

Shaping the future of tourism



OUR PRIMARY PURPOSE

To promote a fair business environment for European tourism, so that Europe remains a competitive and appealing destination.



OUR MISSION STATEMENT

To shape the future of tourism by connecting, supporting and informing our membership.

ABOUT ETOA

- ETOA was established in 1989 to provide a voice on legislative issues for group tour operators bringing visitors from long-haul markets to Europe.
- Noticing ETOA's large body of tour operators, suppliers came to us wanting to contract product and services with them. This desire for B2B connectivity saw the launch of our flagship events, which provide one-on-one appointments between buyers and suppliers.
- More than 1,100 ETOA members from over 50 countries deliver more than €12 billion of business annually within Europe and include tour operators, intermediaries and wholesalers, regional, and national tourist boards, hotels, canal/lake/river cruise operators, attractions, technology companies and other tourism service providers.
- Around 25% of the membership are buyers (Tour Operators, Wholesalers, OTAs), and around 75% are European suppliers.
- European accommodation providers make up about 15% of the membership.

We have offices in Belgium and the UK:

Rue du Marche aux Herbes 61,1000 Brussels, Belgium
4th Floor, Grays Inn House, 127 Clerkenwell Road, London, EC1R 5DB UK

PRINCIPAL ACTIVITIES



CONNECTING

We organise four flagship events every year, providing scheduled one-on-one appointments between buyers and sellers. These are supplemented by a series of seminars and social events throughout Europe.



SUPPORTING

We lobby local and national governments regularly on our members' behalf on our core legislative issues of visas, destination engagement, taxation (eg Tour Operators' Margin Scheme) and the Package Travel Directive. Other topics we support our members on include capacity management, the sharing economy and tourist guiding.



INFORMING

We provide educational seminars and webinars for our members via our digital education programme, as well as access to current research via our partner network.