

# City Hospitality for Tomorrow's Visitors

Why hospitality and service  
is key to competitiveness and  
can 'make' or 'break' your business

Stay ahead of the game and learn more at  
European Cities Marketing Annual Meeting and General Assembly  
**Copenhagen, June 5-8, 2013**



WONDERFUL  
COPENHAGEN



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES

# Welcome to Copenhagen!

Dear colleagues, dear friends,

We look forward to welcoming you to wonderful Copenhagen and the ECM conference on city hospitality.


The city has been a proud and active member of European Cities Marketing for many years but it is close to 20 years ago that Copenhagen has had the privilege of hosting an annual conference - in that time much has changed. For one, our hotel capacity has more than doubled. New conference venues have been constructed alongside a new Opera, a new Play House and new museums. Copenhagen has been connected by a bridge with Malmö – the 3rd largest city in Sweden. Copenhagen Airport has undergone tremendous expansion with new terminals and new airline routes. And the modern and award winning Copenhagen Metro now seamlessly connects the various neighbourhoods of the Danish capital. Finally, Copenhagen has given birth to New Nordic Cuisine and the city is home to Noma – the world's best restaurant - as well as several other top restaurants. The New Nordic Cuisine is a good example of Copenhagen's immense "soft power" and high liveability factor - something the locals refer to as "Copenhagenism".

For all that, Copenhagen is not resting on its laurels. In order to get ready for the future, Copenhagen Airport as well as the Metro continues to expand. New hotels are on the drawing board. A new world-class Aquarium has just opened in March and a new indoor Arena will open in 2015.

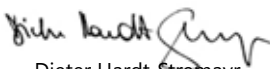
The theme of our conference is city hospitality. In a truly competitive environment great hospitality is much more than just a smile. It is the key to competitiveness. It can be the factor that can 'make' or 'break' your business. In Copenhagen, as in other European Cities, the challenge is to ensure that our standards of welcome and hospitality keep pace with the development and internationalisation of the city. Consumers tastes and expectations are rapidly changing and we need to understand how to truly welcome our new wave of visitors from China and emerging markets. Our conference is designed to help us all keep ahead of the game. We have secured some of the leading thinkers and practitioners in the field for the event. With their insights and your active involvement we are sure that it will prove a highly stimulating, challenging and rewarding conference for all of our members.

Welcome to Copenhagen! Experience Copenhagenism!



  
Lars Bernhard Jörgensen  
CEO, Wonderful Copenhagen



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



  
Garry White  
CEO, European Cities Marketing

# PROGRAMME

## CONFERENCE VENUE: MARRIOTT HOTEL

### WEDNESDAY 5<sup>TH</sup> JUNE

09.30 - 12.30 **Knowledge Group Research & Statistics**

Chaired by Olivier Ponti (Amsterdam)

*Group members only\**

12.30 - 14.00 Lunch at own expense at Marriott (35€)

14.00 - 18.00 **Board Meeting**

*Board members only\**

14.00 - 15.30 **Editorial Board ECM Benchmarking Report**

Chaired by Clemens Költringer (Vienna)

*Group members only\**

14.00 - 15.30 **Knowledge Group Online Marketing and Sales**

Chaired by Olivier van de Kerchove (Brussels)

*Open to observers*

15.30 - 16.00 Coffee Break

16.00 - 17.30 **Knowledge Group Culture and Events**

Chaired by Catherine Dardenne (Brussels)

*Group members only\**

16.00 - 17.30 **Knowledge Group Tourist Information Centres**

Chaired by Synne Myhre (Oslo)

*Open to observers*

18.30 Gathering in the lobby of Marriott hotel  
19.00 Guided tour and dinner at Visit Carlsberg  
*address : Gamle Carlsberg Vej 11*  
*dress code : business casual*

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



### THURSDAY 6<sup>TH</sup> JUNE

**CITY HOSPITALITY FOR TOMORROW'S VISITORS**  
**Why hospitality and service is key to competitiveness and can 'make' or 'break' your business**

08.50 - 09.20 **Welcome & opening**

Dieter Hardt-Stremayr, President, European Cities Marketing & Sabine Dubreuil, seminar chair and Manager Stockholm Tourist centre

