreciated very much working with you on this project as well as with Rachel and the ETOA team on this initiative. You were proactive in your approach and communication was fantastic. We look forward to working with you on Valencia!

Arival

ARIVAL
The In•Destination Event

RECENT WEBINAR SPONSORS & HOSTS

tbo.com
TRAVEL SIMPLIFIED

B4B
PAYMENTS
A BANKING CIRCLE GROUP COMPANY

**Follow
the Camino**

SUCCESS WITH
TOURISTS FROM CHINA

STAND OUT FROM THE CROWD

EVENT PARTNERSHIPS & SPONSORS

Our in-person and virtual events are key places for you to showcase your brand to an audience of your choice. We have options that will work for all budgets and objectives, from adverts in our printed directories to headline partners.



January
London



February
Copenhagen



February
India and Online



March
Online



May
China and Online



June
London



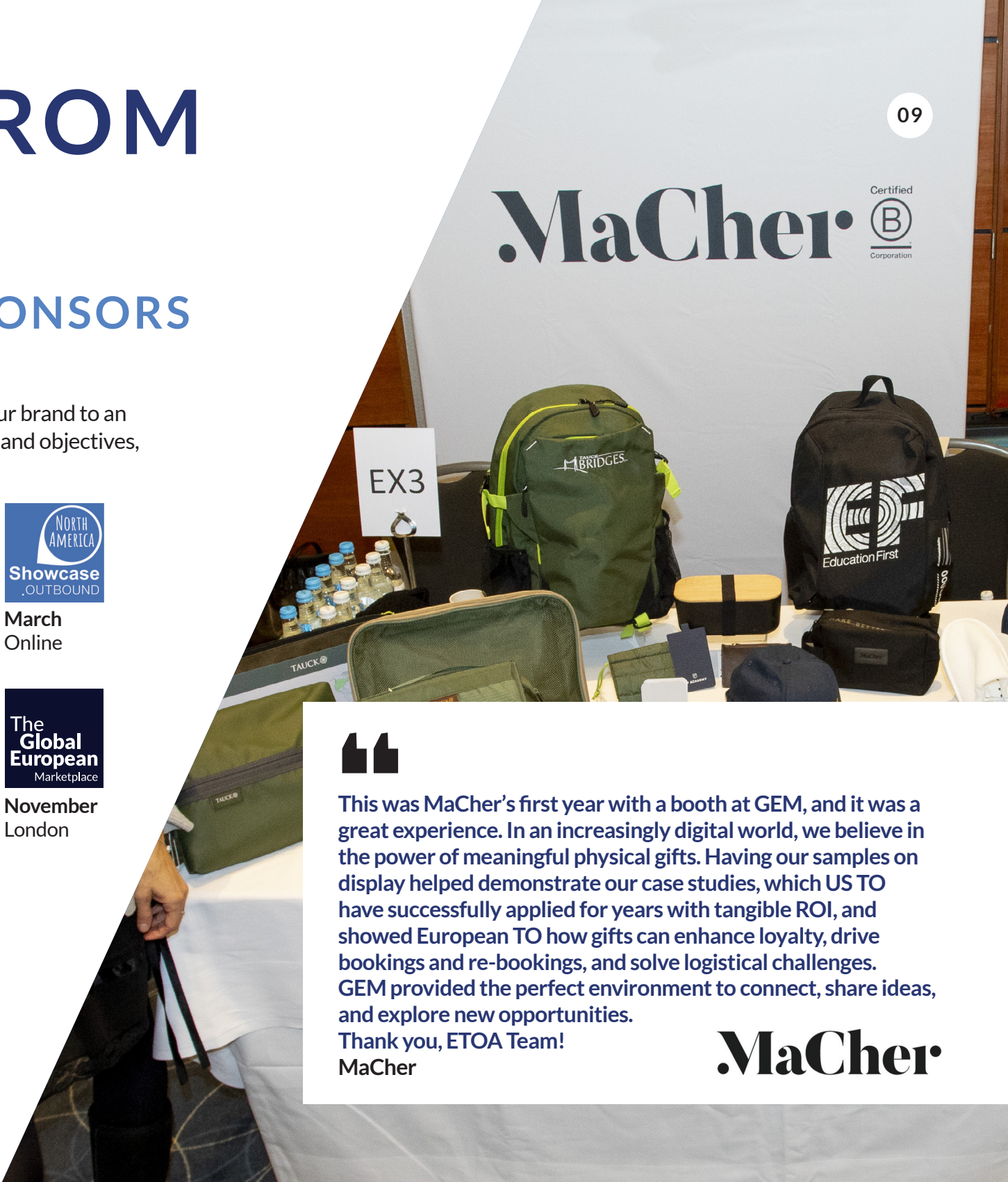
September
Japan and Online



November
London



Scan the QR code
for the latest events



This was MaCher’s first year with a booth at GEM, and it was a great experience. In an increasingly digital world, we believe in the power of meaningful physical gifts. Having our samples on display helped demonstrate our case studies, which US TO have successfully applied for years with tangible ROI, and showed European TO how gifts can enhance loyalty, drive bookings and re-bookings, and solve logistical challenges. GEM provided the perfect environment to connect, share ideas, and explore new opportunities. Thank you, ETOA Team!
MaCher



LANYARDS



LUNCH/COFFEE BREAKS



SOCIAL EVENTS



EVENING RECEPTIONS



ONLINE PLATFORM



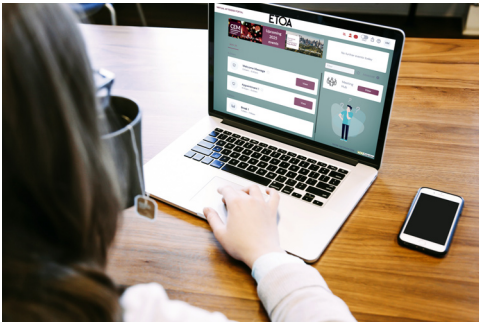
DIRECTORY ADVERTISING



MARKETING TABLE



APPOINTMENT PLATFORM



PENS/PADS



