



This month, ETOA representatives attended ITB to meet and chat with delegates. With 100,000 attendees, 5,600+ exhibitors and 1,300 selected Buyers, it was a great opportunity to network and collaborate. The ITB experience kicked off with a Visit Brussels reception at the Belgian Embassy in Berlin, supported by ETOA. This was followed by a presentation by VisitBritain at the British Embassy.

In this newsletter, you'll also find more information on:

- Operational updates
- What's happening and ETOA Out and About
- Sustainability
- Celebrating our members - established and new
- Insight, Research & Webinars

Message from ETOA President, Adele Youngs

Adele Youngs

President, ETOA

[Click here to hear from our new President](#)



Operational Updates

Visas & Borders

[UK Electronic Travel Authorisation \(ETA\)](#) – From 2nd April, EU/EFTA nationals (excluding Irish) will require an ETA to travel to the UK and can now apply (current fee is £10 per person). From 9th April, the application fee will increase to £16 for all nationalities requiring an ETA.

[Key results](#) have been published from our ETA impact survey on tourism in Northern Ireland. Completed by our buyer/DMC membership and wider network in January 2025, the survey highlighted that 21% of businesses have cancelled or will cancel some or all visits to Northern Ireland and a further 40% of businesses are currently uncertain on impact.

[EES](#) and [ETIAS](#) – New start dates are planned for both schemes; EES (October 2025) and ETIAS (Q4 2026). Both schemes will affect non-EU/non-EFTA nationals visiting the Schengen Area and Cyprus for ETIAS only. A six-month progressive implementation period is proposed for EES, whereby the start date at each port is currently planned between October 2025 and April 2026. More information is available on our website, and updates will be shared in the coming months.

Tax & Tourism

[Catalonia, Spain](#) – The regional government has [announced a 100% increase](#) in the regional tourist tax and permitted municipalities outside Barcelona to implement a surcharge if they decide to.

[Balearic Islands, Spain](#) - The government of the Balearic Islands has proposed changes to the tourist tax.

[Scotland](#) – The Scottish Government has launched a public consultation (closes on 30 May 2025) on a potential cruise ship levy.

Attractions & Ticketing

Italy – [St Peter's Basilica](#) - ETOA met with representatives of St Peter's Basilica and compiled an FAQ to clarify key discussions and address enquiries regarding their new booking system.

Destination Access

There are new updates for [Coach access in Cotswolds, England](#).

Bibury – Measures are being introduced to restrict coach access in the village. The first stage, being implemented in the next two months, will result in coaches no longer being able to use the existing coach parking bays next to the Swan Bridge.

Bourton-on-the-Water – A temporary arrangement has been agreed to permit coaches to drop-off/pick-up passengers on Meadow Way from potentially next month, while a long-term solution is developed.

Get Involved!

[China European Marketplace](#) 2025 is the perfect event to explore new opportunities and do face-to-face business with vetted Chinese tour operators and travel buyers. Check out the Buyers and Suppliers who have already registered [here](#).



[Destinations Exchange Europe](#) is a forum where tourism suppliers, destinations and operators come together to overcome the daily preoccupations of tourism professionals – all with a backdrop of product and commercial development meetings. Check out [Buyers who have registered](#). Work proactively with the travel trade, investigate inbound operators' product needs, seek smart solutions and enjoy supreme networking benefits at the ETOA Summer Party, [register here](#).



Our Amsterdam working group met in March, hosted by [Grand Cafe Restaurant 1e Klas](#) and were joined by colleagues from the city's policy team. The aim? To share perspectives and explore ways of collaborating with the travel trade as a new strategy for the visitor economy evolves. Click [here](#) for more information about ETOA working groups.



ETOA and its partner Arival, with members Go City and Historic Royal Palaces recently delivered a joint webinar on attractions and ticketing, exploring obstacles and opportunities related to distribution, product development, technology and capacity optimisation. If you missed it have a look [here](#). We look forward to continuing the conversation in [Valencia](#).



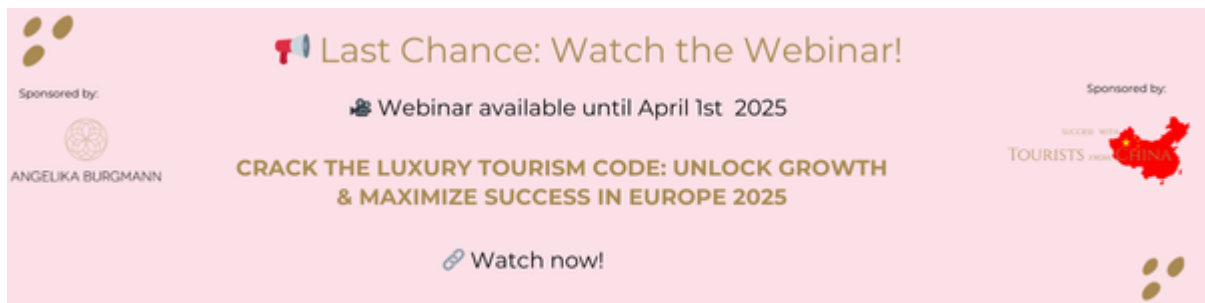
Member Spotlight



Join us at Arival 360 | Valencia, 28–30 April 2025 – where the destination experiences industry comes to grow. Your ROI: new connections, business partnerships, and exclusive insights you won't

find anywhere else. Last Chance to Save ends 8 April. ETOA operator members save 15% with code ARVLCETOA15. [Learn more & Join us](#)

