

ETOA30¹⁹⁸⁹⁻²⁰¹⁹
CELEBRATING THIRTY YEARS



SHAPING THE FUTURE OF TOURISM

THE EXPERT VOICE
THAT PUTS THE
PIECES TOGETHER

ETOA30¹⁹⁸⁹⁻²⁰¹⁹
CELEBRATING THIRTY YEARS

SHAPING THE FUTURE OF TOURISM IN EUROPE BY CONNECTING, SUPPORTING AND INFORMING OUR MEMBERSHIP

ETOA is the trade association for tour operators and suppliers in European destinations, from global brands to local independent businesses. Over 1,100 members deliver more than €12bn of business annually within Europe and include tour operators, wholesalers and OTAs, hotels and other accommodation providers, tourist boards and DMOs, ground handlers and DMCs, visitor attractions, transport companies, cruise and rail excursions, ticketing services, technology companies and other tourism and business service providers.



1,100+

Number of
ETOA members



€12bn+

Value of tourism business
generated by ETOA
members each year



63

Origin markets served
by ETOA members



1989

The year that ETOA
was founded



7

Annual appointment-based
B2B workshops



5

Countries in which we
have a permanent presence
(Belgium, UK, France,
Spain and Italy)



Learn more at: www.etoa.org



CONNECT WITH THE GLOBAL TRAVEL TRADE

- Over 5,000 tourism professionals
- More than 1,400 senior-level decision-makers
- 56,634 total one-to-one appointments arranged by ETOA*
- 30,000+ connections across our social media channels

*At our workshops in 2018

SHAPING THE FUTURE OF TOURISM BY

CONNECTING

We organise B2B workshop events every year, with priority access for our members, providing scheduled one-on-one appointments between buyers and suppliers. These are supplemented by a series of seminars and social events throughout Europe. Members access exclusive resources, including annual and event directories with information and contacts of the attendees, and additional tools to connect with other members.




Maximise your time in sourcing the right partners with highly efficient 1-day B2B workshops.



Make new connections at our social drinks receptions taking place across Europe.



Inform your B2B strategy with exclusive access to our extensive contact base.

 Learn more at: www.etoa.org



BIM

Britain & Ireland
Marketplace

CONTRACTING THE BEST BRITISH & IRISH TOURISM PRODUCTS

JANUARY | LONDON, UK

- 1-day B2B workshop
- 250+ attendees
- Focus on tourism products from UK and Ireland
- 6,500+ meetings in one day

Britain & Ireland Marketplace (BIM) is a one full-day B2B workshop, designed specifically to cater for international tour operators and UK travel buyers that want to meet tourism product from across the UK and Ireland.



A wide selection of tourism products meeting qualified, international buyers contracting specifically England, Ireland, Northern Ireland, Scotland and Wales.



Business-focused, 1-day event with a full agenda of pre-scheduled appointments. The list of face-to-face meetings is automatically created based on preferences and business categories.



Right at the beginning of the busy calendar year, BIM gives you the 'first-mover advantage', putting you ahead of the competition.



"This is such a well organised event. It provides suppliers with a unique opportunity to meet over 100 buyers in one day, with the added benefit of all being located under one roof. Informal networking opportunities also allow you to meet anyone you didn't manage to secure an appointment with – double win in my view!"

**Patricia Murtagh, Business Development Manager
Hastings Hotels**



"Very pleased with this event, which is extremely well arranged and proves very useful to me in meeting existing and new possible clients."

**Joe Parente, Contracting & Purchasing Manager Europe
ICT & South Quay Travel**

 Learn more at: www.etoa.org/BIM



HEM

Hoteliers European
Marketplace

EUROPEAN HOTELIERS MEET GLOBAL HOTEL CONTRACTORS

FEBRUARY | EUROPE

- 1-day B2B workshop
- 200+ attendees
- Focus on accommodation providers from Europe
- 5,500+ meetings in one day

Hoteliers European Marketplace (HEM) is an event that includes a full-day B2B workshop and additional networking opportunities dedicated to hotel contractors from all over the world that want to meet European accommodation providers.



Especially dedicated to the European hotel industry, this event benefits from a well-defined focus and a strategic timing in the contracting season.



Highly efficient 1-day B2B workshop with an agenda of pre-scheduled appointments to maximise occupancy rate and increase ROI.



Hotel contractors from all over the world that want to source and engage with European accommodation providers



“HEM is always a great workshop. The quality of suppliers is always very high and the organisation is excellent. Also, the date is very convenient for our business.”

**Almudena Barderas, Contracting Director
Special Tours**



“This event allows European hoteliers to meet a broad spectrum of travel buyers from any part of the world and has a focused approach to commercial opportunities”

**Jose Miguel Marto, Managing Director
Hotel Marques de Pombal - Lisbon**

▶ Learn more at: www.etoa.org/HEM



VIVA

Italian
Marketplace

DISCOVER ITALIA

FEBRUARY | ROME, ITALY

- 1-day B2B workshop
- Global buyers
- Italian suppliers

VIVA Italian Marketplace is a one-day B2B workshop for international tour operators and travel buyers in search of tourism product from across Italy. Meet with accommodation providers, visitor attractions, transport companies, tourist boards, inbound tour operators and other suppliers.



