

PRESS RELEASE

19/11/2008

European Cities Marketing in the city of Robin Hood

This year's ECM Autumn meeting was hosted by the city of Nottingham, UK, from 5th to 8th November 2008.



One hundred and nine delegates met in Crowne Plaza hotel in Nottingham to spend 3 days working and learning together. In addition to the meetings of the Working Groups and Knowledge Groups, the participants were able to follow a full-day seminar on the topic *"The visitor journey in European cities - striking a balance between brand promise and the reality of the visitor experience"*. The seminar brought together a distinguished set of speakers including celebrated travel journalist Alison Rice, leading academic Professor John Lennon

(author of *"Dark Tourism"*) and a top quality consultant Mandy Lane.

Benefitting from a special presentation given by city brand guru Jeremy Hildreth, the participants were also able to learn about Saffron's real time tourism barometer. This tool uses customer perception to compare the visitor experience against the brand promise in 72 European cities.

"Nowadays, in this time of financial crisis, it is extremely important to bring professionals together so that they can share their experience and learn from each other in order to deal better with this kind of difficult situation. I am glad that the city of Nottingham was able to host the ECM meeting and thereby actively participate in such a useful and enriching event," explains Prof. John Heeley, CEO of Experience Nottinghamshire and chairman of the ECM Meetings Committee.



Prof. John Heeley

****ECM (European Cities Marketing) is the leading European association of City Tourism Offices and Convention Bureaus. Its network comprises 134 members spread over 32 countries. Its aim is to strengthen city tourism by***

- *providing sales and marketing possibilities*
- *communicating information*
- *sharing knowledge*
- *educating*
- *and working together on an operational level.*

For more information and pictures, please contact:

Marie Kuklova

press@europeancitiesmarketing.com

+33 380 56 59 51