

ETOA**NEWS**
AUTUMN 2023

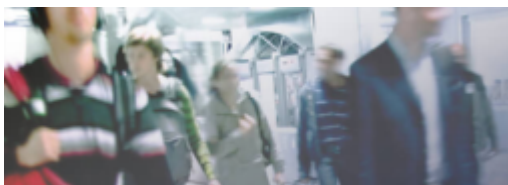
Summer 2023 has come to a close and the contracting season is underway for the travel trade. Next week, ETOA's flagship event [GEM, the Global European Marketplace](#) will kick off the events season at ETOA with over 750 delegates.

The remainder of 2023 and our programme for 2024 provides a variety of ways ETOA members can get involved, including expand their network, gain market insight and keep up-to-date on operational and regulatory changes. You can read more about this and what else is included in membership in the booklet [Looking ahead to 2024](#).



Business Environment | Operating in Europe

Cultural tourism from international markets provides Europe with year-round visitors, but access to its major attractions is becoming ever more problematic. Nominative ticketing is on the rise, which is hard to manage for operators who take bookings from well over a year to a few months prior to departure and need to secure inventory in advance. Better solutions exist: ETOA continues to work with its members and partners to argue for their adoption.



New Border Formalities

For accurate information about **EES and ETIAS** following recent official news on implementation, including link to 24th October expert webinar and



Italy: Ticketing

Following the recent introduction of nominative ticketing at key sites in Italy compounding current operational problems,

presentations, please visit ETOA's [Visas and Borders page](#).

ETOA is working with local stakeholders to engage with the relevant authorities.



Paris 2024

Next year's Olympics and Paralympics have been a catalyst for development in the city and across the Paris region. [Find out what the plans are](#) through our latest webinar with Paris.



Review of Summer 2023

How has Europe fared as a destination in Summer 2023 and what's on the horizon for the rest of 2023 as the shoulder season approaches? Check out our [recent webinar](#) with our partners at ForwardKeys.

Member Spotlight

Valdichiana Living

Tours, Hotels and Holidays in Valdichiana in Tuscany

[Valdichiana Living](#) is the official tour operator for the Valdichiana Senese destination, in the South of Tuscany. We offer tailor made journeys and exclusive daily tours, crafted by local travel experts. We provide personalized and attentive care for every service, from beginning to end of your clients' holiday in Tuscany.

Valdichiana
Senese
Tuscany



VALDICHIANALIVING
Tours & Vacation in Tuscany

Discover all the highlights of Holland!

In [Madurodam](#), you can discover the Dutch highlights in one day, all in one location. From the Peace Palace in The Hague, the colorful tulip fields, the cheese market in Gouda, to the Rijksmuseum in Amsterdam. Experience the great stories of the Netherlands through detailed

miniatures (scale 1:25), interactive activities and indoor attractions.



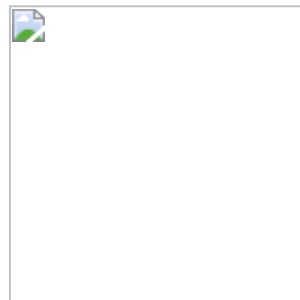
Merry Christmas season at sea

Did you know that Santa Claus has chosen [Tallink Silja](#) as his official sea carrier? Spacious ships offer a variety of restaurants, shops, and comfortable cabins to suit all tastes. The evenings are filled with wonderful entertainment. Cross the Baltic Sea and visit the Christmas markets in Helsinki, Stockholm and Tallinn.



Do you want to promote your brand to the ETOA network? From newsletter adverts to standalone emails and webinars, there are plenty of opportunities for members to enhance their brand visibility in the travel trade industry. [Find out more.](#)

Partnership News



We are delighted to announce a new partnership with [Data Appeal](#), the Florence-based tourism data platform. Drawing on many data sources, including digital and

Recognising the vital role ETOA plays in representing travel companies worldwide specialised in cultural, historical and customised European experiences, we are

social media, Data Appeal can provide ETOA members with access to expertise and analytics for destinations across Europe. We look forward to sharing their insights with the ETOA community through webinars and reports.

pleased to announce our recent partnership with [Austrian Leading Sights](#), a network that represents many of Austria's cultural institutions. The partnership will help share knowledge and commercial opportunities with our respective members.

