



ETOA

European tourism association

BUILDING EUROPEAN RECOVERY IN 2022

A YEAR IN REVIEW 2021

www.etoa.org

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CHAIRMAN'S FOREWORD

JENNIFER TOMBAUGH

2021 BEGAN WITH HOPE. SUCCESSFUL VACCINES AND A YEAR OF PENT-UP DEMAND GAVE PROMISE THAT OUR BELEAGUERED INDUSTRY MIGHT RECOVER FROM THE DEVASTATION OF 2020.

However, a fast, consistent and rational approach to travel across Europe did not happen, and – as ETOA warned – much of Europe's inbound business was lost.

Entry requirements and travel protocols changed often and too late, losing the important summer season. Clearly, the impact on Europe's supply chain and hospitality industry has been disastrous. Domestic travel helped, but it simply could not offset the loss from international travellers.

Despite these challenges, ETOA remained nimble and active. Our buyer-member numbers grew, showing demand, resilience and value in ETOA's important policy and engagement work.

Much credit goes to our hard-working secretariat, who kept our membership active through new platforms and channels to educate, inform and unite. We are grateful to them and to each of you for your commitment, participation and voice. More than ever, we have shown that we are stronger together.

I would like to express our appreciation to my predecessor as Chairman, Mario Bodini. His leadership of ETOA's board through times

of strong growth and crisis has ensured that we remain agile and effective.

There is much to do. Success in 2022 depends on consistency of cross-border travel, in-destination protocols and economic and tax policy. Climate change and the digital transition present opportunities and threats to our recovery. Our advocacy and engagement on these and many other issues is more important than ever.

ETOA is well positioned to help rebuild our valuable sector and will continue to be a strong and credible voice for tourism.



“ Europe's recovery is in progress, but we need confidence to return. That means a more coordinated approach to travel restrictions and proper integration of tourism within Europe's strategic recovery plans. ETOA is a valued partner, whether within the informal Covid-19 contact group in Brussels, the European Tourism Manifesto, or bilaterally on origin market projects. They are a dependable and well-informed voice for the tourism from Europe's source markets and the visitor economy in destination. We are looking forward to working together to help build a resilient recovery for the sector in the years ahead.

Eduardo Santander, CEO, European Travel Commission (ETC);
Chair, European Tourism Manifesto

ETOA
Strategic Partner

**EUROPEAN
TRAVEL
COMMISSION**



CEO'S FOREWORD

TOM JENKINS



THE NEW YEAR'S OPTIMISM QUICKLY TURNED INTO A FIERCE DETERMINATION TO SURVIVE. WITHOUT RAPID INTERVENTION, MUCH OF EUROPE'S SERVICE ECONOMY WOULD BE LOST.

Much of it is in jeopardy still: hotels cannot recruit staff nor coach operators enough drivers. For the UK, the EU's largest source market as well as a vital inbound destination, this was magnified by the constraints imposed by Brexit, whose impact is still disguised by the pandemic.

Domestic demand does not provide the high-spending visitor that Europe's city centres require. It is welcome, but it is not enough to sustain sectors that depend on visitor demand to complement local consumption. Recovery was frustrated by uncertainty: the near impossibility of

securing insurance, fragmented border protocols and capacity restrictions. Destinations, previously confident of visitor revenues, were severely hit.

ETOA reinvested its reserves in new support and resources. We collaborated with partners on safety protocols, travel restrictions and industry priorities, sharing intelligence. The importance of tourism to Europe's economy was finally being understood. But a coherent response remained elusive due to political failure. The conspicuous success was the EU's Digital Covid Certificate, rapidly becoming the international standard.



“ Through yet another year we demonstrated the power and might of cooperation. Once again, I am delighted to have been able to work closely with ETOA in 2021. Our trusted partnership is a means to many ends - but it also serves to promote a collective effort on many issues going forward. We have begun the restart of travel and are working through recovery. It is more important now than it ever was before to continue working together and supporting each other.