This year Travel Trade Holland organised their first ever Holland stand at WTM. With 31 Dutch partners attending, we were looking into opportunities in promoting the stand around the travel trade network. When we were given the chance to sponsor lanyards for GEM this year, we did not hesitate. Around 800 travel professionals wore our bright orange lanyards throughout the event. Not only were the lanyards very visible, they also contained our stand number at WTM and gave a huge brand awareness boost to our organisation. Through the lanyards sponsoring we have received multiple requests from companies wanting to join our organisation as a partner, but also from travel agents, wholesalers and tour operators who are interested in connecting to our network. We find working with ETOA in general always very pleasant and professional and will not hesitate to seek other sponsor opportunities in the future."

Travel Trade Holland



EVENT SPONSORS & PARTNERS

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PRICE LIST 2026

Item	Price GBP (£)	Price EUR (€)
Newsletter advert	485	550
New member marketing package	350	400
Website banner x 1 page	350	400
Website banner x 3 pages	700	800
LinkedIn post x 1	170	200
Standalone email	1,500	1.700
Email footer	2,650	3.000
Webinar sponsor	530	600
Own dedicated webinar	2,650	3.000
Event partnership and sponsorship options:		
Online insight session	from 220	from 250
Event directory advertising	from 350	from 400
Online event partner	from 450	from 500
Lanyards	from 650	from 750
Headline partner	from 1,100	from 1.250
Marketing table	from 1,100	from 1.250
Coffee break	from 1,300	from 1.500
Pens & pads	from 1,500	from 1.700
Welcome & registration	from 1,529	from 1.750
Meeting preference platform & printed agenda	from 1,730	from 1.950
Lunch break	from 2,650	from 3.000
Post-event evening reception	from 4,370	from 5.000

GET IN TOUCH

FOR A BESPOKE PROPOSAL AND FURTHER DETAILS ABOUT THE OPPORTUNITIES AVAILABLE PLEASE CONTACT OUR SALES TEAM.



Róisín Donnelly

Head of UK & Ireland Sales
& Senior Partnerships Manager
rdonnelly@etoa.org



Nadia Falchi

Marketing Manager
nfalchi@etoa.org



Naz Ismail

Sponsorship Advisor
nismail@etoa.org



ETOA



www.etoa.org