09.20 - 10.10 **The welcoming difference**

Jan Gunnarsson, Hostmanship Development group, Sweden  
Jan is an authority in the field of hospitality, personal development, communication and leadership. He has 30 years experience in the hospitality industry and has written 8 books in the field

10.10 - 10.30 Coffee Break

10.30 - 11.05 **The future of Hospitality and the new kinship economy**

Radha Patel, Associate Director, The Futures company  
The Futures Company is a 'free thinking' consultancy specialising in strategic futures, innovation, trends and insight. They recently compiled a report for IHG on the 'kinship economy' that considered how customers tastes, technology, social behavior and urbanism is changing the way that hotels and destinations will need to prepare and map out the future

11.05 - 11.40 **Yes I can. So can you! A case study of hospitality in the Rezidor hotel group**

Jan Spooren, Corporate Director People Development for the Carlson Rezidor Hotel Group

11.40 - 12.00 **Providing outstanding customer service**

Susanne Öhrn, Head of Customer Strategy, System Bolaget

12.00 - 13.30 Lunch

12.00 - 13.30 **Knowledge group City Cards lunch**

Chaired by Olivier Occelli (Lyon)

*Group members only\**

13.30 - 14.45 **Parallel sessions**

choose one of three. Presentations followed by discussion

**option I**  
**Servicing cross cultures - China and the leisure industry**

Dr Wolfgang Georg Arlt Director at COTRI China Outbound Tourism research and expert on China and cultural relations

Peter Romer Hansen, Vice President,

Wonderful Copenhagen and project director of Chinavia the Scandinavian pilot project study on China

**option II**      **Servicing cross cultures in the meetings industry – focus China/Russia/North America**

Richard Lewis is an expert in cross cultural understanding and author of “when cultures collide” – now in its third edition. Richard has run seminars for governments and international clients including UBS, Coca Cola, Deloitte, Nokia, Unilever and the World Bank

**option III**      **Hostmanship & sales**

**Hostmanship and Sales. Contradiction or perfect match?**

Gabriela Schweinberger, International Coach and Consultant

**Combining Tourist Information Centres’ welcome and Sales. The challenge and the opportunity**

Synne Myhre, Director Tourist Information, Visit Oslo

14.45 - 15.10      Coffee break

15.10 - 15.30      **Negative Reviews on Trip Advisor. Crisis or Opportunity?**

Elena Egan, Head of Destination Marketing Sales, EMEA & Asia, TripAdvisor

15.30 - 15.45      **Feedback from the parallel sessions**

15.45 - 16.05      **Continuous feedback monitoring for dummies : a crash-course**

Olivier Ponti, Manager Research and Development, Amsterdam Marketing

16.05 - 16.25      **Research into the hospitable city**

Majorie Roels, Lecturer, coach, co-ordinator in city hospitality Hogeschool Inholland

16.25 - 16.50      **The new European Quality Label, an opportunity for European Cities**

Kristina BOROS, Policy Officer, European Commission

16.50 - 17.10      **Conclusions by seminar chair**

17.10 - 17.20      **Invitation to ECM Spring Meeting in Belfast**

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18.30      Gathering in the lobby of Marriott hotel  
19.00      Seated dinner at Grilleriet  
*address: Dampfærgevej 10 [Pakhus 12]  
dress code: business casual*



## FRIDAY 7<sup>TH</sup> JUNE

08.30 - 11.00 **ECM Ordinary General Assembly**

*ECM members only*

11.00 - 11.30 Coffee Break

11.30 - 12.30 **Knowledge Group Culture and Events**

tbc

*Open session for all delegates*

11.30 - 12.30 **Knowledge Group Research and Statistics**

tbc

*Open session for all delegates*

11.30 - 13.00 **Knowledge Group Tourist Information Centres**

**Opening a new TIC**

*Richard Windischbacher, Graz Tourist office*

*Armin Dellnitz, Stuttgart tourist office*

**Hospitality Project**

*Hans Dominicus, Amsterdam Marketing*

*Open session for all delegates*

12.30 - 14.00 Lunch

14.00 - 14.45 **Knowledge Group City Cards  
Presentation of the European City Cards  
Benchmark 2013**

