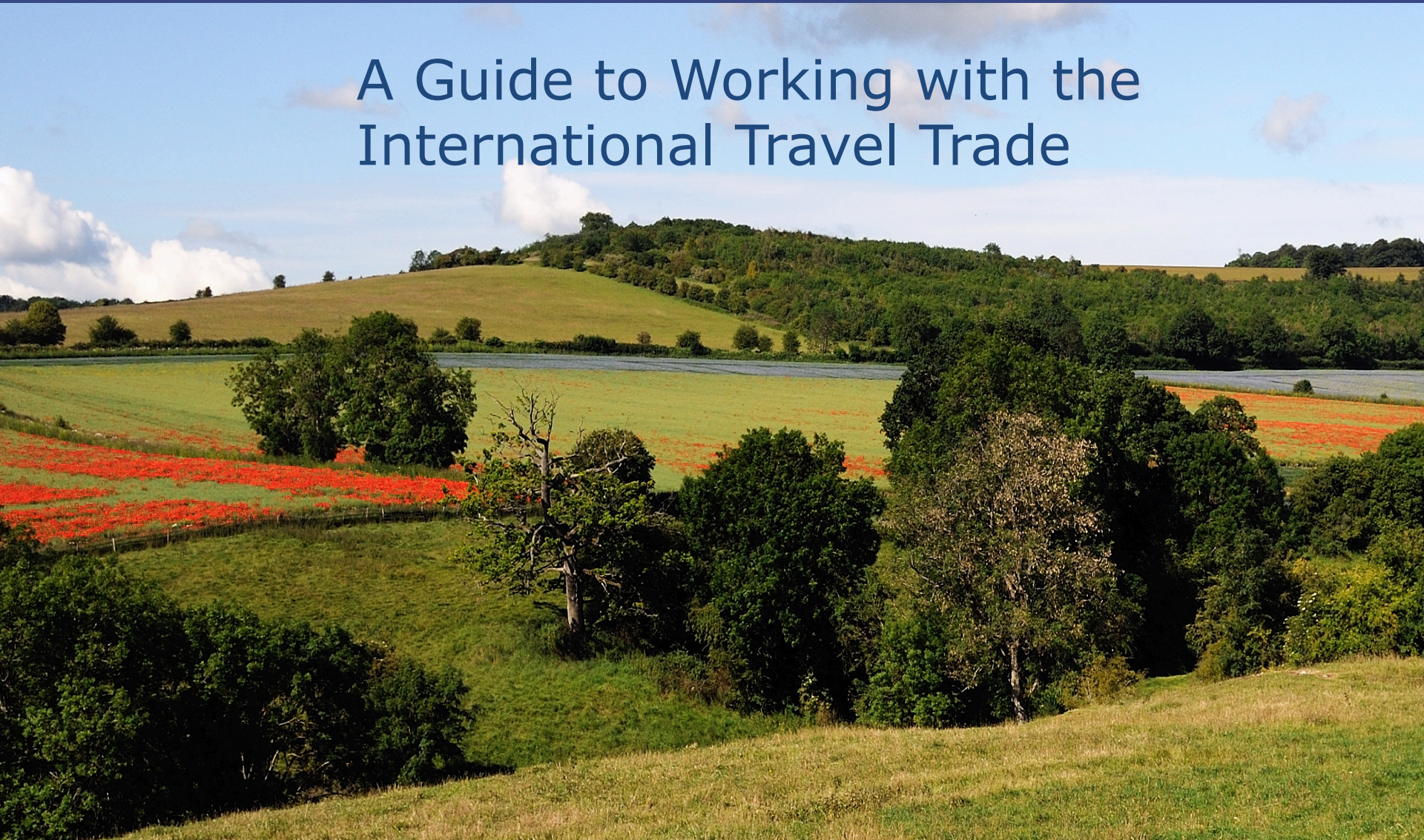


European tourism association

A Guide to Working with the International Travel Trade





The story of ETOA tells the story of
change in the travel industry

ETOA

Founded in 1989

5
tour
operators



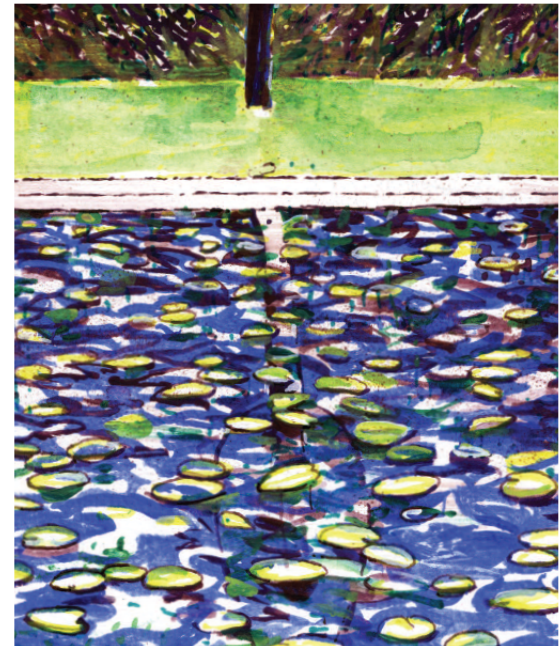


More than 200 'operators'
with clients from all over
The world

650+ 'suppliers' of tourism
product including hotels,
attractions, tourist boards...

The logo for the European Tourism Operators Association (ETOA), featuring the letters 'ETOA' in a bold, dark blue sans-serif font, with the letter 'O' replaced by a stylized sun icon with a white center and yellow rays.

European tourism association



Directory 2015

ETOA





Group operators



Why choose group travel?

ETOA



Scheduled tours have fixed departure dates





Ad hoc or customised tours have their own particular departure dates and are one-off journeys



FIT – Fully Independent Traveller



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Wholesalers



Ground handlers often deliver many or all of the ingredients to make a tour or a portion of a tour



Major international wholesalers have a large inventory

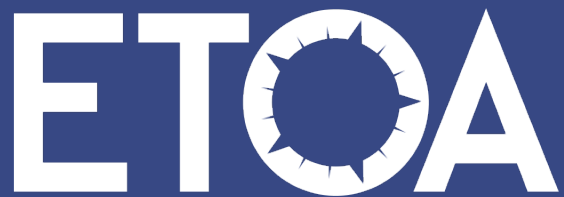


How to engage and do business with the trade

- Trade events
- Your DMO
- Be prepared!



Five takeaway points from today



European tourism association

Thank you for your attention!

Website: www.etoa.org

Tel: +44 20 7499 4412

Email: info@etoa.org

