



We hope you are enjoying the summer - either taking a break or welcoming clients to Europe from across the globe. At ETOA a few things are worth mentioning. We have launched the Sustainability Hub to support our members making decisions on decarbonisation and other steps towards more sustainable tourism.

Behind the scenes we are planning some big changes about how we support the European tourism supply chain connect with and learn about long-haul source markets. Keep an eye out for your invitation to our origin market interest groups and the launch of our 2026 events programme.

Meanwhile, don't forget to register for our [upcoming events](#) this autumn and early 2026.

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

- NEW: Sustainability Hub
- Operating in Europe
- News from the European Union
- ETOA Out and About
- Co-exhibit with ETOA
- Celebrating our members
- Insight, Research & Webinars

NEW: ETOA's Sustainability Hub

We have launched a new [Sustainability Hub](#) responding to our members' demand for more practical resources to support change. Content and topics includes:

- [Case-studies](#) from ETOA members
- Third party materials to help organisations make progress
- [The Business Case for Sustainability](#)
- [Partner offers](#)

- [Self-assessment](#) tools
- [Climate Action planning](#), & [FAQ](#)

Thanks to our growing community of [sustainability contacts](#), we have a strong focus group to keep us on track. We are also welcoming more [case-studies from members](#).

Happy exploring! All [comments](#) are welcome.



Have your say | Shared Horizons

ETOA has joined the advisory group for [Shared Horizons](#), a new joint initiative between **The Travel Foundation** and **Skyscanner**. The initiative brings together aviation and tourism to work against the fragmentation of our response to climate change, and support cross-sectoral collaboration.



Tour operators, destination managers and other **aviation** and **tourism stakeholders** are invited to participate by sharing their views through a survey.

[Take the Survey](#)

Operating in Europe

Operational updates are found on our [website](#), which is updated regularly. Most information is only available to members. In July, we have news on:

- Bruges: [Cruise tax](#) and [coach visitor tax](#)
- [Louvre](#)
- Scotland: [Tourism levy](#)
- Heidelberg: [Overnight stay tax](#)
- Wales: [Overnight tax](#)

- Basque Country: [Tourism tax](#)

News from the European Union

Visas and Borders



ETIAS

The European Commission has proposed raising the [ETIAS](#) fee from EUR 7 to EUR 20, citing cost increases but also reference to comparable systems as justification. This is a departure from original intention and legal basis. We issued a [joint industry statement](#) in response.

EES

The European Council has adopted a new law allowing gradual implementation of [EES](#) over 180 days. Manual stamping of passports for non-EU/EFTA visitors to Schengen area will continue until the end of implementation period.

Better Cross-border travel: Europe's external borders and freedom of movement

ETOA will moderate an [EU webinar](#) featuring public and private sector experts about opportunities and obstacles for friction-free travel at Schengen's external and internal borders in a webinar on 10 September.

VAT – Special Scheme for Travel Agents and Tour Operators (TOMS)

The **European Commission** has launched a new consultation on a proposed directive to update current arrangements for VAT on packaged product. The consultation also covers the possibility of VAT on passenger transport.

[Find out more](#)

This new strategy sets out to create a more sustainable and competitive EU tourism sector, taking account of climate change, development imbalances, geopolitical tensions and structural fragmentation in the sector. Drawing on existing frameworks and EU tools, the strategy also aims to:

- create stronger links between tourism and other policy sectors
- make the EU a global leader in sustainable tourism
- support SMEs and destination management organisations to ensure balanced, long-term growth.

[Take the Survey](#)



Package Travel

Following effective industry lobbying, the most problematic proposals for reform have been dropped in latest proposal adopted by the European Parliament's IMCO committee in late June. Key wins include:

- the deletion of Linked Travel Arrangement (LTA)
- appropriate flexibility about pre-payments refunds and vouchers
- exclusion of business travel from scope

Uncertainty remains ahead of a plenary Parliamentary vote expected in September.

[Find out more](#)

ETOA Out and About



ETOA joined partner association in the **Rhodes Forum** meeting in Gothenburg on 8 July. The

focus is to build consensus on practical steps to accelerate sectoral decarbonisation. From smart regulation and support for SMEs to skills training and smart funding, the group will continue its collaboration and constructive dialogue with European and national policy makers to enable industry's transition.

On 10 July in Barcelona, the region's new marketing strategy **(+) Catalunya, millor turisme** was launched. ETOA's [Tim Fairhurst](#) joined a panel exploring what the growth in the 'conscious visitor' means for the sector and its segmentation, sharing industry insights about evolving product needs, supply chain management, and opportunities for diversification to drive a key element of sustainability.

Co-exhibit with ETOA



WTM London

4-6 Nov 2025, S4-408

One table left (£7,100+VAT) to co-exhibit.

[Find out more](#) - members only!

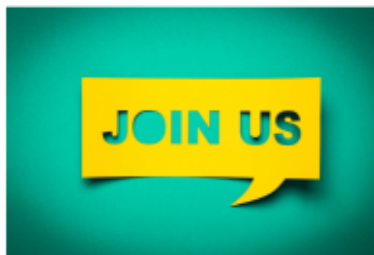
OTM Mumbai

5-7 Feb 2026

Co-exhibitor options from €3,500.

[Contact us](#) to find out more.

Celebrating our members!



ETOA's long-standing member **HIS-MIKI Travel Group** joined the community back in 2000, celebrating 25 years of membership. **Marco De Rivo, Executive Director** reflects on the membership:

"It is more important than ever to be part of a strong membership-based association which can represent our industry at both local and national levels. In addition to brand exposure and networking opportunities, with the many challenges ahead we need to be heard as one voice rather than act in isolation. ETOA can be that voice."



ETOA Membership - Join the community

Would you like to know more about ETOA membership? Being a part of the ETOA community means you can connect with over 950 tourism organisations, including tourism supplier and service providers from across Europe and global operators from more than 65 source markets.

[Find out more](#)

Insight, Research & Webinars

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

[ETOA Research: Irish Tourism Survey June 2025](#)

A survey of our buyer and supplier members on passenger volumes, challenges and opportunities for tourism to the Island of Ireland in 2025.

[Webinar recording | Resilience in tourism – The role of organised tourism in a global crisis](#)

Global crisis has always been a threat to European inbound tourism. How has the industry responded over time and how does traveller behaviour evolve in challenging periods. What is the perceived impact, and what is the reality?

[Webinar recording | Euromonitor: Targeting Luxury Seeking Travellers](#)

Euromonitor's Alexander Göransson is exploring the latest trends in luxury tourism. Discover which markets are driving growth, what affluent travellers are looking for, and how sustainability is shaping their travel choices.

[ETC Trends and Prospects Q1 2025](#)

A detailed review of the latest trends and near-term prospects for European tourism that celebrates Europe having recovered to pre-pandemic tourism volumes while noting that uncertainty regarding performance during the upcoming few months is considerable.



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.

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