



September has almost concluded and we are looking back at a series of successful ETOA Socials and working groups across Europe. Over **400 members and industry colleagues** joined us across five cities in Europe.

Tonight you can find us in [Barcelona](#) - hosted by **Barcelona Activa**, while we will conclude our ETOA Social series in [Zurich on 30 September](#) - hosted by **EF Educational Tours**. Thank you to all our event partners and wonderful members who joined us.

We are now looking ahead to a busy contracting season. Registrations are soon closing for [GEM](#) - don't forget to book your space. In November we will also run our two popular online events, [Adventure Europe](#) and [ETM Asia & Pacific](#).

In this newsletter, you'll find information on:

- Board & Advisory Council meeting in Vilnius
- Operating in Europe
- Sustainability
- Insight & Research

Featured Members



Unique in the world. Within only a few minutes from the old town up to over 2.300 metres. The breathtaking 360° views with the city of Innsbruck on one side and the Karwendel Nature Park on the other will leave a lasting impression!



Advisors don't need another DMC. They need a partner who makes them look like the expert. My Bella Vita Travel designs heritage, FIT, and small-group journeys in Calabria and Southern Italy. [Unlock What's Working in Southern Italy](#) to sell with confidence and keep clients coming back.



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ETOA's Board & Advisory Council | Vilnius, Lithuania

The local and national tourism boards **Lithuania Travel** and **Go Vilnius** kindly hosted [our recent Advisory Council and Board](#) meetings. Main topics were tax and tourism, tour guiding, attractions and ticketing, member engagement and ETOAs event programme for 2026.

The visit also included a panel discussion for the main players in the Lithuanian tourism industry on demand for Lithuania as well as current trends in the North American and Asian markets. The panel was made up of:

- Adele Youngs - Live Travel & Tours

- Jennifer Tombaugh - Tauck
- Marco Weijgertse - TourAxis
- Marco Russi - KuoniTumlare



Lithuania
Travel

Behind The Scenes

at an Advisory Council Meeting

Click here to find out more...



Would you like to host the Board & Advisory Council in 2026 or 2027?

[Find out more](#) or contact [Isabelle Rowse](#)

Operating in Europe

Working Groups

[ETOA working groups](#) in **Barcelona**, [Dublin](#), and [Rome](#) met this month to review the 2025 season and discussed prospects for 2026. Key issues remain cost pressure and ticketing for main attractions, especially for smaller groups, and related business rules.



Destination Access

For the first time, coach tourism will feature at the European Commission's [Urban Mobility Days](#) event in Vilnius. This is welcome recognition of its importance in an integrated transport strategy. ETOA will join a panel on **City access for tourism coaches** on 02 October.

ETOA will also participate at **Busworld** in Brussels, speaking at two sessions: the [role the coach in tourism of the future](#) and [city access](#).



Italy | Venice

Venice City Council has approved the [access fee guidelines for 2026](#), extending its application to 60 days.



UK | Cotswolds

While a long-term solution is developed, Pulham's Coaches can provide temporary [coach parking in Bourton-on-the-Water](#).

There will be [further disruption to access](#) in Bibury with no through route from 24 September 2025 until early December.

Tax and Tourism | Scotland

The City of Edinburgh's Finance and Resources Committee has voted to maintain 01 October 2025 as the date from which advance bookings for accommodation 24 July 2026 onwards are subject to a visitor levy of 5% on price paid by consumer. Bookings that are made and partially paid by end of 30 September will not be subject to the levy.

This decision surprised and disappointed industry as, in many cases, the accommodation provider will not know and have no means of finding out the price paid by consumer due to the nature of packaging and intermediated supply.

Edinburgh's decision was taken in the knowledge that the Scottish National Government

recognises the current legislation allowing local authorities to impose a levy is problematic and had proposed options for reform which remain under consideration.

[Find out more](#)

Attractions and Ticketing

At the end of August 2025, the [Van Gogh Museum](#) warned that essential renovations could put operations at risk without extra funding from the Dutch government.



Sustainability

Decarbonisation

Watch or re-watch our recent webinar with our new partner **ZEERO** about the production of new generation biofuels from organic waste, accelerating decarbonisation. **Globus Family of Brands** also presented their perspectives on sustainable practice. You can also download the presentation.

ZEERO
GROUP

[Recording](#)

Destination strategy

At the ETOA Social in Edinburgh, **Visit Scotland** presented its [integrated strategy for the visitor economy](#), with intended outcomes of spread, spend, sustainability and satisfaction.

Sustainability Hub

Practical information,
member offers and topical resources



Insight & Research

We continue to add research and insight pieces to our Insight Hub. New pieces include:

[Student and Educational Tourism in Europe](#)

The North American student and youth market for Europe is rebounding, and promising strong growth in the next two years. Pan-European in scope, is a vital sector. Important in itself, it acts as an introduction to Europe as a destination for a new generation of clients.

[Toposophy interactive white paper: What shapes perceptions in today's travel decisions?](#)

This is an interactive report that explores how fast-changing geopolitics can influence the choices that international travellers make and the reputation of destinations around the globe.

[Data Appeal - Coolcations and Green Tourism: Five Trends Transforming Northern European Tourism](#)

The report cites five trends evident in Scandinavian tourism, explores how Helsinki is making a success of sustainable tourism development and endeavours to identify the ways in which destinations can use data to gain a competitive advantage.

[ETC Trends and prospects Q2 2025](#)

A detailed review of the latest trends and near-term prospects for European tourism. It takes stock of the growing need for tourism strategies to strike a balance between an appetite for demand growth and frustrations of residents in some parts of Europe about the negative consequences of high visitor volumes.

[ETC Monitoring sentiment for domestic and intra-European travel – Wave 22](#)

The twenty-second wave of online research looking at the extent to which Europeans are planning to travel within Europe, their concerns and the factors likely to influence their behaviour. With fieldwork during May, this wave finds that 77% Europeans are planning to travel between June and November, the highest proportion since the immediate post lock-down spike.

Insight Hub

Statistics, opinion and research
ETOA webinars and masterclasses
Articulating the value of tourism in Europe

[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.

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