

Best Practice in City Marketing

Bilbao, Nov 16 - 19 2011

Dear Colleague,

Bilbao was founded over 700 years ago, and ever since it has been the mainstay of the economic and social development and the driving force for modernisation in the Bay of Biscay area.

Bilbao is the leading city from Bordeaux to A Coruña. No other city has such a good claim to the status of economic, financial, cultural and tourist capital of the area.

The seminar for Bilbao focuses on **best practice in city marketing** – approaches, methods, projects and processes that have proven themselves over time and can act as role models.

Keynote speaker is Garry White, Head of Global Network and Global Strategy at Visit Britain. Drawing on his worldwide experience of how destinations market themselves successfully across leisure and convention markets, Garry will demonstrate how in fast changing consumer marketplaces East can learn from West and vice-versa.

Taking a cue from what has become known as the Guggenheim effect, host city Bilbao will show how an iconic mega attraction can transform destination image, leading to a sustained expansion of business and leisure tourism which has far-reaching social and cultural impacts. Contributions on the Guggenheim effect will be provided by the chief of the local visitor and convention bureaux, the head of the city's regeneration agency, and a renowned mountaineer come academic and restaurateur! Can other cities be as (or even more) successful than Bilbao in developing a building to act as a brand for a place? Does such an approach involve too much focus on what is outside rather than inside the building?

The final part of the seminar will examine best practice in how cities can market themselves by reference to the impactful branding and communication activities of the Vienna Tourist Board, to the winning of association meetings by the Glasgow City Marketing Bureau through its Glasgow model, and to the exemplary manner in which Stockholm Visitors Board welcomes business and leisure tourists to the Swedish capital.

Looking forward to seeing you in Bilbao!



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Iñaki Azkuna
Mayor of Bilbao



A handwritten signature in black ink.

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



BILBAO



Bilbao is the heart of a metropolitan area with over 1,000,000 inhabitants. The urban revolution that the city has undergone is the experience of particularly significant years, extending far beyond the success of the Guggenheim Museum. It is the best example of a major city's symbiosis with its river. This particular relationship clearly explains the city's evolution, jumping from its industrial past to the present, in which its origins are unforgotten, but its range of cultural and leisure facilities are much greater.

Bilbao is easily accessible by land, sea and air. A network of motorways and highways converges on Bilbao, making it the centre of

the Atlantic Arc. Its excellent road and rail networks, its sea port and international airport make the city fully communicated to welcome all of its visitors. Bilbao has an excellent museum network, displaying classical art collections and the latest trends in modern art; our history and archaeology, monographic contents such as Easter Week, religious art and bullfighting. They are all worth a visit, from the Guggenheim Museum Bilbao to the Athletic Club trophy room.

Bilbao has always traditionally been a conference city, hosting events across the sectors. Since 1999 the Euskalduna Conference Centre and Concert Hall has been the main venue for congress events in the city.

EUSKALDUNA CONFERENCE CENTRE

Avda. Abandoibarra, 4

Opened in February 1999, the Euskalduna Music Hall and Conference Centre was the second milestone, after Gehry's Guggenheim Museum, in the process to transform the city of Bilbao.

It won the prestigious Apex Award for the "Best Congress Centre in the World 2003", awarded by the International Association of Congress Centres (AIPC) and in 2004, it was the first centre in Spain of these characteristics to be awarded the "Q" for Tourist Quality by the Spanish Institute for Tourist Quality (ICTE).

The conference centre hosts many events, including the opera seasons, symphony concerts, ballet and recitals, which coexist perfectly with the important conferences, general meetings and assemblies, conventions and corporate meetings held there.

www.euskalduna.net



PROGRAMME

MEETING VENUE : EUSKALDUNA CONFERENCE CENTRE Avda.Abandoibarra, 4

WEDNESDAY 16TH NOVEMBER

10.30 - 12.30 **Knowledge Group Culture and Events**
Chaired by Catherine Dardenne (Brussels)
*Group members only** Room 3-2

11.00 - 12.30 **Knowledge Group City Cards**
Chaired by Olivier Occelli (Lyon)
*Group members only** Room B3

