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## **PRESS RELEASE**

*For immediate release*

### **ECTAA and Trip Guaranty Group Sign Strategic Cooperation Agreement**

**Brussels — 13 January 2026.** Trip Guaranty Group (TGG) and ECTAA, the European Travel Agents' & Tour Operators' Association, have signed a new cooperation agreement aimed at enhancing financial protection and consumer confidence within European travel sector. The agreement introduces a new shared activity framework between the two organizations and offers Travel Agents and Tour Operators in Europe improved financial security mechanisms and enhanced service models.

As part of the agreement, TGG will present and offer its innovative travel refund commitment program to ECTAA members. This program enables travel companies to protect their customers in the event of flight and ground service cancellations by offering a buy-back of air tickets and ground services, initiated by the traveler for any reason. This commitment provides customers with confidence and peace of mind at the point of booking, knowing that their funds are protected.

#### ***Driving innovation and Added-value***

The cooperation introduces a significant Value-Added Service designed to improve product quality, and ensure better consumer protection. The program will support both outbound and inbound travel, covering two key segments: Travel Agents and Tour Operators.

TGG has been operating for over a decade in the travel cancellation solutions sector, delivering technology-driven services that allow travelers to cancel bookings for any reason in a simple, transparent, and efficient manner. The solution applies across multiple travel components, including flights, accommodation, and attraction tickets.

By supporting hundreds of thousands of travelers annually through partnerships with travel agents and tour operators, TGG combines advanced technology with deep market insight enabling greater booking confidence, planning flexibility, and real-time visibility into evolving travel trends.

"In a period of highly competitive travel markets, financial security for travelers has become a central demand," said Eric Dresin, Secretary General of ECTAA. "The agreement with TGG will help our members offer stronger and more reliable financial guarantees to their customers across different European markets."

Mor Papkin, CEO of TGG (Trip Guaranty Group), noted: "We are proud to cooperate with ECTAA and to provide its members with access to a financial protection solution tailored to today's travel needs. The solution delivers peace of mind at the point of booking,

strengthens trust between travel agents and their customers, increases booking confidence, opens additional revenue channels for travel agents and tour operators, and drives long-term growth by increasing customer satisfaction creating an additional engine for repeat customers and repeat bookings.”

"We see this partnership as an excellent opportunity for our members and the wider travel industry to identify innovative products and services that often face hurdles entering the European market," said Eric Drésin, Secretary General of ECTAA. "In an increasingly competitive landscape, this agreement allows our members to offer stronger, more reliable financial guarantees, while simultaneously fostering the adoption of new technologies that benefit both the professional and the traveler."

Rina Kemeny, CEO of The Israel Association of Travel Agencies and Consultants, added: "The majority of travel agents in Israel already work with TGG protection solutions, and many have integrated TGG Service Warranty into the products they sell. Integrating the model with ECTAA members will allow European operators to confidently offer TGG services in their markets — whether selling individual tickets, packages, or bundled services."

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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.

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