



FOR IMMEDIATE RELEASE

CATO and European Travel Commission Invite Tour Operators to Exclusive Webinar on Responsible Travel Innovation

Toronto – March 24, 2026 — The Canadian Association of Tour Operators (CATO), in partnership with the European Travel Commission (ETC), is pleased to announce an upcoming webinar tailored specifically for product development teams within member tour operator organizations.

Scheduled for **April 21, 2026 at 11:00 AM EST**, this interactive online session will introduce participants to ETC's global responsible travel movement, "*Unlock an Unexpected Upgrade*," and explore how evolving traveller expectations can be translated into innovative, market-ready tourism products.

This session is also open to partner agents, and members are encouraged to share the invitation broadly within their organizations and networks.

Driving Innovation Through Insight

As travel demand continues to evolve, this webinar will provide valuable insights into the motivations shaping consumer behaviour and expectations. Drawing on ETC's latest research, participants will gain practical tools to enhance product development strategies and create more compelling travel experiences.

Attendees will:

- Develop a clear understanding of the "Unlock an Unexpected Upgrade" concept and its application in modern travel experiences
- Explore key research findings on shifting travel intent and consumer expectations
- Review real-world examples from destinations already implementing this approach
- Identify actionable strategies to integrate these insights into commercially attractive tour products

Looking ahead, newly developed tours inspired by this framework may be selected for inclusion in future ETC campaign initiatives.

Featured Speakers

- Jean Hébert, Executive Director, CATO
- Sandra Moffat, Canada Chapter Chair, ETC
- Miguel Gallego, Head of Marketing, ETC

Event Details

- **Date:** April 21, 2026
- **Time:** 11:00 AM EST
- **Format:** Online
- **Participants:** Product development teams from tour operators and partner agents

CATO and ETC strongly encourage early registration and broad internal sharing to ensure maximum participation.

Register now to secure your spot. Used the following link:

[Microsoft Virtual Events Powered by Teams](#)

For more information, please contact:
CATO Secretariat

About CATO

The Canadian Association of Tour Operators represents Canada's leading tour operators, advocating for the highest standards of professionalism and consumer protection in the travel industry.

About ETC

The European Travel Commission (ETC) represents the national tourism organizations of Europe. Established in 1948, ETC's mission is to strengthen the sustainable development of Europe as a tourist destination and to promote Europe in third markets. Its member tourism boards work together to build the value of tourism for all the diverse European destinations through cooperation in sharing best practices, market intelligence and promotion. For more information, visit europeantravelcommission.com.

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