



European tourism association

LOOKING AHEAD TO 2023

GROWING MEMBERSHIP, STRONGER VOICE

ETOA is growing, and that means more product as well as demand. Our buyer network grew through the pandemic and now the supply chain is re-investing.

But business conditions remain challenging, from inflation and staff shortages to regulatory uncertainty, and the spectre of COVID's resurgence. Our strong, collective voice carries weight.

European Tourism Association is well prepared to provide you with insight, information, and opportunity in 2023, arguing tourism's value in Europe's economic recovery.

ETOA MEMBERSHIP IN NUMBERS



150

New members
in 2022



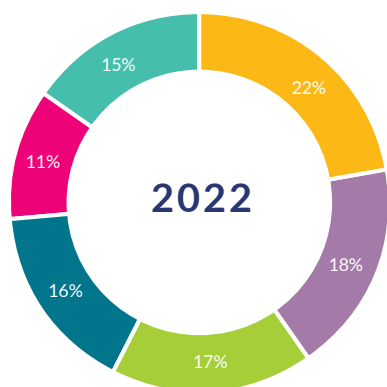
374

Buyer
members



699

Supplier members
and partners



Percentage of supplier
members from the
following sectors

- Local Operators/DMCs
- Hotels
- Attractions
- DMOs and NTOs
- Transport
- Other

REPRESENTING LONG-HAUL & INTRA-EUROPEAN DEMAND

Buyers with clients from selected source markets:



US

178



Asia

101



Australasia

66



Europe

169

WORKSHOPS & EVENTS

NEW FOR 2022: Redesigned Asia-focused event, ETM Asia, to reflect new market interest.



6

Commercial
workshops



17.5k

Workshop
delegates



27k+

B2B appointments
delivered



25+

Webinars and online
briefings attracting
4000+ registrations



5

Social
events



OTHER ACTIVITY IN 2022 AND PLANS FOR 2023



EUROPEAN POLICY, PROJECTS, AND PARTNERS

ETOA is in dialogue with the European Commission through the tourism resilience network and other initiatives focusing on sectoral recovery. With ETC, NECSTouR and other partners in the **European Tourism Manifesto**, current priorities include industry's appeal to job hunters, better funding and governance, and cross-border travel. We're involved in two EU projects which support SME access to training and digital skills. Current work on tourism and tax (especially changes to German VAT) and **visa processing** responds to members' operational concerns.

SUSTAINABILITY

Our twin priorities of product diversification and climate action. In addition to our own climate action plan, we are members of the working group on capacity building to support implementation of the Glasgow Declaration in collaboration with UNWTO One Planet initiative. We also participate in the UNWTO working group of experts on measuring the sustainability of tourism: www.etoa.org/policy/climate

DESTINATION ENGAGEMENT

We hosted networking events in Brussels, Paris, Madrid, Rome, and Rotterdam, bringing local stakeholders together. These build on common interest in business and product development, and better dialogue about



how tourism works: how to maximise mutual benefit and address local concerns collaboratively.

ETOA published a Destination Prospectus, showcasing how we can work with NTOs and DMOs across Europe, and launched a new range of branding and promotional opportunities: www.etoa.org/branding-and-promotional-opportunities

We continue to monitor **travel restrictions and tourism taxes** and changes to **city access** and other factors affecting group travel to make sure we provide you with up-to-date information.

ONLINE

www.etoa.org is being rebuilt with new content added. Advanced member search will help members navigate our network more efficiently.

ETOA'S ONLINE REACH IS GROWING

 **21k**
LinkedIn followers

NEW PARTNERSHIPS

■ Our new data partnerships complement our growing Insight Hub: www.etoa.org/insight

