



ETOA representatives have been travelling around the globe this February - attending and working at in-market events. On our dedicated stand at Bit Milano earlier in the month, we networked and met interested delegates and potential new members. The Nordic Marketplace event held in Copenhagen was a great success with 2,700+ appointments, 100+ buyers and 120+ suppliers taking part. Our ETM North America online event took place on 27 February with 3,500+ appointments - further proving that whether it's an in-person or online event, we're adept at creating networking opportunities which empower delegates to network and do business.

We now have updates to our website: a new home page - with navigation tools to get you where you need, faster and a [new page](#) to access the latest operational updates all in one place. Check them out and let us know what you think!

In this newsletter, you'll also find more information on:

- Operational updates
- What's happening and ETOA Out and About
- New Member benefits, see what you're missing out
- Celebrating our members - established and new
- Insight, Research & Webinars

Operational Updates

Destination Access

Portugal, Porto - There has been a new development regarding the [ZTL in Porto](#).

Shout Out

Congratulations to GJ Travel

Congratulations to our member, [GJ Travel](#), on receiving the Icelandic Incentive Award for Responsible Tourism presented by the President of Iceland during a ceremony on Responsible Tourism Day 2025. This award recognises their commitment to sustainable and responsible travel.



Understanding High Net Worth Travellers Webinar

Understanding the behaviour and expectations of high net-worth travellers is crucial for European luxury tourism businesses looking to thrive in 2025. Join our webinar with Rossella Pfundt and Angelika Burgmann on 20 March for data-driven insights and practical strategies. [Register here](#).



ETOA Out and About



Tom Jenkins, Danja Nebuloni and **Alessia Di Marcantonio** attended Bit Milano.

Jay Munro-Michell, went on a South East Asian tour with MikiReps for an Alps Region roadshow visiting Singapore, Manila and Bangkok.

Tom Jenkins, Lucie Hanchard, Elisa Li, Katy Russell and **Kristin Mannu** attended and delivered The Nordic Marketplace in Copenhagen - meeting delegates and finding out more about future plans.

ETOA General Assembly

The ETOA Senior Management Team and Advisory Council headed to Brussels this month for the annual General Assembly where they met with many members to vote on new additions to the Board and attended a Climate Workshop with Jeremy Smith from Tourism Declares A Climate Emergency. With travel courtesy of [Eurostar](#), and [Cardo Brussels](#) and [Thon Hotels](#) hosting the

accommodation, a very successful time was had by all. For more details on the voting of new Board positions, members and resignations, please [see here](#).



New Member benefits, see what you're missing out

Climate Action Tools

ETOA's [Climate Action Tools](#) page has arrived! Members now have access to essential resources to navigate key terminology, develop a climate action plan, and stay informed on sustainability certification, accreditation and more.

Sustainability Certified?

ETOA's [Member Search](#) will soon feature a filter to help members connect with peers certified in sustainability, making sustainable practices more accessible. Keep an eye out for updates!

Delegate Travel Surveys

BIM25 - [Current findings](#) of our Delegate Travel survey are now available.

Interested in membership?

Would you like to find out how membership can support your business? Don't hesitate to [contact us](#) or [read more here](#).

Celebrating our members!



Welcome to our new feature - celebrating long standing members and introducing the most recent additions to our community. Let us know if you'd like to be included!

[**AG Group - Your Gateway to Italy**](#) celebrates 10 years as members of ETOA. Linda McLaren said: "Being a member of ETOA for the past 10 years has been an incredible journey. The connections I've built and the knowledge I've gained have been invaluable. I've particularly enjoyed the sense of community and collaboration that ETOA fosters. It's a privilege to be part of a network that encourages innovation and inspires us to reach new heights together. I look forward to many more years of growth and friendship within this commendable organisation."



[**Virkauf DMC**](#) joined ETOA in 2025. They said: "Becoming a part of ETOA marks an exciting new chapter for us, where collaboration and shared expertise drive the future of tourism. Being part of this vibrant network opens the door to collaboration, innovation, and shared success. We're eager to connect with like-minded professionals who share our passion for advancing the tourism industry".



Insight, Research & Webinars

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

[**Nordic Tourism Collective: Cybersecurity primer with Furney Brown**](#)

Cybersecurity challenges rise increasingly from advanced threats, geopolitical tensions, and technological complexities. Our partners at the Nordic Tourism Collective have recorded this primer session with industry expert Furney Brown. It opens up the discussion on why we should all be looking at CyberSecurity with real industry examples and practical tips on how to make your business more secure. There is a downloadable companion booklet at the end of the session.

[Inverting the population pyramid: Opportunities and challenges of changing demographics](#)

The structure of global societies is changing. As life expectancy increases, older people are set to significantly outnumber younger ones in many economies. Families are becoming more diverse, and migration is changing the face of societies. What does this mean for travel and tourism?

[Global Accessibility Report from City Destinations Alliance](#)

A 19-page report centred on the fact that 1.85 billion people now have an accessibility need of some description (physical, sensory, cognitive or an unseen disability). Investing in ensuring that destinations are accessible is not just a moral imperative but a strategic necessity.

Register for upcoming webinars:

- [ETOA & Travel Tech Show Webinar | Reaching the Elusive Goal: Lower Costs, Greater Efficiency, Better Customer Experience](#)
- [ETOA & Arival Webinar | Attraction Ticketing: The Future of Access to Europe's Top Sites](#)
- [ETOA sponsored webinar | Crack the luxury tourism code: unlock growth and maximise success in 2025](#)



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.

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.



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