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PRESS RELEASE

ECTAA to mark 60th anniversary

Much has changed in 60 years, but travel agents and tour operators are still an essential part of the tourism value chain, now more than ever!

Brussels, 17 March 2021. Six associations decided in 1961 to form an association to collectively represent the travel agents and tour operators in the newly formed European Economic Community. Today ECTAA counts 32 member associations going beyond Europe's borders and representing more than 70.000 enterprises. Over the past 60 years its Members have built an industry that has facilitated travelling for millions of people by helping them to plan, choose and arrange their travel.

The sector has undergone fundamental changes and is still changing, which explains the diversity of enterprises and products: from typical brick and mortar shops to online retailers, from standardised package travel offers to tailored-made dynamic products, from regular mass tourism to more sustainable forms of travel, from simply booking to managing complex travel policies of large businesses. Travel agents and tour operators remain central in the distribution and the promotion of travel and tourism, both in the B2B and B2C segments.

The road ahead is not without challenges. Covid-19 has had a huge impact on the whole travel and tourism industry and all hopes are pinned on the summer for a restart of travel.

"Now, perhaps more than ever, it is useful to turn to a travel agent to help plan your trip and navigate through the complex landscape of travel restrictions", said Pawel Niewiadomski, President of ECTAA. "Or to book a travel package guaranteeing travellers the highest level of protection."

"At this time we are reminded of the instrumental role our Members played in the Association's past, present, and future. We look forward to celebrating this milestone with our Members and industry partners" added Pawel Niewiadomski.

ECTAA is planning a number of activities to mark the occasion. All these activities will be organised with Visit Croatia, ECTAA's Preferred Destination for 2021. ECTAA will hold the spring semi-annual meeting on 3 & 4 June 2021 in Zagreb.

About ECTAA

ECTAA represents some 70,000 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.

For more information, please contact:

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