*Wendy Sieger Kintzen, chairperson and business unit*

*manager Amsterdam Tourism & Convention Board*

*Lawrence Croes, student at Amsterdam University*

*Open session for all delegates*

14.00 - 15.30 **Knowledge Group Online Marketing and Sales**  
**tbc**

*Open session for all delegates*

14.00 - 16.00 **ECM Survey and Reports forum**

**14.00 - 15.00 Knowledge Group Editorial Board**

The ECM Benchmarking Report 2013 - Key

Results and Insights for your Destination

Marketing Strategy

*Clemens Költringer, Marketing analyst,*

*Vienna tourist board*

*Open session for all delegates*

**15.00 - 16.00 Knowledge Group Research and Statistics**

Results of the data collection on Meetings

Statistics

*Olivier Drouet, ECM economic analyst*

*Olivier Ponti, Amsterdam Marketing*

*Open session for all delegates*

15.30 - 16.00 Coffee Break

16.00 - 17.00 **Visit to Copenhagen Tourist Information Centre**

*Open session for all delegates*

19.15

Gathering in the lobby of Marriott hotel

19.30

Dinner at own expense at Nimb Terrasse

(Tivoli Gardens)

**price : 75€ per person**

*address: Vesterbrogade 3*

*dress code: business casual*

## SATURDAY 8<sup>TH</sup> JUNE

10.00 - 14.00

Guided tours - please chose from the 5 options that are detailed on page 6

**price : 30€ per person**



# SOCIAL PROGRAMME

## Saturday 8<sup>th</sup> June

### ANYONE CAN BE A COPENHAGENER

Sorry. This will be the first ever ECM Conference without an official social program. We did not hire a handful of professional guides for the ECM Summer Conference. Instead, we want to welcome all of you wonderful people to our very own Copenhagen. We invite you to experience authentic and modern Copenhagenism as we live it all year round.

We think ECM is about networking and making professional friends. It's about learning, sharing and living a passion for our cities. So we have decided to make it personal. As your friends and colleagues at Wonderful Copenhagen, we have taken it upon ourselves to show you the Copenhagen we love. We will take you to the magic and secret places where we go ourselves, and which we – in many cases – would definitely not share with regular tourists.

So this is your fast track to becoming a real Copenhagener if only for a day or the rest of your life. These good people from Wonderful Copenhagen will take you off the beaten track on these magic day tours and local hang outs.

All the guided tours take place from 10.00 am and will last 3-4 hours and include lunch. The price to attend a tour is **30 Euro** per person.

*please chose from the 6 following options and pre-register on the registration platform*

### CPH ART & GALLERIES... and great café hang outs on the way

Are you into art & galleries, this is the trip for you. Copenhagen has a lot to offer and the tour will include visits to some of Copenhagen's both known and less known places. We will visit DanishArchitectureCentre, Gallery Nicolai, National Gallery of Denmark, Café Wilder etc.

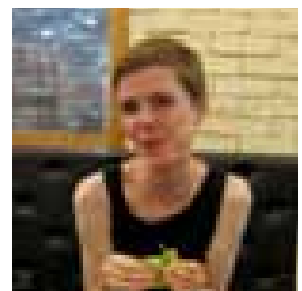
*with Thomas Meyer Lorentzen - Head of Event Management*



### Eating our way through Copenhagen...

Tag along on my favorites of summer Saturdays through the heart of CPH. There will be no talk of waistlines and healthy living, but rather indulgence on the best of coffees, the perfection of Danish (not the language! – but the buttery, sugary kind), the best of fast foods (ok, the organic and really tasty kind) and sauntering through spices, meat, fish, veggies – and luckily more coffee and more cake in foodie land at Torvehallerne.

*with Signe - Jungersted Project Manager (Expert in Chinese tourists)*



### Copenhagen on a Bike...

See Copenhagen like the locals do: On a bike! With close to 400 kilometres of reserved tracks for bicycles, there are plenty of opportunities to explore Copenhagen on two wheels. The tour will be a laid-back tour with plenty of time for stops and sights, coffees and sandwiches.

