

PROMOTE YOUR BRAND

- Build prestige and get maximum visibility
- Reach and connect with our network
- Speak to an audience segment of your choice



AN INFLUENTIAL COMMUNITY

THE EUROPEAN TOURISM ASSOCIATION (ETOA) IS A MEMBER-DRIVEN COMMUNITY REPRESENTING HIGH QUALITY AND DIVERSE GLOBAL TOURISM BUYERS FROM ALL OVER THE WORLD WHO WANT TO CONNECT WITH EUROPEAN DMC'S AND SUPPLIERS.

We represent a growing and vibrant group of tourism professionals, whose organisations bring millions of tourists to Europe every year. Members have direct access to **350+ buyers** and **700+ suppliers** and destinations, representing a vast range of products and activities across Europe.

You can reach this influential group quickly and easily with targeted messages that help you to do business better and more efficiently.



1,100+
Members in ETOA



€12bn
Value of tourism business generated
by ETOA members each year

ETOA35
BETTER TOURISM
IN EUROPE
1989
2024

CONNECT FOR BETTER RESULTS

GET NOTICED, BUILD PRESTIGE, AND GIVE YOUR BRAND MAXIMUM VISIBILITY IN THE TRAVEL TRADE INDUSTRY. BOOST YOUR BRAND AND REACH AND CONNECT WITH OUR ENTIRE NETWORK OR A SPECIFIC SEGMENT OF YOUR CHOICE WITH A VARIETY OF BRANDING AND PROMOTIONAL OPPORTUNITIES.

You'll be able to connect with an impressive network to:

- Seize new opportunities and build successful partnerships with quality global buyers.
- Provide real time information in a timely way to complement your demand.
- Grow your brand presence with a bespoke and targeted community.
- Spread the word about new initiatives.



