

# European Cities Marketing

Annual Conference & General Assembly

9<sup>th</sup> to 12<sup>th</sup> June 2010

Las Palmas de Gran Canaria



“Social Media - a hot topic but does it really deliver visitors and revenue for city tourist organisations and convention bureaux?”

# Las Palmas de Gran Canaria invites you for ECM Annual Conference

Dear Colleague,

We take great pleasure in inviting you to the European Cities Marketing Annual Conference and General Assembly which will be held from 9<sup>th</sup> to 12<sup>th</sup> June in Las Palmas de Gran Canaria.

Las Palmas de Gran Canaria is a bustling Spanish city with ambiance, history and culture, as well as a fabulous sub-tropical climate and wonderful beaches, parks and gardens.

The seminar theme is a must for tourism professionals. Entitled Social Media – a 'hot' topic, but does it really deliver visitors and revenue for city tourist organisations and convention bureaux? The potential to interact with customers is huge, and over the past two years social media have become a vital part of our communications and marketing activities. The seminar will consider best practice from all over the globe and from within the network, to determine whether or not social media really do convert into new visitors for the destination and increased income for the city tourist office and convention bureau.

We are delighted to confirm as keynote speakers Mr. Walt Judas, Vice President, Communications Vancouver Tourism, and Javier González, Managing Director of Google Travel in Spain.


The European Cities Marketing General Assembly will take place on Friday morning, where members will be asked to approve the Association's three year plan for 2011-2013. This will be followed by workshops on "Success Factors in Social Media Marketing" and on "Forecasting City Tourism Demand", as well as by meetings of the various knowledge groups.

During the evenings and on the Saturday and Sunday, delegates will be able to discover the city and the Island of Gran Canaria - its history, its importance geographically as the nexus of three continents and, of course, the Canarian way of life and climate.


The team at Las Palmas de Gran Canaria City Promotion look forward to welcoming you in person for what we are sure will be an exciting and memorable event.

Looking forward to seeing you all in Las Palmas de Gran Canaria!



  
Ricardo González Delgado  
Tourism Department Councillor  
Las Palmas de Gran Canaria



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



# Las Palmas de Gran Canaria

Las Palmas de Gran Canaria, the **capital** of the Island of Gran Canaria, is a bustling city overflowing with Spanish ambience, history and culture.

It is located in the north-eastern part of the island set in a magnificent scenery composed of two bays and their beautiful beaches – Playa de Las Canteras and Playa de Las Alcaravaneras.

Las Palmas de Gran Canaria is also the capital city of the province of Las Palmas and the co-capital of the Autonomous Community of the Canary Islands, sharing this status with Santa Cruz de Tenerife. The population of the city of Las Palmas de Gran Canaria is nearly **400.000 inhabitants**, making it the largest city in the Canary Islands and the 9<sup>th</sup> most populous city in Spain.

Founded in 1478, Las Palmas de Gran Canaria boasts an important historical and cultural heritage, much of which can be found in the district of Vegueta, the oldest quarter of the town. In 1492, **Christopher Columbus** anchored in the Port of Las Palmas de Gran Canaria (and spent some time on the island) on his first trip to the Americas. He also stopped on the way back to Spain. Today, a museum is named after him – Casa Colón – in the Vegueta area of the city.

Originating from a Castilian military encampment on the right hillside of the ravine Barranco de Guiniguada, the first settlement, named Real de Las Palmas, expanded towards the banks of the ravine developing into the quarters of Vegueta and Triana on the right and left bank of the Barranco de Guiniguada. For almost four hundred years the city was limited to the north within the perimeter of the walled quarters of Vegueta and Triana and during the 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup> century the town grew primarily into the interior of the island as almost all the cities of the archipelago.

The **quarters** Vegueta, Triana, Vega de San José and some small neighbourhoods, inhabited by immigrants and fishermen, mainly constituted the city of Las Palmas.