12.30 - 14.00 Lunch (at own expense) **price : 38€**

14.00 - 15.30 **Communications Committee**
Chaired by Rémy Crégut (Montreux)
*Committee members only** Room B3

14.00 - 15.30 **Meetings Committee**
Chaired by Gillian Cruddas (York)
*Committee members only** Room C3

14.00 - 15.30 **Knowledge Group Online Marketing & Sales**
Chaired by Ossian Stiernstrand (Gothenburg)
Observers welcome Room 3-2

15.30 - 16.00 Coffee Break

15.30 - 17.30 **Conventions Committee**
Chaired by Heike Mahmoud (ECM Vice President Conventions)
*Committee members only** Room B3

20.30 Gathering in your hotel
21.00 Dinner at Azurmendi
*Azurmendi barrio leguina s/n
48195 Larrabetzu (Bizkaia)
dress code : smart casual*

**Group / Committee members only - Please find all Committee and Knowledge Group members on www.europeancitiesmarketing.com*

THURSDAY 17TH NOVEMBER

08.00 - 08.45 Breakfast with the President at Melia hotel
This breakfast is open to all potential members and new members attending an ECM meeting for the first time.

BEST PRACTICE IN CITY MARKETING

INTRODUCTION Room A4

09.00 - 09.30 **Welcome & opening**
Dieter Hardt-Stremayr,
President, European Cities Marketing

09.30 - 09.40 **Seminar Overview by Seminar chairperson**
Camilla Nyman,
Director Business and Partnership, Gothenburg & Co

A GLOBAL PERSPECTIVE

09.40 - 10.30 **Marketing cities and marketing excellence across business and leisure tourism**
Garry White,
Head of Global Market Planning and Operations, VisitBritain

10.30 - 11.00 Coffee Break

FOUR 'BEST PRACTICE' STUDIES

11.00 - 12.00 **The Guggenheim effect 1997-2011 and its impact on business and leisure tourism**

I. Bilbao in the 21st Century : a fascinating transformation - key factors and milestones

Andoni Aldekoa,
President, Bilbao Turismo

II. The Guggenheim effect - recent transformations and human values

Alfonso Martinez Cearra,
General Manager, Bilbao Metropoli 30

III. The first woman to conquer the world's fourteen highest summits : an achievement beyond marketing

Professor Edurne Pasaban,
Mountainer, Hotelier and Lecturer

12.00 - 14.00 Lunch

14.00 - 14.30 **Destination branding and communication VTB style - Vienna now or never**

Katrin Heintschel,
Strategic Planning and Tourism Research,
Vienna Tourist Board



14.30 - 15.00 **The Glasgow model - business edge in winning association conventions**

Scott Taylor,
Chief Executive, Glasgow City Marketing Bureau

15.00 - 15.30 **Visitor servicing and quality assurance- the visitor journey from Arlanda to the capital of Scandinavia**

Sabine Dubreuil
Director of Stockholm Tourist Centre, Stockholm Visitors Board

15:30 - 16.00 Coffee Break

16.00 - 16.30 **Questions to panel of speakers and summing up by Seminar Chairperson**

16.30 - 16.45 **Invitation to attend ECM Spring Meeting**

20.30 Gathering in your hotel
21.00 Dinner at Restaurant Yandiola
adress: Plaza Arriquibar, 4
dress code: smart casual

08.00 - 10.00 **Board Meeting including Coordination Group** Room B3

Coordination Group chaired by Heike Mahmoud
*Knowledge groups chairs and Board members only**

09.30 - 12.30 **Knowledge Group Research and Statistics** Room B Terrace

Chaired by Olivier Ponti (Amsterdam)
*Group members only**

10.00 - 14.00 **Board Meeting** Room B3

Board members only - lunch served in the room

11.00 - 11.30 Coffee Break

11.30 - 12.30 **Knowledge Group City Cards** Room A4

Open session for all delegates
"750.000 cardholders, 391 museums, 1 card. A glance inside the success of the Museumcard Netherlands"
Koen van Veen – Museumcard Netherlands,
Operational Manager