Brett Walker, Chair, Canadian Association of Tour Operators (CATO)

We developed our events capability, providing new commercial workshops and a wide range of webinars and briefings on topical issues as well as commercial opportunities. We maintained regular updates online and by email, keeping members and our wider network informed. This was complemented by monthly member Drop-Ins, a chance to share views informally with the ETOA team and fellow members. Our community is more closely connected than ever.

“ ETOA have ensured that we are informed, up-to-date and also have our interests represented. Through their working groups and webinars, they enabled a stronger partnership amongst the travel industry peers. We are very grateful to have such a strong and resourceful partner having our back.

Vera Lett, Group Marketing Director, Tour Partner Group (UK/Nordics)

“ Americans want to travel! For Europe to capitalise on the pent-up demand we need to see continued progress on travel restrictions and related protocols. These are still a significant deterrent, even for seasoned travellers. We also need business certainty: the risk that Germany may impose a new sales tax on those selling its product here in the US is very concerning. We continue to be thankful for ETOA's insight and action on key issues in Europe affecting our members. We look forward to continued collaboration in support of the valuable transatlantic tourism industry.

Terry Dale, President and CEO, United States Tour Operators Association (USTOA)

We had to remain lean: we cut back on overheads. We became more agile thanks to a hard-working and collaborative team. Investment in systems is helping us do more. We allowed buyers to retain membership on a voluntary subscription basis. By doing this we retained thirty years' of growth: indeed we end 2021 with more buyer members than we had in 2019.

Recovery is in progress. At our Global European Marketplace, the sense of opportunity and purpose in the room was

palpable. ETOA has added new origin market events to its 2022 programme. Business carried forward will be complemented by new demand. We have created a new lower price for micro enterprises, and are adding new benefits, from enhanced member search to live updates on issues you choose.

There will be progress on travel restrictions. Not fast enough, but it will come. Meanwhile, other urgent issues intrude. If Germany goes ahead with its extraordinary decision to tax those selling its product around the world, the damage to the inbound industry and tax loss will be extreme. Pragmatic voices may prevail. On this and other issues that affect business in Europe and its source markets, ETOA will be working with renewed urgency.

Thank you for your continued engagement and support.

EXECUTIVE SUMMARY

LOOKING BACK AT 2021 AND OUR RESPONSE TO A YEAR THAT WAS CONSIDERABLY TOUGHER FOR ETOA AND ITS MEMBERS THAN WE HOPED. LOOKING AHEAD, WHAT WILL ETOA DO TO HELP MEMBERS BENEFIT FROM A BETTER 2022?

2021: DELIVERING A STRONG RESPONSE DURING UNCERTAIN RECOVERY

As 2020 came to an end there were grounds to believe that international tourism would return strongly by spring. In the new year, variants of COVID-19 and continued complexity in travel restrictions quickly changed the outlook.

Compared to 2019, 2021 international arrivals in Europe (including regional arrivals) were down by an average of 85% until the end of May, with northern Europe especially badly hit. Only southern Europe achieved more than 50% of 2019 numbers by July [Source: unwto.org/unwto-tourism-recovery-tracker].

The European supply chain once again depended on domestic demand; the higher-spending long-haul visitors only started to arrive in the second half of the year. Continued complexity of travel restrictions remains a major barrier to recovery.

IMPACT ON ETOA AND MEMBERSHIP

- Membership cancellations continued, driven by financial hardship and lack of short-term opportunity.
- We continued to make tough decisions to remain effective with limited resources, committing our financial reserves to reinvest in supporting members.
- While some could not renew membership in 2021, there are still more than 750 destination and supplier members within our community, and over 380 buyers.

