



We are gearing up for a busy networking and contracting season. With seven ETOA Socials across Europe, four webinars, two Origin market interest groups and one trade fair, September will be a busy one.

Make sure to make the most of it and please [get in touch](#) if you would like to get involved.

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

- Origin markets | India, North America, China and Japan
- Featured Members
- Operating in Europe
- News from the European Union
- Sustainability
- ETOA Socials across Europe: Come join us!



Origin markets | India, North America, China and Japan

ETOA has always been one of the go-to associations when the European supply network are connecting with these long-haul markets. With a broad buyer network we now have a wider range of opportunities dedicated to strengthening the ties, upskilling our members, and develop long-lasting long-haul partnerships.

NEW: Showcase Outbound events 2026

These month-long initiatives are dedicated to strengthening ties between European tourism and the different source markets. The programmes includes full schedules of online insight sessions and expert-led webinars, alongside online and in-person networking opportunities. With tiered packages from only €500, your investment could offer a high return, and an opportunity to upskill and learn more about these markets.

We have just launched [Showcase: India Outbound 2026](#), the rest will be launched over the coming months.



Member exclusive: Origin Market Interest Groups

We have now run our first sessions of all four markets with great success. Make sure to sign up for the next ones. If you didn't attend, you can find the summary of each meeting on the **Insight Hub**.



Insight Hub & webinars

We continue to update our Insight Hub with relevant research and insight pieces. You can find all Origin market insight pieces [here](#). Check out the last summaries of the Origin Market Interest Groups here:

- [Japan Session Summary_| 22 August](#)

- [China Session Summary | 22 August](#)
- [India Session Summary | 14 August](#)



Adventure Travel

Adventure Europe Webinar Series | AI: Threat or Opportunity?

Join us on 18 September 2025 for the next Adventure Europe webinar, hosted by ETOA and [The Adventure Connection](#). We'll explore how AI is reshaping travel, alongside key industry trends such as overtourism, climate change, and "destination dupes," with insights from leading experts and a preview of the upcoming [Adventure Europe](#) B2B Marketplace in November.

Register here

Featured New Members



750 Years of Water Management – Discover Kinderdijk

Kinderdijk showcases over 750 years of Dutch water management in a unique landscape of windmills and waterways. As a UNESCO World Heritage Site, we proudly preserve this typically Dutch story. Open all year round, we are dedicated to offering authentic, accessible, and educational experiences for every visitor. We offer guided tours and tailor-made packages for groups, schools, and businesses.

Interested in group packages or custom visits?

Contact our sales team via sales@kinderdijk.nl or visit www.kinderdijk.com/groups

Operating in Europe

Destination Access



Belgium | Bruges

Bruges is reviewing [proposals for a group size restriction](#) for walking tours starting 1 January 2026. Any final recommendation would be subject to a Council vote within the next two months.



UK | Cotswolds

Increased enforcement of the no-coach zone in Bourton-on-the-Water is expected, and there will be further access restrictions in Bilbury from 8 October until early December (date to be confirmed) due to Thames Water work on infrastructure. [Find out more](#)

Tax and Tourism



VAT

The European Commission launched a [new consultation](#) to assess and revise the special VAT scheme for travel agents and operators (TOMS) and VAT rules for passenger transport. Deadline for feedback: 16 October.



Spain

Basque Country and Galicia are introducing taxes. Barcelona will raise its annual surcharge by €1 per year from 2026. Further details for other Basque destinations expected this autumn. [More details here](#).



Belgium

Bruges will introduce a [cruise tax from 1 January 2027](#) but contrary to recent news reports, it is our understanding that it is not planning to introduce a tax on visitors arriving on [coach excursions](#).

Scotland

The Scottish National Government has issued [updated draft guidance](#) in response to industry concerns about how the visitor levy will work. Feedback is requested by end of 29 August.

Visas and Borders

Europe: Open for Business?

ETOA has launched a new survey on European visa facilitation in India. If you work with India outbound – MICE or leisure - and want to have your say on current state of play, from appointment slot management to documentary requirements of the various issuing states, we'd value your input through our quick survey:

India Outbound: Visa Facilitation Survey

India is one of Europe's fastest-growing source markets. To support engagement and insight, ETOA has launched a dedicated event, [Showcase: India Outbound](#).

Cross Border Travel : EU webinar

On 10 September at 15:00 CEST, ETOA will moderate an EU Tourism webinar: [Better Cross Border Travel: Europe's external borders and freedom of movement](#). Panellists include industry and policy experts.



EU Tourism Platform

EES – Entry and Exit System for Schengen



DON'T FORGET: EES will be in force from 12 October. The Schengen zone's new biometric-based external border control system will be progressively implemented until April 2026, until when passport stamping will continue. Our online content includes latest briefing from Eurostar about what to expect on departure from London.

[Find out more.](#)

ETIAS – Latest Information Pack

Frontex have published the August 2025 [public information pack](#).

Sustainability

In case you missed it, we have launched a new [Sustainability Hub](#) responding to our members' demand for more practical resources to support change. As part of this project, we are building an online collection of [sustainability case studies](#) from ETOA members on our new dedicated hub. From hoteliers to coach and tour operators, DMCs to railways, each provide candid perspectives on obstacles and progress, and the value of sustainability to their value proposition.



If you would like to submit a case study from your organisation, please [click here](#) or contact us at sustainability@etoa.org

We have also updated the [Partner Offers](#) to ETOA members with new information from BehaviorSMART (including an August-only offer for free, tailored advice) TerraVerde and Zeero.

ETOA and ZEERO webinar: Climate Action and Sustainable Fuels

As part of our new Resilience and Tourism series, join us for a [webinar on 17 September](#) when our new partner ZEERO will share their plans to scale up the production of biofuels from waste, and their customisable offer to ETOA members.



ETOA Socials | Join us in an informal setting

ETOA Socials are usually small informal networking events taking place after work hours in a location close to our members. They are either hosted in collaboration with partners and members or solely by ETOA. With seven ETOA Socials in September, we hope you will be able to make one of them.

Are there none close enough to you? Would you like to collaborate with us to set one up in your destination? [Contact us](#) to hear more and start planning.

Dublin

3 September

Join us



Liverpool

17 September

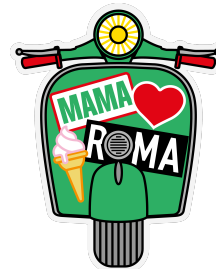
Join us

Look out for upcoming updates

Rome

18 September

Join us



Edinburgh

19 September

Join us



Paris

23 September

Join us



Barcelona

25 September

Join us



Zurich

30 September

Join us



Working Groups

In addition to hosting networking events, in September we will be holding in-person working group meetings in Barcelona, Dublin and Rome to discuss operational issues and opportunities.

Find out more

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.



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