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ECM: Dealing with the economic crisis in Dublin

Michael O'Leary holds back no punches in outlining to tourism chiefs his vision for the future

The city of Dublin hosted the European Cities Marketing Spring Meeting from 4th to 6th March 2009 in one of Dublin's villages - Malahide.

One hundred and fourteen delegates attended the ECM Spring Meeting to share knowledge and expertise with their colleagues and other European experts in tourism and conventions. The first two days were dedicated to Working Group sessions and Knowledge Group meetings. The Working Groups allow ECM members to work on specific projects in small groups of people. The results of their efforts are then presented to all delegates interested in that particular topic during a Knowledge Group meeting.

On Friday, delegates attended a high quality seminar: "The Impact of the Economic Crisis on City Tourism And Beyond". The whole day was filled with interesting topics, valuable data and dynamic speakers. Among other greatly appreciated presentations, the participants had the opportunity to hear the ideas of Michael O'Leary, CEO Ryanair, and Patrick Delaney, Managing Director of Ovation group.



Michael O'Leary, CEO Ryanair

« I am glad that the meeting was such a resounding success. The sheer number of ECM members attending the Spring Meeting together with the high quality of its projects only reflects the fact that nowadays we need the network more than ever before. Of course, some of the presentations touched on some very controversial ideas, but that's the point. Because with no difference, there would be no discussion and no development", comments Frank Magee, CEO of Dublin Tourism and ECM President.

**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*

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

For more information and photographs, please contact:

Marie Kuklova

press@europeancitiesmarketing.com

+33 380 56 59 51