Dedicated solely to Italy, this event benefits from a specific destination focus and a strategic timing during the contracting season.



Highly efficient one-day B2B workshop with an agenda of pre-scheduled appointments to maximise your time in sourcing the right partners.



Hosted in Rome, VIVA offers travel buyers the chance to discover new products in Italy, and gives suppliers the opportunity to source and engage with global players.



▶ Learn more at: www.etoa.org/VIVA



THE FIRST TRULY PAN-NORDIC EVENT

FEBRUARY | COPENHAGEN, DENMARK

- 1-day B2B workshop
- Global buyers
- Nordic suppliers

In partnership with



NORDIC TOURISM
COLLECTIVE

The Nordic Marketplace is a first time opportunity for global tour operators and travel buyers to meet with suppliers from across the whole Nordic region in one single full-day workshop. Meet with suppliers from all sectors with a personalised agenda of pre-scheduled meetings.



Dedicated to suppliers from all the Nordic region including Norway, Sweden, Denmark, Finland, Iceland and the Baltic States.



Highly efficient one-day B2B workshop with an agenda of pre-scheduled appointments.



Further networking opportunities during coffee lunch breaks and free appointment slots.



▶ Learn more at: www.etoa.org/events/TNM



CEM

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

WHERE CHINA CONTRACTS EUROPE

MAY | CHINA

- 1-day B2B workshop
- 150+ attendees
- Chinese buyers contracting European product
- 4,000+ meetings in one day

China European Marketplace (CEM) is ETOA's B2B workshop dedicated to Chinese tour operators and travel buyers – including tour operators, wholesalers, OTAs and travel intermediaries – that want to source and engage with European tourism service providers.



Wide variety of Chinese tour operators, wholesalers and OTAs that want to source and engage with European tourism products.



One full-day B2B workshop with a set of pre-scheduled meetings based on your choices.



Conveniently placed immediately before ITB China, which is held at Shanghai World Expo and Exhibition Centre.



“The event is amazing, with really great buyers and a full agenda of appointments. Just an all round brilliant event. I’m looking forward to the next edition.”

**Jennifer Cormack, Sales and Marketing Director
Windermere Lake Cruises**



“It was my great pleasure to attend CEM 2019 in Shanghai, I found lots of suppliers I was looking for and met lots of national and local tourist boards which hardly had chance to contact previously. The whole event was very well organised, I had 36 one-to-one meetings in one day.”

**Sisi Qian, Founder
MengTravel**

 Learn more at: www.etoa.org/CEM



EUROPEAN DESTINATIONS TRAVEL WORKSHOP

JUNE | LONDON, UK

- 2-day programme with B2B workshop and a drinks reception
- Focus on European travel destinations
- 400+ attendees
- 9,500+ meetings in one day



City Fair is a 2-day event that includes a full-day B2B workshop and a drinks reception for product developers and contractors from global travel buyers that want to meet cities and destinations and source tourist product from all over Europe.



Develop new markets from individual travellers though to small niche groups.



Welcome reception organised exclusively for the attendees, just prior to the workshop day.

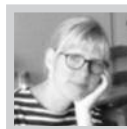


Product developers and contractors from all over the world discover and explore new European tourism products.



"A very productive and well organised event, which offers everything you can ask for: networking, one-to-one meetings and useful workshops. Definitely recommended for any operators looking to strengthen existing relationships and develop new ones!"

Andrea Larotella, Head of Trade & Event Sales
ArcelorMittal Orbit



"City Fair is a very useful way to meet interesting new buyers and consolidate the contacts with existing partners."

Elsmarij Wierda, PR & Tourism
Henri Willig Cheese - the Netherlands

▶ Learn more at: www.cityfair.travel



**European
Tourism**
Summit in the Alps

THE ETOA ANNUAL SUMMIT

OCTOBER | LUCERNE, SWITZERLAND

**MEMBER
EXCLUSIVE**

- One day programme of high-level discussion and networking
- 100+ delegates from top brands in the industry
- Senior leaders from the public and private sectors

The European Tourism Summit in the Alps is a day of high-level discussion and networking for senior figures from the public and private sectors that want to step back from day-to-day management and take the long view of the European tourism.



High-level discussion about new trends, insights, regulations and changes.



Valuable networking opportunity away from day-to-day activity.



Senior-level figures from ETOA member companies.



"I was pleasantly surprised by the whole event. I found the location very good and the topics discussed were relevant and very interesting for the industry, thank you!"

Alison Meyer, Public Relations Manager
Hofgut Sternen - The Black Forest Village



"I enjoyed the workshop format and discussion at the end. There is a lot of experience and expertise in the room so it was good to harness it."