OUR RESPONSE

- **To maintain an industry-leading list of buyers**, in 2021 we allowed continued membership for operators on a voluntary payment basis. While we sacrificed significant revenue, only eight buyers cancelled and over 100 have joined.
- Creation of **membership engagement team** to provide better support and consolidate the benefit from investment in new systems.
- Further **development of ETOA's online capability**:
 - 38 webinars and online briefings, with an average registration of 150 per event.
 - Refinement of online events platform, with growth in providing third-party business services.
- **Lobbying on member priorities** with particular focus on travel restrictions and business support.
- **Origin and destination market partnerships**:
 - Our strong partnership with **Switzerland Tourism**, **Tourism Ireland**, **Visit Britain** and **Visit England** continued to show how collaboration with NTOs can maximise mutual benefit and deliver cost-efficient business services; these continued also with **ADDMA (Athens DMO)** and **Paris Region**.
 - We delivered partner workshop targeting North America and Asia; recently we delivered a webinar on Korea outbound and announced a partnership with FEMATUR (the Mexican Federation of Tourism Associations).

OUR PARTNERS



NORDIC TOURISM
COLLECTIVE

OUR PARTNERS



- Continued collaboration with **CATO** and **USTOA** on **TourCare Guidelines** supporting good practice in safe travel.
- We delivered online events with the **Nordic Tourism Collective**, covering topics ranging from business opportunities in market to airlines and recovery.
- We welcome a new partner in France: **GREAT**, a network of in-destination activity providers and attractions.
- Adding to our list of **sustainability partners**, we welcomed climate action specialists **TerraVerde** and **Travelife for Tour Operators**. We also participated in the **Travel Tech Show** as part of our ongoing partnership.
- **European Presence and Profile**
 - Members consolidated our European presence by agreeing the transfer of legal control of ETOA from UK to Belgium. Our dual EU-UK structure gives us valuable agility.
 - We re-invested in our representation in Italy, France and Spain, which each have country representatives in market, and developed website content in local languages.

2022: MORE ACCESS AND OPPORTUNITY

Recovery will depend on partners' ability to seize market opportunity and on reliable information. Our goal for 2022 is to ensure that we provide our members with both, and to rebuild our association's resources within our new European structure. To support that, we've introduced new membership benefits, and will continue to lobby hard on issues that will make the biggest

difference to our members' ability to respond to demand, including insurance, travel restrictions and VAT.

- Benefits for paying members will include:
 - New low-rate option for micro enterprises in destination markets across Europe.
 - Discounted rate for full buyer membership, with option for affiliate membership.
 - Enhanced online member search.
 - 'Access all areas' pass to gated content on www.etoa.org
 - Policy and market intelligence updates on topics you choose.
 - Priority event access for primary and secondary delegates.
 - 30% discount on Tour Guide ID Cards.
 - Invitations to ETOA social events.
 - One-to-one support and guidance for operational and regulatory issues.
- Continued expansion of event programme: online and in-person [see p14]:
 - New origin-market focused events.
 - Return of in-destination workshops and networking events.
 - Member drop-ins and working groups.
- Lobbying and resources devoted to business-critical issues:
 - International travel protocols and in-destination operating conditions.
 - Tourist taxes and VAT.
 - Market intelligence and insights.



ABOUT US

FOUNDED IN 1989, WE'VE BEEN WORKING FOR OUR MEMBERS FOR MORE THAN 30 YEARS. FROM THE GULF WAR IN 1991 TO TERRORISM IN THE 2000S, SARS TO COVID-19, EUROPEAN TOURISM HAS ENDURED A CATALOGUE OF CRISES.

ETOA has always been there – and the industry has always come back stronger.

This time it is different. After the pandemic's prolonged impact, Europe's visitor economy has been hit especially hard and it continues to need strategic support to survive. As policymakers map a path

towards 2030, the green and digital agenda will transform all sectors.

Operators hoping to turn strong demand into production in 2022 need international travel protocols to become more streamlined and the business environment in destinations to become

more predictable. These will remain top priorities for ETOA as the recovery takes shape.

We have offices in Brussels and London and representation in destinations markets. Our vision for European tourism is to be a competitive, value-adding ecosystem that celebrates diverse cultures and provides employment across the region.

