



Summer has truly hit Europe and our members are busy. Operational obstacles paired with heated discussions and - in some instances - demonstrations against tourists are frequent. But how can organised tourism help mitigate the negative impact of unbalanced tourism in destinations? Watch this space as we will discuss these topics over the coming months.

Behind the scenes, we are working towards delivering a range of high quality B2B networking events over autumn and winter. If you haven't already, don't forget to secure your place at [GEM 2025](#).

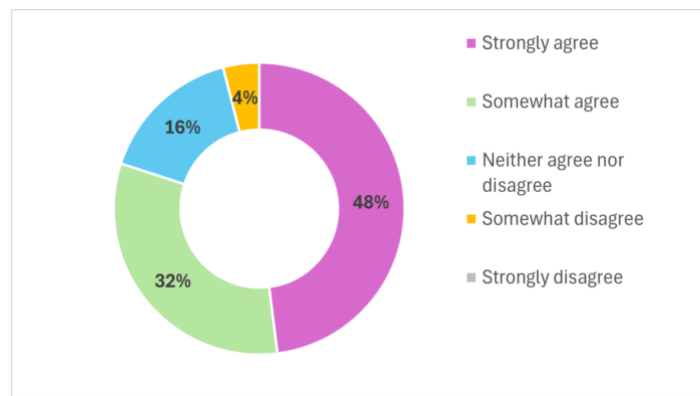
In this newsletter, you'll find more information on:

- Adventure Tourism
- EU Strategy for Tourism
- Member Spotlight
- Sustainability
- ETOA Out and About
- Celebrating our members
- Insight, Research & Webinars

Adventure Tourism

Adventure tourism is here to stay. There is a growing tendency for travellers to seek out unique experiences, with some prioritising them over traditional sightseeing. We recently [asked our members](#) if the development and promotion of Adventure Tourism product has the capacity to increase demand for lesser-known destinations and attractions.

The answer was clear. The overwhelming majority agree that adventure tourism has the potential to increase demand in lesser-known destinations (80%). Not only does this emerging trend offer opportunities to showcase lesser-known destinations, it also presents possibilities to help with visitor dispersal in cities experiencing high visitor volumes in peak season.



Learn more about Adventure tourism through [The Adventure Connection's recent webinar](#) and sign up for our second edition of the online B2B networking event [Adventure Europe](#) 18 November 2025.



EU Strategy for Tourism

The European Commission has launched a stakeholder consultation on its future strategy for tourism. Deadline for submission 15 August. Early responses welcome.



**European
Union**

[Take the Survey](#)

Member Spotlight



[TBO Academy](#) empowers destinations, hotels, airlines, and attractions convert product knowledge into bookings. With access to 169,000+ global travel buyers, tourism brands can leverage trainings via webinars and seminars, and expert led courses.

Designed for engagement and impact, TBO Academy bridges the gap between product, supply, and frontline sales, driving awareness, understanding, and conversions across 140+ countries.

[Find out more](#)



Still missing out on Chinese Free Independent Luxury Travellers coming to Europe? Get free access to the Chinese Tourists Starter Manual 2025 + the podcast episode with Summer 2025 insights for luxury hotels, DMCs, and tour operators ready to unlock summer growth with this lucrative segment.

[Unlock Now](#)

Sustainability

ETOA and Zeero Group

Revenue from ETOA's commercial events is ring-fenced for investment aligned with our climate action commitments. To support the displacement of fossil fuels for transport we are pleased to announce our new partnership with [Zeero Group](#), a pioneer in the production of biofuels from waste.



London Climate Action Week



ETOA joined the [Travalyst](#) Executive Summit and Reception at Google's London HQ during [London Climate Action Week](#). The focus was on catalysing cross-sector dialogue on sustainable tourism, leading up to **COP30**, and included insights from policymakers, academics and industry.

We also attended the launch of the **Travel Foundation's** new campaign [Where Next? Big ideas for tourism's climate transition](#) whose key proposals include a global register for climate risk for destinations, transition to different business models, a climate justice fund and a community-based approach to destination planning with equity-linked KPIs.

ETOA Out and About



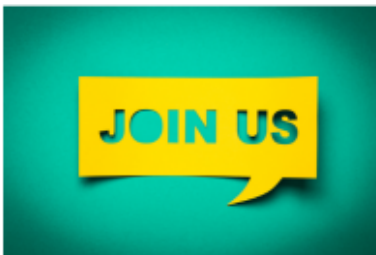
In June we held our third edition of [Destinations Exchange Europe](#), welcoming delegates to two days of B2B networking, insight sessions, debate and informal receptions. Last week we connected with members and industry partners at our stand at the **Travel Tech Show London**. Furthermore, Rachel Read, our Director of Insight, moderated a panel discussion on [Looking, booking and arriving: How travel tech is enhancing the visitor experience](#).

ETOA's CEO, Tom Jenkins, attended the **Airports Council International conference** in Athens and participated on a panel discussing *The Future of tourism*. He also joined a Global MPG with **Tourism Ireland** in Dublin.

Are you based in Rome or visiting the city on 18 September? Register for our ETOA Social at the **MAMA Shelter Roma** or contact [Danja Nebuloni](#) for more information.

Register now

Celebrating our members!



Celebrate long standing members and meet the most recent additions to our community.

ETOA's long-standing member [WorldStrides](#) joined the community back in 1998. **Patrick Curtin, Vice President – International Operations** reflects on the membership:

"Over the years ETOA has played a vital role in shaping the future of our industry. ETOA is uniquely placed to provide a unified voice for advocacy and cross category collaboration that helps WorldStrides stay ahead of regulatory, technological and market changes. They are far more than a network, they are catalysts for progress and positive change that are essential to helping us continue to deliver exceptional, life changing educational experiences for students."



We have recently welcomed [Visit Azores](#) to the ETOA community. This is what they say:

"Visit Azores joined ETOA to strengthen its presence in the European travel market and connect with tour operators, travel planners, and key industry stakeholders who value authentic, sustainable destinations. The Azores offer a unique blend of nature, culture, and adventure, and we're keen to showcase this to new audiences. Through ETOA, we hope to build meaningful



partnerships, gain insights into market trends, and promote the Azores as a must-visit destination all year round."

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 1,100 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:

[B4B Payments: Innovations Shaping the Future of Travel](#)

Tim Robson, Director of Accounts & Partnerships at B4B Payments shares his insight on innovations shaping the future of travel.

[Data Appeal European Travel Trends 2025](#)

Analysis of key summer tourism trends for European destinations undertaken by Data Appeal in collaboration with Mabrian focussing on seven urban destinations investigating topics such as traveller sentiment, motivations and the importance of events.

[ETC Long-haul travel barometer – 2/2025](#)

Travel sentiment towards Europe is marginally less bullish than at this time last year, with concerns centred on the rising cost of travel and accommodation, broader economic concerns and increasing geopolitical tensions (fieldwork having taken place prior to recent developments in the Middle East).



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 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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