



THE EUROPEAN TRAVEL AGENTS'  
AND TOUR OPERATORS' ASSOCIATIONS

## PRESS RELEASE

### **Transport connectivity and multimodal transport key for seamless travel and tourism**

**Transport connectivity and intermodality are critical success factors for the European Tourism Sector. From a travel agency perspective, a lot still needs to be done to improve connectivity and ensure seamless door-to-door multimodal transport.**

The European Tourism Forum organised under the auspices of the Estonian Council Presidency on 19 October in Tallinn will dedicate a panel discussion on transport connectivity and intermodality and how they can support growth in the EU tourism sector.

On this occasion, Merike Hallik, President of the European travel agents' and tour operators' association, will stress that better connectivity and intermodality are key enablers for travel and tourism. Indeed, the 70.000 travel agents and tour operators operating in Europe are facing an increasing demand from consumers for seamless door-to-door travel, which includes all different modes of transport, preferably in one single booking and with one single payment.

While the liberalisation of the air transport market and the gradual liberalisation of the rail transport market have greatly improved connectivity in Europe through more choice, more routes and affordable transport services, the consumer expectations are not yet fully met. Multi-modal journey planning services exist but they are very fragmented and not connected. We are still far away from single bookings and payments for multi-modal transport services.

Industry needs a good regulatory environment that enhances connectivity, not only within Europe but also with important tourism source markets, and enables the development of multimodal transport services, such as access to fares and inventories, also to the third-party distribution channel.

Said Merike Hallik, President of ECTAA: "We need to have a true multimodal transport policy in place to enable travel and tourism to grow in a sustainable way. Underpinning this policy is a healthy competition in the transport market and key enablers to help the development of multimodal services."

•••

ECTAA regroups the national associations of travel agents and tour operators of 30 European countries, of which 27 are within the European Union, and represents some 70.000 enterprises. It also has three International Members from Israel, Morocco and Tunisia.

Publication date: 19 October 2017

For more information, please contact:

Ms Christina Russe, Communication Officer

ECTAA - Group of National Travel Agents' and Tour Operators' Associations within the EU  
Rue Dautzenberg 36, B-1050 Brussels  
Tel: +32 2 644 34 50 or fax: +32 2 644 24 21  
e-mail: [secretariat@ectaa.org](mailto:secretariat@ectaa.org), [www.ectaa.org](http://www.ectaa.org)