



November has been a really busy month - with members gathering at GEM 2024 and our Industry Briefing - to meet, network and do business. Over 800 delegates attended GEM on Friday 1 November at the O2 in Greenwich and we caught up with many of them as they gave testimonials and were interviewed about what they love about our flagship event. Our Industry Briefing at the Barbican gave delegates the opportunity to catch up on business in 2024 and the panel discussion dealt with tourism in transition. In this newsletter, you'll also find information on:

- Tax and Tourism
- Operating in Europe
- Making the most of your membership and what you're missing out on
- GEM updates
- Insight, Research & Webinars

Unmissable Webinars - Coming up

You've still got time to register for two very important webinars coming up!

EU VAT – The European Council has agreed on [new measures](#) in the 'VAT in a Digital Age' package (ViDA) covering new rules on business carried out through digital platforms. Switzerland will introduce [new VAT treatment from 1st January 2025](#) for operators whose turnover is over 50% non-packaged product. We will be holding an expert seminar on ViDA and prospects for reform of TOMS (including in the UK) on Friday 6 December at 2pm GMT in London. Online participation is also possible. Further information and [register here](#).

[ETOA & Data Appeal Webinar](#) - Unlocking Visitor Value: How Spending and Sentiment Shape the Future of Tourism Destinations. Join us online on Wednesday 4 December at 10:00 GMT / 11:00 CET.

Tax & Tourism

Tourist (Overnight Taxes)

[Italy](#) – Milan has agreed to increase current rates by up to €2 per person per night from 1 January 2025 which will result in rates for 3-5 star hotels exceeding their current cap of €5. National government legislation has permitted this for the Jubilee Year.

[Netherlands](#) – Utrecht will increase the rate to 8.5% from 1 January 2025.

[Scotland](#) – Highland Council has proposed to implement a Visitor Levy of 5% from autumn 2026. The proposal is currently subject to [public consultation](#) (closes on 7 February) before a decision is made in spring 2025.

Reminder: Edinburgh Council's [public consultation](#) closes on 15 December and a decision is expected to be made on or around 24 January 2025.

[Wales](#) – Draft legislation has been introduced to the Senedd for local authorities to implement a Visitor Levy should they choose to, as well as a national register of visitor accommodation. If the Bill is passed (vote anticipated to be in summer 2025), the earliest a visitor levy could be introduced is in 2027.

Operational Updates



Sustainability - Climate Action

The results of ETOA's Climate Action Plan (CAP) membership mapping exercise presented at #GEM24 are now available on our [Climate page](#).

GEM 2024 - [Current results](#) of our Delegate Travel survey are now available. Delegates wishing to add their response can do so [here](#).

Attractions & Ticketing

[Rome Colosseum](#) – On 19 November 2024 Parco Archeologico del Colosseo published the notice on how to apply to register as a trade buyer for 2025. Deadline to apply is 16 December.

[Pompeii](#) – From 15 November, the Pompeii Archaeological Park has implemented personalised tickets, which include visitors' names, along with a daily cap of 20,000 visitors, organised into timed slots during the peak summer season.

Destination Access

[Paris](#) – The new access restriction zone (ZTL) was implemented on 5 November. Private vehicles are prohibited from transiting the ZTL covering the 1-4 arrondissements. There is a 6-month educational phase before penalties are applied.

Mobility

ETOA attended a symposium on Sustainable Tourism Mobility organised by the Austrian government on 7-8 November. Presentations, including valuable insights from UN Tourism, ERA (the EU's agency for railways) and various other organisations are available to download until 30 November [here](#).

Tourism and the EU



Transition pathway for EU tourism

ETOA recently participated in the [European Tourism Forum in Budapest](#), at which the sector's increased political priority provided the context for wide-ranging discussion among sectoral stakeholders.

On 12 December we will be moderating a webinar on [Changing demand in European tourism: influence and opportunity](#) as part of the European Commission's 'T4T – Together for Tourism' programme. Content will include latest insights from ETC, Innovation Norway and a study on German consumers and tourism.

