

YEAR IN VIEW

2024



BETTER TOURISM IN EUROPE

ETOA was founded in 1989 by a group of four tour operators who felt that inbound European Tourism was underrepresented at a European and national level. In the last 35 years it has grown to become a network of more than 1,100 members. Our policy work remains central to our purpose and as the recovery for tourism is consolidated, we are here to warn, inform and propose ways of solving difficulties.

ETOA is more than advocacy. We aim to provide a vibrant environment, where members can share ideas and find new products. Companies are now competing through the range and variety of their networks, and we are an integral part of that process.

Working alongside ETOA means that members can address a commercial and operational environment in flux. As one participant at a networking discussion put it: "There is a 'New Normal' after the COVID pandemic - and there is nothing normal about it."

New restrictions can be placed on access, sudden tax rises imposed and there are massive shifts in the supply base. Change is now endemic.

There is one fixed matter however: the constant allure that Europe's culture and sights hold over the global imagination. How we curate this demand, how it is best apportioned and facilitated is one of the central problems facing our industry. The period 2020-22 is sufficiently recent for us to know that it is a good problem to have.

We look forward to continuing to work with you towards better tourism in Europe in 2025.



Tom Jenkins
CEO, ETOA



TOGETHER WE ARE... ETOA

AS AN ETOA MEMBER,
YOU ARE PART OF AN
AMBITIOUS AND RESILIENT
COMMUNITY OF TOURISM
PROFESSIONALS WHO
BRING EXPERIENCE, IDEAS,
AND KNOWLEDGE THAT
DRIVE SUCCESS.

As part of a unified and diverse team, you
have direct and innovative access to 350+
buyers and 760+ suppliers and destinations.

Together, our organisations are stronger as
we work to create **Better Tourism in Europe**.



Hear what our
members are saying

Based in Brussels and London, ETOA is a network of buyers who, together with suppliers and destinations, sell tourism in and to Europe. We identify and address problems and represent interests on a European and local level. We promote and support a better operating environment and a more sustainable industry.

MEMBERSHIP IN NUMBERS



1,100+
Members
in ETOA



102
New members
in 2024



350+
Buyer
members



760+
Supplier &
destination members



40k
Tourism professionals
in our database



25k+
LinkedIn
followers

“

Since the pandemic, involvement in ETOA has become more important. Contacts at suppliers and clients have changed so new relationships need to be built. ETOA events are a perfect place to do that. Market intelligence about consumer behaviour is crucial as well, as some source markets are still in restart mode. ETOA supports its members in keeping an overview on what's happening in the world of tourism to and within Europe. Furthermore, the active lobbying to influence legislation/regulations in order to enable us to do business in the best and most economical way is an invaluable benefit of membership.

Tour Partner Group



YOUR BENEFITS

Suppliers and Destinations

- **Direct 24/7 access** to tour operators, wholesalers and OTAs.
- **Discounts of up to 60%** at ETOA events and B2B workshops.
- **Exclusive access** to the largest B2B workshop of the year, The Global European Marketplace.
- **Webinars & briefings** and Data & Research.
- **Exhibit with ETOA** at WTM London, ITB Berlin and other global trade fairs.
- Working groups and other **member-only forums**.

Buyers

- **Access** to hundreds of European suppliers and to find the product you and your clients need.
- Shape future regulation through your support for **ETOA's dedicated policy work**.
- Stay up to date on **regulatory and operational changes and restrictions** that impact your day-to-day business.
- **Explore data and research** that helps you make better decisions.
- Support your tour guides through **ETOA's Tour Guide ID Card** programme.



ETOA is a trade association that represents SMEs and multi-nationals working with long haul inbound tourism to Europe, especially from North America and Asia. We provide actionable insights and champion the value of the visitor economy.

OUR COMMUNITY

WITH ETOA, YOU'RE PART OF A COMMUNITY, WHICH HELPS YOU TO GROW AND DEVELOP YOUR CONTACTS AND INFLUENCE.

We will continue to work on your behalf – to achieve **Better Tourism in Europe**. You'll be able to talk to your dedicated account manager who can advise and give you solutions and support.



Drive new business



Grow the breadth and depth of your offer



Increase visitor potential



Being a part of the ETOA community is very important to us. In addition to developing and nurturing business connections, the frequent updates on the European environment is invaluable. There is so much is going on at the moment that we would struggle to stay on top of all the regulatory changes on our own.