As of 4 November 2021, ETOA's membership includes 380 buyers selling in 127 source markets, sourcing product and services from more than 750 associate members and partners.



ETOA: BETTER TOURISM IN EUROPE

Our members include tour operators, online specialists, intermediaries and wholesalers, national, regional and local tourist boards from across Europe; hotels, attractions, technology companies and other tourism service providers ranging in size from global brands to local independent businesses.

We enable connections, networking and business opportunities across the industry and we're connected to tens of thousands of professionals across our social media channels.

We're in touch with policymakers at all levels of government. Our diverse community and direct membership model gives us a credible and powerful voice. Our strategic partners and advisors complement in-house resources to ensure that we provide helpful guidance and access to additional expertise.

Our flat structure and funding model keeps us independent, agile and solely accountable to our members.

BENEFITS OF MEMBERSHIP

ACCESS AND OPPORTUNITY FOR BUYERS, SUPPLIERS
AND DESTINATIONS AS RECOVERY TAKES SHAPE.



With its wide range of B2B events (online and in-person) and a comprehensive online database of buyers, ETOA provides new commercial opportunities at an affordable price for almost any marketing and promotional budget.

With a combination of business brought forward from 2020-21 and new bookings, 2022 should be a comeback year. Operators are looking for new partners, from accommodation and transport providers to new attractions and activities.

Our buyer list includes 380 businesses, many of whom have joined in 2021 as part

of their recovery plan. For small-group immersive cultural tours and multi-country programmes as well as FIT business, product needs are changing.

In 2022 our enhanced member search will depend, in part, on better information about buyers: which source markets they work with and what they specialise in. This will make finding new business partners even easier for our supplier members.



For additional promotional and sponsorship opportunities, please email us at: member@etoa.org

INFLUENCE & SUPPORT

Buyers control ETOA through voting membership, influencing its direction and development. All buyers have free access to our commercial events.

Our new low-rate for micro suppliers will bring a wider range of product into membership, supporting buyers' diversification needs. Paying members will have priority event access for primary and secondary delegates.

Through an enhancement to our CRM, paying members will be able to opt-in to policy and business intelligence updates on topics they choose. This will be especially useful for team members with particular topical or territorial interests: transport, VAT, certain destinations; climate action.

In addition to access to all gated areas of our website, which contain information on tourism taxes, travel restrictions, etc. They will also have access to one-to-one support from the ETOA team, including regulatory guidance and insight, and help with navigating some of the complexities of tours operations in Europe. If we don't know the answer, we know someone who does.

Paying members also qualify for a 30% discount on the Tour Guide ID Card provided to those they work with.



For further information visit: www.etoa.org/tour-guide-card

“ The information and one to one support ETOA has provided this year has been very helpful to us in operating tours. Knowing we are able to ask for guidance is reassuring and a valuable benefit of our membership.

Beata Przepiorka, Director of Sales - European Department, Europe Incoming

2021 ETOA WORKSHOPS IN NUMBERS



10

Events



2,500

Attendees



62,000

B2B appointments

Partner 'white label' events delivered for Athens, Paris, Switzerland and UK

16,000

B2B appointments

COMMUNICATIONS AND INSIGHT

BETTER INFORMATION TO SUPPORT BETTER DECISIONS.



STAYING IN TOUCH

We have engaged with more members than ever: webinars, working groups and one-on-ones with the team kept ETOA close to the frontline, understanding the business impact of the pandemic in both origin and destination markets. But other issues matter too, and it is not always easy to know where to find the information you need. From 2022, paying members will be able to opt-in to communications on topics of particular interest to them, as well as participate in live discussions and receive relevant updates as they appear rather than wait for periodic emails.

We will have a revised programme of Drop-Ins and Working Groups to ensure that we're providing a range of options for members to stay informed, while enabling us to better understand what's happening in market.



