



January has started off with a bang at BIM25 - the first of our popular edition events. The day was hugely successful with buyers and suppliers coming together at the O2 Intercontinental to meet with existing and new partners and find out more about the best of Britain and Ireland. There were over 13,500 appointments, 230+ buyers and over 220 suppliers attending. Watch this space for more information on OTM Mumbai - next month!

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

- Visas & Borders
- Tax & Tourism
- Attractions & Ticketing
- Insight, Research & Webinars



Operational Updates

Visas & Borders

[UK Electronic Travel Authorisation \(ETA\)](#) - The requirement for an ETA to travel to the UK was extended to more non-European visa-exempt nationals. The requirement for an ETA when transiting the UK and remaining airside was removed. This exemption is being kept under review.

UK Visa Fees

The UK Government has proposed to increase the ETA fee (payable by all). This is subject to UK Parliament approval. Start date of the fee change will be published in the Operating in Europe

section of our website [here](#). EU/EFTA nationals (excluding Irish) cannot apply for an ETA until March, which will be required for travel to the UK from April.

The fee for a UK standard visitor visa is not proposed to increase in the latest immigration fees review by UK Government. However, applicable to UK employers [some sponsorship fees are proposed to increase](#) when hiring from outside the UK.



Take our Surveys

[ETOA impact survey](#) – Thank you to all tour operators and DMCs who have completed our survey assessing the potential impact of the ETA on tourism in Northern Ireland, in collaboration with the Northern Ireland Executive and Northern Ireland tourism bodies. If you have not yet completed the survey, please do before 11 February.

[European visa facilitation in Asia](#) – Our [latest survey](#) on visa facilitation for visitors to Europe (Schengen Area, Ireland, UK) from China, India, Indonesia and the Philippines has been launched. It is open to all - please complete and share. Results will help assess current challenges, highlight potential economic loss, and identify best practices and opportunities for improvement.

Tax & Tourism

[Porto, Portugal](#) – The municipal tourist tax has increased.

[Berlin, Germany](#) – The percentage rate for the city tax has increased.

[Edinburgh, Scotland](#) – Edinburgh City Council has approved a Visitor Levy (a tax on stays in accommodation) to be implemented from summer 2026. Please note stays booked and paid for (in part or full) on or after October 2025 are subject to the levy.

Attractions & Ticketing

[Rome, Trevi Fountain](#) - has reopened with new arrangements.

[Rome, St Peter's Basilica](#) - From 2025, the use of the group entrance from the Vatican Museums to the Basilica will be exclusive to those who already have a valid reservation made through the official website.

Destination Access

[Switzerland, Lucerne](#) - From April 2025, a fee for coaches stopping in the city centre will be introduced.

Member Spotlight



Discover Efteling, a World of Wonders. With more than 5 million visitors each year, Efteling is one of Europe's premier theme parks, located 75 minutes away from Amsterdam. Enjoy a forest full of fairytales, attractions for the whole family, and enchanting overnight stays in Efteling's unique hotels and holiday villages. For more information, visit efteling.com

Sharing Your Feedback

GEM24 reviews - now LIVE

At ETOA we believe in continual progress and improvement. So, we've introduced scoring and feedback from our recent GEM event - which you can see [here](#). Your feedback and suggestions are very much appreciated and we tackle any challenging comments head on - with personal replies from **Tom Jenkins**, ETOA's CEO. Watch this space for BIM reviews!



Good practice sharing in EU Tourism

[The free-to-access EU Tourism Platform](#) provides an opportunity to share and explore initiatives among operators, destinations, and the supply chain to become greener, more digital, or more resilient.

ETOA recently moderated a webinar ["Changing demand in European tourism: influence and opportunity"](#), a summary and recording is available on the platform.



ETOA Out and About



Jorge Traver, Danja Nebuloni, Nadia Falchi and Alessia Di Marcantonio attended Fitur this month with a range of successful meetings and the opportunity to talk to delegates about the great benefits of being an ETOA member.

Jay Munro-Michell, ETOA's Head of Buyer Network & Senior Manager, Central Europe spoke to an audience of group tourism professionals at the recent annual kick-off event for the 42nd Bus Tourism Day which took place for the first time in Bremerhaven on 13 January. Around 160 delegates travelled to the German North Sea coast for the event. For more information, see [here](#).

The **ETOA team** kicked off the new year with a get-together and a game of virtual cricket in South London. Competition was friendly but fierce - so now we're really ready for anything 2025 throws at us!

Insight, Research & Webinars

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

[Accor Report: European Travel 2025 – Balancing Growth and Impact](#)

Based on an extensive survey of Europeans planning to travel in 2025, the report suggests that holidays remain a priority despite cost pressures, with many saying they will tweak their plans in response to concerns about both climate change and over tourism.

[City DNA Global Accessibility Report](#)

With one-in-six of the global population having some form of accessibility needs, the report takes a look at various initiatives being pursued by destinations to ensure they are welcoming to all visitors, and the steps that destinations can take to progress their understanding of accessibility.

[Data Appeal: Five megatrends reshaping international tourism in 2025](#)

A comprehensive look from Data Appeal at five key trends that will shape the 2025 travel landscape: sustainability, AI, personalisation, travel experience and resilience.



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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