Only in the 19<sup>th</sup> century – also favoured by the construction of the port Puerto de la Luz – the city started expanding to the north along the coastal strip and the districts of Arenales, Ciudad Jardín, Alcaravaneras, Santa Catalina and La Isleta emerged. Las Palmas de Gran Canaria harbour, “Puerto de La Luz” is one of the most important of all Europe, giving the city a very cosmopolitan image. Under the impulse of tourism and economic activities of the sixties, the city was finally consolidated and settled with a population that has doubled in the last 30 years.

Las Palmas de Gran Canaria is today a cosmopolitan city. Due to its situation as **nexus of three continents** and its importance as a touristic spot, many foreign workers have migrated and settled in the city. Merchants and traders from Africa, China, Korea, India, Russia and the Middle East mingle with one another in the streets of the city's business centers, although the majority have been acquiring Spanish citizenship over the years.

Las Palmas de Gran Canaria's idyllic **climate** contributes to the excellent quality of life enjoyed by its citizens. According to a study carried out by Thomas Whitmore, director of research on climatology at Syracuse University (USA), the city of Las Palmas de Gran Canaria enjoys «the best climate in the world.»

Las Palmas de Gran Canaria became a popular tourist destination for the British in the 19<sup>th</sup> century, they loved the mild temperatures the city offered all year round. Also the city has been a favourite destination for the Scandinavian citizens, who find in this city mild winters, they made popular internationally the Santa Catalina Park. The Spaniards have loved shopping in Las Palmas de Gran Canaria, taking advantage of the free ports taxation of the Islands. More recently, the City has become an appealing destination for those who love festivals and special events all year round. After the opening of the **Canary Islands Convention Centre**, the City has become a mayor Event destination, welcoming hundreds of national and international congresses.



# PRELIMINARY PROGRAMME

## WEDNESDAY 9<sup>TH</sup> JUNE

09.00 - 10.00	<b>Client Oriented Activities Committee</b> Chaired by Airy Garrigosa (Barcelona) <i>Committee members only*</i>
10.00 - 12.00	<b>Steering Committee Conventions</b> <i>Committee members only*</i>
10.00 - 12.00	<b>WG Events &amp; Culture in European Cities</b> <i>Group members only*</i>
10.00 - 12.00	<b>WG Online Marketing &amp; Sales</b> Chaired by Ossian Stiernstrand (Gothenburg) <i>Group members only*</i>
12.00 - 13.00	Lunch (at own expense)
12.00 - 13.00	Communication & PR Committee Lunch
13.00 - 15.00	<b>Meetings Committee</b> <i>Committee members only*</i>
13.00 - 14.30	<b>WG TIC</b> Chaired by Gabriela Schweinberger (Berlin) <i>Group members only*</i>
14.00 - 18.00	<b>Working Group Research &amp; Statistics</b> Chaired by Hans Dominicus (Amsterdam) <i>Group members only*</i>
15.00 - 18.00	<b>Board meeting</b> <i>Board members only*</i>
16.15 - 16.45	Coffee Break
Evening	Welcome Reception at Pueblo Canario <i>Dress code: smart casual</i>

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

*Open sessions for all delegates (in black)*



## THURSDAY 10<sup>TH</sup> JUNE

07.30 - 09.00	<b>Working Group City Cards</b> Chaired by Wendy Sieger - Kintzen (Amsterdam) <i>Group members only*</i>
08.00 - 09.00	Breakfast with the President <i>This breakfast is open to all potential members and new members attending an ECM meeting for the first time.</i>

### **SOCIAL MEDIA – A HOT TOPIC BUT DOES IT REALLY DELIVER VISITORS AND REVENUE FOR CITY TOURIST ORGANISATIONS AND CONVENTION BUREAUX?**

Fifteen years ago there was no email, Google, iPod, generation Y, Power-Point, user generated content, blogging, mobile phones with multimedia access and video footage, netbooks, CTR (click through rates), Facebook, Trip Advisor, viral marketing, and web 2.0. Nowadays, internet and web activity are the medium through which the art and science of city tourism is practiced. Lately, in a learning by doing fashion, city tourism and convention bureaux have been experimenting with social media: pages have been opened on Facebook, Twitter, and Flickr; YouTube presences have been extensively developed; websites have been overhauled to incorporate multi-media; and partnerships have been struck with Trip Advisor and others. Social media are becoming an integral component of mainstream marketing campaigns and supporting press and PR activity. Bloggers are being targeted for press trips, and integrated social media strategies are being formulated.

