



THE EUROPEAN TRAVEL AGENTS'
AND TOUR OPERATORS' ASSOCIATIONS

PRESS RELEASE

European travel agents' and tour operators' associations exploring colourful Coimbra

ECTAA, the European Association of Travel Agents and Tour Operators, has been invited to hold its semi-annual meeting in the beautiful Coimbra city in Centre of Portugal on 31 May to 2 June. A delegation of 70 CEOs and Presidents of travel agents and travel agents' associations will come to Coimbra to obtain up-to-date industry, government affairs and legal developments impacting the European travel industry.

Focus will be on the Centre of Portugal, which is the Preferred Destination of ECTAA in 2017. ECTAA has signed an agreement with Turismo Centro de Portugal to jointly promote the destination through the travel agency network.

Portugal is an important destination in Europe. The national travel agents associations across Europe reported a strong increase of demand in 2016, that is sustained in 2017. Indeed, Portugal started the year well, enjoying growth of more than 20% in international arrivals based on data for January compared to a year ago. With the traditional markets such as United Kingdom, Spain, Germany and France going strong, Portugal also sees an important increase of overseas visitors from the US and China.

Said President of ECTAA, Ms. Merike HALLIK: "We are very pleased to meet here in the Centre of Portugal to explore the diversity and richness of the tourism offer. This is a real opportunity for ECTAA Members to explore what the Centre of Portugal can offer to our clients."

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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.

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