

ETOA

Riding the Roller Coaster

TTI March 24 2022

Tom Jenkins



Working for European inbound tourism since 1989

- Broad-based travel trade association with global membership
- 1100+ members: including 370+ buyers, 120+ NTOs/DMOs
- Based in Brussels and London, with in-market representation
- Lobbying, operational support, working groups, B2B events
- New Insight Hub on website
- Destination policy, business services and product promotion

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9th June



November 4th

Roller Coaster

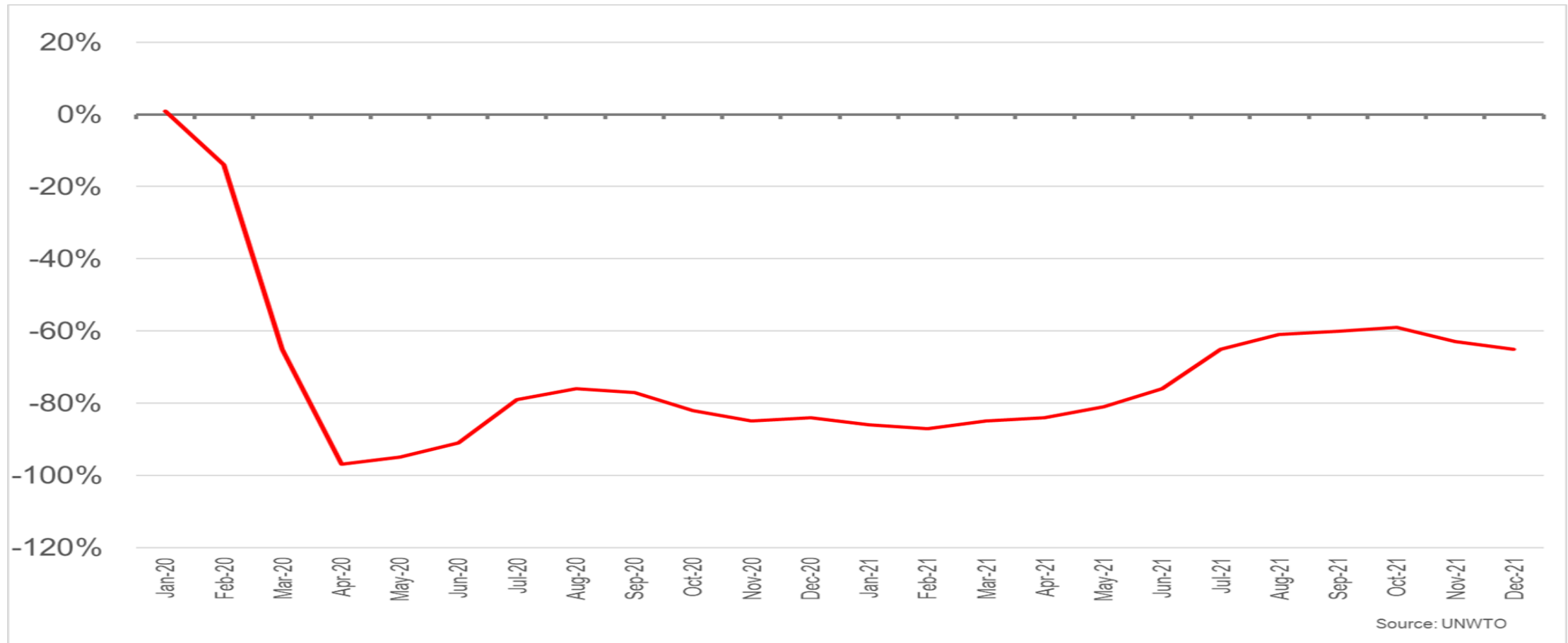
- Implies ups as well as downs
- Thrilling
- Collective fun

2020 & 2021

- Between 85% & 95% down
- Mass redundancies
- Huge loss of manpower & so capacity