Discover Efteling



Discover Efteling, a World of Wonders. With more than 5 million visitors each year, Efteling is one of Europe's premier theme parks, located 75 minutes away from Amsterdam. Enjoy a forest full of fairytales, attractions for the whole family, and enchanting overnight stays in Efteling's unique hotels and holiday villages. For more information, visit [efteling.com](https://www.efteling.com)

Get your free ticket for Bit Milano



Get your free ticket for Bit Milano, the leading B2B and B2C international tourism event in Italy, by **January 10, 2025**. Three days of business, educational sessions on top industry topics and networking with your peers. For more information and to book, click [here](#). See you in Milano - from 9 to 11 February 2025!

Exhibit with ETOA

OTM Mumbai | 30 January - 1 February 2025

OTM at the Jio World Convention Centre, Mumbai is the gateway to India's travel markets, bringing together India and Asia's travel community under one roof. ETOA will be exhibiting at OTM 2025 and invites you to get involved, If you'd like to join us in a shared space, please contact our [events](#) team for more information.



Fitur 2025 | 22 - 24 January 2025

ETOA will be exhibiting at **Fitur 2025** in Madrid from 22- 24 January 2025. Fitur is the benchmark event in the tourism sector and the leading trade fair for inbound and outbound international markets - and the global hub for tourism industry professionals. Talk to our [events](#) team to find out more.



If you missed...

Weren't able to attend our AI and The Future of Travel webinar? Don't worry - you can still watch it on the [Insight Hub](#).

ETOA also presented on a panel at BTO in Florence on 27 November: Bridging the Gap: Leveraging Behavioral Data and AI to Balance Travelers' and Locals' Needs in Tourism. For more information see [here](#).

ETOA Out and About



This month, we've been busy at various events networking, meeting new contacts and reconnecting with established members. Our flagship event of the year - GEM - was hugely successful with over 15,000 meetings and we launched our new mini mic series - where we caught up with members at GEM to find out a bit more about them. We also interviewed a number of members about what being part of ETOA and attending GEM means to them.

If you didn't catch our mini mic interviews with **Katy Russell** on LinkedIn, why not have a look at our after-event segment of GEM by clicking [here](#).

Watch out for our full GEM video with testimonial interviews with **Nadia Falchi** - coming soon!

Tom Jenkins and **Róisín Donnelly** attended the 30th anniversary for Eurostar in Brussels meeting up with established contacts and meeting new contacts - to celebrate this important birthday.

Branding and Promotional Opportunities



Get noticed, build prestige and give your brand maximum visibility in the travel trade industry through ETOA's promotional opportunities and exclusive sponsorship programmes. You can boost your brand and reach and connect with our entire network or a specific segment of your choice. For more information, have a look [here](#) or [contact us](#).

Insight, Research & Webinars

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

[GEM 2024 Industry Briefing](#)

The 2024 GEM Industry Briefing, which took place on 31 October 2024 at The Barbican London, was a great way to catch up on news and views from ETOA and attending delegates. Download the slide decks from our 2024 GEM Industry to find out more.

[Pulse Check: ETOA Communications](#)

We asked our members what they want to see more of when it comes to our marketing and communications. What do they find useful and how can we ensure that we're giving you more of what you want and need to best serve your business?

[ETOA & Arival webinar | Key Trends in Experiences](#)

Visitor experiences - in fact everything travellers do in-destination —are undergoing major changes. Watch our webinar on The Outlook for Tours, Activities & Attractions in the UK & Ireland.

[ETOA & Mize Webinar | Future of Travel: Leveraging Fintech for Increased Profit](#)

Are you ready to discover how fintech is transforming the travel industry? Watch our webinar, where we explore innovative solutions that unlock new revenue opportunities and enhance profit margins for travel companies.

[WeTravel Travel Innovation Summit 2024](#)

ETOA member, WeTravel, ran an online summit for professionals in multi-day group travel. The summit is available to view on demand at no cost.

Insight Hub

Statistics, opinion and research
ETOA webinars and masterclasses
Articulating the value of tourism in Europe

[More](#)



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

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](#)