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## May 2019

ETOA looks forward to welcoming buyers from across China and European partners on the 14th May at the inaugural [China European Marketplace](#) in Shanghai.

Our 30th anniversary celebration continues with the upcoming drinks reception in Barcelona. We will welcome members and non-members for a networking event on 6th June. If you are interested in attending, please click [this link](#) to confirm your interest and we will follow up with more details.

Finally, on the 17th June we expect to have another full venue for [City Fair](#) in London. Registrations close on Friday, contact [Karen Jensen](#) to secure your place.

**Jay Munro-Michell**

**ETOA**



## FEATURED NEWS



### Enjoy London's highest view

At the top of London's tallest building, [The View from The Shard](#) offers unrivalled 360 degree panoramic views, stretching over 40 miles of London's skyline for as far as the eye can see. With extraordinary high-speed lifts that carry you to show stopping heights, see all the iconic city landmarks at once and stay for as long as you wish.

Take your time to soak up the sights whilst enjoying a glass or two of Moët & Chandon Brut Imperial at London's highest Champagne bar, or head up to the open-air Skydeck and be exposed to the sounds and elements of the city below.

The equivalent of the height of 57 double decker buses, The View from The Shard is a must do for all visitors, enabling guests to experience the entire city like never before.

Book now at [reservations@theviewfromtheshard.com](mailto:reservations@theviewfromtheshard.com) or +44 (0) 8444997111

**MENTAL HEALTH MATTERS**

**1 - 31 MAY**

Gunther von Hagens' Original  
**BODY WORLDS**  
THE MUSEUM EXPERIENCE

IN PARTNERSHIP WITH: **NHS**  
Camden and Islington  
NHS Foundation Trust

The graphic features a white outline of a human head in profile on a pink background. The text "MENTAL HEALTH MATTERS" is written in white, bold, uppercase letters inside the head, with two white hearts on either side of the word "MATTERS". To the right of the head, the dates "1 - 31 MAY" are displayed in large, white, bold, uppercase letters. Below the dates, the text "Gunther von Hagens' Original" is in a smaller font, followed by "BODY WORLDS" in large, bold, white, uppercase letters, and "THE MUSEUM EXPERIENCE" in a smaller font below it. At the bottom right, the text "IN PARTNERSHIP WITH: NHS" is in white, bold, uppercase letters, with the NHS logo to the right. Below this, "Camden and Islington" and "NHS Foundation Trust" are written in white, uppercase letters.

## Mental Health Matters

Mental Health Matters is an initiative designed by BODY WORLDS London in partnership with Camden & Islington NHS Foundation Trust to raise awareness, increase understanding and educate the general public on the importance of mental health. Visitors can pick up a Mental Health Matters interactive guide, attend various NHS talks, and stay after-hours for their mental health-themed 'London Late'.

BODY WORLDS London and the NHS are launching a range of activities, talks and installations within the museum throughout the month of May, all centred around three different but equally important components of the human body, Mind, Body and Soul. Visitors can follow the [Mental Health Matters Trail](#), an interactive guide to understanding mental health and the impact it has on your physical health, that runs throughout the museum.

Exploring everything from mindfulness and the dangers of screen time, to body image and office 'burn out', the Mental Health Matters Trail works alongside the exhibition, which looks at the strain of modern life and the impact it has on the human body, and encourages visitors to delve even deeper into the anatomical journey BODY WORLDS London offers, using over 200 real 'plastinated' bodies and body parts, all donated to be preserved by Dr Gunther von Hagens' plastination process.

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## Discover the Florentine territory

The Florentine territory, with its history and landscape, is a unique location for special events, weddings and holidays. It is also the perfect destination for good quality shopping and luxury markets. It will surprise you with its colours, flavours and opportunities in every season of the year.

Destination Florence CVB is the official promoter of the Florentine territory, its aim is to promote the local territories and to expand, deepen and diversify the experiential offering of the region whilst improving the marketing strategies for this destination.

For more information about the region please click [here](#).

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## **Fingal – Scotland’s first luxury floating hotel**

[Fingal](#) opened in January 2019 as a unique addition to Edinburgh’s hotel scene following a £5 million development by The Royal Yacht Britannia. This former Northern Lighthouse Board ship offers 23 beautiful cabins, each named after Stevenson lighthouses.