Global context: International arrivals compared with equivalent 2019 month

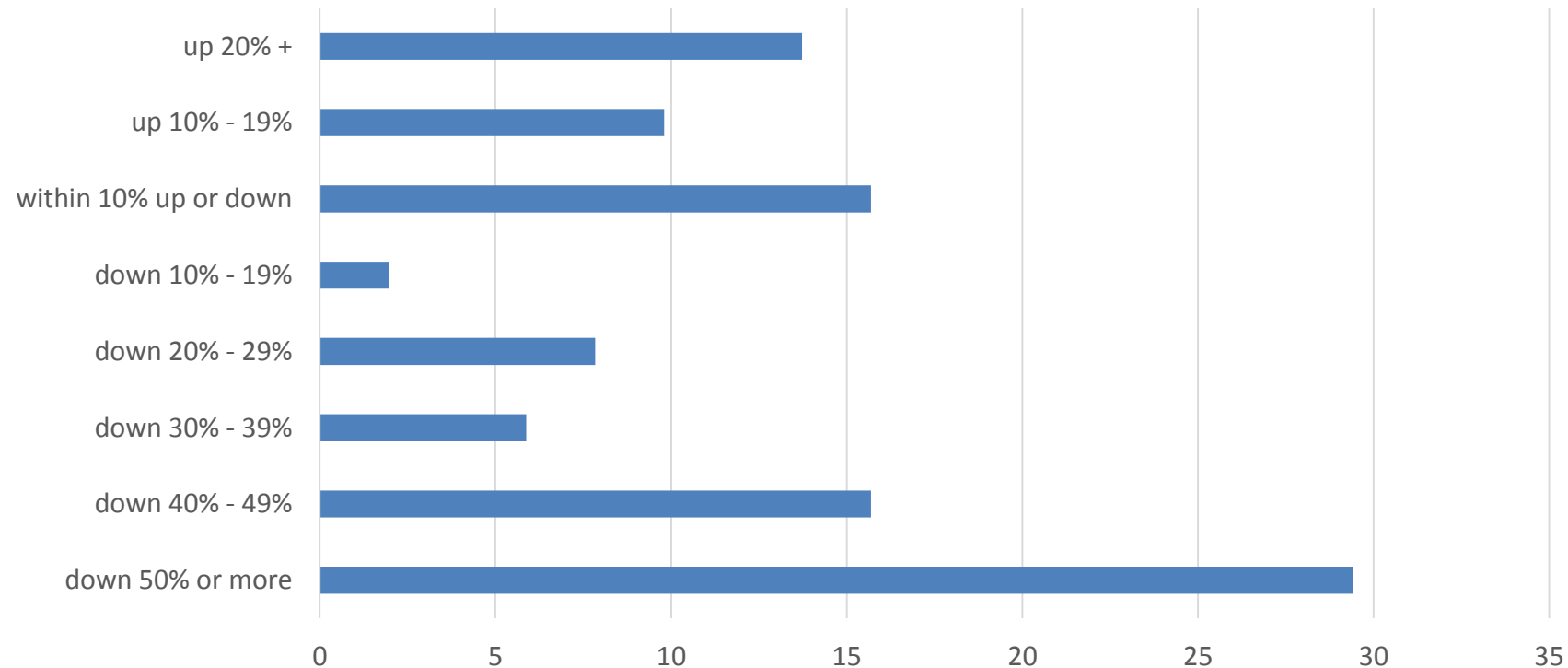


2021

- Some US business into Continental Europe
- Very little in UK
- Virtually nothing from Asia

(very) preliminary snapshot

ETOA operators: projected Europe volume for 2022 relative to 2019



Weighted Average

- c 50% of 2019
- c 60% N America
- c 30% Asia

Continued Impact of Covid #1

- US rebounding
- Driven by
 - Tour Credits
 - Pent up latent demand
 - Desire to escape

