April has been a busy month for ETOA representatives. Members of the team have been in Scotland and Ireland, Seville and at the Athens Agora event - meeting and collaborating with the industry, established and new members.

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

- Operational updates
- What's happening and ETOA Out and About
- Celebrating our members
- Insight, Research & Webinars

Message from ETOA's Treasurer, Marco de Rivo

With China European Marketplace just around the corner, we caught up with Marco De Rivo, ETOA's Treasurer and Executive Director at HIS - Miki Travel Group who gives us insights into the Asian Market and the challenges and opportunities for European tourism. You can watch it **here**.

Operational Updates

Visas & Borders

UK Visa fee increase - The application fee for a short-stay visitor visa has increased to £127 from £115.

UK Electronic Travel Authorisation (ETA) – The scheme is now fully implemented for all visa-exempt nationals travelling to the UK unless exempt e.g. British and Irish nationals. From late 2025 or early 2026, Jersey, Guernsey and the Isle of Man also intend to introduce the requirement for an ETA.

Tax & Tourism

Liverpool – A 'City Visitor Charge' of £2 per room, per night (excl. VAT) has been approved to be implemented from 1 June 2025; applicable when staying in a property which is part of the ABID. For the first year, a 10% discount applies for existing bookings.

Destinations Access

Edinburgh – An Experimental Traffic Regulation Order (ETRO) is planned to be implemented restricting vehicle access at the Lawnmarket between certain times 7 days a week following the completion of the current road works. The ETRO is currently expected to start in July 2025.

Bibury, Cotswolds – Work is ongoing to find alternative arrangements for coaches planned from May 2025. If you are currently not participating in the Gloucestershire County Council working group and would like to join, please **let us know**.

Rome - Coach Permits Rates provisionally revised following a court ruling.

Attractions & Ticketing

Netherlands – **Zaanse Schan** plans to introduce mandatory tourist tickets starting in April 2026. The site relies on travel trade business, so understanding the **impact of a potential charge** is key to inform proper process and decision-making. **Please complete this short survey** to help us gather insights.

Package Travel Regulation

The UK Government has launched a **consultation on proposed amendments** to the 2018 Package Travel and Linked Travel Arrangements Regulations. The consultation closes on 30 June 2025.

Swiss VAT TOMS circular published

At the end of last year it was announced that any operator who did more than 50% of their business in Switzerland as FIT bookings were required to register and account for VAT. A clarification was issued at the end of last month where references to this 50% have been removed. In addition, car rental is confirmed to fall under TOMS if provided as part of a bundle. The full text (which is only available in German) is available **here.**

Attractions & Destinations - Take Our Survey

Are you shaping tourism as a Destination or an Attraction? This is your opportunity to make a difference by sharing your experiences and views. Take a minute to answer our survey. Your feedback will guide future initiatives for better tourism in Europe.

For Attractions - Attractions are key to Europe's cultural tourism and visitor economy. We're gathering insights on six focus areas—from promotion and product development to visitor dispersal and capacity optimisation. Your feedback will guide future initiatives. **Take our short survey.**

For DMOs - Some want more, some want less—but all destinations want better tourism. We're inviting DMOs to share their interest in four key areas: visitor dispersal, product development, ticketing, and capacity optimisation. **Take our short survey**.

Member Spotlight

The new requirements which took effect from 18 April 2025, mean that now, occasional visitors to the ancient **city of Venice are subject to payment of the Access Fee from 8:30am to 4:00 pm** on specific dates indicated in **the calendar.** You will find the **main guidelines for tour operators** and all the details on the access fee on **cda.ve.it**.

Register now for TravelTech Show: 25-26 June 2025 at Excel London.

Registration is now open for this year's TravelTech Show. Attendance is free for travel technology specialists responsible for the technology within their travel business and consultants who help travel businesses select technology solutions. For more information please visit **TravelTech Show**.