27,000+

Tourism professionals in our database



35,000+

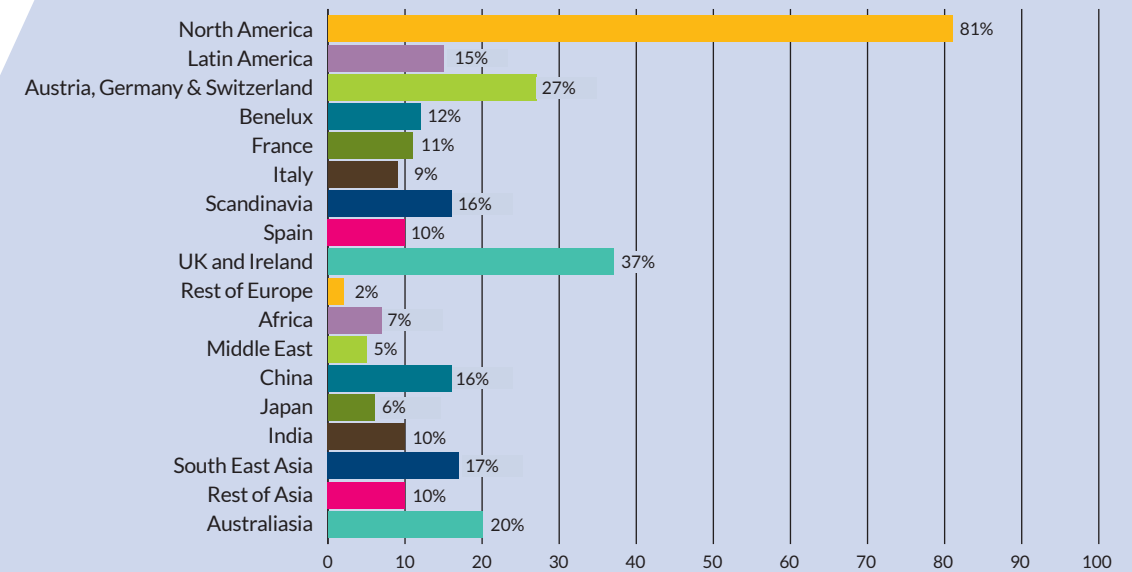
Followers on social media



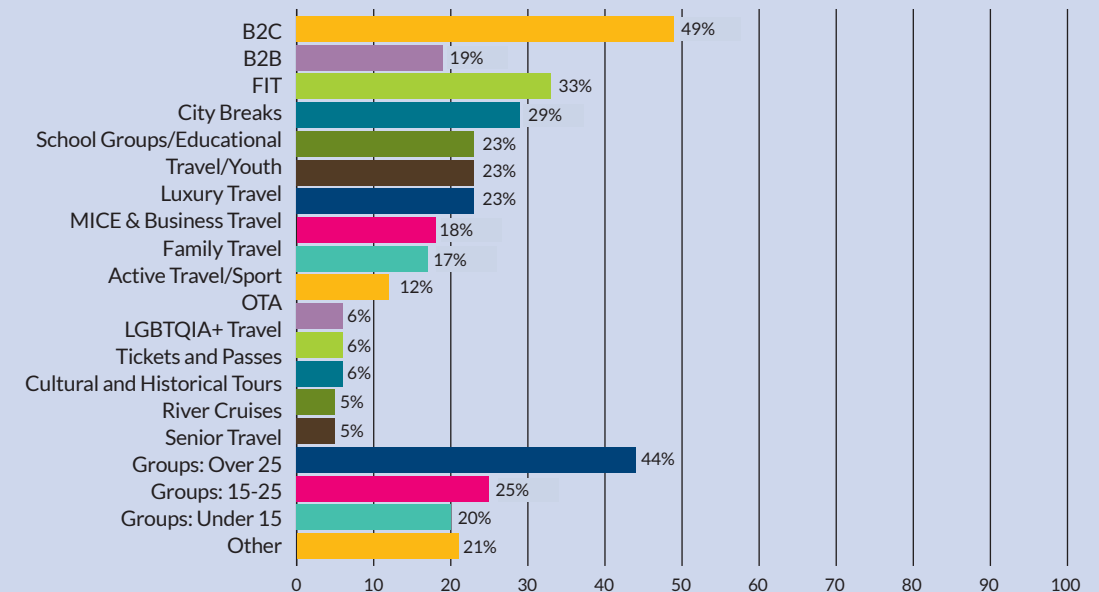
Our buyer members represent 65 long-haul and European source markets.

Almost half of our buyers work B2C, a third specialise in FIT and a quarter focus on MICE, student travel and/or luxury tourism.

OUR BUYER MEMBERS GEOGRAPHICAL SPREAD

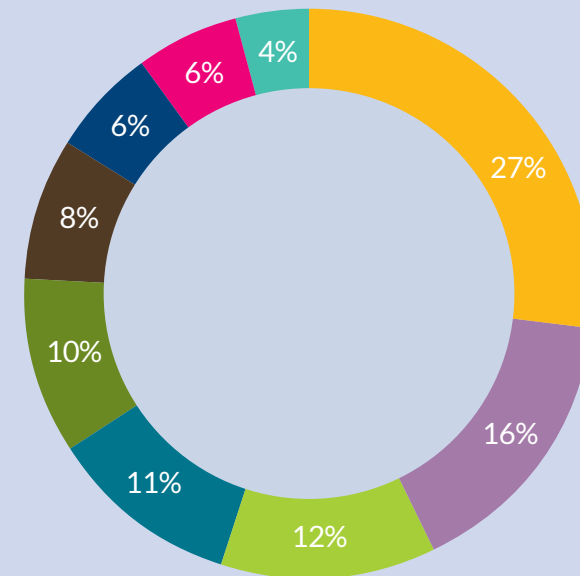


PRODUCT SPECIALISATION



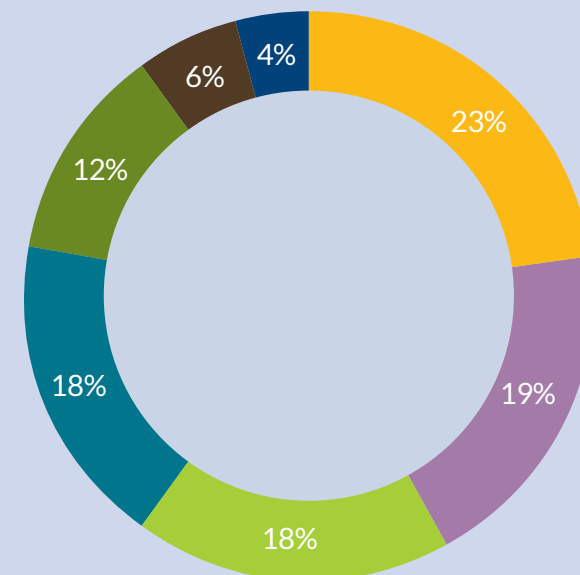


OUR SUPPLIER MEMBERS GEOGRAPHICAL SPREAD



- UK & Ireland
- Austria, Germany & Switzerland
- Scandinavia & the Baltics
- Benelux
- Italy & Malta
- France
- Spain & Portugal
- Adriatic & Greater Balkans
- Other

