



**Integrated City Marketing -  
Everyone in the city sells the city**

**Biarritz, 14<sup>th</sup> - 17<sup>th</sup> November 2012**

## Bienvenue à Biarritz !

It's with tremendous pleasure and pride that we welcome you to the Basque seaside town of Biarritz where, for many years, we have been working together as a team ensuring the whole city is immersed and involved in our tourism activities.

Biarritz has a unique blend of tradition and innovation making it a very attractive destination. The Tourism activity represents today 75% of our economy via corporate activities in the winter season and leisure tourism during weekends and the summer months.

The theme of the next conference is “ *Integrated city marketing*” in Europe. The conference explores the central idea that Cities are effectively sold by a number of identifiable groups or clusters including and beyond the leisure and meetings industry. Film and TV, Politicians, Industry and innovation, residents, students and academia, celebrities, expats, the creative industries and key events all play a part in forming the city brand and the international reputation of the City.

But how should city marketing organisations and the leisure and meetings industry harness their influence and reach? Can the different stories and messages that these groups communicate be packaged under one city brand message? Is the approach of integrated city marketing relevant for smaller cities as well as the larger capital cities?

Our conference, chaired by integrated city marketing expert Dr Erik Braun, Erasmus University Rotterdam, Erasmus School of Economics, PhD in Integrated City Marketing) and our selection of expert speakers will provide some answers to these questions. It will open your mind to the possibilities and the opportunities of a new wave of city marketing from Auckland and Singapore in the East to Amsterdam, Dresden, Uppsala, Stockholm, Manchester and London in Europe. And our key note speaker from London and Partners, Barbara Jamison, will explore the integrated city marketing theme in connection with the hugely successful London Olympic games in July.

We are looking forward to welcoming you to Biarritz and to hear your comments after your stay, to ensure we continue to develop our levels of service and so that you can come back and experience Biarritz again!



A stylized signature of Olivier Lépine in black ink.

Olivier Lépine  
CEO, Biarritz Tourisme



A handwritten signature of Dieter Hardt-Stremayr in black ink.

Dieter Hardt-Stremayr  
Managing Director, Graz Tourismus  
President, European Cities Marketing



A handwritten signature of Garry White in black ink.

Garry White  
CEO, European Cities Marketing

## Why Biarritz

Biarritz, situated on the Atlantic Coast in the South West of France, is regarded today as one of the most beautiful and popular resorts in France.

Nestled between the sea and mountains, Biarritz boasts a compelling mix of invigorating surfing waves, mouth-watering Basque gastronomy, breath-taking views and stunning mountainous adventures, providing a true playground of opportunity for its visitors.

This beauty spot has to offer over 3500 hotel rooms, three prestigious Conference Centers, with sea views, located in the heart of the town, equipped with 4 amphitheatres able to host up to 1400 delegates.

More recently, 2010 saw the launch of the state of the art - Halle d'Iraty, with 8000 square meters capable of hosting national and international exhibitions, trade shows and concerts of up to 4500 people.

The airport, ideally situated only 10 minutes from the town center, has direct flights from many international cities including London, Paris, Dublin, and Nice. San Sebastian airport is just 30 minutes away with more international flights to major European cities.

High-speed train links to Paris and Bordeaux operate on a daily service from Biarritz Train Station, situated a mere 2,5km from the town center.

Biarritz, has lots to offer, why not come and discover it?

## The Conference Venue - The Bellevue

In the heart of Biarritz, overlooking the ocean, Le Bellevue is part of Biarritz's heritage.

Renovated in 1999, the Bellevue combines Belle Epoque charm with the latest facilities over two levels. 10 meeting rooms, providing 3000m<sup>2</sup> of flexible meeting space, and an auditorium seating 477 delegates, adapt precisely to any requirements.

The building boasts both the functionality and prestige essential to conference organisation but also it is the ideal location for large-scale events, exhibitions, lunches or meetings.

Its large windows offer an unrivalled view of the Atlantic Ocean and its central location is only a few minutes walk from the Biarritz Hotels.