12.30 - 14.00 Lunch

14.00 - 15.00 **Knowledge Group Research and Statistics** Room B Terrace

Open session for all delegates
«How to get (good) meetings statistics in your city?»
Open discussion moderated by Olivier Ponti, Amsterdam Tourism and Convention Board

14.00 - 15.00 **Knowledge Group Tourist Information Centres** Room A4

Chaired by Gabriela Schweinberger (Berlin)
Group members / Observers welcome

14.30 - 16.00 **Meetings Committee** Room B3

*Committee members only**

15.00 - 15.30 Coffee Break

15.30 - 16.30 **Latest Developments and new features of TourMIS** Room B Terrace

Irem Arsal, Assistant Professor, Modul University Vienna
Open session for all delegates

15.30 - 17.00 **Knowledge Group Tourist Information Centres** Room A4

Open sessions for all delegates
«InfoGate at Munich Airport. A new way in virtual face to face information services»
Manfred Zoetl, Senior Consultant Information Technology,
Munich Airport

17.00 - 18.00 **Visit to Bilbao Tourist Information Centre**

Open sessions for all delegates

Free evening

SATURDAY 19TH NOVEMBER

SOCIAL PROGRAMME
Culinary trail in Gorbeia Central Park
Limited places, please book when registering



Saturday 19th November

11.30 - 17.00

Gorbeia Central Park - Culinary Trail Experience

The Gorbeialdea region is located in the most southerly part of the province of Bizkaia, between the Ibaizabal valley and the Gorbeia mountains. Reaching its summits, penetrating its luxuriant fluvial gullies, enjoying the patchwork of meadows and crops, and more, takes us to the heart of a singular natural world.

This area of pronounced contrasts, dominated by the beauty of its scenery, its popular traditions and the typicality of its ecosystems, has been classed as one that best represents the profound, rural and picturesque Bizkaia.

The Gorbeia and Urkiola mountain ranges crown the geographical limits of Gorbeialdea. Declared nature reserves due to their high natural and scenic value, they provide an important alternative for lovers of rural tourism.

Discover forests, lakes and mountains, while you enjoy the most delicious local gastronomy in several stages. Hike through different routes, where pintxos (jewels of miniature cuisine), traditional courses and a large choice of desserts are going to be your best travelling companion.

This experience includes, a specific "Culinary trail" route, besides a restaurant / bar service: in the first stage "pintxo & pote", typical in this region, in the second stage, a traditional course (excluding drinks). And in the last stage, the dessert.

The current culinary trail is named "Urkiola Trail", it starts in Otxandio and after 12 kilometres it comes back to Otxandio, where we will take our dessert.

free of charge - Limited places

<http://www.gorbeialdea.com/en/tourism/central-park/culinary-trails.html>



DINNER VENUES



Wednesday 16th November

AZURMENDI Restaurant

The Azurmendi restaurant that has been awarded with the second Michelin star this year, is located in a privileged enclave in Biscay (Larrabetzu), only ten minutes away from Bilbao and surrounded by green countryside.

Its chef, Eneko Atxa is responsible for the artistic and gastronomic part of the Azurmendi and he is well known for being able to introduce new people into haute cuisine and at the same time, exceed the expectations of the most discerning palates.

His different menus guide us through a unique trip into our senses where attention to little detail takes great value.

www.azurmendi.biz

Thursday 17th November

YANDIOLA Restaurant

The cuisine served by Restaurante Yandiola is rooted in the culinary wealth of the past and projected into the future with all the power of creativity and innovation.

Yandiola seeks authenticity in the products they use, by supporting artisan food production, the small farmer and sustainable and biological fishing and stockbreeding techniques.

www.yandiola.com



HOTEL INFORMATION

All reservations to be made directly to the hotels, by email (or by faxing booking forms that you can download from ECM website). Please give the reference «ECM autumn meeting» when booking.