*with Ole Kjaer Mansfeldt - Chief Advisor, Research & Development*



# SOCIAL PROGRAMME

Saturday 8<sup>th</sup> June

ANYONE CAN BE A COPENHAGENER

## Amongst gangs 'n' gourmets

Experience a guided tour through the authentic Copenhagen with a true local and hear the fascinating story about Nørrebro – a working class district turned cultural melting pot, known for its tolerance and riots. Here gangsters (don't worry!) and gourmet restaurants exist side-by-side, and you will meet them both. We'll visit old school bars and new school breweries, the secret hipster hot spots, and the still active cemetery where people go to... picnic! Executive summary: We'll have a blast!

*with Lasse Bilstrup Fridberg - Senior Advisor Research & Development*



## Vesterbro forever

Sightseeing on Vesterbro – one of the four gateways to Copenhagen city center – a hip area with lots of shops, cafés, restaurants and atmosphere

*with Anne Dissing - Senior Sales and Project Manager Convention  
& Catharina Cecilie Aas - Sales & Project Manager Convention*



## Copenhagen escape

Let me show you the true retreat of the Copenhageners – the region of good living. We will make a tour of North Zealand and stop at Louisiana – the Magical Museum of Modern Art, the Castle of Kronborg where the spirit of Danish patriotism is sound asleep in the cellar.

*with Peter Rømer Hansen, Vice President, Wonderful Copenhagen*



## HOTEL INFORMATION

**All reservations to be made directly to the hotels, via a link to the booking platform for Marriott or booking codes by email for Copenhagen Island and Wakeup Copenhagen**

**Marriott Hotel \*\*\*\*\*** (Hotel venue) - Kalvebod Brygge 5 · Copenhagen, Copenhagen Marriott Hotel is a luxurious and modern 5\* hotel with 383 rooms that recently has undergone a complete renovation. The hotel is located on the waterfront of downtown Copenhagen and it is within walking distance of all major sites of the city. The hotel offers plenty of meeting space and all ECM meetings will take place at the hotel.

Room rates (Optional Full American Buffet Breakfast at 220 DKK per day (approx. 30 euro)  
Single room: 1299 DKK /night (approx. 175€) (taxes included)

To book your room, please follow the link:

[http://www.marriott.com/hotels/travel/cphdk-copenhagen-marriott-hotel/?toDate=6/9/13&groupCode=wocwoca&stop\\_mobi=yes&fromDate=6/4/13&app=resvlink](http://www.marriott.com/hotels/travel/cphdk-copenhagen-marriott-hotel/?toDate=6/9/13&groupCode=wocwoca&stop_mobi=yes&fromDate=6/4/13&app=resvlink)

and choose "Guest room, 1 king or Double, City view" in the scroll down menu

<http://www.marriott.com/hotels/travel/CPHDK-Copenhagen-Marriott-Hotel>



**Hotel Copenhagen island \*\*\*\*** Kalvebod Brygge 53, Copenhagen  
The moment you catch sight of Hotel Copenhagen Island, there is no doubt – architect Kim Utzon's genius is brilliantly reflected in this contemporary hotel complex of steel and light colors that invite you welcome. Hotel Copenhagen Island is located next to the Copenhagen harbor, with a fantastic view of the water. The hotel is also located close to the city center, Central Station and Tivoli Gardens.

Room rates (breakfast and all taxes included)  
Single room: 1095 DKK/night (approx. 147€)

To book your room, send an email to [book@arp-hansen.dk](mailto:book@arp-hansen.dk) that clearly refers to the booking code 1375786 ECM with your name, arrival and departure date and your credit card number incl. expire date as a guarantee for the reservation

email : [book@arp-hansen.dk](mailto:book@arp-hansen.dk)  
<http://www.copenhagenisland.com/>



**Wakeup Copenhagen\*\*** Carsten Niebuhrs Gade 11, Copenhagen  
Tight minimalist design by renowned architect Kim Utzon assures that Wakeup Copenhagen is a cool and modern hotel with beautiful rooms of 12–15 m<sup>2</sup>, with private toilet and bath, air-conditioning, flat screen-TV, a good workspace and free wireless internet. The hotel is the perfect option for the price-conscious guest who books his stay in advance over the internet. Wakeup Copenhagen will easily match many 3- and 4-stars hotels in terms of concept and comfort but at affordable 2 stars rates.

