

ECTAA and CzechTourism announce strategic partnership with Prague meeting in May

The European Travel Agents' and Tour Operators' Association (ECTAA) and CzechTourism are pleased to announce a collaborative partnership aimed at promoting Czechia as a premier destination to European travel professionals. ECTAA will hold its general meeting in Prague in May 2026, marking the association's return to Czechia for the first time in over a decade.

Brussels/Prague, 19 January 2026. ECTAA, the European umbrella association representing travel agents and tour operators across Europe, and CzechTourism, the national tourism authority of Czechia, have agreed to strengthen their cooperation through a strategic partnership. This collaboration will culminate in ECTAA's general meeting in Prague in May 2026, an important milestone that underscores the growing significance of Czechia as a destination for both leisure and business tourism.

The last time ECTAA held its general meeting in the Czechia was more than a decade ago, making this upcoming event particularly significant for deepening ties between European travel professionals and Czech tourism partners. This high-level gathering will bring together leaders, decision-makers, and industry experts from across Europe, providing an optimal platform to showcase Czechia's diverse offerings and discuss strategies for mutual growth.

Czechia presents compelling opportunities for European travel companies. With 17 UNESCO World Heritage Sites – including the Historic Centre of Prague, the spa towns of Karlovy Vary, Mariánské Lázně, and Františkovy Lázně (part of the Great Spa Towns of Europe), and the historic centres of Český Krumlov and Telč – the country offers exceptional cultural and historical richness. In 2024, Czechia welcomed approximately 22.8 million tourists, surpassing pre-pandemic levels and demonstrating the destination's enduring appeal.

Prague, the capital city, has established itself as one of Europe's leading MICE destinations, ranking fifth globally and fourth in Europe for international association meetings according to the International Congress and Convention Association (ICCA). The city's modern infrastructure, including the Prague Congress Centre with over 118,000 square feet of convention space and LEED Platinum-certified venues such as Cubex Centre Prague, offers European travel agents and tour operators world-class facilities for their clients' business events.

Beyond Prague, Czechia compact geography and excellent connectivity – boasting one of Europe's densest railway networks – make it ideal for multi-destination itineraries. The country's famous beer culture, wellness tourism with traditional spa treatments and innovative beer spas, and commitment to sustainable tourism further distinguish it as a versatile destination catering to diverse traveller interests.

We are very pleased that the ECTAA Spring conference will be held this year in Prague. It offers us an excellent opportunity to present Czechia as a modern, competitive, and sustainable destination, while also opening up new B2B opportunities for Czech partners towards European travel agencies and tour operators," highlighted František Reismüller, Director of the Czech Tourist Authority – CzechTourism.

"We are delighted to return to Czechia and to strengthen our partnership with CzechTourism," said Eric Drésin, Secretary General of ECTAA. "Czechia combines rich cultural heritage with modern infrastructure and excellent accessibility – all essential elements for European travel professionals.

With its remarkable recovery in tourism numbers, innovative MICE offerings, and commitment to sustainable tourism development, the country represents an inspiring partner for our members. We are confident that this collaboration will result in stronger business relationships between Czech destination management companies and travel agents and tour operators across Europe."

Through this partnership, ECTAA and CzechTourism will work together to facilitate market access for Czech tourism partners to agents and tour operators across Europe. The collaboration will include promotional activities, business-to-business networking opportunities, and knowledge sharing on sustainable tourism practices – an area where both organizations have demonstrated strong commitment. CzechTourism's recent sustainability initiatives, including its climate action strategy targeting 45% CO2 emissions reduction by 2030, align with ECTAA's own Climate Action Plan.

The May meeting in Prague will provide European travel professionals with first-hand experience of the destination's offerings, from its UNESCO-listed historic sites and cultural attractions to its state-of-the-art conference facilities and sustainable tourism initiatives. This partnership represents a significant opportunity for both organizations to promote responsible tourism while supporting the business growth of their respective members.

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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.

About CzechTourism

CzechTourism is the national tourism authority of the Czechia, established in 1993 as a contributory organization of the Ministry for Regional Development. Its primary objective is to promote Czechia as a tourism destination both abroad and domestically through marketing activities, destination development, and partnerships with tourism stakeholders