

- ★ Possibility to hold an event in the European Parliament in cooperation with a Member of the Parliament from your country.
- ★ The Preferred Destination programme is flexible and can be adapted to take into account your specific needs as well as unforeseen and exceptional circumstances.
- ★ Some destinations use this programme to relay messages tied to specific products and launches. Others intend to raise the awareness of the destination by attracting travel agency conferences in their country / region. Others still aim to learn about the specificities of the different European source markets and how to optimise sales through the travel agency network. All that can be tailor-made to the needs of the destination.

## WEBINARS



## EVENTS



Thanks to ECTAA's Preferred Destination of the Year Programme, you can make your destination visible to the **125.000 European travel agents and tour operators**



## ABOUT ECTAA

ECTAA is the European umbrella organisation of travel agents and tour operators across Europe. Members are the national associations of 26 Member States of the European Union, as well as United Kingdom, Switzerland and Norway. ECTAA's mission is to drive growth and competitiveness in the European travel industry by working with members to inform and shape the debate in the European institutions and industry bodies.

ECTAA represents some **125.000 travel agents and tour operators** in Europe, which sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers. Travel agents and tour operators generate an estimated **turnover of €170 billion** and they account for approximately **500.000 employees**.

Each year travel agents issue **300 million air tickets** on scheduled flights and they sell approximately **120 million of prearranged** and **90 million dynamic travel packages**.

ECTAA offers a useful network of contacts with European travel agents' and tour operators' associations as well as important travel service suppliers and selected preferred destinations.

### Full Members

- |                       |                             |
|-----------------------|-----------------------------|
| ÖRV and WKÖ, Austria  | CONFUTURISMO and FTO, Italy |
| FIT, Belgium          | ALTA, Latvia                |
| ABTTA, Bulgaria       | NTVA, Lithuania             |
| UHPA and UPA, Croatia | FATTA, Malta                |
| ACTA, Cyprus          | ANVR, Netherlands           |
| ACKKA, Czech Republic | VIRKE, Norway               |
| DRF, Denmark          | PIT, Poland                 |
| ETFL, Estonia         | APAVT, Portugal             |
| SMAL, Finland         | ANAT, Romania               |
| EDV, France           | SACKA, Slovakia             |
| DRV, Germany          | ZTAS, Slovenia              |
| HATTA, Greece         | ACAVE, Spain                |
| MUISZ, Hungary        | SRF, Sweden                 |
| ITAA, Ireland         | SRV, Switzerland            |

### Affiliated Members

- ABTA, United Kingdom
- ITTAA, Israel
- MATTA, Malaysia
- FTAV, Tunisia

### Allied Members

- Amadeus
- Sabre
- Travelport

### They have chosen to be ECTAA partners:

Azores, Centro do Portugal, Croatia, Cyprus, Greece, Łódź, Malaysia, Montenegro, Ras Al Kaimah, Slovenia, Trenitalia...

## Interested? Do not hesitate to contact us

**ECTAA**  
THE EUROPEAN TRAVEL AGENTS'  
AND TOUR OPERATORS' ASSOCIATIONS

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# ECTAA Preferred Destination of the Year Programme

## WHY NOT GET A BETTER SHARE OF EUROPEAN TOURISM?



**ECTAA**  
THE EUROPEAN TRAVEL AGENTS'  
AND TOUR OPERATORS' ASSOCIATIONS

Europe is the world's largest source region for outbound tourism. Tap into this market by using the European network of travel agents and tour operators.

## EUROPE'S OUTBOUND TOURISM IS GROWING

Europe is an important source market for many tourism destinations...

The latest figures before the outbreak of COVID-19 show that approximately 26% of the EU population participates in tourism outside their home country at least once a year, reflecting many Europeans' appetite for international travel. In real terms, it means that residents of the EU, together with Norway and Switzerland, made 1,3 billion trips, of which 27% were outbound, and spent 6,6 billion nights in tourist accommodations, of which 45% were abroad.

If European citizens spent on average 357 euro per trip; this amount increased to 657 euro for outbound travel. In total, tourism expenditure by European citizens amounted to 537 billion euro; more than half of this was for outbound tourism (58%).

### ... and the forecast on European outbound tourism is positive

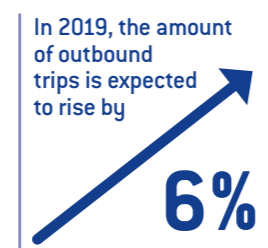
On the short term, the forecast on European outbound tourism is very positive. In the long term (until 2030), European outbound tourism is expected to grow further. In general, the European outbound tourism market is expected to grow by 3–4% per year.