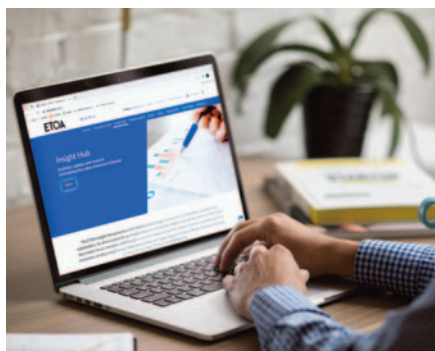
For more information, visit:
www.etoa.org/member-resources



OUTREACH AND SUPPORT

ETOA's communications network within and beyond membership continues to develop. Our LinkedIn audience has grown by more than 40% in the past year. We now have over 18,000 followers.

Our website will be refreshed to reflect new priorities: not everything operational is seen through the lens of COVID: we will provide practical information on business as usual in destinations and rationalise the information we provide on travel restrictions.



ETOA'S INSIGHT HUB

The hub is a rich statistical and insights service for our members, partners and stakeholders. It is updated regularly with both member-only and publicly-available content, all of which is summarised with the key points for those short on time. Recent highlights include a round-up of the UNWTO Barometer on the volume and value of international tourism, and the European Travel Commission reports on long haul, domestic and intra-European travel sentiment. Also included are up-to-date reports from WTTC, Amadeus, STR and IATA as well as research from National Tourist Offices. Additionally, the Insight Hub serves to demonstrate the value of tourism to global and local economies, lending weight to our lobbying activities and supporting our vision of Better Tourism in Europe.



For more information, visit:
www.etoa.org/insight

POLICY PRIORITIES

REPRESENTING ITS MEMBERS AND THE WIDER EUROPEAN TOURISM INDUSTRY, ETOA WORKS HARD TO SUPPORT POSITIVE CHANGE. HERE'S WHAT WE'RE DOING IN SEVEN KEY POLICY AREAS.

Much of ETOA's pandemic-related lobbying is done with partners. Members of the **Tourism Manifesto alliance** (of which ETOA is a founding member) participate in regular informal COVID-19 stakeholder group meetings with the European Commission, sharing candid insights in confidential contact groups. Without manageable border formalities,

international tourism will be slow to return: open discussion about where the political obstacles may be is essential.

Thanks to the insights its routine interaction with business brings, ETOA has contributed to UN, UNWTO, UNEP and OECD sessions on recovery, climate action, sustainability metrics and priorities for tourism recovery. We also participated

in European Commission workshops developing the 'transition pathways' towards a more resilient sector by 2030.



For further information visit: https://ec.europa.eu/growth/news/stakeholder-consultation-transition-pathway-tourism-2021-06-21_en

In addition to travel restrictions, other issues are pressing and progress is accelerated through coordinated work with partners. ETOA members and other associations are collaborating to address threats to Germany's competitive position through proposed changes to its VAT rules. Combined action from domestic and international players may still persuade authorities to suspend harmful proposals pending an EU-wide solution. Policy priorities include:



TRAVEL RESTRICTIONS

Unless we can make travel easier, what could be a very successful year in 2022 will underperform. This remains the biggest short-term threat to long-haul travel to Europe. ETOA participates in weekly meetings of interested associations, and shares lobbying insight and works on common positions. Much credit goes to colleagues in the airlines and airports sectors for their detailed work on restrictions, proving low levels of in-flight transmission and supporting a traveller rather than country-centred approach.



DESTINATION ENGAGEMENT

Our engagement with destination management and marketing organisations continues to grow. Our membership includes 98 DMOs and 24 NTOs as of 4 November 2021. Other than ETOA event attendance, commercial collaboration includes white label events targeting a range of markets, and a range of sponsorship opportunities.

As volume returns to European cities, close contact remains important; local operating conditions from coach access and tourist taxes to capacity restrictions and health protocols all affect business planning. Gathering insight is assisted by various

working groups to ensure that we share accurate and representative information.

Travel trade masterclasses, where operators share insights about evolving travel trends and how the supply chain can diversify its client base, were delivered in collaboration with DMOs in France, Italy and Spain. 'Sustainability', in destination terms, might include carrying capacity or visitor profiling: ETOA works hard to make sure industry voice is heard as local policy develops so that the scope for mutual benefit remains as wide as possible.