# PROGRAMME

## CONFERENCE VENUE: BELLEVUE CONGRESS CENTRE

WEDNESDAY 14<sup>TH</sup> NOVEMBER

09.30 - 12.30 **Knowledge Group Research & Statistics**  
Chaired by Olivier Ponti (Amsterdam)  
*Group members only\**

10.30 - 12.30 **Knowledge Group Online Marketing and Sales**  
Chaired by Olivier van de Kerchove (Brussels)  
*Open to observers*

12.30 - 14.00 Lunch at own expense : **33 €**  
at le Café de Paris, 5 Place Bellevue - Biarritz

14.00 - 15.00 **Editorial Board ECM Benchmarking Report**  
*Group members only\**

14.00 - 15.30 **ECM Seminars Steering Group**  
*Group members only\**

15.30 - 16.00 Coffee Break

16.00 - 17.30 **Meetings Industry Steering Group**  
Chaired by Heike Mahmoud (ECM Vice President Meetings Industry)  
*Committee members only\**

16.00 - 18.00 **Knowledge Group Culture and Events**  
Chaired by Catherine Dardenne (Brussels)  
*Group members only\**

17.30 - 18.30 **Knowledge Group City Cards**  
Chaired by Olivier Occelli (Lyon)  
*Group members only\**

20.00 Cocktail Reception at Musée de la Mer  
(Gathering at Musée de la Mer  
- see map page 10)  
*address : Rue Grande Atalaye, 64200 Biarritz*  
*dress code : smart casual*

\*Group / Committee members only : please find all Committee and Knowledge Group members on [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)

THURSDAY 15<sup>TH</sup> NOVEMBER

## INTEGRATED CITY MARKETING - EVERYONE IN THE CITY SELLS THE CITY

09.00 - 09.20 **Welcome & opening**  
Dieter Hardt-Stremayr, President, European Cities Marketing

09.20 - 09.40 **Seminar chairperson's overview**  
**Dr Erik Braun, Erasmus University Rotterdam,**  
**Erasmus School of Economics,**  
**PhD in Integrated City Marketing**

09.40 - 10.15 **London and the Olympics**  
Barbara Jamison, Head of Business Development,  
London and Partners

10.15 - 10.45 Coffee break

10.45 - 11.20 **Integrated City Marketing in a smaller city**  
Tiina Mykkanen, CEO, Destination Uppsala

11.20 - 11.50 **Film Tourism and the City - a case study how Stieg Larsson's Millenium trilogy and The Girl with the dragon tattoo has impacted Stockholm**  
Joakim Lind, CEO, Cloudberry Communications

11.50 - 12.00 **Questions and Answers**

12.00 - 13.30 Lunch

13.30 - 14.20 **The social impact of hosting meetings**  
Isabel Bardinnet, CEO, European Society of Cardiology

14.20 - 15.20 **The European Integrated city debate**  
**Amsterdam, London, Manchester, Edinburgh,**  
**Birmingham**  
Moderated by Dr Erik Braun, Chairperson

15.20 - 15.50 Coffee Break



- 15.50 - 16.00 **Questions and Answers**
- 16.00 - 16.10 **Summary and conclusions**  
Dr Erik Braun
- 16.10 - 16.20 **Invitation to attend ECM Spring Meeting in Nice**
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- 16.30 - 17.30 **Knowledge Group Tourist Information Centres**  
Chaired by Synne Myhre (Oslo)  
*Open to observers*
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- 20.00 Seated Dinner at Salle des Ambassadeurs Casino Municipal (Gathering at Casino Municipal - see map page 10)  
*address: 1 avenue Edouard VII 64200 Biarritz*  
*dress code: 1920's Glamour appreciated*



## FRIDAY 16<sup>TH</sup> NOVEMBER

- 09.00 - 10.30 **Board Meeting including Coordination Group**  
Chaired by Garry White (ECM CEO)  
*Knowledge Groups chairs and Board members only\**
- 10.30 - 14.30 **Board Meeting**  
*Board members only\* - lunch served in the room*
- 10.30 - 11.00 Coffee Break
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- 11.00 - 12.30 **Knowledge Group Online Marketing and Sales**  
*Open session for all delegates*
- 11.00 - 12.30 **Knowledge Group Culture and Events**  
*Open session for all delegates*
- 12.30 - 14.00 Lunch
- 
- 14.00 - 15.30 **Knowledge Group Tourist Information Centres**  
*Open session for all delegates*
- 14.00 - 15.30 **Knowledge Group Research and Statistics**  
*Open session for all delegates*
- 14.30 - 15.30 **ECM Seminars Steering Group Part II**  
*Committee members only\**
- 15.30 - 16.00 Coffee Break
- 
- 16.00 - 17.00 **Knowledge Group City Cards**  
*Open session for all delegates*
- 16.00 - 17.00 **Optional visit to Hotel du Palais (5 stars Palace hotel)**  
*Open for all delegates - 20 delegates maximum*
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- 19.30 Gathering in front of the City Hall (Parking of Casino Municipal)
- 20.00 Seated dinner at own expense at Golf d'Arcangues - **34€**  
*address: Chemin Jaureguiborda 64200 Arcangues*  
*dress code: casual*

# SOCIAL PROGRAMME

Saturday 17<sup>th</sup> NOVEMBER

## Option 1

### 10.00 - 11.30 GUIDED TOUR OF BIARRITZ

Discover the “Queen of Beaches, the Beaches of Kings” in this unique guided tour. Guided on foot through Biarritz, you will discover some of its iconic sites from the Lighthouse, the Grande plage, the Port des Pêcheurs and the Rocher de la Vierge to the Côtes des Basques surfing spot and the Belle Epoque architecture of the town centre.

