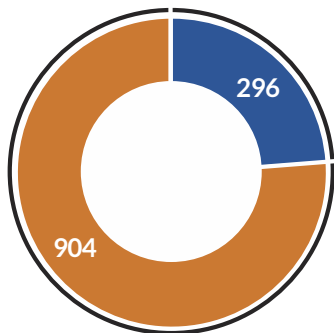


MEMBERSHIP IN NUMBERS

MEMBERSHIP

1,200

Number of ETOA members



■ Buyer members
■ Supplier members

289

New members joined ETOA in 2019



1,400

Senior-level decision-makers within the ETOA membership

Buyer product by sector



■ City Tourism ■ Educational
■ Culture ■ Sports
■ Luxury ■ Adventure
■ Youth ■ LGBT

BUSINESS

€782bn

Estimated value of tourism to the European economy



63

Origin markets served by ETOA members

800+

Number of delegates who attend our Global European Marketplace (GEM) in London every year in November

85%

Average satisfaction score for ETOA events

*All figures correct at the end of 2019