Live Travel & Tours

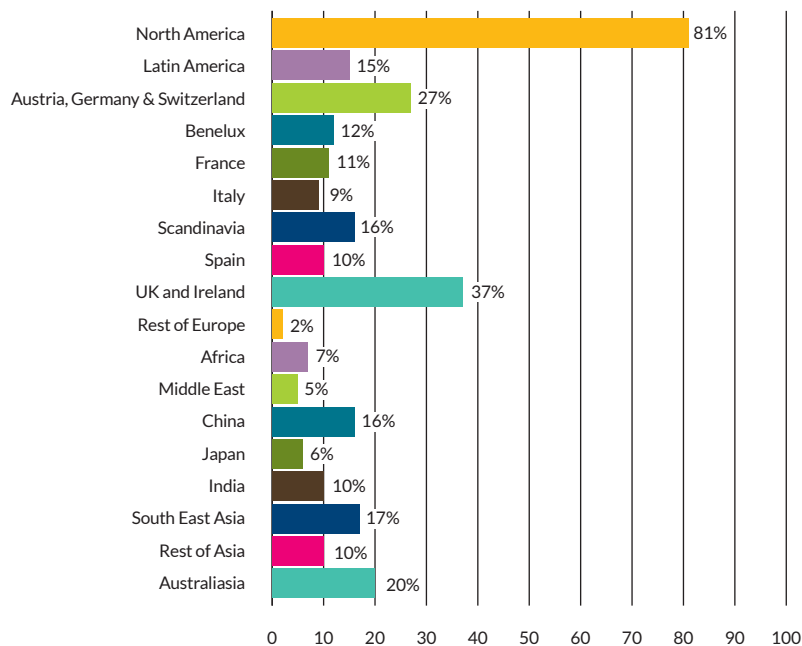


Meet the ETOA team at:
www.etoa.org/about-us/meet-the-team

ETOA REACH

WE KNOW THAT WORKING AS PART OF A COMMUNITY MEANS THAT YOU ACHIEVE SO MUCH MORE. YOU ARE IMMEDIATELY SURROUNDED BY A GROUP OF EXPERIENCED BRANDS AND COMPANIES THAT ARE WORKING TOWARDS BETTER TOURISM IN EUROPE.

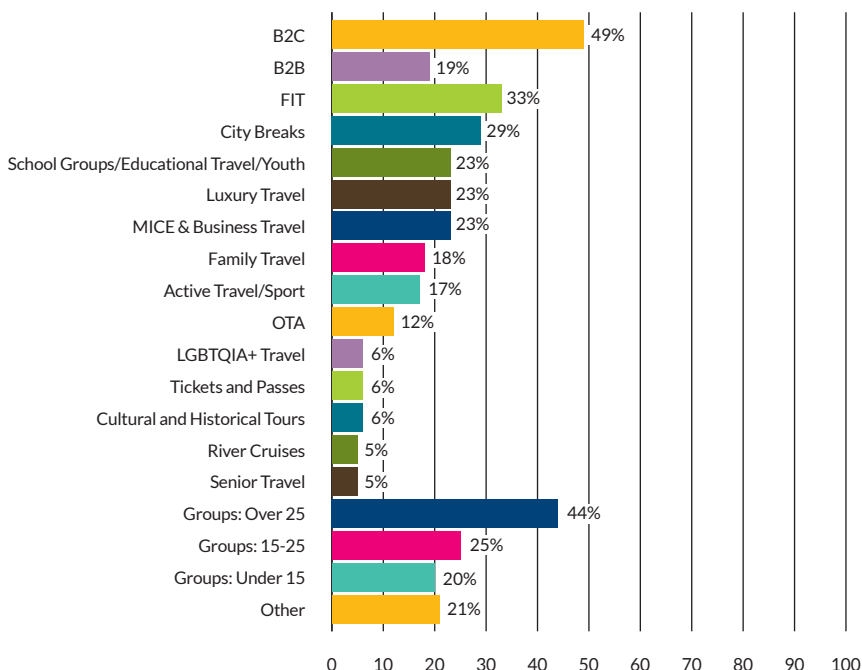
GEOGRAPHICAL SPREAD



Having been a member of ETOA for over 30 years, we continue to find membership valuable. Meeting suppliers at GEM and BIM and being kept in the loop with general industry matters, particularly given the changing scenario within the industry post-pandemic, are main reasons we remain members.

