

**ETOA****NEWS**

JULY 2024



Paris Olympics 2024 begins tomorrow. More visitors and more tourism revenue. This newsletter leads with the ongoing debate around group tourism and how destinations and organisations are coping with various challenges. This month's edition of the ETOA newsletter also includes:

- Business Environment | Operating in Europe
- Member Spotlight
- Partner News
- ETOA out and about
- Making the most of your membership and what you're missing out on
- Insight, Research & Webinars

## **Business Environment | Operating in Europe**

### **Group restrictions**

From August a [new restriction on group size](#) in Venice will come into effect. Groups larger than 25 people (with some exceptions) will now have to split, which will give rise to practical problems like escorting sub-groups for short walks from boat disembarkation.

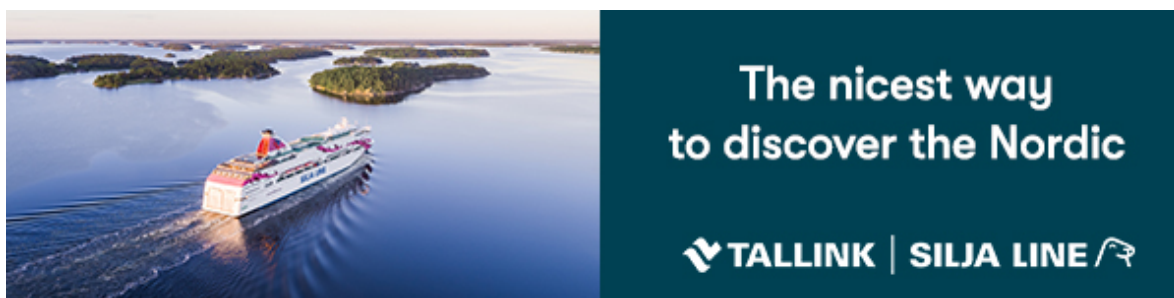


### **European Tourism Manifesto**

Following the re-election of Ursula von der Leyen as President of the European Commission, the Tourism Manifesto, including ETOA and many of its partners has published **A New Consensus For Change** calling for more coordinated EU strategy across the visitor economy to drive progress during the 2024-29 mandate.



## Member Spotlight



### Memorable Sea Journeys on the Baltic Sea

We invite you to embark on a refreshing journey through the stunning Scandinavian archipelago with our elegant fleet, offering a range of accommodation options to suit every taste and budget. With year-round daily service to Stockholm, Helsinki, Turku and Tallinn, we enable various itineraries including world-class entertainment and culinary experiences.

Further details can be found [here](#)



### Activate Edinburgh with Arival

This year, the ETOA team will participate in Arival | Activate Edinburgh 2024, the essential event for tours, activities and attractions operators, focused solely on the challenges and opportunities in Northern Europe! Join us from 23-25 November to gain expert insights, participate in immersive learning experiences and high-impact networking with experiences from industry professionals around the UK, Ireland and the Nordics. ETOA members enjoy an exclusive 15% discount with the

code ETOAEDI15X.

Discover more [here](#)

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### Navigo Easy Pass

Travel anywhere in Paris and make the most of your stay with the **Navigo Easy Pass**. This pass lets you travel quickly and easily around the city on the metro, bus, RER (in Paris only) and streetcar. You can load several tickets onto a single pass to explore the city's different districts for ultimate ease and save 27% compared to buying a single ticket. For more information, see [here](#)



### Partner News

#### BehaviorSMART™

We are delighted to announce a new partnership with [BehaviorSMART™](#). Their expertise in behaviour change and sustainability, coupled with their soon-to-launch Sustainability-Advisory-as-a-Service platform, empowers tourism businesses and entire destination ecosystems to achieve a more sustainable and profitable future. ETOA members can look forward to exclusive offers later this summer and engaging conference content at GEM24. Stay tuned!



### CityDNA Summer School

The CityDNA Summer School takes place from 27-31 August 2024 in Brno, Czech Republic. Designed specifically for newcomers to the Meetings industry, the four day event gives you the chance to pick up all the essential tools to launch a great career in event management. If you

want to broaden your understanding of the meetings industry and get practical strategies for growing your client base and building valuable connections, then find out more [here](#).

## ETOA Out and About



This month, ETOA representatives have popping up to lend support and expert opinions on a number of different issues.

**Tom Jenkins** was interviewed by TRT World on the ongoing 'overtourism' debate. Watch the full interview [here](#).

**Tim Fairhurst** attended the **OECD - OCDE 'Tourism Trends and Policies 2024'** and shared ETOA perspectives, together with insight from the recent European Tourism Manifesto work, developing sectoral priorities for the new EU mandate.

**A roundtable event** was held in Venice earlier this month. In association with Fto - Federazione Turismo Organizzato and Confcommercio Ascom Venezia. Topics of discussion centred around Jubilee 2025, the launch of access fees and group restrictions and how the industry can work around these challenges.

## Make the Most of your Membership

### Sustainability

In addition to partnering with BehaviorSMART™ (see above), ETOA has appointed a **Sustainability Specialist** to enhance our knowledge and action, including implementation of our Climate Action Plan: measuring and reporting our carbon footprint, developing resources to support transition, identifying good practice and tracking progress across our community. Contact: [sustainability@etoa.org](mailto:sustainability@etoa.org) for more details.

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### Working Groups

To enable constructive collaboration, contribute industry insight and propose solutions, ETOA's working groups share perspectives among members and maintain dialogue with local authorities and attractions. New groups include Destination Engagement; Attractions & Ticketing; Spain & Portugal. For more information, click [here](#).

### Co-exhibit with ETOA



Save time and money and join our ETOA stand for the following exhibitions. We look after all the boring bits so you can focus on what you do best!

- [WTM London](#) (Nov 2024)
- [OTM Mumbai](#) (Jan 2025)
- [ITB Berlin](#) (Mar 2025)

### Insight, Research & Webinars

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

#### [Mabrian White Paper: Roadmap Away from Overtourism](#)

A report from our partners, Mabrian, covering capacity management and what destinations can do to help visitors navigate towards better decisions.

## **ETC Monitoring sentiment for domestic and intra-European travel Wave 19**

This research looks at where Europeans are travelling to next, their concerns and what factors are likely to influence their behaviour.

## **Webinar recording: How does adventure travel fit into Europe?**

This is the second episode of our adventure travel webinar series exploring the range of adventure tourism options – from soft adventure to hard core activities and everything in between.

## **Webinar recording: Forward Keys: European tourism this summer**

Our partners at ForwardKeys take a data-driven look at the latest trends, preferences and key events, with a focus on inbound and intra-European travel.



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### **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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