MELIA *****

(main hotel, direct proximity to the Conference Centre)

Av. Lehendakari Leizaola, 29 - Bilbao
www.melia-bilbao.com/es/index.html

Room rates :
Double single use: **115 €** / night
Double: **130 €** /night

Buffet Breakfast included
VAT 8% NOT included

DEADLINE FOR BOOKING: 16th September

e-mail: reservas.melia.bilbao@melia.com



NH VILLA DE BILBAO****

(10 minutes walk from the Conference Centre and main hotel Melia, right next to Abba Parque)

Gran Vía, 87 - Bilbao
www.nh-hotels.com/nh/en/hotels/spain/bilbao/nh-villa-de-bilbao.html

Room rates :
Double single use: **90 €** night
Double: **99 €** night

Buffet Breakfast included
VAT 8% NOT included.

DEADLINE FOR BOOKING: 25th September

e-mail: nhvilladebilbao@nh-hotels.com



ABBA PARQUE ***

(10 minutes walk from the Conference Centre and main hotel Melia, right next to NH Villa de Bilbao)

Rodriguez Arias, 66 - Bilbao
www.abbaparquehotel.com

Room rates :
Double single use: **75 €** night
Double: **85 €** night

Buffet Breakfast & VAT 8% included.

DEADLINE FOR BOOKING: 15th October

e-mail: reservas-parque@abbahoteles.com



CONFERENCE FEES

	before October 10	after October 10
ECM Members (1 st & 2 nd delegate)	EUR 472	EUR 531
ECM Members (3 rd delegate & more)	EUR 354	EUR 413
ECM Members 1 day fee*		EUR 236
Non-members	EUR 590	EUR 649
Accompanying persons**		EUR 236

The conference fee includes attendance to the conference, lunches on Thursday and Friday, dinners on Wednesday and Thursday and coffee breaks.

* 1 day fee includes attendance on 1 day and either dinner on Wednesday or Thursday.

**Accompanying persons fee includes dinners on Wednesday and Thursday and social programme on Saturday.

REGISTRATION

Please visit www.europeancitiesmarketing.com and complete the online booking form. If you have any questions, please contact Katy Schmitt at katy@europeancitiesmarketing.com.

PAYMENT & CANCELLATION POLICIES

Conference

The conference fee is payable by bank transfer or credit card to Tisa Congressos.

Bank Details: BBVA - Gran Via 12 - Bilbao Account : 0182129941020152132 IBAN : ES71 018212994102015132	Beneficiary: TISA CONGRESOS S.L.
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Any cancellation must be sent in writing to conferencia@tisasa.es. In case of cancellation by 31st October 2011 we will refund your registration fee. After this date a cancellation fee of 100 € will be charged.

Hotels

Melia :

In case of cancellation the deposit will be non- refundable.

Between 9 and 4 days before arrival the cost of a two-night stay will be billed to the credit card for cancellation costs.

Less than 4 days before arrival the full cost of the entire stay will be billed to the credit card for cancellation costs.

In case of a no show the hotel will charge the entire stay to the credit card for cancellation costs.

Abba Parque and NH VILLA :

The cost of 1 night will be charged in your credit card for all cancellations received before 1 day of the arrival date

No show: The hotel will charge in your credit card the cost of the 1st night.

PRACTICAL BILBAO

How to get to the hotels

The shuttle A3247 connects Bilbao Airport to the city centre every 30 minutes from 6.15 am to 11.15 pm and the last bus is at midnight. One ticket costs 1,30€.

Please stop at Gran Via 79 which is right next to hotels NH Villa de Bilbao and Abba Parque. To get to Hotel Melia, please walk another 5 minutes (map below).

A taxi from the airport to your hotel costs ~ 30€ (20 minutes drive).

Practical information

CLIMATE

Bilbao has a humid marine climate, with mild temperatures all year round. Rain is more likely in spring and autumn, with mild winters and moderately hot summers. The average temperatures are 8°C in winter and 20°C in summer.

TIPPING

Tips are included in all prices and bills, so tipping is not obligatory. However, if the service received is considered satisfactory, particularly in bars and restaurants, a tip is often left.

SHOPPING

The most common shop opening hours are from 9.30 am to 1.30 pm and from 4 pm to 8 pm. Large department stores are open all day from 10 am through to 9 pm, from Monday to Saturday.

ELECTRICITY

The electric power supply is at 220 volts and 50 cycles. Electrical plugs are the European type, with two round pins.



WITH SPECIAL THANKS TO OUR LOCAL SPONSORS



In cooperation with



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