Tourwise of London

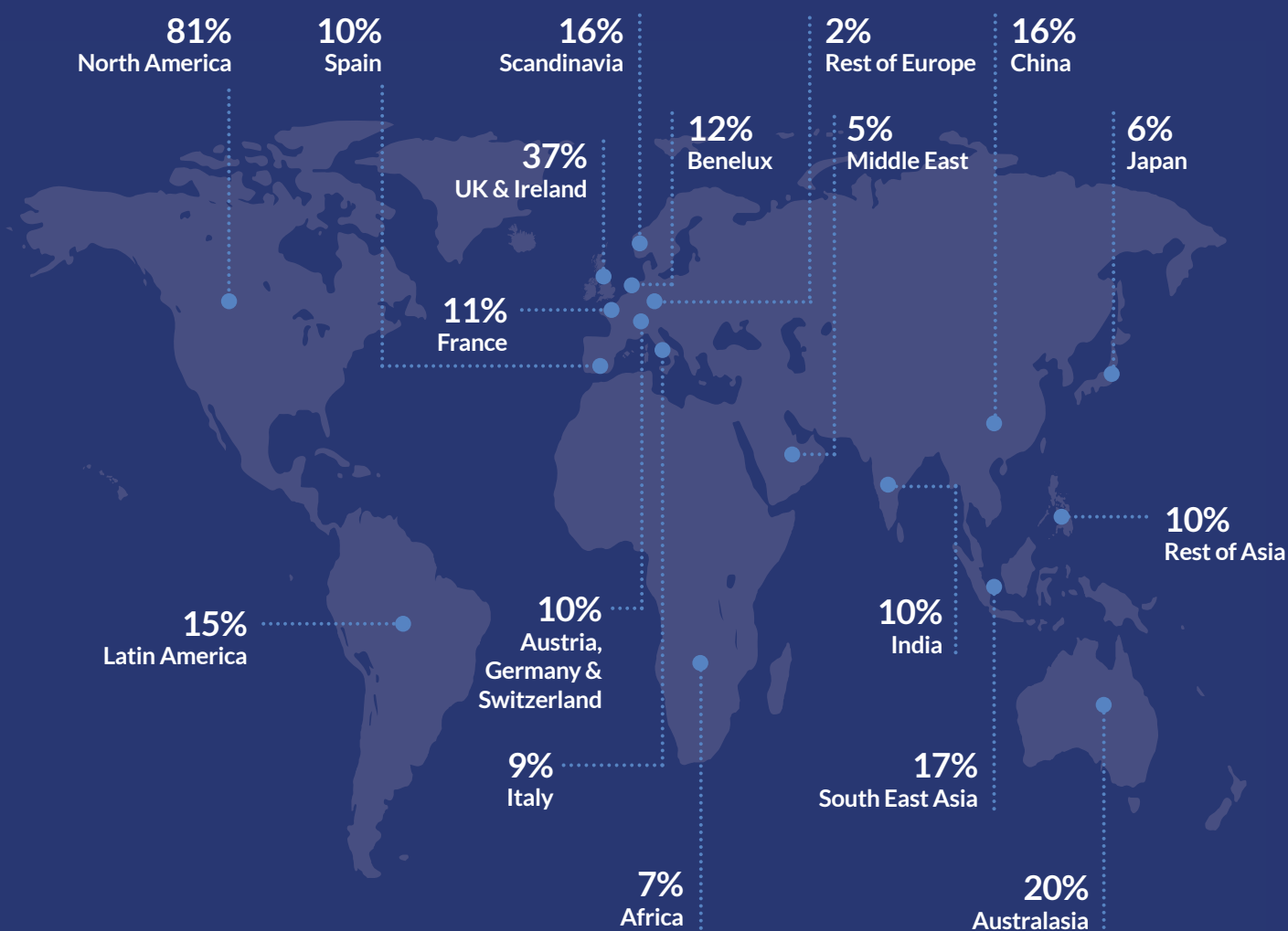
PRODUCT SPECIALISATION



As a supplier member, the benefit of our ETOA membership is a cost of sale vs ROI decision, which is based on our access to buyer members and the opportunities to promote and sell our product. Through GEM and other networking facilities, we are still able to access 'the right' decision makers, despite the changes in personnel.

Maritim Hotels

SOURCE MARKETS



A selection of new members who joined in 2024:



35 YEARS OF ETOA

WE WORK FOR BETTER TOURISM IN EUROPE -
CREATING MORE OPPORTUNITIES FOR MEMBERS
TO GROW AND SUCCEED THROUGH ACCESS TO
OUR NETWORK, B2B EVENTS, LOBBYING
ACTIVITY, AND DATA & RESEARCH - AND WE'VE
BEEN DOING THAT FOR OVER 35 YEARS.



