

The Future of Indirect Distribution Takes Centre Stage

The European travel industry gathers in the heart of Europe to assess the state of travel distribution, the most impactful developments and what the future will hold.

Brussels. 11 February 2026. ECTAA, the European Travel Agents' and Tour Operators' Associations, is holding its Travel Distribution Summit 2026 from 10-11 February in Brussels. It is the third of a series of ECTAA Travel Summits following "Payment" in 2024 and "Protection" in 2025.

The ECTAA Travel Distribution Summit gathers over 150 leaders from across the wider travel ecosystem including travel intermediaries, tour operators and suppliers, as well as technology, payment and insurance providers to discuss the current state of travel distribution as well its evolution in an increasingly technology driven and regulated marketplace.

In a series of keynotes, panel discussions and fireside chats, a diverse line-up of speakers address key topics such as the evolution in air distribution with NDC and offers & orders, trends and developments in leisure travel, the new normal in business travel, the impact of AI, the Package Travel Directive and short-term rentals.

Throughout the Summit, one message stands out clearly: collaboration across the entire travel ecosystem is essential. Every stakeholder has a legitimate role in delivering value to travellers, even as technology reshapes traditional roles and business models.

While rapid technological innovation continues to transform travel distribution, intermediaries, suppliers and service providers remain central to a well-functioning and competitive European travel market. Adaptation is necessary — but so are the opportunities that come with it.

Said Eric Drésin, Secretary General of ECTAA: "Over these two days, we see how powerful it is when the entire travel ecosystem engages in open discussions. Technology will accelerate change and everyone will have to adapt, but it will also create new opportunities for all stakeholders – including travel intermediaries. If we continue to collaborate and focus on delivering real value to travellers, the future of indirect distribution in Europe looks very bright."

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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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