

ECTAA and WEX announce strategic partnership to accelerate digital transformation and secure payments in the European travel industry

Collaboration focuses on enhancing digital maturity, promoting secure virtual card technology, and improving cash flow management for travel intermediaries across Europe.

Brussels. 03 February 2026. ECTAA, *The umbrella organisation of the national Travel Agents' and Tour Operators' associations within the EU*, and WEX, a leading financial technology service provider specializing in virtual card and travel payment solutions, have entered into a strategic two-year partnership. The collaboration aims to strengthen the digital maturity of the European travel sector by promoting secure, efficient, and compliant payment technologies adapted to a multi-channel and cross-border market environment.

"In a global travel landscape shaped by digital transformation, the ability to manage payments securely, flexibly, and at scale has become essential to business success. WEX, with its robust virtual card technology and expertise in travel payments, supports travel businesses in optimizing working capital, reducing fraud exposure, and increasing operational efficiency" said Jason Hancock, Managing Director of Global Travel at WEX. "We are delighted to partner with ECTAA to help improve cash flow management and strengthen supplier relationships across the European intermediary sector."

Eric Dresin, Secretary General, ECTAA, commented "as the travel landscape rapidly evolves, ECTAA's mission is to ensure that our members are equipped to adapt to both regulatory and technological developments. Collaborations such as this one with WEX are essential to foster dialogue across the sector, share practical knowledge on modern payment solutions, and create platforms where travel companies of all sizes can access the tools they need to enhance transparency and competitiveness."

The partnership establishes a comprehensive framework of cooperation over the next two years, focusing on knowledge exchange, market insights, and strategic outreach. This intense cooperation is designed to drive significant digital transformation across the European travel intermediary sector through continuous knowledge sharing and strategic market access. WEX's expertise on critical topics (including risk management, virtual cards, and optimizing B2B relationships with suppliers) will be consistently disseminated through ECTAA's primary communication channels, including regular content posts on LinkedIn, dedicated sections in the annual report, and specialized articles in every ECTAA newsletter throughout the term.

A key highlight of the partnership will be WEX's Platinum Sponsorship of the ECTAA Travel Distribution Summit, taking place on 10–11 February 2026 in Brussels. The sponsorship includes co-organization and participation in a dedicated in-person panel. WEX will also contribute to ECTAA's broader programme of activities, including webinars, online workshops, and in-person industry events.

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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.

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