1989

ETOA established to represent those who sold Europe as a destination



1990

ETOA has its first formal meeting



1992

ETOA holds first Annual Conference and Marketplace



1995

ETOA helps found NET in Brussels. Schengen agreement enacted



1993

EU single market established



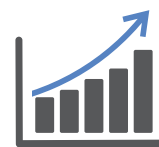
1996

ETOA has 150 members



2003

ETOA Ltd incorporated as a mutual company



2009

ETOA Membership exceeds 500 - reflecting growth in the tourism sector. Britain and Ireland Marketplace is established



2002

Euro coins and banknotes enter circulation



2000

ETOA plays key role in lobbying for simplified visa processes for tourists



2011

ETOA launches City Fair – an annual event to boost city tourism



2015

ETOA is a founding supporter of the European Tourism Manifesto, in support of jobs and growth in tourism



2016

UK votes to leave the EU (Brexit)



2017

European Tourism Association AISBL established in Brussels



2022

ETOA develops its Climate Action Plan



2020-21

ETOA supports members through the COVID-19 pandemic with detailed information on border restrictions and operational constraints

2018

Partnerships in European Tourism launched for European Commission. ETOA announces record attendance at GEM



2023

First review of progress to emissions goals set out in EU Climate Law



2024

ETOA launches a range of initiatives including new events, workshops, and networking activities

In 2025

Our plans will include:

- Campaigns for North America and Asian markets
- Adding Beijing B2B workshop to event portfolio
- More working groups and local social events

ETOA35
BETTER TOURISM
IN EUROPE
1989
2024



BE PART OF BETTER TOURISM IN EUROPE

YOU HAVE 24/7 ACCESS TO A ROBUST SUPPLY NETWORK – HOTELS, ATTRACTIONS, DESTINATIONS, DMCS, AND TRANSPORTATION PARTNERS, WHO WORK TOWARDS BETTER TOURISM IN EUROPE.

We know that people do business with people so you have a choice of workshops and events that broaden and widen your contacts and perspective. You'll also:

- Meet contacts through member-only preferential appointment selections.
- Save budget by joining our hosted buyer programme at selected events.
- Gain exclusive access to the largest B2B workshop of the year, The Global European Marketplace.
- Support your tour guides/directors via our Tour Guide ID Card programme.

“

I want to thank ETOA for being the fabulous organisation that it is. We have really benefited in terms of our stature and the way we collaborate, using fellow ETOA members wherever possible as trusted partners.

Global Dream Travel

In 2024



In 2025

We will be offering twice the number of in-person socials with opportunities to get involved with working groups around Europe – published in advance on a quarterly basis.

We will continue to expand our workshops and webinars to bring you the contacts, information, and advice you need.



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As part of a regional ETOA sponsored working group, I see the power of collaboration first hand. With guidance from ETOA, operators from all areas of the travel industry exchange ideas and information, strengthening our respective businesses. ETOA's leadership has enabled working group members to collaborate as partners, not competitors, sharing vital resources with each other to navigate the current situation in Europe.

Context Travel

JOIN OUR EVENTS



Our branded events and B2B workshops offer amazing opportunities to network and connect with decision makers.



Our exclusive webinars explore a variety of on-the-pulse tourism themes and trends that directly affect your business.

In 2024

We included ITB attendance within our Chinese European Marketplace B2B workshop in Shanghai



75% of suppliers and 65% of members attended our events



Find our more information at:
www.etoa.org/events

In 2025

We will be expanding our Chinese European Marketplace Workshop to feature Shanghai and Beijing.



2024 event attendees included:

28

Exhibition
Co-exhibitors

246

General Assembly
& Industry Days

405

Social Events

3,450

Webinars

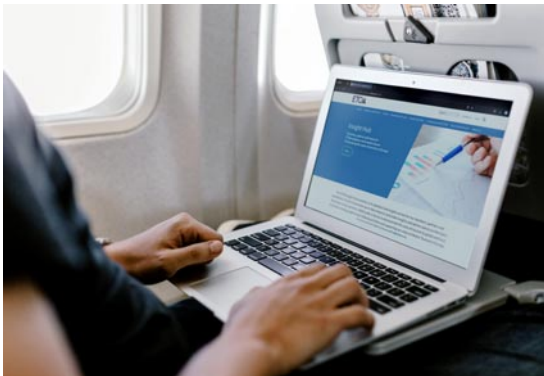
75

Working
Groups

ACTIONABLE INTELLIGENCE

OUR ACCESS TO DEEP INTELLIGENCE AND REAL-TIME RESEARCH MEANS THAT WE HIGHLIGHT TRENDS AND INSIGHTS, ALLOWING YOU TO EXPONENTIALLY GROW BUSINESS OPPORTUNITIES.