The Lighthouse Bar on board serves classic afternoon tea or a light evening supper celebrating the best of Scotland’s larder, from coast to port. Fingal also has a stunning Ballroom, seating 60, nestled uniquely in the former hold of the ship and flooded in light by a movable skylight, and is the perfect venue to hire exclusively for corporate events, private parties and weddings.

Permanently berthed in Edinburgh’s waterfront hotspot of Leith, guests will be ideally situated to access the best the city has to offer. Award-winning restaurants, bars, artisan boutiques and galleries are just a few minutes’ walk away, and The Royal Yacht Britannia is also nearby.

Head of Hospitality & Events, Andrew Thomson, said: “Fingal is like no other in Scotland. It is a privilege to take this historic ship and create a new, exciting and world-class addition to the Scottish tourism landscape. The craftsmanship and design, inspired by Fingal’s provenance and heritage, coupled with the best of Scotland’s larder will ensure our guests’ experience on Fingal is truly memorable.”



**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

### China European Marketplace is around the corner

We are looking forward to welcoming all delegates to the first edition of [China European Marketplace](#) (CEM).

China European Marketplace is dedicated to Chinese tour operators and travel buyers looking to contract European tourism service providers, taking place on 14th May at the DoubleTree by Hilton Hotel in Shanghai, China.

Attendees will have a full day of B2B workshop appointments with a personalized agenda followed by a drinks reception courtesy of Europass. They will also receive access to ITB China taking place from 15-17 May at the Shanghai World Expo and Exhibition Center.



### Mediterranean Sustainable Tourism Convention 2019 and Barcelona networking event

On the 6th of June ETOA's Spain Country Representative Jorge Traver will participate as a speaker at the thematic round table "The involvement of private sector in the tourism sustainability" part of the Mediterranean Sustainable Tourism Convention 2019, taking place in Barcelona 5-7 June.

Organised by the Diputació de Barcelona, this event aims to promote the debate on sustainable tourism, as well as to present the solutions developed by the projects of the Sustainable Tourism Community of MED to the challenges facing the



Mediterranean. It will bring together 200 representatives of the tourism sector from private and public entities and institutions of higher education.

On the same day we will host a drinks reception to celebrate ETOA's 30th anniversary with members and non-members. If you are interested in attending, please click [this link](#) to confirm your interest. More details to follow, venue and time are still TBC.



## **Tom Jenkins speaks at the 'Sustainable Tourism - Common Policies of EU Member States' conference**

On the 3rd April our CEO, Tom Jenkins, spoke about sustainability at Romanian Ministerial conference 'Sustainable Tourism – Common Policies of EU Member States'.

He was part of the panel entitled 'The Role of the Private Sector in the Tourist Industry for the 2030 Agenda' alongside a representative of HOTREC and a representative of the Romanian Incoming Association.

The audience consisted of representatives of the Tourism Ministries in Europe, TRAN Commission/European Parliament, of the tourism sector in Romania, and of the County Councils in Romania.

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## **MEMBER BENEFITS**



### **Desks at WTM 2019 Bookings now open**

ETOA members have exclusive access to ETOA's stand co-exhibiting options, designed to suit every budget. This year we managed to confirm a prominent position in front of the entrance Hall.

Bookings are now open and details can be found on our [website](#). For more information and booking please contact [Alberto](#).

## Sustainable Tourism Seminar

On the 9th April we hosted a Seminar on Sustainable Tourism in Venice.

ETOA members and representatives of local stakeholders attended the event which focused on the local politicians' proposal of a day-tax and its implementation and discussed Venice's vision for sustainable tourism.

We also had insights from academics on the visitor flow, analysis of the development of cultural tourism and the necessity for 'bottom up' solutions to overcrowding.

All the presentations are now available on our website on the [Member resources](#) area.



## NEW ETOA MEMBERS

ADLERS  
HOTEL BAR DINING ROOFTOP



Brastours  
Let us show you Italy



DOMAINE DE CHANTILLY  
Châteaux - Gardens - Great Stables



harry's home

INDEAUVILLE

Jacobs travel



lukevent



Trustly

unico D.M.C

vatfree.com  
empowering you in tax-free shopping



## 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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