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## January 2019

Over the past few months it has been a pleasure to meet with so many members across numerous events, including our exclusive [Global European Marketplace](#).

As 2018 draws to a close, all of us at ETOA hope that your year has been a success and business is already looking healthy for 2019. Looking ahead, feedback from a broad range of members, suggests bookings are looking positive, both for intra-European and long-haul European inbound travel. ETOA ends this year with a record growth in membership, reaching over 1100 companies and destinations and our team is preparing to celebrate 30 years of ETOA with you.

We look forward to meeting our members who are joining ETOA's forthcoming [Britain & Ireland Marketplace](#), [Hoteliers European Marketplace](#), the final EU supported [Partnerships in European Tourism](#) workshop & conference in L.A., as well as visiting our stands at [Fitur](#) Madrid and [ITB Berlin](#).

We wish you a lovely festive break and a great start to the New Year.

**Jay Munro-Michell**

**ETOA**





### **Game of Thrones™: The Touring Exhibition is coming to Belfast!**

Fans around the world will have an opportunity to step inside Westeros and the lands beyond at GAME OF THRONES™: The Touring Exhibition, which will open at the TEC Belfast from 11<sup>th</sup> April 2019 until 1<sup>st</sup> September. This will be the exhibition's debut visit to the UK and Ireland, kicking off the show's incredible legacy in the region, which saw extensive filming for each series take place at various locations around Northern Ireland.

Featuring a unique mix of immersive environments, interactives, and multimedia content, this all-new exhibition drops fans into the centre of the Seven Kingdoms with an up-close and personal look at authentic props, costumes and set decorations from the hit HBO® series Game of Thrones®.

Visitors to the exhibition will experience the mythical lands of Westeros and Essos and relive the struggle for survival faced by the show's characters in the shadow of the Iron Throne.

Throughout the journey fans will explore several dynamic themed exhibition areas featuring series settings such as The North, King's Landing, Meereen, Castle Black and the House of Black and White among others, as well as the show stopping centrepiece of the Iron Throne Room, where they can gaze upon the Westerosi seat of power in all its foreboding glory.

Bend the knee... and experience GAME OF THRONES™: The Touring Exhibition!

For further information see [www.discovernorthernireland.com/gameofthrones](http://www.discovernorthernireland.com/gameofthrones) and for tickets go to [www.gameofthronesexhibition.co.uk](http://www.gameofthronesexhibition.co.uk) #GoTBelfast

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## **Sports Events 365 Signs Season Ticket Agreement with Atletico Madrid**

Sports Events 365, the international provider of tickets for sports and music events worldwide to the travel industry and B2C clients, has signed a season tickets agreement for 2018/2019 with Atletico Madrid, winner of the 2018 UEFA Super Cup.

Sports Events 365 offers allotments of tickets to Tour Operators for thousands of events in Europe and North America. Selling a sports package is a very successful way to increase demand for City Breaks.

Champions League news – the Draw for the Round of 16 was held this week. Barcelona, Real Madrid, Juventus, Liverpool are just a few of what the Round of 16 holds!

Top European Football is only one click away: Book tickets for your clients to earn nice commissions.

[Tickets](#) [for](#) [all](#) [Champions](#) [League](#) [matches](#)  
[www.sportsevents365.com](http://www.sportsevents365.com)  
[Travel professional website](#)

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## What's next for travel tech? Find out at Travel Technology Europe 2019

ETOA is proud to support Europe's leading event for travel technology professionals, which returns to Olympia London on 20-21 February 2019.

Offering the chance to meet with 6,000+ professionals from across the European travel and technology community, the show also boasts the largest conference programme in Europe, with over 65 sessions and expert speakers, discussing all things travel tech!

### What can you look forward to at TTE 2019?

Our popular technology and marketing conference sessions delivered by expert speakers, will cover hot topics and case studies on the Internet of Things, GDPR, cyber security, block chain, personalisation and more:

- Hear from IBM's Sharon Moore MBE who, in her keynote session, will be discussing 'women in travel tech' and sharing insights from her career as IBM's Chief Technology Officer for Travel and Transportation
- Learn how to overcome the challenges that travel companies face in winning overseas custom from China, India and Brazil. How can you tailor your products, as well as find the right suppliers, the right payment solutions and manage translation effectively?
- Discover how the Cloud can help level the playing field and enable SMEs to compete with the travel industry's 'big players'
- Gain valuable insights from a leading travel business on the pros and cons of the 'travel app', and what separates the good ones from the great ones.

Plus, get a glimpse into the future with the Innovation Playground and Disrupt Launchpad & Awards, benefit from free, tailored expert knowledge in the Advice Clinics and share knowledge in Tech Huddles throughout the show.

[Register](#) now for free using the code **ETOA19**

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## Tour Partner Group expands its UK operations with acquisition of Experience Scotland

Tour Partner Group, the leading European groups specialist, is delighted to announce that it has acquired Experience Scotland, one of Scotland's leading DMCs which was founded by Yves Lemarchand in 1992.

The acquisition strengthens Tour Partner Group's market leading position in the UK, adding to its commitment to destination expertise. Experience Scotland joins Hotels & More, B2B specialist for Great Britain and Ireland, Irish Welcome Tours, one of Ireland's leading inbound tour operators, Authentic Vacations, a high growth US tailor-made specialist and Trans Nordic Tours, a leading tour operator for the Nordic and Baltic regions.

This latest acquisition continues Tour Partner Group's strategy of embracing proven 'in destination' experience and capability to offer its increasingly globally-based clients truly authentic travel experiences. Tour Partner Group employs over 200 destination experts, providing Group, FIT and MICE services across 14 European countries to clients in more than 60 source markets.

**Paul Maine, CEO of Tour Partner Group:** "With our Scottish business experiencing significant growth year over year, TPG gains a physical presence within the destination, enabling us to benefit from greater access to product, strengthen our standing in the region and pass on added value to our clients. I am thrilled to welcome Yves and the whole Experience Scotland team to the TPG family."



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



## Partnerships in European Tourism



The last Partnerships in European Tourism event is taking place in **Los Angeles** on 15<sup>th</sup> February. There are still funded places available!

For successful candidates the European Commission offers:

- Free participation at B2B matchmaking, offering pre-arranged meetings with US companies.
- Free attendance at thematic, market-focused conference.
- Free access to the Travel & Adventure Show, Los Angeles.
- Exclusive opportunity to co-exhibit on the European Commission stand at the Los Angeles Travel & Adventure Show (upon approval by the European Commission and a fee might be applicable).
- Complimentary accommodation in Los Angeles for two nights during the event.
- Discounted rates at the hosting hotel for extended stays, where available.

[APPLY HERE](#)



**Madrid**  
23-27 January 2019

Visit us at ETOA Stand 4E34



# MEMBER BENEFITS



## Co-exhibit with us at ITB 2019

As a member of ETOA you have the opportunity to co-exhibit with us at ITB Berlin, one of the world's largest travel exhibition. For 2019, we confirmed our stand in the usual position in Hall 9.

All the desks have storage space and benefit from power and complimentary WiFi. All the co-exhibitors are entitled to two badges per desk and have company registration and listing for the show.

Visit our [website](#) to find more details or [contact us](#) to secure your space.

# NEW ETOA MEMBERS



# UPCOMING ETOA EVENTS



## About ETOA

ETOA is a leading trade association for tour operators and suppliers in European destinations, from global brands to local independent businesses. Over 1100 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](http://www.etoa.org)



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