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February 2018

A warm welcome into 2018 from the ETOA Secretariat goes out to every member of the association. We trust you have had a positive start to the year.

For those who did not have a chance to meet with us at Fitur in Madrid, we very much look forward to seeing you at ETOA's forthcoming B2B marketplace workshops [BIM](#), [HEM](#), [City Fair](#) & Partnerships in European Tourism events in [Berlin](#) and [Beijing](#).

It goes without saying, that we also look forward to welcoming our co-exhibitors at [ITB](#) in Berlin and the opportunity to spend more quality time with members next month at [BIT](#) in Milan, [TTE](#) in London and VisitBritain's [Explore GB](#) in Newcastle.

Following ITB, we will be out on the road at [MITT](#) in Moscow, [BTTS](#) in Birmingham, [VisitScotland's Expo](#) in Glasgow, [RDA Group Travel Expo](#) in Friedrichshafen and [COTTM](#) in Beijing. Please do take the time to catch up and share your news and concerns with us.

Jay Munro-Michell

Senior Manager, Buyers & Travel
Technology

ETOA



FEATURED NEWS



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IGLTA Annual Global Convention

The IGLTA Annual Global Convention, the world's premier educational and networking event for the LGBTQ tourism industry, celebrates its 35th anniversary in 2018.

The event – which caters to those already engaged in the LGBTQ market and newcomers alike – features an appointment-driven Buyer/Supplier Marketplace with hosted buyer program; numerous educational sessions on topics ranging from social media marketing strategies to global LGBTQ travel trends; a media trade show to pitch your brand to international outlets; and networking receptions.

UN Human Rights Officer Fabrice Houdart is a keynote speaker. The conference will be held in Toronto, Canada, 9-12 May 2018. For more information, please visit iglta.org/convention or emailconvention@iglta.org.



Protected Trust Services

If you are looking to start a travel company, find an alternative compliance and travel software solution, or, develop and expand your travel company, PTS are here to help you.

[Protected Trust Services \(PTS\)](#) offers a complete solution to tour operators, travel agents, flight only companies and homeworkers. PTS' innovative solution assures complete Package Travel Regulation compliance whilst offering highly competitive merchant service solutions, independent trust account, insurance, and ATOL.

The PTS solution is driven by an innovative travel software solution that is cost effective for all travel firms. PTS members save approximately 40% on back office and admin costs for the day to day running of their business. We wanted you to just be able to concentrate on sales and growth.

Currency management, currency hedging, business consultancy and full support are offered to all PTS members to ensure that your travel business can grow exponentially. PTS is FCA registered to enhance both business and consumer confidence. The PTS Team are passionate about travel and business and our cutting edge solution is proving to be a must have support for travel companies.

We are all very excited to be working with ETOA and look forward to speaking to you all. We offer an exclusive 10% off application fee and 10% off annual membership to ETOA members. Please quote ETOA10 when applying for membership

We are also delighted to announce that we have been shortlisted as a finalist for the Travel Technology Europe Disrupt Awards 2018.

To get into contact with Protected Trust Services please call +44 207 190 0099 or email ask@protectedtrustservices.com



Speaker line-up unveiled for Travel Technology Europe 2018

Travel Technology Europe will give visitors the opportunity to hear from some of the most forward-thinking and innovative businesses and industry experts, including keynote speeches from Rajat Dhawan, CTO, Contiki and David Elton, Director of the Lime Wood Group hotels.

A full line-up of the conference sessions, which will provide deep-dives into how the latest technology is being applied to travel and hotel businesses, is now available [here](#). Data security, GDPR, artificial intelligence, alternative accommodation and the latest innovations in mobile technology feature prominently on the programme. Some of the session highlights include:

- AI & the Future of the Travel Experience
- Understanding the Technology Needs of the Alternative Lodging Sector
- Going Local to Raise New Revenues
- Optimising Channel Mix and Revenue
- 2018's Legal Challenges: Opportunities not Threats

Additionally, in the show's Launchpad area, visitors will have the opportunity to meet 15 start-ups who will be showcasing their innovation technology solutions for travel and hotel businesses.

Taking place on the 21st and 22nd February at Olympia London, Travel Technology Europe will bring together 6,000 professionals from the travel and hotel industries to discover the latest technology trends and innovations.

To register for free visit: <http://www.traveltechnologyeurope.com/visiting/register-for-free>



Partnerships in European Tourism: Berlin and Beijing events are open for applications

On the 19th January, ETOA delivered the first event of the Partnerships in European Tourism project at a Business Summit in Venice, alongside the Institutional Opening of the 2018 EU-China Tourism Year.

At this event a short high-level networking session took place ahead of an afternoon's conference programme, which showcased best practice case studies on EU-China cooperation from the likes of AccorHotels, the Bicester Village Shopping Collection, Ctrip, UnionPay, Tencent, Finnair and Aeroporti di Roma. Representations were also made by the European Commission, the China National Tourism Administration, the Veneto region and the City of Venice.

This first edition of the project is soon to be followed-up at events in [Berlin](#) and [Beijing](#), following more closely ETOA's typical format for pre-assigned B2B appointments.

Applications for both upcoming events are open to suitable candidates and selected delegates will participate free of charge. For more information and details on how to apply for the Berlin event taking place in March, please [click here](#). If you're interested in knowing more and applying for the Beijing event taking place in April, please [click here](#).

If you haven't registered your interest on the Partnerships in European Tourism portal, please sign up on www.eutravelpartnerships.org to ensure you receive all updates on upcoming project activities.



Discover how to grow your business internationally



MEMBER BENEFITS



ITB Berlin 2018 | Join the ETOA stand

ETOA members have exclusive access to our stand's co-exhibiting options, designed to suit every budget. Members benefit from competitive rates that allow for an enhanced company profile at one of Europe's biggest trade fairs. More details can be found on our website, which features a live stand plan with all available desks.

For more information and booking instructions, please click [here](#).



Interested in exhibiting with ETOA at ITB Berlin 2018? Click here for live desk availability.

AI AND THE RISE OF THE BOTS

TTI SPRING CONFERENCE
13 MARCH

[CLICK HERE FOR DETAILS & REGISTRATION](#)

£100 off TTI's Spring conference*

The talk is no longer of big data. The massive amount of customer-centric information being held by travel companies and other businesses is now taken for granted. It has been generally accepted by the public that organisations will use their personal data to improve customer interaction. Achieving this is where artificial intelligence comes in.

TTI's upcoming spring conference on 'AI and the Rise of the Bots' will take place on the 13th March at the Stand Palace Hotel. [Click here](#) for more details.

ETOA members have access to a discounted delegate rate (£100 off).

**Exclusive to ETOA members*

NEW ETOA MEMBERS



UPCOMING ETOA EVENTS



30 January 2018
London | UK



10-12 June 2018
London | UK



Want to be featured in the next newsletter?
Ask Ana for more information

About ETOA

ETOA is a leading trade association for tour operators and suppliers in European destinations, from global brands to local independent businesses. Over 900 members deliver more than €12bn of business annually within Europe and include tour and online operators, intermediaries and wholesalers; European tourist boards, hotels, attractions, technology companies and other tourism and business service providers.

www.etoa.org



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