

Will we see you tomorrow?

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We are looking forward to welcome **over 750 ETOA members** tomorrow 31st October in London at our flagship B2B workshop, the [Global European Marketplace](#). This year, a record-level of **294 buyers** are attending.

If you are not joining us tomorrow, why not attend the conference '[Keeping tourism competitive](#)' on **Monday 3rd in London**, just ahead of WTM? with over 15 speakers lined up, we will deep-dive into sessions on **AI, tourism careers, DMOs, Social Intelligence, Green** and **digital skills**.

[Find out more](#)

We have published our annual [ETOA Year in Review](#). Have a look to see how your membership investment is supporting our work towards better tourism in Europe.



Featured Members



Scale your group tour offerings to Europe and beyond without the operational hassle. As your white-label partner, we handle it all. Instantly add high-demand destinations like South Africa and Japan to your portfolio. You focus on sales, we deliver world-class experiences. Grow your business with zero overhead.

[Start Touring Now](#)



Festive cruises and Nordic city breaks await

This winter, offer your clients a memorable sea trip with cozy cabins, seasonal Nordic cuisine, and smooth overnight crossings from Helsinki, Stockholm, Tallinn and Turku. Our elegant ships, high-quality service and frequent departures make travelling effortless all year round.

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At [Kuoni Tumlare](#) we can't book the Aurora for your group. Or control the British weather. Or make

a wish come true at the Trevi Fountain.

But we can offer the power of our partnerships. The passion and expertise of our employees. The endless possibilities of our destinations.

Open. Explore. Get inspired.

New 2026 events

Our B2B workshop offer for 2026 will be more relevant than ever. With the successful destination workshops [Britain & Ireland Marketplace](#) and the [Nordic Marketplace](#), our ever-growing member-exclusive [GEM](#), and the popular niche event [Adventure Europe](#), our June event and the online source market workshops have all had make-overs to align with our members' current needs.

SHOP - Shoulder & Off-Peak



[SHOP](#) is the new B2B event focused on driving demand beyond the high season. Designed for destinations, suppliers and operators seeking to grow business outside traditional peak months, SHOP unites tourism professionals committed to building a better and more balanced visitor economy. The workshop is organised and developed in collaboration with our long-term partners [CityDNA](#) and [ETC](#).

[12 June | London](#)



Showcase Outbound 2026

Building on the success of our online European Travel Marketplace series, these month-long initiatives give in-market buyers and European suppliers and

destinations a range of opportunities to connect and learn through online and in-person workshops, insight sessions and webinars.



[February](#)



[March](#)



[May](#)



September

Operating in Europe

Join Our LinkedIn Group – Operations in Europe

Stay connected with fellow professionals working in operations across Europe! Our LinkedIn group is your go-to space for practical updates, peer support, and information on key topics like major attraction changes, group size limits, coach restrictions, and other essential day-to-day operational news. We'll post updates here regularly, so you'll always have the latest information at your fingertips.

Get involved:

If you'd like to join and receive an invitation, [contact us](#) and become part of the conversation!

Paris, Louvre

Upcoming [changes to group bookings](#) (Effective January 2026).



Destination Access | Bruges

The Municipal Council of Bruges formally approved the [new regulations for organised tourist walks](#).



Uffizzi Gallery | Florence

New [booking procedures](#) started on Monday 13 October.

Venice | St Mark's Basilica

Tour operators wishing to apply for [new B2B accreditation for St Mark's Basilica](#) or renew existing accreditation must submit the completed Expression of Interest form by 12:00 p.m. on 31 October 2025. From 1 January 2026, all B2B visitors must be accompanied by a professional guide accredited by the Procuratoria di San Marco.

Tax and Tourism | Scotland

The Scottish Government is exploring options to allow local authorities to introduce a flat-rate levy on overnight accommodation, instead of the percentage-based model currently set out in legislation. In the meantime VisitScotland and the Scottish Tourism Alliance (STA), have developed a set of national FAQs to support accommodation providers in preparing for the visitor levy.

[Find out more](#)

ETOA Sustainability Community

Do you have a sustainability case study to share? We're interested in your insight on obstacles to progress as well as any success stories.

[Find out more](#)



ETOA Out & About

October has been busy for ETOA. We attended **TTG in Rimini**, connecting with a wide range of interesting players from the Italian and international tourism industry. In Austria, Jay Munro-Michell attended [Austrian Leading Sights](#) Congress in Vorarlberg.

CEO Tom Jenkins was in [New York](#) leading a delegation of some of our **US members** for a round table discussion with **Apostolos Tzitzikostas**, the EU Commissioner for sustainable Transport and Tourism. The event was hosted by **Bicester Village** and organised by **European Travel Commission**.

We also attended [Flavours of Ireland](#) in London, and Tim Fairhurst spoke at **Urban Mobility Days** in Vilnius and [Busworld](#) in Brussels. The team also went to [Porto](#) attending a [PANTOUR consortium meeting](#).



WTM London | 4-6 Nov

Visit our stand **S4-408** or [contact us](#) to set up a meeting.

EU Tourism Forum 2025

Next month, ETOA will speak at the [Central Asia - EU Tourism Forum 2025](#).



Insight & Research

We continue to add research, insight pieces and webinar recordings to our Insight Hub. New pieces include:

[October 2025 | India Interest Group](#)

Europe can tap into India's rapidly growing outbound travel market by adapting to Indian travellers' needs, with strong potential in family, diaspora, education, and religious tourism.

[October 2025 | Japan Interest Group](#)

Demand from Japan for Europe is rebuilding but still below 2019. Interest in Europe remains strong, driven by culture, food, and heritage, with a high share of solo travel.

[Webinar recording: London Calling! - sponsored by B4B Payments](#)

What today's international travellers are looking for, from the popularity of iconic landmarks to the rising interest in off-the-beaten-path.

[Webinar recording | Hotter, Wetter, Riskier: What Climate Change Means for Travel Business' Bottom Line \(and what to do about it!\) - sponsored by Kuoni Tumlare](#)

During this webinar we looked at the impacts of climate change on travel, and the financial toll for businesses. But does the changing climate landscape present opportunities for innovation and competitive advantage?

[Webinar recording: Focus on small group tourism - sponsored by Kuoni Tumlare](#)

Demand for organised travel in smaller groups is growing across all demographics. What does that mean for operators, destinations, and tourism suppliers? And how is the market responding?

[Irish Tourism Industry Confederation Dashboards](#)

ITIC monthly snapshots of Irish Tourism data, from 2017 to present time.

[UN Tourism Barometer – September 2025](#)

Headlining that international tourism increased at an annual rate of 5% in the first half of 2025, taking the tally to 4% above 2019 levels.

[ForwardKeys China Outbound Travel During Golden Week](#)

Summary of Chinese outbound travel during Golden Week 2025. Rome, Madrid and Paris all show strong increases compared with last year.



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 950 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 36,000 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

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