Room rates (breakfast and all taxes included)  
Single room: 750 DDK - (approx. 100€ /night)

To book your room, send an email to [book@arp-hansen.dk](mailto:book@arp-hansen.dk) that clearly refers to the booking code 1376702 ECM with your name, arrival and departure date and your credit card number incl. expire date as a guarantee for the reservation

e-mail: [book@arp-hansen.dk](mailto:book@arp-hansen.dk)  
<http://www.wakeupcopenhagen.com/the-hotel/>





## CONFERENCE FEES

	Before May 15	After May 15
ECM Members (1 <sup>st</sup> & 2 <sup>nd</sup> delegate)	499 EUR	539 EUR
ECM Members (3 <sup>rd</sup> delegate & more)	459 EUR	499 EUR
ECM Members 1 day fee*		250 EUR
Non-members	650 EUR	700 EUR
Accompanying persons**		300 EUR
Lunch at Hotel Marriott, 5 <sup>th</sup> June		35 EUR
Dinner at Tivoli Gardens, 7 <sup>th</sup> June		75 EUR

*The conference fee includes attendance to the conference, lunches on Thursday and Friday, welcome dinner at Carlsberg on Wednesday, seated dinner at Grilleriet on Thursday and all coffee breaks*

*\* The 1-day fee includes attendance on one day and either welcome dinner on Wednesday OR dinner on Thursday*

*\*\*Accompanying persons fee include welcome dinner on Wednesday and dinner on Thursday and one of the sightseeing tours on Saturday*

## REGISTRATION

Please visit [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com) and register online before 15<sup>th</sup> May, 2013. 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 Paypal or bank transfer to ECM via the online registration platform.

Any cancellation must be sent in writing to [katy@europeancitiesmarketing.com](mailto:katy@europeancitiesmarketing.com). In case of cancellation by 23<sup>rd</sup> May, 2013 we will refund your registration fee. After this date a cancellation fee of 100 € will be charged.

### Hotels

Hotel rooms rates are guaranteed (upon availability) until:

18<sup>th</sup> May at Marriott hotel

15<sup>st</sup> May at Copenhagen Island hotel

22<sup>nd</sup> May at Wake up Copenhagen

#### Marriott hotel :

*Cancellation before 18th May 2013: No penalties*

*Between 19th and 27th May included: 50% of the entire stay will be charged over participant's credit card*

*From 28th May 2014 to the arrival date: 100% of the entire stay will be charged over participant's credit card. Any shorten stay will be billed on the basis of the entire stay previously booked*

*No shows/Go show: 100% of the entire stay will be charged over participant's credit card*

#### Hotel Copenhagen island :

*Cancellation before 29th of May: No penalties - Cancellation after 29th of May: Full payment*

#### Wakeup Copenhagen :

*Cancellation before 29th of May: No penalties - Cancellation after 29th of May: Full payment*

# PRACTICAL COPENHAGEN

## How to get to the hotels

Accessibility from airport to hotels – Train from the airport to the Central train station, 14 min. and then bus 7 min. or taxi 2 min. Walking distance max. 10 min

The two hotel alternatives, Copenhagen Island Hotel and Wakeup Copenhagen, are located within a 5 minute walk the Copenhagen Marriott Hotel.