Robert Dee, Sales Consultant
Robert Dee Associates

 Learn more at: www.etoa.org/events/etoa-summit



GEM

Global European
Marketplace

THE MOST INFLUENTIAL CONTRACTING EVENT OF THE YEAR

NOVEMBER | LONDON, UK

**MEMBER
EXCLUSIVE**

- 1-day B2B workshop
- 800+ attendees
- 250+ tables of buyers from around the world
- 15,000+ meetings in one day

Taking place just before World Travel Market, Global European Marketplace (GEM) is a full-day workshop for global tour operators and travel buyers that want to meet the best European product in the most influential contracting event of the year.



1-day B2B workshop offering a truly international mix of European suppliers and global buyers in the travel trade.



Improve ROI, cut costs and save time on contracting and exhibition fees with a highly efficient event.



Conveniently placed in the contracting season immediately before World Travel Market in London.



"The quality of vendors attending GEM is top notch and the networking is immensely valuable. Each year we come away with multiple leads on unique, engaging, and relevant new opportunities for long-lasting partnerships – and we have fun! I highly recommend GEM for all members of the European tourism industry."

Robyn Stencil, Tour Operations Product Manager
Rick Steves' Europe



"An excellent opportunity to meet all of the key volume drivers in one room, and get invaluable feedback on market trends, product development opportunities and discuss forward plans."

Rona Wallace, Senior Intermediary Marketing
VisitScotland

 Learn more at: www.etoa.org/GEM



HELP SHAPE THE TOURISM LANDSCAPE WITH ETOA SUPPORT

- Sustainability
- Destination engagement
- Visa policy
- Taxation
- Package travel regulation

SHAPING THE FUTURE OF TOURISM BY

SUPPORTING

ETOA has a network of European partners who work together to focus on sustainability and best practice to keep destinations both viable and attractive. Our Brussels office enables us to participate in European Commission tourism activity and debate. We have a strong market presence in three countries (Spain, France, Italy) with our country representatives maintaining the dialogue with destinations at the local level.



Benefit from ETOA's influence on European tourism regulation.



Attend working groups in key cities and join the debate with local policy-makers.



Access member-only resources such as local tax rates for over 100 destinations and free hotlines on legal and tax matters.

 Learn more at: www.etoa.org/policy

STAY INFORMED ON NEW TRENDS, INSIGHTS, REGULATIONS AND CHANGES



- Free educational and networking events for members
- Monthly ETOA newsletter on travel trade news and trends
- City tourism newsletter, updating on main operational issues in Europe
- Member-only content on destinations, tourist tax rates and regulatory changes

SHAPING THE FUTURE OF TOURISM BY

INFORMING

ETOA produces member-exclusive content to keep you abreast of both current and emerging trends, issues and regulatory changes. A series of specialist educational seminars and webinars are included in your membership, delivered by experts in their field, giving you the knowledge you need to thrive in Europe's ever-changing tourism landscape. Members can also access current research via our partner network.



Attend specialist seminars and webinars on the trends and legislation affecting your business.



Access easily-digestible videos on key topics and download ETOA position papers.



Stay informed on critical operational issues via our city tourism updates.

 Learn more at: www.etoa.org/news

The ETOA logo features the letters 'ETOA' in a bold, blue, sans-serif font. The letter 'O' is replaced by a white circle containing the twelve stars of the European Union flag, arranged in a ring.

Connecting, supporting and informing
our membership

UPCOMING ETOA EVENTS

BIM
HEM

UPCOMING ETOA EVENTS

BIM
HEM



ITB
BERLIN



wtm[®]
LONDON

HIGHLIGHTING YOUR BRAND

CO-EXHIBIT WITH ETOA AT THE WORLD'S
MOST IMPORTANT TRAVEL EXHIBITIONS

ITB BERLIN

Stand 320, Hall 9

March | Berlin, Germany

WTM LONDON

Stand TP600, International Hub

November | London, UK

ETOA offers its members the opportunity to co-exhibit on its stand at WTM London and ITB Berlin – the leading global events for the travel industry. Grow your brand exposure, generate quality leads and connect with the industry at the world's largest travel exhibitions.



WELCOME DESK

Focus on your meetings while the ETOA staff run the stand and welcome your clients.



PREMIUM LOCATION

A stand at the front of a busy hall to raise your brand profile.



FREE ESPRESSO BAR

Professional baristas provide world-class free refreshments to you and your clients.



"We've been exhibiting with ETOA in both ITB and WTM since Musement has been established. Both fairs, together with ETOA workshops, have proved to be very effective for us. It is our intention to continue co-exhibiting and be active members of ETOA in the future."

Andrea Fornari, Head of Trade & Co-Marketing
Musement, a member of the TUI Group



"ETOA was exceptional and gave us the exposure not only to a great audience but to showcase Hilton family of brands. Well organised from ETOA – thank you!"

Paula Ward, Account Director
Hilton Worldwide Leisure Sales

▶ Learn more at: www.etoa.org/ITB or www.etoa.org/WTM

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