For more information, visit: www.etoa.org/destinations

“ Madrid Destino has belonged to ETOA for more than 11 years. It affords us the opportunity to interact with tourism professionals from different countries. Also, the fact that such a large number of Spanish DMOs belong to ETOA facilitates the establishment of synergies and collaborations with other destinations.

Ana Sostres, Market Manager Europe, Madrid Destino



CLIMATE ACTION

ETOA is a supporting signatory and launch partner of the Glasgow Declaration, calling for a decade of climate action on the part of industry. The Tourism Declares initiative (which ETOA joined in 2020) has proven highly influential: the 'declarations' will be rationalised as part of the Travel Foundation in partnership with UNWTO, giving them an organisational home and the accountability and transparency that comes with charitable status.

We recognise that climate action planning may not be a top priority for many members. Our role is to advocate not antagonise, and to ensure that the necessary advice and tools are available to support members as they plan their transition. As the interests of climate and competition converge, regulatory landscape will become more coercive. While not all consumers want to know the climate impact of their decisions, an increasing number will.



BREXIT

COVID has disguised some impact of Brexit, but its effect is clear. The wider European hospitality and transport sectors, vulnerable to loss of talent because employees sought opportunities elsewhere, is finding recruitment difficult (a recent survey of small coach operators in Italy suggested a severe shortage of drivers).

But the impact is worse in the UK. Without access to the EU talent pool, some suppliers have had to decline service and limit operations already subject to COVID-related capacity constraints. While domestic demand surged because of a drop in international travel, for many, marginal financial viability quickly became loss making; the service economy has lost capacity as a result. ETOA is a strong supporter of campaigns to encourage a more pragmatic approach to migration.

From 1 January 2021, travel between the EU and the UK has been subject to post-transition rules. Since October, EU ID cards are no longer sufficient for entry.

However, the UK is the EU's largest external market. The recent acceptance of its COVID certificate within the EU's DCC framework was a major step forward.

ETOA's consolidation of its EU credentials through transferring overall organisational control to Belgium is complemented by our continued presence in the UK. We're uniquely placed to lobby in support of mutual EU-UK interest.



For more information, visit:
www.etoa.org/policy/brexit



ETOA Supporting climate action

Ahead of COP26, ETOA is a launch partner and supporting signatory of the Glasgow Declaration, which calls for public commitment and action in tourism to cut emissions at least in half over the next decade and reach Net Zero emissions as soon as possible before 2050.¹

From 2022, ETOA will offset all operations and events (we will publish our climate action plan in December). Today's vegetarian menu helps to reduce our carbon footprint.

If you are interested in meeting our climate action partners, please visit the information desk in the middle of the appointment tables or the Climate Action stand located in the middle of the foyer area outside the main hall, against the window.

If you don't have time to discuss this today but would like more information about how your business can adapt, or you would like to let us know about your climate action plan, please email: policy@etoa.org

etoa.org/climate

¹ <https://www.cop26.net/network/sustainable-tourism/glasgow-declaration>

Climate Action Partners:



To view the declaration visit:
www.etoa.org/wp-content/uploads/2020/12/The-European-Tourism-Association-ETOA-Declares-a-Climate-Emergency.2020.12.16.pdf



PACKAGE TRAVEL AND FINANCIAL PROTECTION

In February, the European Commission finalised its report on the current directive's implementation. ETOA participated in the expert group, having contributed industry insight during 2020.

With a variety of approaches to refunds and vouchers in evidence across Europe, the need to overhaul financial protection mechanisms is clear and will be subject to further analysis.

Meanwhile, for industry, the availability of insurance is becoming an increasingly vexed issue because of operators' liability and continued financial uncertainty. Arguably, related market failure is impeding recovery. This, as well as the reassessment of risk allocation between business, the consumer and the state, remain in question and will be a priority for us in 2022 pending any moves towards regulatory reform.