Networking & Events

ETOA is back in China

In September we hosted our first in-person [China European Marketplace](#) since 2019. With 135 attendees and 1,500 meetings, CEM showed that China is open for business and buyers are interested in securing new partnerships.

If you missed CEM, but are interested in meeting buyers representing Asian-Pacific markets, join the [European Travel Marketplace | Asia-Pacific](#), taking place online on 21st November 2023. In addition to B2B meetings, the event also includes insight sessions to keep you up-to-date with trends and opportunities in the regions.



We have a busy calendar of B2B events in-person and online for 2023/24:



[23 November 2023, Online](#)



[26 January 2024, London](#)



[20 Feb 2024, Copenhagen](#)



[29 February 2024, Online](#)



[8-9 April 2024,](#)
[London](#)



24 May 2024,
Shanghai



31 Oct - 1 Nov
2024, London



19 November
2024, Online

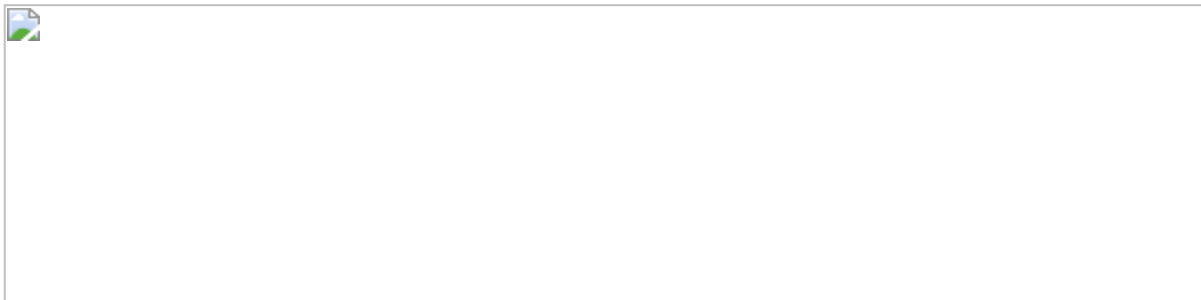
ETOA members have access to member-exclusive event packages, saving them an average of €660 by combining bookings.



ETOA out and about

Since September, the ETOA team has joined a few exhibitions and partner events. For the first time since 2019, we had a stand at [IFTM Top Resa Paris](#), giving us the opportunity to further connect with the French market and catch up with members. We also joined [TTG Travel Experience Rimini](#), meeting new contacts as well as our Italian members.

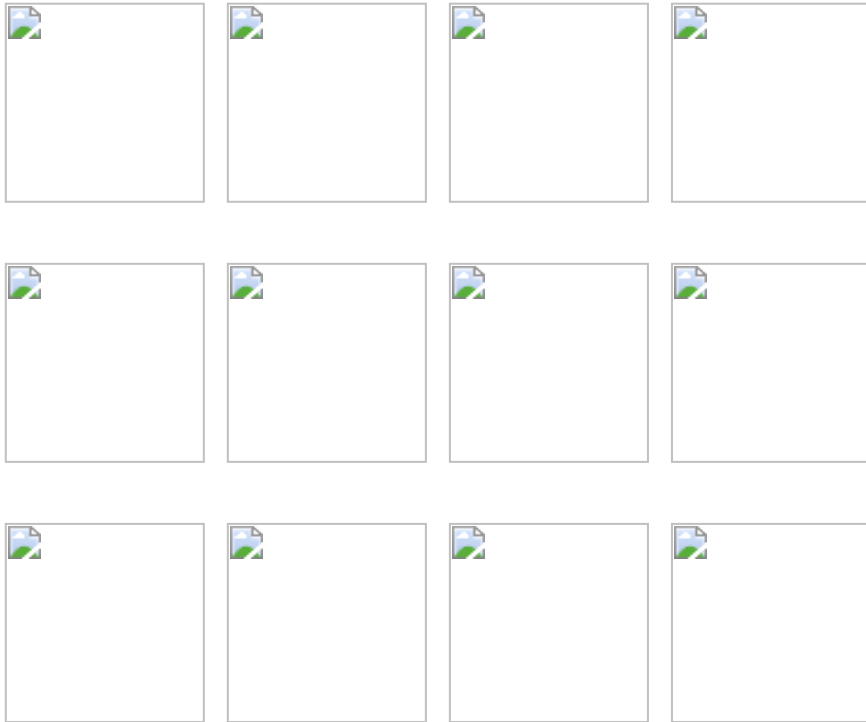
We had the pleasure to participate in [UKInbound Annual Convention](#) in Belfast and [Flavours of Ireland](#) in London, spending some quality time with some of our members as **Viator, Henrietta Ferguson Tours, Ticketpipe**.