Crack the Luxury Tourism Code: Unlock Growth & Success in Europe 2025



Missed our webinar on luxury? [Watch it here](#) – available until April 1st! Discover key strategies to attract high-net-worth travellers and elevate your luxury tourism business.

Sustainability



On 11th March in Brussels, ETOA joined the European Commission’s tourism unit, representatives of destinations across Europe and its partner NECSTouR for a discussion on tourism policy and strategy as part of [Sustainable EU Tourism](#), an EU-funded project promoting good practice exchange.



We look forward to joining our partner USTOA in Valencia at [Sustainability is Responsibility](#) next month for the discussion about collaboration between destinations and the travel trade, to maximise benefit from the visitor economy and manage down negative impact. If you are a

destination of at least 100k inhabitants, [applications are still open for the European Capital and Green Pioneer of Smart Tourism 2026](#).

ETOA Out and About



Tom Jenkins, Jay Munro-Michell, Róisín Donnelly, Lucie Hanchard, Kristin Mannu and Elisa Li attended ITB Berlin.

Tom Jenkins took part in the panel discussion at the CLIA European Summit conference in Rotterdam. The subject was the future of tourism and Tom was joined by Julia Simpson - WTTC, Wybcke Meier - TUI, Chris Theophilides - Celestyal Cruises and Gianni Onorato - MSC.

Róisín Donnelly celebrated the start of St. Patrick's week - Lá Fhéile Pádraig - at the House of Lords, recognising the rich contribution of the Irish community and the enduring ties between Ireland and the UK at the CHAMP event - by kind invitation of Tourism Ireland. She also attended British Tourism and Travel Show and had the chance to meet more ETOA members.

Tim Fairhurst, Arran Wiltshire and **Rachel Read** had a productive time at Breda University of Applied Sciences in The Netherlands, meeting with partners on the Pantour project for skills in tourism. This European Commission project is entering its final phase now, and great progress was made defining the digital, social and green skills required for tourism professionals, making them accessible to the industry.

Tom Jenkins and **Simon Smith** attended the Tourism Alliance annual Parliamentary Reception to celebrate English Tourism Week. Speakers included Chris Webb MP, Chair of the APPG for Hospitality and Tourism, and Dame Caroline Dinenage MP, Chair of the Culture, Media and Sport Select Committee.

Congratulations to **Róisín Donnelly** on her 10 year anniversary with ETOA!

Celebrating our members!



Welcome to our new feature - celebrating long standing members and introducing the most recent additions to our community. [Let us know if you'd like to be featured.](#)

[AMZ](#) joined ETOA in 2000. Ries Spruit, Director said: "As a Dutch coach operator, AMZ has been active in European tourism for more than 75 years. We have experienced all the highs and lows—seen businesses flourish and decline, borders drawn and erased, regulations and taxes introduced and abolished. For 25 years, we have relied on ETOA for guidance and to remain closely involved in the ever-changing world of global tourism. We never miss GEM to reconnect with old and new relations, and we look forward to making the most of our membership for many years to come. And as always: request your quotation for quality coach transport today!"



[Camden Court Hotel](#) joined ETOA this year. Viktoria Wolska, Sales Manager said: "What mostly made us join was the friendliness and openness of people running events - a special thank you to Róisín Donnelly for her support and good advice. I am looking forward to using the platform to connect with fellow members and hopefully to joining another trade events later this year."



Insight, Research & Webinars

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

[UN Tourism Barometer Jan25](#)

In its first analysis of the year, UNWTO find that in 2024 international tourism recovered to 99% of its pre-pandemic levels. The agency forecast that international tourism arrivals will grow by between 3% and 5% in 2025.

[ETC Long-haul travel barometer – 1/2025](#)

Travel sentiment towards Europe is somewhat less positive for the year ahead than had been the

case twelve months ago, with this especially apparent when thinking about travel in the first four months of 2025.

[ETC Trends and prospects Q4 2024](#)

A detailed review of the latest trends and near-term prospects for European tourism that notes the preference for value-driven experiences among consumers who are also seeking out off-season travel and destinations perceived as “affordable”.

[We Travel Trends Report 2025](#)

The third annual stocktake courtesy of WeTravel based on the findings from their survey of multi-day group travel operators from across various tourism sectors.

[EUROCONTROL Seven Year Forecast 2025-2031](#)

The latest periodic forecast from EUROCONTROL covering their projections for the number of flight movements in Europe during the next seven years.



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 35,000 industry professionals across our social media channels.

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