PRODUCT SPECIALISATION



- Ground handlers/Local Tour Operators/DMCs
- Visitor Attractions & Ticketing Services
- Hotel /Accommodation Services
- NTOs & DMOs
- Transport Services, Cruise and Rail Excursions
- Travel Technology, Digital Services & Consultancies
- Folklore Shows, Restaurants, Cabarets, Shops & Cultural Demonstrations

Opportunities include:

- Newsletters and direct email campaigns reach up to **27,000+ tourism professionals**.
- Social media reach **35,000+ connections**.
- In-person events up to **800 decision makers** from the travel trade.
- Online events for specific source markets/supplier and destination targeting.
- **1,100+ companies, 6,000+ tourism professionals** including over **1,400+ senior decision makers** including CEOs, directors, and business leaders.



1,400

Senior-level decision-makers within the ETOA membership



65

Origin markets served by ETOA members



TARGETED ACTIONS, TARGETED RESULTS

HERE'S WHAT SOME OF OUR MEMBERS ARE SAYING ABOUT HOW OUR PROMOTIONAL AND BRANDING OPPORTUNITIES WORKED FOR THEM. EACH TIME YOU REACH OUT TO US, WE'LL PROVIDE YOU WITH INNOVATIVE AND ACTIONABLE SOLUTIONS AND IDEAS WHICH WORK WITHIN YOUR OBJECTIVES.

“

The work ETOA does in monitoring EU and other governmental regulations surrounding tourism is vital. The Venice Campaign was a case in point, whereby you were able to help us spread the information about the changed rules for group guiding. We regularly use this type of updated information from ETOA to better support and provide new solutions for our customers. We remain keen to make good use of opportunities to participate in your newsletters and other information distribution solutions.

Vox Tours

“

One of the biggest benefits of the ETOA email campaigns is their ability to directly reach tourism professionals, providing us with a highly targeted and effective way to connect with our audience.

Dispo

“

The webinar was a huge success and a formula we would definitely repeat for future events. The solus emails were well done and your input on the campaign was appreciated, but direct results have been hard to track. I appreciated very much working with you on this project as well as with Rachel and the ETOA team on this initiative. You were proactive in your approach and communication was fantastic. We look forward to working with you on Valencia!

Arival

WHAT WORKS FOR YOU

CHOOSE THE PLATFORM THAT WORKS BEST FOR YOUR BUSINESS. WHETHER YOU WANT A WHITE LABEL OR SOLUS CAMPAIGN, NEED TO TARGET A SPECIFIC GROUP OR WANT TO GROW BRAND AWARENESS, WE HAVE THE PERFECT SOLUTION FOR YOU.



