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March 2019

This March we will meet and re-connect with colleagues from across all European and global source markets.

Our members have secured every available space on the ETOA stand at ITB in Berlin and we look forward to full days of meetings in the popular Hall 9 location.

Members will convene at further networking receptions and seminars. Please let us know if you are interested in the reception in [Paris](#) on 27th March as well as the seminar and reception in [Venice](#) on 9th April.

ETOA's inaugural [China European Marketplace](#), just ahead of ITB China this May, is the opportunity to meet key decision makers at outbound tour operators from across China. To book your place, please contact [Magdalena](#).

This follows a busy February, on the 11th we concluded another successful Hoteliers European Marketplace bringing together leisure travel buyers and European hoteliers in Seville. Later that week, ETOA delivered the final successful Partnerships in European Tourism B2B conference and marketplace in Los Angeles which focused on the popular US origin market and saw over 200 attendees, including many first-time buyers and European suppliers.

Jay Munro-Michell

ETOA





China - The Future of Travel

Celebrate two decades of Chinese outbound tourism and Dragon Trail Interactive's 10th anniversary at the inaugural [Dragon Trail summit, China – The Future of Travel](#), from May 19-21, 2019 in Beijing.

This limited capacity event will help attendees develop, grow, and future-proof for the new kind of Chinese tourism that has emerged in this decade by bringing them up close and personal with real travel experts, influencers and travellers themselves. The summit, with plenary sessions and parallel tracks for different industry verticals, will be run in English, and complemented by entertainment and site visits to relevant companies.

Special offer: ETOA has teamed up with Dragon Trail Interactive and is offering an event package including attendance at the Dragon Trail summit as well as ETOA's B2B workshop China European Marketplace on 14th May 2019 in Shanghai. Delegates purchasing the event package can save over EUR 400. For more information please contact Magdalena Penz via mpenz@etoa.org.



Discover Titanic - The story behind the legend

A visit to Titanic Belfast is a must on any visit to Northern Ireland. Winner of *World's Leading Tourist Attraction* [World Travel Awards, 2016], Titanic Belfast features nine interactive galleries that explore the sights, sounds, smells and stories of Titanic. Located beside the very place where Titanic was designed, built and launched in 1912, visitors can walk the decks, travel the depths of the ocean and uncover the true legend of Titanic, in the City where it all began.

HIGHLIGHTS INCLUDE

- Join Harland & Wolff workers on a ride around the shipyard, exploring the complex processes and challenges of building the Olympic-class liners.
- Experience the reality of the ship's interiors with a 3D cave that allows visitors to 'walk' the corridors of the ship.
- Get an insight into the discovery of the wreck and how Titanic looks today.

Group Benefits:

- Competitive group and travel trade rates.
- Dedicated group reservations
- Fast-track entrance
- Group welcome on arrival
- Coach drop-off and parking
- Souvenir ticket for group visitors.
- Complimentary driver refreshments

Pre-booking of groups essential.

Travel Trade bringing in excess of 200pax annually are eligible to apply for a travel trade account. For more information on group visits or to enquire about a travel trade account please contact groups@titanicbelfast.com.



Ireland Product Showcase

Tourism Ireland are hosting their 'Ireland Product Showcase' event on Monday, March 11th at Home House, London.

Come along for an update on new products and experiences being developed by Fáilte Ireland and Tourism Northern Ireland in 2019 and beyond.

There are still spaces left at the below time slots;

- **Mid-Morning Presentation & Lunch**
11.30am - 13.30pm
- **Drinks Reception to celebrate St. Patrick's Week Sponsored by Fáilte Ireland**
16.00pm - 17.00pm

To register, please click [here](#).

We have limited numbers for each presentation so please reserve as soon as you can to be guaranteed your preferred time slot. For queries, please contact Katie at koneill@tourismireland.com.



Shanghai World Travel Fair

If the Chinese travel market has become a focus for your business, [Shanghai World Travel Fair](#) (SWTF) is a platform that gives you an opportunity to access the largest outbound tourism market of the country – Shanghai - and the nearby regions of Zhejiang, Jiangsu, Anhui, etc. The show will hold its 16th edition from April 18-21, 2019 at the Shanghai Exhibition Center, China.

More than 500 buyers, coming exclusively from Eastern of China, have already applied to be part of the B2B match-making platform and schedule meetings with the suppliers present at the show. Each international exhibitor gets a minimum of 20

appointments with buyers selected and hand-picked by the show organizer. Appointments are all scheduled through an online platform and the exhibitors personally choose whom to meet with.

The show hosts each year 750 exhibitors from all over the world and 13,000 professional visitors from China and it is the largest travel show that takes place in Shanghai every year. We are offering a special discount for ETOA members, to learn more please contact Aida Cuko via aida.cuko@iegexpo.it.



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

WHAT'S ON

CEM
中欧旅游资源采购洽谈会
China European
Marketplace

**Where China
contracts Europe**
中国买家直面欧洲旅游服务商
14 May 2019 | Shanghai, China

**NEW ETOA
WORKSHOP**

Looking to expand your business into the Chinese market?

[China European Marketplace](#) is ETOA's new B2B workshop dedicated to Chinese tour operators and travel buyers looking to contract European tourism service providers, taking place on **14th May** at the **Shanghai** just before ITB China (15-17 May).

We are also able, in partnership with the European Travel Commission, to offer spaces on the ETC "Europe" stand at ITB China itself. Click [here](#) to find more.

[FIND OUT MORE](#)



ITB
BERLIN

6 - 10 March 2019

The World's
Leading
Travel Trade
Show*

Come visit us at ITB Berlin
ETOA | Stand 320, Hall 9

Meet the team at ITB Berlin 2019

ITB Berlin is around the corner! We are looking forward to welcoming all visitors at the ETOA stand 320, in the premium Hall 9. Our stand will feature a sponsored coffee area, courtesy of Big Bus.

If you would like to book a meeting please contact info@etoa.org.

MEMBER BENEFITS

ETOA Member 2019 logo

We are pleased to let you know that our 2019 edition of the ETOA Member logo is now available for download. Please log on to your [member area](#) to access a digital copy.



WTTTC Global Summit 2019

The WTTTC Global Summit has now long been established as the most important annual event in the global Travel & Tourism calendar – a place where leaders from the public and private sectors of the industry from across the globe meet, where business is done and where the trends and issues that affect the world economy are discussed. The 19th WTTTC Global Summit will take place in Seville, Spain on April 3-4, 2019.

This year, for the first time, the World Travel & Tourism Council is extending a limited number of 20 invitations, on a first-come, first-served basis, to the 2019 Global Summit to the members of ETOA. Please check all the details [here](#).

CX and the Disloyal Customer Conference



Attend TTI's Spring Conference 2019 and hear from the experts who will provide you with their take on creating the best customer experience whether this is purely online, mobile app or web, or involves real-life person to person interaction. [Click here](#) for more details.

ETOA members receive a £100 discount off the standard delegate rate.

Express Business Health Check & Valuation

Business Health Check & Valuation offer for ETOA Members.
How Healthy Is Your Business & What's It Worth? More on this offer [here](#).



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



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