Don't Miss Out

Last chance to register for CEM 2025

Last chance to register for **China European Marketplace** 2025. It is the perfect event to explore new opportunities and do face-to-face business with vetted Chinese tour operators and travel buyers. Buyers and Suppliers who have already registered are **here**. There are also some interesting findings from the Titans of Travel series – a result of a collaboration between Statista and Booking.com asking whether China is set to reshape global tourism. You can also **download a free Titans Of Travel e- book here**.

Don't miss Destinations Exchange Europe 2025!

Destinations Exchange Europe is nearly here. It's a forum where tourism suppliers, destinations and operators come together to overcome the daily preoccupations of tourism professionals – all with a backdrop of product and commercial development meetings. Check out **Buyers who have registered** and hear more from Arran Wiltshire, ETOA's Director of Commercial Operations **here**. **Register here**.

Join the PANTOUR webinar

On Thursday, May 15th, from 16:00 to 17:30 CET, you can join the PANTOUR webinar on **Equality, Diversity and Inclusion**. Led by TU Dublin, there will be a presentation of the Handbook on Best Practices for 'Tackling Inequalities and Promoting Diversity and Social Inclusion in Tourism and Hospitality'. Register **here**.

North America Demand Webinar - Watch again!

Did you miss our North America Demand webinar a few weeks ago? If you did - don't worry you still have time to watch it to learn more about what industry experts are seeing at this changeable time when it comes to North American travellers to Europe. Watch it **here**.

ETOA Out and About

Tom Jenkins, attended the Tourism Seasonality Summit during Routes in Seville organised in conjunction with Low Season Traveller. He also attended Connect organised by Visit Scotland and had many fruitful meetings with old friends and potential members.

Róisín Donnelly attended Meet the Buyer in Belfast. She said "Honoured to be at Meet the Buyer in Belfast and Meitheal in Killarney. Both events showcased a wonderful variety of products on the Island of Ireland." Róisín went the extra mile and was a symbol of sustainability - travelling by coach and train!

Tim Fairhurst, **Elisa Li** and **Cristian Ionescu** attended Athens Agora. If you want to hear more about how the event went, have a look at an interview with Tim **here**.

Jay Munro-Michell, Arran Wiltshire and Tom Jenkins visited Kensington Palace for a Historic Royal Palaces Groups and Travel Trade launch of Dress Codes - a new exhibition that seeks to decode the Royal Ceremonial Dress Collection.

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 featured**.

Esprit Libre Travel joined in 2025. They said: "As a boutique DMC specializing in tailor made high-end itineraries in Italy for discerning travellers, we love to create experiences that are authentic and beyond the ordinary. We are really excited to join this community, get guidance and valuable insights in the fast-changing world of tourism. We look forward to being able to connect with fellow members both through the platform and at in-person trade events and share our vision of the authentic essence of Italy with new partners."

Simply Munich joined in 1999. They said: "Munich benefits significantly from its long term membership with ETOA. As part of this prestigious network, the city gains enhanced visibility among global tourism stakeholders, fostering increased collaboration and access to valuable industry insights. It enables Munich to showcase its rich cultural heritage and modern attractions, promoting sustainable tourism practices and economic growth. Furthermore, ETOA provides a platform for advocacy, ensuring Munich's voice is heard in shaping policies that impact the European travel and tourism sector."

Insight, Research & Webinars

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

TerraVerde on UK Travel Companies and Sustainability

ETOA member and Climate Action Partner, TerraVerde have written an article assessing progress of the UK's top 50 ATOL holders against key sustainability markers, versus a similar assessment they carried out in 2024.

Pulse Check: Operating environment for tourism in 2025 V 2024

ETOA's Pulse Check is a rapid and straightforward way to highlight our members' voices to policymakers and the wider travel industry community. This time around we ask: How do you feel about the operating environment for European tourism in 2025 compared with 2024?

Travel Tech Show: One quarter of travel operators yet to implement AI

Some interesting findings from the upcoming TravelTech Show in June about how the travel industry is set to increase investment in tech stacks in the year ahead with AI being the priority for technology budgets.

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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