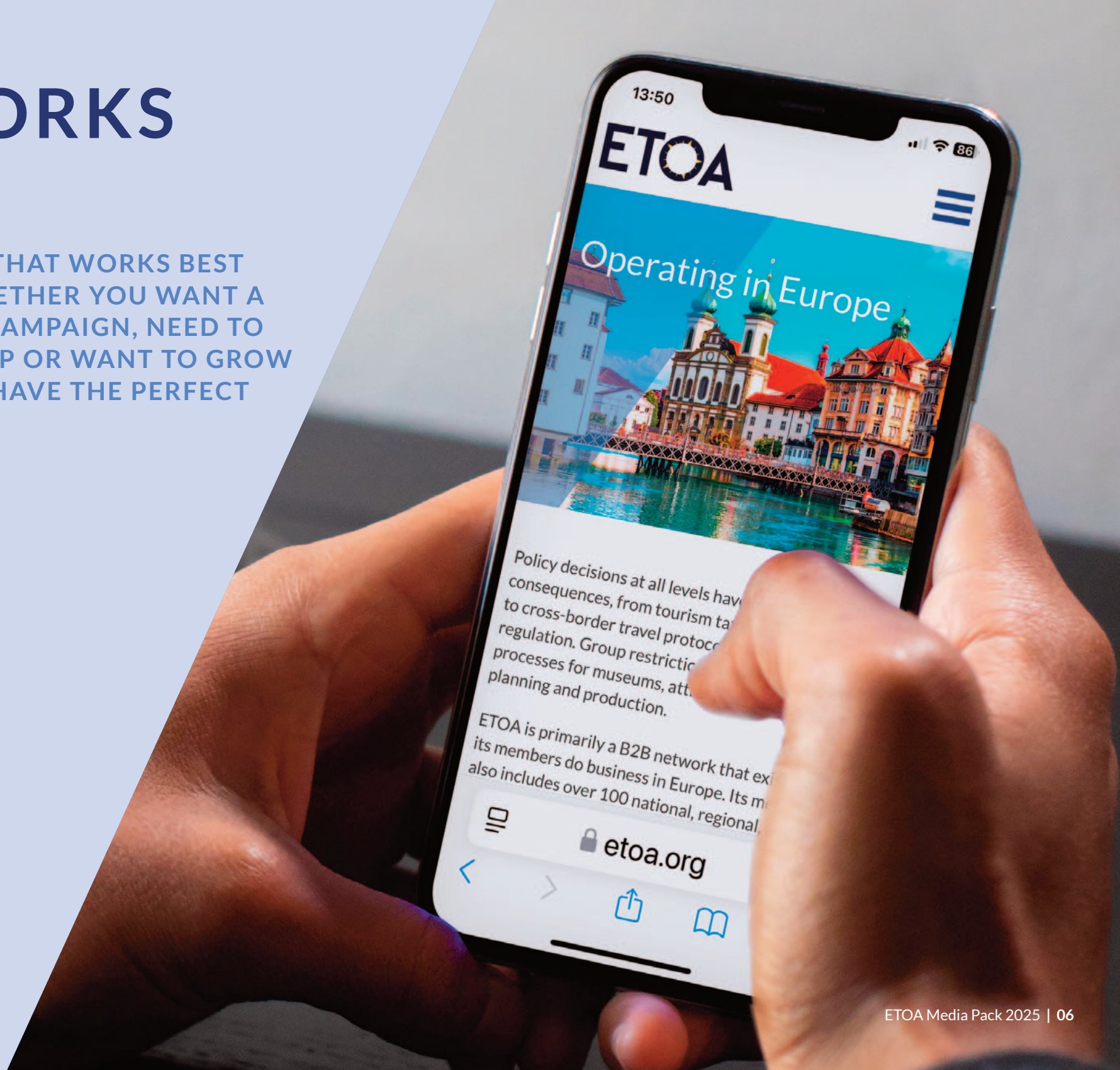
PRINT



DIGITAL



EVENTS



PRINT

STAND OUT FROM THE CROWD

LOOKING FOR A HIGH-IMPACT WAY TO MARKET YOUR PRODUCTS AND SERVICES DIRECT TO THE SECTOR'S KEY DECISION-MAKERS? OUR MEMBER INSIGHT HUB OFFERS A RANGE OF MEMBER-EXCLUSIVE SHOWCASE OPPORTUNITIES, BOTH PRINT AND ONLINE.

BRITAIN & IRELAND MARKETPLACE DIRECTORY



24 January 2025 | London

Promoting the best of British and Irish tourism product to international, European, and domestic travel buyers.

2025 Rates

Inside front cover | €620/£550

Inside back cover | €620/£550

Outside back cover | €1,150/£1,000

Front cover band* | €1,400/£1,200

Full page | €395/£350

*Includes full page inside the directory

DESTINATIONS EXCHANGE EUROPE DIRECTORY



2-3 June 2025 | London

Providing a great mix of commercially focused meetings, knowledge sessions, and opportunities to discuss product development.

2025 Rates

Inside front cover | €620/£550

Inside back cover | €620/£550

Outside back cover | €1,150/£1,000

Full page | €395/£350



PRINT

GLOBAL EUROPEAN MARKETPLACE DIRECTORY



31 October and 3 November 2025 | London
ETOA's influential annual and flagship travel trade event connecting over 800 industry professionals.

2025 Rates

Inside front cover | €1,680/£1,390

Inside back cover | €1,680/£1,390

Outside back cover | €2,400/£2,000

Front cover band* | €2500/£2,100

Double page spread | €1,200/£1,000

Full page | €600/£700

Half page | €400/£350

* Include full page inside the directory



To view latest video of GEM please click [HERE](#)



All our publications are printed on FSC® certified paper, harvested in a responsible manner

ETOA YEAR IN REVIEW

Printed and online – advertise here to get your brand seen. The publication is available at all our events – as well as online – active for a 12-month period - within our member Insight Hub.

