



August is traditionally one of the most popular holiday months but at ETOA it hasn't stopped us being busy. Our representatives have spent the month travelling and connecting with members and contacts as well as preparing for an exciting autumn of events, workshops and webinars. This newsletter leads with the information that there is now an official date for the introduction of EES and what that means for travellers. This month's edition of the ETOA newsletter also includes:

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

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

### **Visas & Borders**

The target start date for EES has been set for 10 November 2024 and the system will be implemented by all 29 countries in the Schengen Area. The start date for ETIAS is likely to be in the spring of 2025 and will be implemented in the Schengen Area plus Cyprus. It is anticipated that further start date(s) for the UK's ETA will be announced soon, affecting the UK. You'll find more information [here](#).



### **Scotland Visitor Levy**

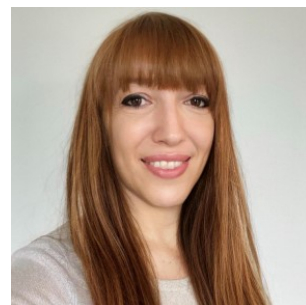
Local authorities in Scotland have been granted permission to implement a Visitor Levy, which affects visitors staying in commercial accommodation. The earliest that local authorities can implement this is summer 2026. Edinburgh is the first authority to decide their (new) proposal at 5% net room rate.



Attend our networking event in Edinburgh, where we will be joined by officials from the Scottish government and Edinburgh Council. Further information available [here](#).

### **Destination Engagement Operations**

To support a better business environment for tourism, expand the range of actionable information for members online and develop productive collaboration between the travel trade and destinations, ETOA has hired a new Destination Engagement and Operations Manager. Welcome to [Alessia Di Marcantonio](#)!



### **Partner News**



### City Access Award

The [2025 Access City Award](#) is an EU accolade recognising cities that are doing outstanding work to become more accessible for people with disabilities. 2024 is the 15th anniversary of the award. If you would like to find out more about the award, click [here](#).

### We Travel Innovation Summit

ETOA will be exhibiting at the WeTravel Innovation Summit 10-12 September and hosting the Europe Networking event. For details and secure your attendee pass click [here](#).

### ETOA Out and About



This month, ETOA representatives have been popping up to lend support and give their expert opinions.

Tom Jenkins and Tim Fairhurst attended a special event hosted by [Choose Paris Region](#) just before the Paris 2024 closing ceremony and met with old friends and new from the tourism industry. We also were also kindly hosted by [Paris je t'aime](#) at the event space in Place de la Concorde. Tom also took the opportunity to comment on how the tourism and service economy has reacted to the mega event. Watch video [here](#).

Members of the ETOA board met together recently and group was hosted by [Miki Travel Europe](#) and had a very useful afternoon, continuing the mission for Better tourism in Europe.

Last month, [OECD - OCDE](#) released their flagship publication "OECD Tourism Trends and Policies 2024". Now read Tim Fairhurst's views in an recent opinion piece, where he asks the question [Can](#)

[more tourism be better tourism?](#)

## Make the Most of your Membership



### Networking Events this Autumn

- Dublin - 10 September - [Register here](#)
- Edinburgh - 20 September - details to follow
- Amsterdam - 23 September - details to follow

There are a number of ETOA networking events coming to a city near you - more details and registration links to follow!

### Webinar: Paris City access from October 2024

**Paris – coach restrictions:** We are offering an online briefing from Paris je t'aime at 16h CEST on Thursday 12 September. This will cover the new access restrictions for arrondissements 1-4 being introduced later this year. For more information and to register, click [here](#).



### IAAPA special offer

Take advantage of the special offer from the International Association of Amusement Parks and Attractions (IAAPA) for discounted rates. The attractions industry's premier event in Europe is coming to Amsterdam between **23-27 Sept. 2024** with the biggest show floor ever. There is 20% discount off the IAAPA non-member registration rate. Use the code **W7QRWU** and book [here](#)

If you want to connect with agents and operators - who may not be attending ETOA's in- person events - from key markets across APAC and North America, then get involved with ETM Asia-Pacific - our online networking even on 26 November. You can access this important online event from only EUR450. To register, click [here](#).

### Attractions & Ticketing

With attractions becoming increasingly challenging for operators, platforms and agents, ETOA is running a survey to identify common problems and opportunities for development and product diversification. To complete the survey, and add your suggestions for our operational priorities, click [here](#).

### Sustainability

ETOA is mapping its community's climate action plans (CAPs) across all territories and sub-sectors. This will help us develop support materials, measure progress and increase collective impact. For ETOA members, to review the information we currently hold on your CAP status, which can be found on the your company details, self-service portal.



For more information about ETOA and climate action, click [here](#).

The European Commission is offering a free webinar on tools for sustainability in the tourism sector at 10:00 CEST on 27 September. More [information](#).

### Co-exhibit at WTM



### Last opportunity to co-exhibit at WTM London

We've got just a few co-exhibitor tables left on ETOA's stand at WTM London 5-7 November 2024! See who is joining us and check which options are still available [here](#).



## 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](#)

Read up on a report from our partners, Mabrian on how a sustainable destination management strategy can be built on data intelligence.

### [Data Appeal Report: Post-Summer 2024 Tourism Trends and Forecasts](#)

A 20-page report from our partners at Data Appeal, which explores what might be on the cards for tourism across major Mediterranean destinations later in 2024.

### [Webinar recording: Mega events and tourism](#)

A discussion on how large-scale sporting events and destinations work together. Do they ever hold out on the promise of tourism bounty and it always a case of overestimated benefits v underestimated costs?



---

### 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.*



European Tourism Association AISBL (ETOA) | [www.etoa.org](http://www.etoa.org)

*Copyright © 2024, All rights reserved.*  
Rue du Marché aux Herbes 61, 1000 Brussels, BE  
Registered in Belgium BE 0525.647.552

[unsubscribe from all emails](#)