



European Cities Marketing on the way to success

Dijon, March 30 2007 – Former EFCT (European Federation of Conference Towns) and ECT (European Cities Tourism) have joined forces from January 1 2007 to create European Cities Marketing (ECM), a strong body focused on the development of tourism destinations, both Leisure and Business and Conventions.

Its goal is to strengthen city tourism by communicating information, sharing knowledge and expertise and working together on an operational level, which fits perfectly with the objectives of the Conventions Division.

European Cities Marketing gathers 130 members including major Tourist Offices and Convention and Visitors Bureaus, as well as research institutes from different universities and research companies all around Europe.

An Interim Council, with Frank Magee – CEO of Dublin Tourism – as President, currently manages the association until its General Assembly in June 2007 in Athens.

The organisation is based on two divisions, each led by a Steering Committee. Elisabeth Hansa from Graz Congress chairs the Conventions Division Steering Committee, while the chairman of the Leisure Division Steering Committee is Frank Bumann, CEO of Zürich Tourism.

Mrs Hansa is in charge of the projects and the development of the Conventions Division. With no hesitation, ECM decided to engage Henrik von Arnold as a consultant, a fully recognised person in the field of conventions. Mr von Arnold is in charge of developing the Conventions Division on a daily basis, with all the support of the Service Centre based in Dijon, France.

Elisabeth Hansa reports: “According to our programme, we had a very successful ‘Meet Europe’ in Barcelona and we will continue to organize this workshop in the future. ECM will develop as well new forums for young professionals for knowledge-sharing with corporate clients and associations. Another of our aims is to market Europe and European destinations on the Asian and American markets.

‘The ECM Conventions Division will also organise our extremely popular **Summer School this year in Tallinn, on August 25-28.**’

Mrs Hansa adds: “ECM must now be the natural meeting point for professionals within the convention bureaus in Europe. We have to lay the base for a European family feeling, something that got lost during the last years of EFCT.

“We are extremely happy that all of our fellow colleagues, members of former EFCT in 2006, were able to join the new ECM. We are really pleased that all our former partners and sponsors as IMEX, Bedouk and EIBTM have approached us and want to support this new organisation and contribute to put European Cities Marketing on the way to success.”

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Background notes to editors:

European Cities Marketing (ECM) is a membership network representing 130 major cities from 30 countries across Europe. On January 1 2007 the former European Cities Tourism (ECT) and the European Federation of Conference Towns (EFCT), united to create the leading tourism organisation in Europe, linking the leisure and convention sectors. Members include tourist boards and convention bureaus from cities such as Berlin, Dublin, Lisbon, Madrid, Paris and Vienna.

ECM aims to strengthen city tourism by communicating information, sharing knowledge and expertise, educating and working together on an operational level. It represents the cities' interests to the EU and other tourism organisations.

Website: www.europeancitiesmarketing.com