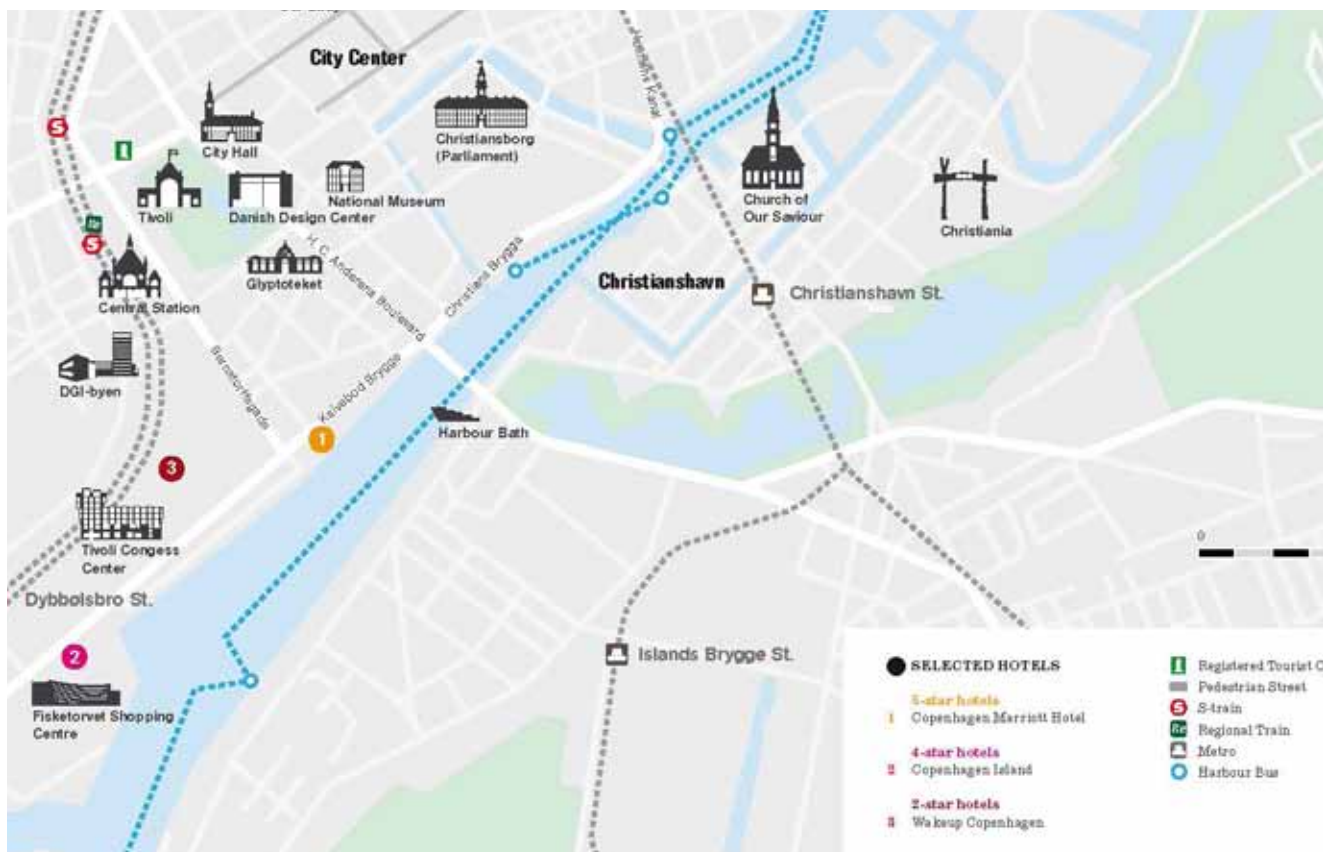
Bus stop name is the Central Station which is located less than 1 Km from Marriott. Here it is possible to take 5A (bus stop name Politortvet and walk 300 m.) and 9A (bus stop name Kalvebod Br./Bernstoffsgade and then walk 200 m.) to Marriott. To Copenhagen Island Hotel and Wakeup Hotel you can either walk from Marriott which takes about 5 min. or take the train to Dybbølsbro St. from Central station which take about 1 min. and then walk 450 m. from Dybbølsbro to Cph Island Hotel and Wakeup.

Prices:

Train to Central Station – 24 DKK (approx. 4 euro)

Taxi from airport to Marriott Hotel – 200-250 DKK (approx. 27/33 euro)

Taxi from Central Station to Marriott Hotel – 50 DKK (approx. 7 euro)



## Practical information

### CLIMATE

Average temperatures in June : Around 15C-20C

### CURRENCY

1 Danish Krone (DKK) = approx 0,13€

### TIME ZONE

GMT + 1 hour

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# WONDERFUL<sup>®</sup> COPENHAGEN



In cooperation with



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