

## PRESS RELEASE

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### **Latvia, now in the spotlight of European travel agencies and tour operators.**

***ECTAA, the European Association of Travel Agents and Tour Operators and Latvia's Investment and Development Agency (LIAA) celebrate a successful year of cooperation to promote in Latvia towards travel companies.***

Brussels, 20 December 2023. During one year, European travel companies have benefited from a promotion campaign organized by their European umbrella organisation and the agency in charge of promoting Latvia. At stake? A better knowledge about Latvia as a destination for both business and leisure travellers.

While the campaign included a number of actions, the first meeting of ECTAA in Latvia has been a special moment. This event, organized in partnership with the Association of Latvian Travel Agents (ALTA), gathered industry leaders from across Europe. Together, they delved into crucial discussions on geopolitical challenges and future uncertainties, with the presence of Mr. Sarts, Director of the NATO Strategic Communications Centre of Excellence. The meeting also provided a platform for ECTAA to warmly welcome a new member organization AITO from Ukraine. In addition to this remarkable event, LIAA and ECTAA join force to set-up insightful online roundtable discussions, engaging over 200 online B2B viewers from German-speaking and English-speaking markets.

LIAA's dedication and professionalism played a pivotal role in efficiently showcasing Latvia to ECTAA members and the 80,000 European travel companies they represent. Eric Drésin, ECTAA's Secretary-General, expressed appreciation for LIAA's support in sourcing resources and speakers, remarking, "LIAA's assistance was invaluable in capturing the attention of major source markets."

Drésin highlighted ECTAA's commitment to spotlighting European destinations at the upcoming US Travel Advisors event in May. He emphasized the opportunity to spotlight Latvia on the global stage, citing their confidence in the destination's quality and the services it offers. This collaboration between ECTAA, LIAA, and ALTA exemplifies the power of teamwork in promoting European destinations. Together, they aim to enhance the travel and tourism landscape, fostering greater cooperation among industry stakeholders.

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#### **About ECTAA**

ECTAA represents some 80,000 travel agents and tour operators in Europe, which provide consultancy and sell transport, accommodation, leisure and other tourism services as well as combined products to leisure and business customers.

For more information, please contact:

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