

PRESS RELEASE

Launch of Fund-Raising Campaign for Ukrainian Children's Summer Camps in Europe

The European travel industry and New Hope Travel Industry Children's Fund are coming together to launch a European-wide fund-raising campaign to help organize summer camps for Ukrainian children affected by the ongoing conflict.

Brussels, 4 March 2025. This project builds on the successful summer camp organized by the Association of Swedish Travel Industry (SRF) in 2024. 43 children aged 8 to 17, accompanied by 5 adults, travelled by coach from Kiev in Ukraine to Stockholm in Sweden for a 10-day adventure exploring cultural landmarks and enjoying recreational activities. This was made possible through the very generous support of industry partners, who offered free accommodation, ferry transport, food, entertainment and other logistical support.

Inspired by the Swedish experience, the travel industry associations across Europe are planning to replicate this initiative in their country in summer 2025. Discussions are already running with industry partners to help secure free accommodation, food, entry tickets, etc. However, additional funds are required to cover costs of transport from Ukraine to the destinations and other incidental costs. Based on the Swedish experience, where the children travelled by coach, an estimated €300 per child is required to facilitate their participation in these camps.

The European travel associations have thus joined efforts with New Hope Travel Industry Children's Fund, a non-for-profit fund-raising foundation in Sweden, to launch a European-wide fund-raising campaign to collect money for the organisation of several summer camps in Europe. The number of summer camps and their destination will depend on the amount of funds raised as well as sponsorship from travel companies.

Said President of ECTAA: "These summer camps offer a vital escape for children who have endured unimaginable hardships. By providing moments of normalcy and happiness, we hope to make a lasting positive impact on their lives. Who better than the travel industry—masters of creating transformative experiences—to provide these children with an extraordinary escape and a dreamlike journey of discovery?"

The campaign seeks to raise funds to maximize the number of children benefiting from this experience. Contributions of any size are welcome and will help bring joy and create lasting memories for Ukrainian children affected by the conflict. Those interested in supporting this cause can visit the website of [New Hope Travel Industry Children's Fund](#) for more information and make a donation.

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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. ECTAA regroups travel associations from all EU countries as well as Norway, Switzerland, Ukraine and the United Kingdom – see link [here](#).

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About Newhope Travel Industry Children's Fund

Newhope Travel Industry Children's Fund is a Swedish non-profit fundraising organization dedicated to supporting vulnerable children worldwide. Founded in 1989, the organization has a mission to ensure children's access to education and good health.

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