Using social media in these and other ways transform the manner in which city tourist and marketing organisations communicate and interact with its various audiences; the process becomes 'two way', and 'bottom up', as opposed 'one way' and 'top down'. There is huge potential but...

Do social media really deliver? Do the tantalising prospects and possibilities of the medium itself mean we are losing sight of what every city tourism organisation is there to do (create new visitors) and what every such organisation increasingly needs to do (namely generate revenues)? How do we measure conversion rates from Facebook and from social media based marketing activity? Is ROI a pipe dream or is it a practical possibility?

These and many other burning questions will be asked, presented upon and debated.

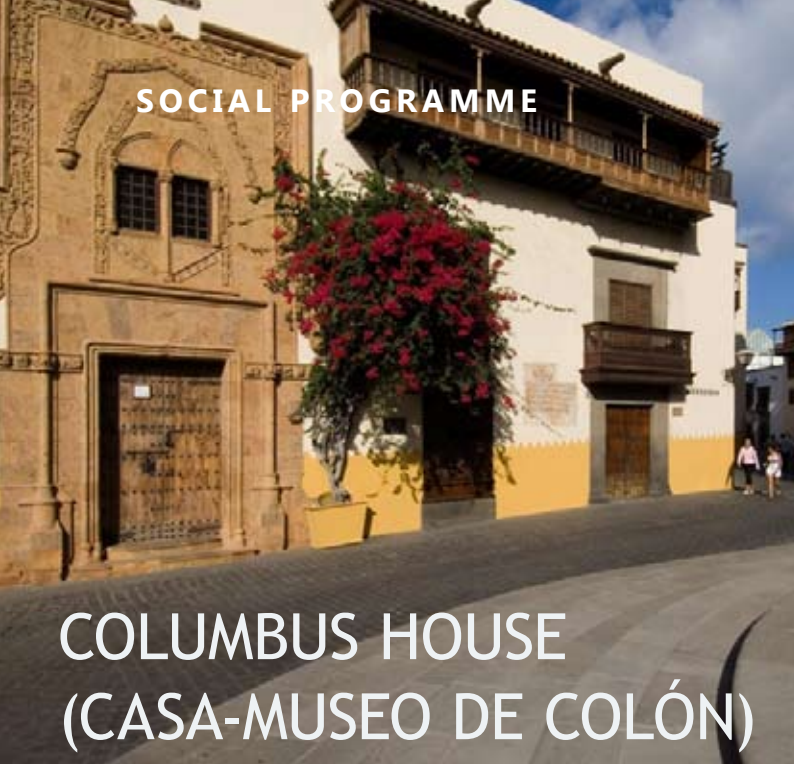
## PRELIMINARY SEMINAR PROGRAMME

09.00 - 09.30	<b>Welcome &amp; Opening</b> Presentation of ECM strategy & three year plan 2011-13 Dieter Hardt-Stremayr, President, European Cities Marketing
09.30 - 10.00	<b>Introduction to the programme and latest news in social media direct from Singapore . . .</b> Camilla Nyman, Director Business Development and Ossian Stiernstrand, Director Research and Development, Göteborg & Co
10.00 - 10.40	<b>Vancouver Tourism - The Olympic Experience</b> Walt Judas, Vice President, Communications, Vancouver Tourism
10.40 - 11.10	Coffee Break

11.10 - 11.50	<b>Title tbc.</b> Javier González-Soria y Moreno de la Santa, Managing Director, Google Travel Spain
11.50 - 12.20	<b>Best Practice Examples Stockholm &amp; Valencia</b> Marcus Hammarström, Area Manager Scandinavia, Stockholm Visitors Board Jaume Mata, Deputy Director, Valencia Turism & Convention Bureau
12.20 - 13.30	Lunch
13.30- 14.00	<b>Best Practice Examples Amsterdam &amp; