

ETOA**NEWS**
MAY 2024

Europe inbound tourism is rebounding to 2019 levels, signalling a vibrant recovery for the travel industry (source: [ETOA & ForwardKeys press release](#)). ETOA is gearing up for this resurgence by planning a series of [events for 2025](#).

Recently, ETOA hosted a workshop in China, aiming to reconnect European suppliers with this lucrative long-haul market, paving the way for renewed collaborations and growth.

In this newsletter you can read about:

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Business Environment | Operating in Europe



Venice Guiding

From August non-student guided groups larger than 10 must use radio headsets, and no group may be larger than 25 once disembarked from transport. ETOA and partners continue to engage with the local



Colosseum Ticketing

While some progress has been made, the [new ticketing system for the Parco Archeologico del Colosseo](#) in operation since the start of May remains problematic with nearly 90% of respondents to a recent

authorities to address operational issues arising. [Find out more](#)

ETOA Impact Survey reporting reputational damage and cost increase. Both likely.

Chester & Cambridge

[Chester has proposed a visitor levy](#) (tourist tax) of £2 + VAT per room per night. Businesses in Cambridge will also be voting in June/July on their visitor levy of £2 including VAT.



Visas and Borders

The start date for the EU's [Entry/Exit system \(EES\)](#) has not yet been officially confirmed and is expected to be announced in August. 6th October is the planned date but could be slightly delayed, depending on member states' readiness for implementation.

Coach Transport

[Changes to EU Driving Hours and Rest Time rules](#) have formally taken effect from 22 May across the EU. These changes do not currently apply in the UK, where the previous EU rules remain in effect.

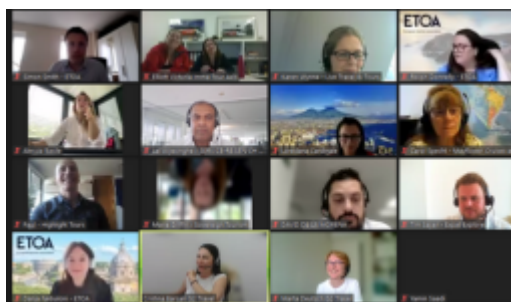
Note that some pages and webinars are gated and only accessible to ETOA members. If you would like to know more about membership, please [contact us](#) or follow the below link.

[Become a member](#)

Collaboration for better tourism

Group Tourism Drop-in

[At recent online Drop-In](#), ETOA members reported a range of challenges and concerns, including the need for more collaboration and forward guidance from destinations about access charges and operational restrictions. Working groups offer ETOA members and partners the chance to collaborate on various aspects of the tourism business environment in Europe. These groups are opened to members only and focus on specific topics or destinations: [Group tourism](#), [Attractions and ticketing](#), [Amsterdam](#), [Rome](#), [Paris](#), [Venice](#).



[Find out more](#)

Tourism Manifesto

Ahead of the EU parliamentary elections and a new Commission, on 28th May ETOA hosted a meeting at our Brussels office with core organisations of the Tourism Manifesto to work on a new statement of priorities for tourism and the visitor economy more generally.



Member Spotlight

Arival - the resource for in-destination experiences

We are the global research authority for tours, activities and attractions and advance the business of creating amazing in-destination experiences. Arival provides a variety of events around the world, insights and a diverse community for the creators and sellers of tours, activities, attractions and

experiences.

Join us at our upcoming European events, [Arival | Activate Edinburgh 23-25 November 2024](#) and [Arival 360 | Valencia 28-30 April 2025](#). Join the Arival Insiders membership community to save 20% on all events, share knowledge and build connections with the Best Part of Travel.

[LEARN MORE ABOUT ARIVAL](#)



Towards Sustainability



Funding for Green and Digital Transition

EU-funded project **Cross-Re-Tour** (of which ETOA is a partner) is inviting applications from SMES with proposals for action on a variety of topics from water and energy use to client nudging. Support available includes mentorship, training, funding and facilitated collaboration. For more information and application materials:

[Click here](#)



Free webinar on Reducing Food Waste

Stakeholders in both public and private sectors who are looking for guidance and practical support to reduce food waste in their operations and supply chain are welcome to join a free webinar on 10th June at 10:00 - 12:00 CEST delivered by the European Commission.

[Register here](#)

Partner News



TravelTech Show

No matter where you are in your career or how much experience you have with travel technology, TravelTech Show is the place where you can find valuable insights, gather intelligence and new ideas, and learn from your peers and colleagues. [Register today](#) to be a part of something bigger.

[Find out more](#)



Arival

Lend your voice to the future of travel experiences by taking **Arival's 3rd Global Operator Landscape** survey. This brief, confidential survey tracks industry trends in products, distribution, tech, and more, and sets benchmarks to help you plan for the future. Complete the survey to receive a comprehensive summary of the report.

[Take the Survey](#)

ForwardKeys

ForwardKeys, ETOA's partner and leading travel intelligence provider, recently announced its summer outlook for 2024, revealing a robust recovery in demand for summer travel across Europe. This positive trend signifies a full return to pre-pandemic travel levels, with notable shifts in traveller preferences.

[Press Release](#)



ETOA out and about

In May we held our quarterly Advisory Council and Board meeting in Ashridge House in Ashridge, Berkhamsted. Throughout the day, conversations spanned various subjects, including sustainability in tourism, the evolution of ETOA's workshop programme, and a thorough exploration of the vision for Better Tourism in Europe. Thanks again to our new member **Ashridge House** for hosting us.

On the 24th May the ETOA team hosted [China European Marketplace](#) in Shanghai. This workshop brought together European suppliers, destinations and wholesalers with Chinese tour operators and buyers to forge successful partnerships within this significant long-haul market. Thank you to the 150 attendees who joined us!



Upcoming events

ETOA's Director of Insight, Rachel Read will be speaking at the [Resilience & Innovation Summit](#) on 6-7 June in Sarajevo. It will be a platform for exchanging best practices and exploring business development and investment opportunities in the travel and tourism value chains in South Eastern Europe.

ETOA's Summer cocktail in Madrid

Join us for an exclusive networking event in the heart of Madrid on 20 June 2024, set in the stunning Sala de Bóvedas, Casa de la Panadería in Plaza Mayor. Organised in collaboration with [Madrid Destino](#), this gathering promises a unique opportunity to connect with industry professionals in an exceptional venue.

Register here

ETOA's most popular event - GEM

Taking place in London on 31st Oct - 1st November 2024, [the Global European Marketplace \(GEM\)](#) is the event not to miss. Network with **over 800** tourism professionals and decision-makers, build brand awareness amongst ETOA's members and access an agenda of pre-scheduled meetings with leading European suppliers and destinations.



By becoming an ETOA member, you gain access to GEM and:

- Quality networking opportunities: join a community of 1,100 European and international tourism organisations, participate in [B2B workshops](#), [working groups](#) and access a [database of more than 6,000 tourism professionals](#)
- Get the [latest trends and information](#) to make informed decisions
- Make your voice heard, ETOA advocates for a better business environment on a local, national and European level.

Take advantage of our Global European Marketplace + membership offer and join us today!

Join the ETOA community

Find out more about ETOA membership, community and activities:

Towards better tourism in Europe

Download your copy [HERE](#)



Insight, Research & Webinars

ETOA Pulse Check | B2B Social media platforms

We asked our members to rank 5 social media platforms according to the extent to which they use them for B2B purposes. LinkedIn is the standout winner. Behind that, Facebook and Instagram are used to roughly the same extent.

[Find out more](#)

Insight & Research

Our [Insight Hub](#) provides a library of data reports, opinion pieces, webinar recordings and academic research. Latest pieces include:

[ETC Climate change and tourism in Europe](#)

A valuable analysis that covers the role of climate change in travel, what travellers are saying about the subject, the extent to which sustainability gets a mention in traveller reviews and the potential future for travel amidst ongoing climate change.

[ETC Trends and prospects Q1 2024](#)

A detailed review of the latest trends and near-term prospects for European tourism, a key finding of which is that international tourism to Europe will have returned to 2019 volumes by the end of 2024, with visitors to Europe spending €742.8bn, 14.3% up on 2023 in nominal terms.

[Paris je T'aime Olympic Coverage and Lodging Update](#)

An update from Paris je T'aime (in French but with charts in English). The presentation looks at press coverage ahead of the Games, as well as hotel occupancy rate forecasts and international arrivals by origin market.

Upcoming webinars

- 12 June | [Asian Demand](#)

Recent webinar recording

- [ETOA & NTC Webinar | The Brazilian and Latin American Markets – An exciting future!](#)
- [Adventure tourism in Europe: Dispelling the myths](#)
- [Exploring North American demand for Europe](#)
- [Demand for United Kingdom and Ireland](#)
- [Data Appeal Webinar | Making Green Choices Without Turning Blue!](#)
- [Demand for Europe](#)



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.

If you are not interested in the ETOA newsletter and don't want to receive this communication anymore, please [click here](#) and your preferences will be updated.



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