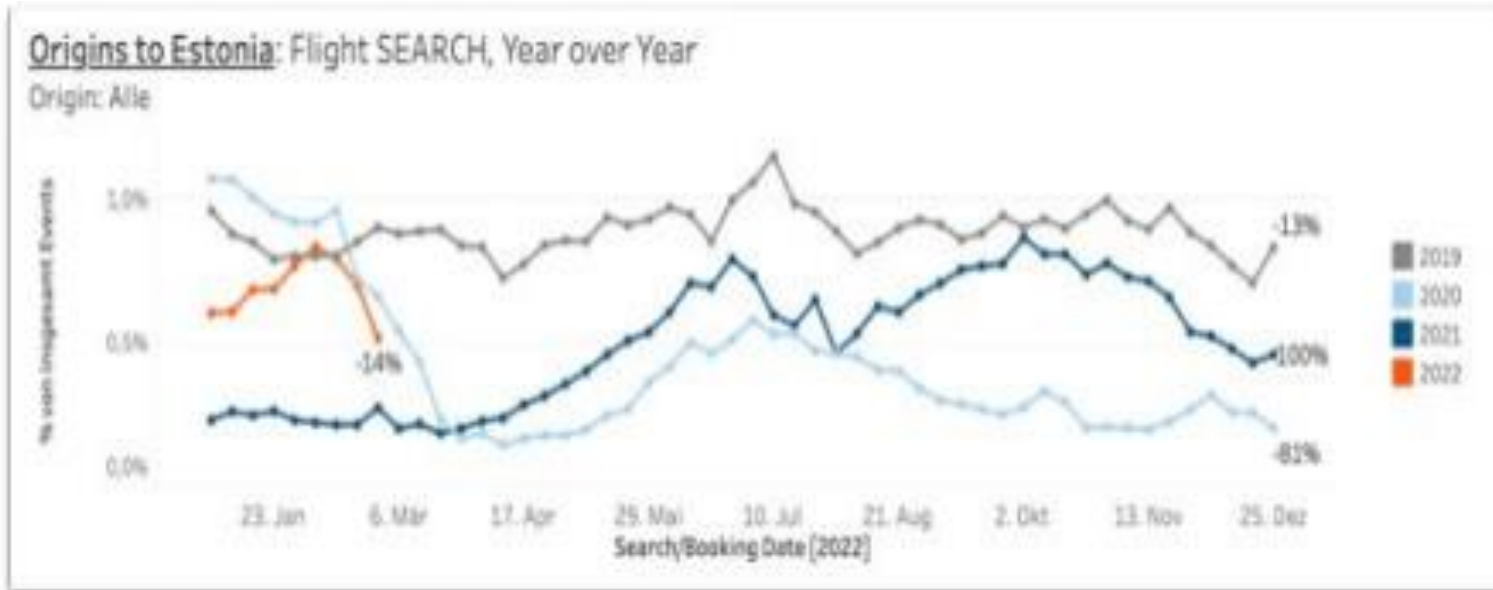
Continued Impact of Covid #2

- China still imposing lockdowns
- Japan classifying Europe as “Category 3”
 - very difficult to return
- Still varying controls within Europe