To view report visit:

www.etoa.org/wp-content/uploads/2021/03/COM-2021-90-final_EN-1.pdf



For more information, visit:

www.etoa.org/policy/package-travel-regulation



TAX AND TOURISM

From city taxes to VAT, indirect taxation is still one of the most influential factors in European tourism's competitiveness. Proposed changes to German VAT treatment of non-EU buyers represent one of the most dramatic threats to European inbound business we've seen in years. At time of writing, dialogue continues with the authorities: industry modelling suggests that a loss of only 5% of inbound business might cost the German exchequer more than €100m per year.

We will review and update the city tax database in our member-only resources at: www.etoa.org/destinations/tourist-tax-rates

Most changes are expected towards the end or start of a calendar year, with some exceptions. Venice has still to devise a method of collecting its proposed new day tax (*tassa di sbarco*); implementation has been delayed many times.



VISAS AND BORDERS

Border crossings have been transformed by Covid-19. While intra-Schengen travel became much more straightforward during 2021, the complexity of meeting pre-departure documentary and post-arrival testing requirements for non-EU visitors especially continues to harm inbound prospects.

Initial roll-out of ETIAS should happen in 2022, which will be mandatory for travellers to the Schengen zone from visa-waiver countries. Building on its origin market insight, ETOA contributed to the European Commission's consultation on the digitalisation of visas and related processing. We're pushing for a more rational approach to documentation (especially proof of accommodation) and minimising the need for in-person presentation at source market consulates.



For more information, visit: www.etoa.org/policy/visas

“ ETOA and Barcelona City Council have been collaborating and worked together for a long time. We value the public private dialogue, reaching major European operators and communicating public policies. ETOA's role in the private sector allows us to better manage our destination. The updates on tourism taxes of European cities are very useful.

Xavier Marcé, Councillor of Tourism and Creative Industries, Barcelona City Council



EVENTS IN 2022

ETOA'S EVENTS IN 2022 WILL BUILD ON IMPROVED ONLINE CAPABILITY AND REACH, WHILE PROVIDING A WELCOME RETURN TO IN-PERSON NETWORKING.

We have more buyers in ETOA's community than ever before and we're seeing strong growth in long-haul origin market participation. More than 370 are represented at Global European Marketplace and Relaunch22, joining from locations worldwide.

ETOA's events team delivered four events for national and regional partners in 2021. Their success was built on continued refinement of our Celestina appointment matching software, as well as the quality of our buyers. In 2022 we will launch a new brand – European Travel Marketplace. The first will focus on

UPCOMING B2B WORKSHOPS



**Contracting the best
British & Irish tourism products**
28 January 2022, London
1 February 2022, Online



**East and South East Asia
contracting Europe**
28 April 2022
Online



**The only truly
Pan-Nordic event**
22-23 February 2022
Online



**European destination
workshop**
9 June 2022
Online



**Where North America
contracts Europe**
1 March 2022
Online



**The Global European
Marketplace**
28 October 2022
London



**Meeting the best of Mediterranean
tourism product**
5 April 2022
Online



For more information email: events@etoa.org
or visit: www.etoa.org/events

GLOBAL EUROPEAN MARKETPLACE TESTIMONIALS

“ Very well organised given the scenario.
Always felt safe. Good appointments.

Tristram Yarde-Leavett, Managing Director, Tourwise of London Ltd.

“ It was well organised,
timely and useful.

Michele Deleaz, Director of European Operations, ACIS/AIFS

“ Good range of new contacts this year and
people seem more open to talking seriously
about building business for next year.

David Gardner, Business Development Manager, First Travel Solutions

“ You guys made it worth it for me to travel
to London for this, I was busy all day long creating
a new network. The logistics were amazing. I was able to
expand my network and to understand the pain points of
potential supplies when it comes to accessibility.
Information was clear, the quality of the venue was
amazing, great food and nice cocktail to say goodbye.