Looking ahead, analysts forecast positive years for the European outbound travel market. Europe's largest outbound travel market, Germany, is forecast to grow by +4% and the signs are also positive for source markets like Denmark, France, Switzerland, Spain and Belgium.

### ...many travel and tourism services are booked through travel agents and tour operators

As 30% of outbound trips of more than 4 nights were organised as a package and 38% of bookings of accommodation and transport were done through a travel agency or tour operator, they have a clear role in helping destination to better sell their product.

EU, United Kingdom, Norway and Switzerland residents



## ABOUT THE PREFERRED DESTINATION PROGRAMME

The ECTAA Preferred Destination of the Year programme offers the National Tourism Authority of a selected destination the opportunity to market the destination to the European travel agents and tour operators regrouped within the European Federation.

The programme offers a wide range of services and privileged access to the 35 national associations of travel agents and tour operators members of ECTAA, which cover most of the outbound markets across Europe as well as Tunisia, Israel and Malaysia. In addition, ECTAA is cooperating with other European and international organisations to present your destination to non-EU buyers. These services include amongst others:

### Communication for additional visibility

- ★ Prominent display on ECTAA's website of visuals with embedded hyperlinks, enabling an easy and direct access to aspects of your destination you want to highlight and promote.
- ★ Creation of a special webpage for your destination with monthly updates based on information you will provide.
- ★ Inclusion of your logo and your descriptive in ECTAA's corporate identity and communication (emails, presentations, study, reports...).
- ★ Media coverage about your destination by means of monthly press releases, regular tweets and posts on LinkedIn related to activities.
- ★ Public announcement of cooperation through different means.

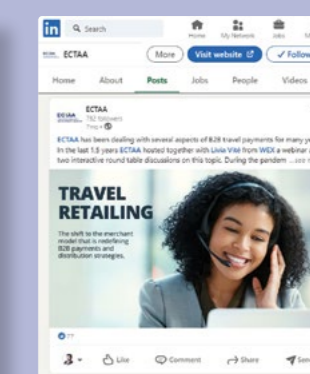
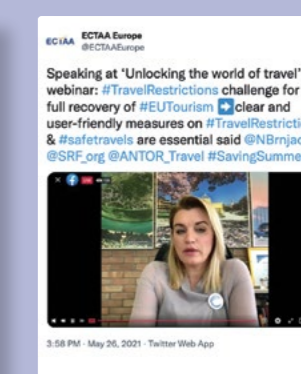
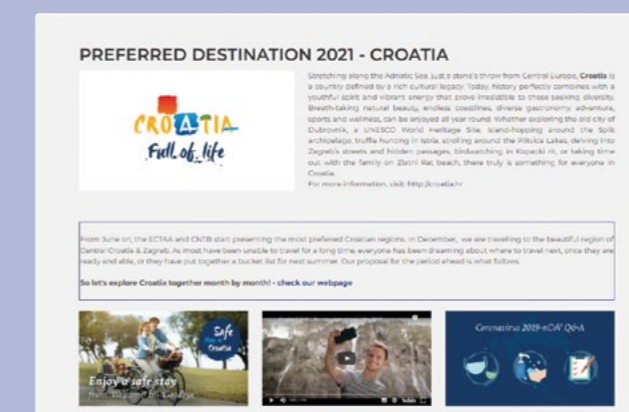
### Privileged access to ECTAA members and their tourist enterprises

- ★ Organisation of a webinar giving prominent speakers from your destination the possibility to promote it before the summer season.
- ★ Possibility to host one of the ECTAA semi-annual meetings to showcase your destination and connect with the top experts in one location.
- ★ Participation to meetings of the technical committees of ECTAA to present and promote your destination including a meeting of the Tourism Committee, allowing to meet both experts and decision-makers of the national associations.

### LOGOS & SIGNATURES



### COMMUNICATION



- ★ Distribution of promotional material to ECTAA member associations, travel agents and tour operators.
- ★ Possibility to jointly develop ad-hoc material that can be disseminated by the ECTAA secretariat towards the national associations.
- ★ Opportunity to invite travel agents and tour operators selected by the programme on famtrips/educational tours.
- ★ Allied membership in ECTAA for the duration of the programme with access to privileged services reserved to members.

### Other tailor-made services

- ★ Showcases of innovative activities (e.g. sustainable tourism, smart travel...).
- ★ Possibility to reward a company (inbound tour operators) with a sustainable tourism award (in connection with communication activities).
- ★ Possibility to develop joint activities towards stakeholders of the tourism sector present at EU level.
- ★ Possibility to identify the added-value of the destination with respect to European institutions' priorities and work programme.