Ukraine #1

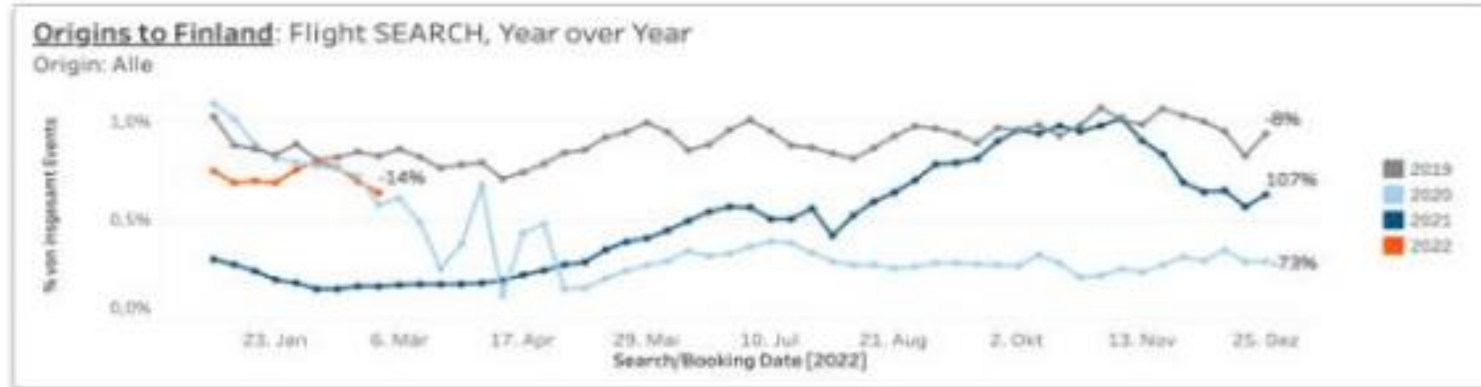
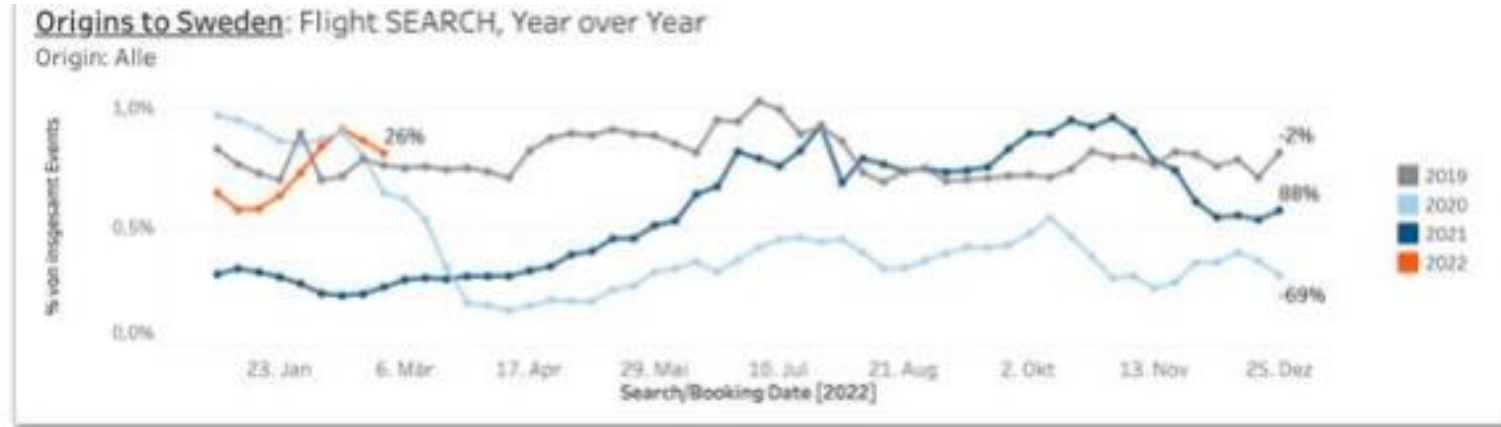
- Obvious impact on demand for Russia & Ukraine
 - Secondary impact on neighbouring areas
 - Baltic States, Poland, Finland
- No (or negligible) impact on demand for Western Europe
 - ETOA members reporting “still positive booking patterns” for France, Italy & UK.

Ukraine - Confidence



Source Sojourn/NTC

Ukraine - Confidence



Source: Sojourn/ETC

Ukraine #2

Russian “no fly zone”

- huge impact on Asian flight patterns
 - Extra 2-3 hours on flight
 - Extra cost of fuel
- challenge for Helsinki as a hub for incoming flights

Further Problems

- Fuel surcharges
- Inflationary pressures
 - Contracts rolled over from 2020
 - effectively contracted in early 2019
- Supply problems
 - Pan-European shortage of staff
 - Particularly acute in UK

Future Hopes

- Recovery underway
 - Moving in right direction
- Demand remains robust
 - China has no shortage of enquiries
- Leisure tourism proving to be first to recover

Future Hopes

Demand rising

Spare capacity

Travellers needing re-assurance

This is when intermediaries add the most value