Arturo Gaona, Chief Partnership Officer, Go Wheel the World Inc.

“ “Great opportunity to catch up with old
clients and meet new ones”

Guendalina Scavia, Director of Sales and Marketing,
Hotel Invest Italiana S.r.l.



“ These are real buyers with real business.
The digital format is very efficient. It is
actually better than the face-to-face event. Would
not mind having City Fair next year digitally again.

Renato Gruenenfelder, General Manager, GJ Travel- Iceland
& Greenland

“ We decided to join Relaunch'22 online as
we were satisfied of the outcome from
previous online events which allowed us to meet
new international buyers and new potential
business thanks to an efficient format and
without leaving the office!

Erica Galli, Sales Manager, Grand Hotel Croce di Malta



“ City Fair timing is very good, we always find
buyers full of enthusiasm, I must add that
the virtual event was so much easier to manage
and during appointments, all the attendees
seemed truly interested.

Linda McLaren, Head of Sales, AG Group

“ ETOA's online events have proven to be a
cost-effective option giving me access to
buyers I would not normally meet, especially those
from long-haul markets. I will be at Relaunch22,
and look forward to meeting new partners then.

Christelle Sato Decesse, Director of Sales Leisure, Marriott Paris

North America outbound, the second East and South East Asia.

The few in-person industry events that took place in Europe in 2021 were often characterised by strong domestic attendance; good to be there, but the range of buyers one would normally expect was absent. Online formats made it easier to address multiple destinations, segments and origin markets within the same contracting and product development cycles.

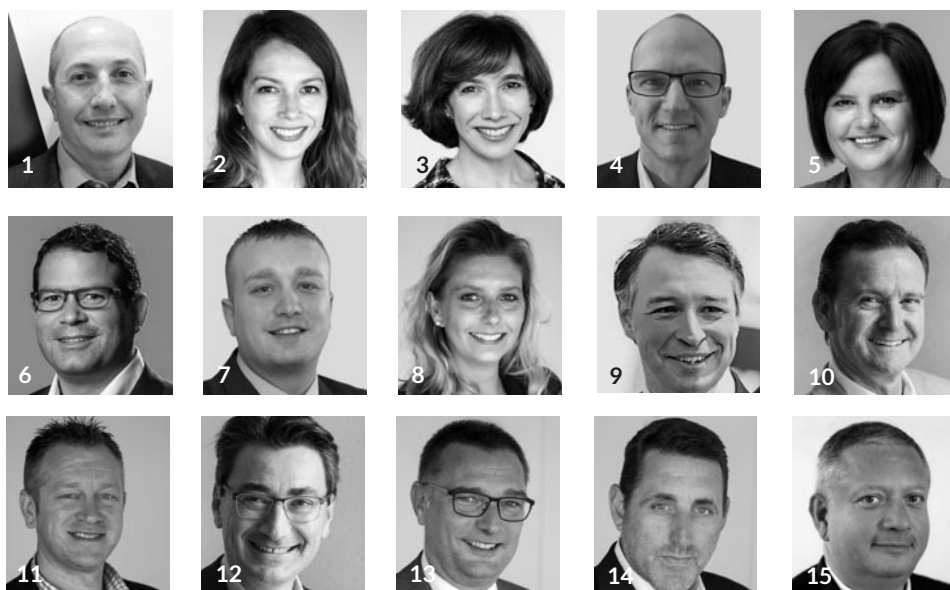
ETOA's first in-person event since the start of the pandemic was Global European Marketplace in London on 29 October. With more than 400 delegates with appointments, it marked a welcome return to business as usual, but it was still adversely affected by travel restrictions and related cancellation. We will continue to pursue a dual approach as recovery takes shape – online and in-person.

BOARD



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- 6 **Sean Taggart**, Commercial Director, ETOA

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- 19 Abigail Olabode, Member Support & CRM Administrator
- 20 Naz Ismail, Member Support & CRM Administrator
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- 22 Jorge Traver, Country Representative, Spain and Portugal
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