Exhibitions

WTM London

Coming up next: Meet ETOA and our co-exhibitors on **stand N10-417** 6 - 8 November at [WTM London](#). This year our co-exhibitors are:



[Get in touch](#) if you would like to set up a meeting with someone from ETOA at WTM London.

Exhibit with ETOA in 2024

ETOA will be present at a variety of fairs in early 2024. Contact us to hear about member-exclusive co-exhibitor options.



FITUR Madrid
24 - 28 Jan 2024

[Contact Jorge Traver](#) for
further information



OTM Mumbai
8 - 10 Feb 2024

[Contact Arran Wiltshire](#) if
you would like to co-
exhibit



ITB Berlin
5 - 7 Mar 2024

[Contact Arran Wiltshire](#) if
you would like to co-
exhibit

Insights & Webinars

Have you had a look at our Insight Hub recently? We continue to add relevant insights and reports.

[Expedia Traveller Insight Report Q3 2023](#)

The latest Expedia Trends Report once again paints a largely positive picture that suggests traveller behaviour is swiftly returning to seasonal norms in terms of search lead-times, and with long-haul travel once again back on the agenda for many.

[Data Appeal – Top Summer Travel Destinations of 2023](#)

The analysis presented here draws on a proprietary analysis of online reviews to assess sentiment towards leading Mediterranean destinations over the peak summer months of this year, broadly finding that sentiment has improved compared with last summer.

[UNWTO Tourism Highlights – 2023 edition](#)

A comprehensive round-up of international tourism in each year between 2020 and 2022 which assesses the economic impact of the pandemic on the sector, tracking the precipitous decline of 2020 through to the strong rebound of last year.

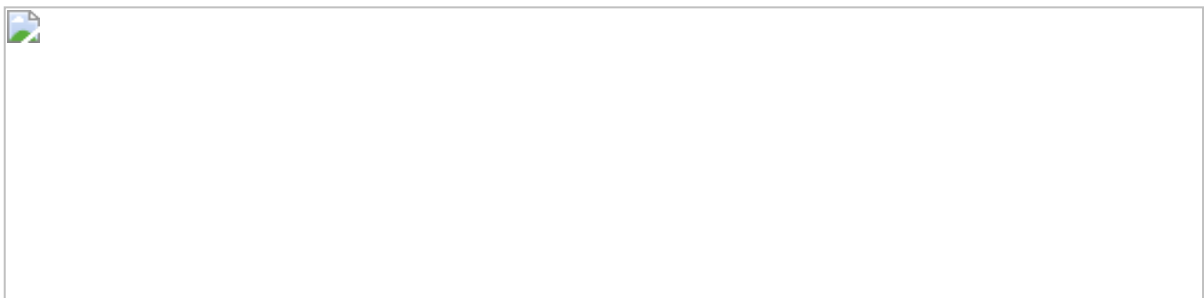
[Mabrian on Evolving traveller behaviour: the rise of experiential travelling](#)

Mabrian study using social listening to analyse traveller motivation for experiential activities.

Webinars

Did you miss our recent webinars? Below some of the webinars available to view in our Insight Hub:

- [The Growing Importance of Nature Travel within Tourism](#)
- [Climate Action and Tourism: Sourcing Sustainable Product](#)
- [Measuring Sustainability for Travel and Tourism](#)
- [Il valore economico del Turismo LGBTQ+ in Europa](#)
- [Understanding the growing importance of Marketing and Technology](#)



About ETOA

ETOA is the trade association for better tourism in Europe. We work with policymakers to enable a fair and sustainable business environment, so that Europe remains competitive and appealing for visitors and residents. With 1,100 members serving 65 origin markets, we are a powerful voice at local, national and European levels. Our members include tour and online operators, intermediaries and wholesalers, European tourist boards, hotels, attractions, technology companies and other tourism service providers ranging in size from global brands to local independent businesses. We are connected with over 30,000 industry professionals across our social media channels.

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