*minimum of 20 participants required - 25€ per person*



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## Option 2

### 10.00 - 16.00 TOUR OF BASQUES VILLAGES

A guided tour of some of the Pays Basques’ most picturesque villages including the village of Espelette famous for its red peppers, the beautiful Aïnhoa with its stunning church, the village of Arcangues famous for its Basque singer Luis Mariano and the beautiful village of Itxassou reputed for its black cherries. A real pleasure for the senses.

*minimum of 20 participants required - 40€ per person*



## DINNER VENUES

Wednesday 14<sup>th</sup> November

### Cocktail Reception at Musée de la mer

Discover the under water World of the “Musée de la Mer” in this breath-taking aquarium, home to hammer head sharks, barracudas and sting rays, and enjoy a welcome cocktail in the company of the playful seals on the roof-top terrace...

adress : Rue Grande Atalaye 64200 Biarritz

dress code : smart casual

the cocktail reception is sponsored by



Thursday 15<sup>th</sup> November

### Seated dinner at Salle des Ambassadeurs, Casino Municipal

Built in the Art Déco style, the Casino Municipal sits proudly facing the Ocean, within its walls the “Salle des Ambassadeurs” evokes the style and glamour of the Belle Epoque, a perfect setting for a Gala Diner.

adress : 1 avenue Edouard VII 64200 Biarritz

dress code : 1920's Glamour appreciated

the dinner is sponsored by



Friday 16<sup>th</sup> November

### Seated dinner at Golf d’Arcangues

Just 10 minutes from Biarritz, in the Basque countryside, the Golf d’Arcangues offers stunning views of the Pyrénées, a 15<sup>th</sup> Century Club House and excellent Basque cuisine

adress : Chemin de Jaureguiborda 64200 Arcangues

dress code : casual

*price : 34 € per person*



## HOTEL INFORMATION

**SOFITEL MIRAMAR \*\*\*\*\*** 11/13 rue Louison-Bobet 64200 BIARRITZ  
10 minute walk along the beach to the Bellevue Conference Centre

Room rates (breakfast and tax included)  
Single room: 141,65€/night  
Double room: 193,30€/night

e-mail: [florence@tourisme-basque.com](mailto:florence@tourisme-basque.com)  
[www.sofitel-thalassa-miramar-biarritz.com](http://www.sofitel-thalassa-miramar-biarritz.com)



**RADISSON BLU \*\*\*\*** 1 Carrefour Helianthe 64200 BIARRITZ  
10 minute walk through Biarritz town centre to the Bellevue Conference Centre

Room rates (breakfast and tax included)  
Single room: 101,65€/night  
Double room: 123,30€/night

Please note that an additional 30€ will be charged for a room with a view on the ocean.  
e-mail: [florence@tourisme-basque.com](mailto:florence@tourisme-basque.com)  
[www.radissonblu.fr/hotel-biarritz](http://www.radissonblu.fr/hotel-biarritz)



**MERCURE REGINA \*\*\*\*** 52 avenue de l'Impératrice 64200 BIARRITZ  
15 minute walk along the beach to the Bellevue Conference Centre

Room rates (breakfast and tax included)  
Single room: 131,65€/night  
Double room: 153,30€/night

e-mail: [florence@tourisme-basque.com](mailto:florence@tourisme-basque.com)  
<http://www.mercure.com/gb/hotel-2050-mercure-thalassa-regina-du-golf/index.shtml>



**HOTEL WINDSOR \*\*\*\*** 11 avenue Edouard VII, 64200, BIARRITZ  
5 minute walk along the beach to the Bellevue Conference Centre

Room rates (breakfast tax)  
Single room: 100€/night  
Double room: 130€/night

e-mail: [florence@tourisme-basque.com](mailto:florence@tourisme-basque.com)  
[www.hotelwindsorbiarritz.com](http://www.hotelwindsorbiarritz.com)



**HOTEL DU PALAIS \*\*\*\*\*** 1 avenue de l'Impératrice, 64200, BIARRITZ  
Palace, Imperial Resort  
8 minute walk along the beach to the Bellevue Conference Centre)

Room rates (breakfast tax)  
Single room: 265€/night  
Double room: 310€/night

e-mail: [florence@tourisme-basque.com](mailto:florence@tourisme-basque.com)  
[www.hotel-du-palais.com](http://www.hotel-du-palais.com)