Our member only Insight Hub with 24/7/365 access gives you intelligence on business-changing factors well-ahead of time and our tourism briefings and webinars allow you to get the answers you need.



OUR INSIGHT HUB



Insight Hub

A one stop shop for statistics, research and opinion, keeping you ahead of the game.



Webinars

Regular webinars for access to actionable insights and thought leadership.



Strategy Tools

Business-wide access for member only discounts on strategy development tools.



Data Partners

Real time expertise from our partners with data for vital business decisions.



Find our more information at:
www.etoa.org/insight

In 2024



There were 11,001 successful logins by 2,824 contacts in a six-month period



70+

New reports to our Insight Hub

In 2025

- We will be further growing and developing our membership and offers.
- We will be adding a suite of Origin Market Snapshots to the Insight Hub, highlighting key characteristics and data.





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.

Miki Travel

HAVE YOUR SAY

WE HAVE THE BEST NETWORK OF CONTACTS THAT WORK TO BUILD A FAIR AND SUSTAINABLE EUROPEAN BUSINESS ENVIRONMENT.

We lobby at European, national, and local levels for long-term, practical, and operational answers. Our presence in Brussels, engagement with industry partners and our membership give us a strong voice in European tourism.

Our regular working groups, provide the opportunity for ETOA's members and partners to participate via in-person meetings, information sharing and consultation. Members can also keep up to date by visiting: www.etoa.org/operating-in-europe



Sustainability



Visa and borders



Tax and tourism



Cross-border services



Destination access



Guiding regulation



Attractions & ticketing



Coach & transport

ETOA is a co-chair of



We are involved in policy issues, improve opportunities, ensuring that regulatory reform is properly informed.

In response to an increasingly challenging business environment, we have raised important issues from ticketing at major attractions to further restrictions on city access and group size.

In 2024

We supported the inclusion of decarbonisation as one of the four the four policy priorities in the European Tourism Manifesto



Attended the European Roundtable on Climate Risk Management

In 2025

Our outreach and collaboration with destinations and partners will deepen and actionable information on our website will grow, which means members will have more resources on critical issues = everything from tourism tax and local restrictions to new border formalities.

GROW YOUR KNOWLEDGE

WHEN YOU'RE A MEMBER OF ETOA, YOU ARE FRONT AND CENTRE – BENEFITTING FROM THE SKILLS, DATA AND INTELLIGENCE OF OUR PARTNERS WHICH MEANS EACH TIME YOU MAKE A DECISION, YOU'RE DOING IT WITH THE HELP OF REAL-TIME TRENDS AND INSIGHTS.

With ETOA, you have access to our premium partners – from leading data experts and climate specialists who work across niche and source market travel trade associations to commercial partners and a range of European NTOs, DMOs and regional tourist boards.



Learn more at:
www.etoa.org/our-partners

In 2024

We welcomed
City DNA, Lighthouse
Intelligence, Arival
and BehaviourSMART
as new partners

Our partners and
network shared
their expertise with
members in
70 + webinars

In 2025

We will be introducing new features to our portal to help you get more out of your membership. These include:

- A 'useful links' dashboard
- A summary of events you've registered for and upcoming events
- The opportunity to edit your contacts list to share with other members
- An easier way to find and pay your invoices

OUR PARTNERS



PROMOTIONAL SUCCESS

WE KNOW THAT RETURN ON INVESTMENT IS EVERYTHING. SO AS A MEMBER OF ETOA YOU HAVE A RANGE OF BENEFITS AND OPPORTUNITIES THAT WE ARE CONTINUOUSLY EXPANDING.

Get involved and boost your brand by connecting with our entire network or a specific segment of your choice. We have a variety of promotional opportunities and sponsorship programmes and can advise you on what will work best for your brand.



Find out more here:
www.etoa.org/branding-and-promotional-opportunities

In 2024

We collaborated on B2B campaigns with 22 member companies including Venezia Unica (Ve.La.Spa), Airwallex, English Heritage and Kuoni

We created over 35 promotional campaigns with partners raising awareness for brands and initiatives



MAKE THE MOST OF YOUR MEMBERSHIP



Connect at anytime
With our advanced member-search function



Attend workshops and events
And exclusive access to flagship events



Save
Up to 40% with our member only event packages



Get seen
With discounts promotional opportunities



Learn from the best
Keep up to date with our webinars and workshops



Get involved
Join our working groups to make a real difference



Access to insight
Get innovative ideas and inspiration for better business



Operating in Europe
Find the latest on decisions that affect your business



Member-only offers
Enjoy dynamic discounts and offers

SEE YOU IN 2025!

BRUSSELS • LONDON

www.etoa.org