

**FOR IMMEDIATE RELEASE**

**ECTAA partners with Macau as its Preferred Destination for 2025**

*The European Travel Agents' and Tour Operators' Association (ECTAA) and the Macau Government Tourism Office (MGTO) are launching today a year-long joint campaign, showcasing Macau as a remarkable travel destination to ECTAA members and the broader European travel industry.*

**Brussels, 9 January 2025** – ECTAA, the European umbrella association representing travel agents and tour operators, and the Macau Government Tourism Office are starting their cooperation to promote Macau as ECTAA's Preferred Destination for 2025. This partnership underscores the strategic importance of strengthening business and tourism ties between Europe and Asia, fostering mutual growth and collaboration in the global travel industry.

Macau offers a unique proposition to European travellers, combining rich cultural heritage with modern infrastructure. Its UNESCO-listed historic sites, thriving arts scene, and exceptional culinary offerings make it an attractive destination for both leisure and business travellers.

“Macau's appeal lies in its ability to seamlessly blend tradition with modernity while offering a gateway to the broader Asian market,” said Eric Drésin, Secretary General of ECTAA. “The designation of Macau as our Preferred Destination for 2025 reflects the renewed importance of Europe-Asia relations and our commitment to fostering meaningful partnerships for travel companies across these regions.”

Throughout 2025, ECTAA and MGTO will enhance the visibility of the destination in the European market. This includes sharing promotional and information, and familiarization trips aimed at showcasing Macau's diverse tourism offerings and its strategic potential as a destination.

As part of this partnership, ECTAA will hold its semi-annual meeting in Macau in June, welcoming key stakeholders from across Europe and beyond. This high-level gathering will highlight Macau's position as a dynamic hub for tourism and business, serving as a bridge between the European and Asian markets.

It's only fair to acknowledge that our Portuguese member, APAVT, played an influential role in the actions that led to the confirmation of this ECTAA bi-annual meeting, whose president, Pedro Costa Ferreira, stated: “The 75th anniversary of APAVT, the absolutely special relationship we have been developing with Macau, which will culminate in our national congress in this region in December of this year, inspired us to do more, actively working to strengthen ties between the East and Europe. We are pleased that, together, Macau, ECTAA, and APAVT, we have successfully achieved this milestone!”

This initiative highlights the essence of tourism—exploring new environments, appreciating cultural diversity, and fostering connections. By featuring destinations like Macau, ECTAA seeks to assist travel companies in encouraging their customers to discover the world's diverse landscapes.

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**About ECTAA**

ECTAA represents the interests of 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 media inquiries, please contact: Eric Drésin: [edresin@ectaa.eu](mailto:edresin@ectaa.eu)