## CONFERENCE FEES

	Before October 12	After October 12
ECM Members (1 <sup>st</sup> & 2 <sup>nd</sup> delegate)	EUR 570	EUR 610
ECM Members (3 <sup>rd</sup> delegate & more)	EUR 520	EUR 570
ECM Members 1 day fee*		EUR 300
Non-members	EUR 650	EUR 700
Accompanying persons**		EUR 300

*The conference fee includes attendance to the conference, lunches on Thursday and Friday, cocktail reception on Wednesday and seated dinner on Thursday and coffee breaks.*

*\* 1day fee includes attendance on 1 day and either cocktail reception on Wednesday OR seated dinner on Thursday.*

*\*\*Partners/Spouses may take part as an accompanying guest that includes cocktail reception on Wednesday and seated dinner on Thursday and 1 of the social programmes on Saturday*

## REGISTRATION

Please visit [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com) and register online before October 12<sup>th</sup>, 2012. If you have any questions, please contact Katy Schmitt at [katy@europeancitiesmarketing.com](mailto:katy@europeancitiesmarketing.com).

## PAYMENT & CANCELLATION POLICIES

### Conference

The conference fee is payable by online payment via the registration platform or bank transfer to Tourisme Basque .

Any cancellation must be sent in writing to [florence@tourisme-basque.com](mailto:florence@tourisme-basque.com). In case of cancellation by 31<sup>st</sup> October 2012 we will refund your registration fee. After this date a cancellation fee of 100 € will be charged.

### Hotels

Hotels room rates are guaranteed (upon availability) until:

*1<sup>st</sup> October for Sofitel Miramar, 21<sup>st</sup> October for Radisson Blu, 20<sup>th</sup> September for Mercure Régina, 30<sup>th</sup> September for Windsor and 14<sup>th</sup> October for Hôtel du Palais*

#### Sofitel Miramar :

*Sofitel will charge a fee of 85% of the amount of the whole stay for a cancellation received 7 to 30 days before arrival. 100% of the whole stay will be charged for cancellation received less than 7 days prior arrival.*

#### Radisson Blu :

*Free cancellation up to 15 days prior arrival. For cancellation from 1 to 15 days prior arrival, or no show, the first night will be charged.*

#### Mercure Regina :

*Mercure Regina will charge a fee of 85% of the amount of the whole stay for a cancellation received 7 to 30 days before arrival. 100% of the whole stay will be charged for cancellation received less than 7 days prior arrival.*

#### Windsor :

*100% of the amount of the whole stay will be charged for cancellations less than 7 days prior to arrival or no show.*

#### Hôtel du Palais :

*100% of the amount of the whole stay will be charged for any cancellations from 12<sup>th</sup> November on, or no show.*

# PRACTICAL BIARRITZ



## HOTELS

- ★ 1 SOFITEL HOTEL
- ★ 2 RADISSON BLU
- ★ 3 MERCURE REGINA
- ★ 4 HOTEL WINDSOR
- ★ 5 HOTEL DU PALAIS

## CONFERENCE CENTRE

- ★ LE BELLEVUE

## EVENING VENUES

- ★ LE MUSÉE de la MER
- ★ LE CASINO MUNICIPAL

## Practical information

### CLIMATE

Nestled at the foot of the Pyrénées Mountains and facing the Atlantic Ocean, Biarritz boasts mild temperatures all year round. The average temperatures in Biarritz are 11°C in winter.

### TIPPING

Tipping is not obligatory, however if the service received is considered more than satisfactory, particularly in bars and restaurants, then a tip is often left.

### TIME ZONE

GMT + 1 hour

## How to get to the hotels

Regular buses depart from the airport and from the train station to Biarritz Town Center. A one-way ticket costs 1€ and is valid for one hour.

**From the airport** to the city centre : line 14 (every 20 minutes) to bus stop called *Biarritz Mairie* which is walking distance to **Windsor**. To go to **Radisson Blu**, take bus line 10 (from bus stop *Biarritz Mairie*) to bus stop *Héliantes*.

**From the train station** to the city centre : line A1 (every 10 minute) to bus stop called *Biarritz mairie* which is walking distance to **Windsor**. To go to **Radisson Blu**, take bus line 10 (from bus stop *Biarritz mairie*) to bus stop *Héliantes*.

Simplest way to go to **Sofitel Miramar**, **Mercure Regina** and **Hôtel du Palais** from the airport or train station is to take a taxi.

A taxi from the airport to your hotel will take 10 minutes and costs ~ 15€ to 20€.

Taxi phone number : 00.33.5.59.03.18.18

WITH SPECIAL THANKS TO OUR LOCAL SPONSORS



In cooperation with



Barcelona, Spain  
27 – 29 November 2012



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