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March 2018

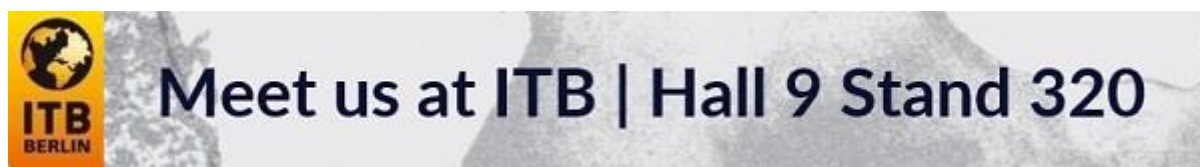
Following a strong start of the year for our membership, we are looking forward to meeting old and new members on the ETOA stand 320 in Hall 9 at the upcoming ITB Berlin. This is also your final chance to [book the last available desks](#) on our stand. If you would like to book in a meeting with the ETOA team, do not hesitate to [get in touch](#).

We are also accepting final buyer sign-ups to the Partnerships in European Tourism Conference and Workshop on 6th & 7th March in [Berlin](#) which welcomes US and Chinese market operators and enable them to meet with partners under the heading of "Cultural and Water Routes".

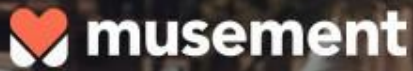
Finally, make sure you register for ETOA's [City Fair](#) & Digital City Visitor Conference on the 10th - 12th June in London. This B2B event is dedicated to City Tourism for Product Developers, Senior Purchasing, Contracting and Destination Managers at OTAs, Tour Operators and their European partners and destinations. We are anticipating a record-breaking attendance this year, so make sure you don't miss out!

Jay Munro-Michell

ETOA



FEATURED NEWS



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SANDEMANs NEW Europe announces launch of operations in Porto

[SANDEMANs NEW Europe](#), one of the world's largest promoters of city walking tours, has announced the upcoming launch of tours (both FIT and private) and other ground services in Porto.

Famous for pioneering the FREE Tour model, SANDEMANs currently operates in 18 cities across Europe, the Middle East and the USA, and has over 145,000 five-star TripAdvisor reviews.

With tourist arrivals to Portugal rising every year since 2011 (including a spike of almost 12% in 2017), SANDEMANs is one of several ETOA members who have already seen success in the Portuguese market, with Lisbon. The Sandeman name is already

familiar in Porto, with SANDEMANs owner and founder Chris Sandeman's family bringing Sandeman port to Porto in 1811.

However, despite the personal connection, SANDEMANs NEW Europe insists Porto was its number one choice for a new city from a purely business perspective.

"There's no shortage of cities we could look to next, but Porto really ticks off all the boxes," said SANDEMANs Chief Executive David O'Kelly. "With a booming tourism market, a rich culture, some truly remarkable hotels and hostels, and of course, great weather, we already know we have another great SANDEMANs city on our hands."

SANDEMANs NEW Porto is due to commence operations in early March 2018. For further information, please contact Partner Relations and Communications Director Stephanie Taylor-Carrillo at stephanie@neweuropetours.eu.



Shanghai World Travel Fair (SWTF)

Shanghai World Travel Fair (SWTF) - China's leading international tourism marketplace – organized in cooperation with the Shanghai Municipal Tourism Administration and supported by UNWTO and ETOA, will hold its 15th edition on May 24-27, 2018 at the Shanghai Exhibition Center, China.

More than 750 exhibitors, 13,000 trade visitors and around 50,000 public visitors are expected to gather in this platform created to bring together tourism industry players from all over the world and China's fast growing outbound tourism market.

The show hosts every year almost 500 decision-makers of procurement from leading travel agencies across China who visit the show with the purpose to conduct business and find new suppliers. A sophisticated on-line platform facilitates the communication and appointment scheduling between the exhibitors and hosted buyers. A great number of concurrent events with a strong focus on the latest trends and what is expected from the future will give the participants the opportunity to stay updated in the market and hear opinions from other industry peers.

For more information about the show please visit www.worldtravelfair.com.cn.



WHAT'S ON



Partnerships in European Tourism | Project Update

Following the first event of the Partnerships in European Tourism project in Venice, which took place in January alongside the Institutional Opening of the 2018 EU-China Tourism Year, we are pleased to share with you a new research document on the Chinese Travel Market. To download this report, please [click here](#).

In preparations for the next Partnerships in European Tourism event in Berlin at the beginning of March, which will see European suppliers meeting with both Chinese and USA buyers, we will be hosting a webinar with focus on the USA market. Selected presenters will provide you with market insights, case studies and best practice. This is a great opportunity to get access to some background and practical information if you are considering applying for the upcoming Partnerships in European Tourism events in 2018-19. The webinar will be broadcast live on Thursday, 1st March from 2-3.30PM (GMT). To sign up, please [follow this link](#).

Applications for next event taking place in April in Beijing are still open. As per the previous events, selected delegates will participate free of charge. For more information and details on how to apply for the Beijing event, 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



2018 EU-CHINA TOURISM YEAR

EU-China Light Bridge



EUROPEAN
TRAVEL
COMMISSION

Co-funded by the
European Union



EU-China Light Bridge

Increasing tourism flows between the European Union and China is also about better knowing each other. The European Commission therefore proposes a simple but powerful idea to bring about many local, festive and cultural initiatives: creating a bridge of light between the EU and China by illuminating landmarks with the colours of their respective flags on symbolic nights and , where possible, combining this with a celebration involving European and Chinese communities.

The EU pillar of the Light Bridge will be 'built' on Friday 2 March 2018 and/or Saturday 3 March 2018 when landmarks around the EU will shine in red - the main colour of the Chinese flag - to coincide with the celebration of the Lantern Festival in China.

On that night many Chinese launch sky lanterns as a symbol of hope and good fortune for the year to come. Well wishes are often written on these lanterns.

It is foreseen to build the second pillar of that bridge in China on a convenient date close to "EU day" (9 May 2018). On that occasion, a number of Chinese sites would be illuminated in the blue of the EU flag. Next to futuristic landmarks such as the Macao Tower (confirmed), ancient sites such as (a portion of) the Great Wall are also targeted.

For more information and to find out how to participate please [click here](#).



ITB Berlin 2018 | Last chance to 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.

We have **only 3 spaces available**, details can be found on our website, which features a live stand plan with all available desks. For more information and booking instructions, please contact [Ana Rodrigues](#).

To have a look at our 2018 co-exhibitors, please [follow this link](#).



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

NEW ETOA MEMBERS



UPCOMING ETOA EVENTS



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.

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