2025 Rates

Inside front cover | €1,680/£1,390

Inside back cover | €1,680/£1,390

Outside back cover | €2,400/£2,000

Full page | €600/£700

Limited advertising available



GET YOUR (BRAND) MESSAGE OUT THERE

OUR EMAIL, SOCIAL MEDIA, AND WEBINAR COMMUNICATION CHANNELS ADD TO OPPORTUNITIES AVAILABLE AT IN-PERSON AND ONLINE EVENTS. CHOOSE WHAT YOU WOULD LIKE, OR WE CAN COLLABORATE ON A PACKAGE TO SUIT A VARIETY OF BUDGETS.

WEBSITE ADS

- Maximise your online presence with our website banner ads.
- Reach thousands of potential customers every day.
- Increase brand visibility, drive traffic, and boost conversions.
- Choose the perfect spot for your banner: homepage, events page, or member search.

Banner on one page for one month:
€400 / £350 + vat

Banner on three most visited pages for one month: €800 / £700 + vat



7,000

Website visitors per month

SOCIAL MEDIA POSTING

- Connect with our social media audience.
- Talk to our team about creating a dedicated post at the right time – to drive engagement and increase brand awareness.

From €200/£170 +vat per post



26,000

Linked-in followers



8,000

X followers

MEMBER EXCLUSIVE

DIGITAL

NEW MEMBER PACKAGE

As a new member (joined during past 12 months), alongside B2B marketing, you benefit from the 'enhanced feature' package. New Member Alerts are sent to over **18,200** tourism professionals.

From €350/£300 +vat per post



25%
Open rate



1.8%
Average CTR



NEWSLETTER ADVERTISING

- Our monthly newsletter is distributed to our database.
- Newsletter average open rate 23%.
- Average CTR 3%.

From €500/£430 +vat per advertisement



23%
Open rate



3%
Average CTR



MEMBER EXCLUSIVE



DIGITAL

STANDALONE EMAIL CAMPAIGNS

- Reach our database via direct email campaigns. We collaborate with you to reach your specific target segment.
- Send out invitations, promote new offerings and boost your brand.

From €1700/£1500 +vat per email



BRANDED EMAIL FOOTERS

- Exclusive email footer an entire month in all direct email correspondence.
- Reach up to members and non-members.

From €3,000/£2750 +vat per month

MEMBERS ONLY



REACH A WIDER AUDIENCE

PROMOTING YOUR BRAND VIA OUR WEBINARS IS A GREAT WAY TO BUILD YOUR PROFILE AND CONNECT WITH A BROAD, HIGHLY ENGAGED SECTOR AUDIENCE. WHETHER YOU SPONSOR OR HOST AN ONLINE EVENT, WE'LL WORK WITH YOU TO MAXIMISE YOUR IMPACT AND REACH.

SPONSOR A WEBINAR

- Expose your brand name via our popular webinars.

Sponsoring webinars include:

- Your click-through logo reaches up to **25,000 people** – twice for each webinar.
- Logo and tag on social media campaign(s).
- 30 second video clip at the start, middle and end of the webinar.
- Webinar listed on ETOA's YouTube channel and Insight Hub.

From €500/£450 +vat per webinar

DEDICATED WEBINAR

- Let ETOA market your webinar, and we'll invite your target group from our database via email invitation and social media.
- Receive all registrants' details and we will list the webinar on our website and YouTube channel.

From €3,000/£2650 +vat

MEMBERS ONLY

RECENT WEBINAR SPONSORS & HOSTS



EVENTS

GET SEEN AT OUR EVENTS

INTERESTED IN OUR SPONSORSHIP OPPORTUNITIES?

Check out our upcoming events page and find out more about our sponsorship packages, which are built around an event of your choice, with a mix of promotional options and great savings.



Róisín Donnelly

Head of UK & Ireland Sales & Senior Partnerships Manager
rdonnelly@etoa.org



GET IN TOUCH

FOR A BESPOKE PROPOSAL AND FURTHER DETAILS ABOUT THE OPPORTUNITIES AVAILABLE PLEASE CONTACT OUR SALES TEAM.



Sofie Jensen
Director of Communications
sjensen@etoa.org



Nadia Falchi
Marketing Manager
nfalchi@etoa.org



Katy Russell
Marketing Executive
krussell@etoa.org

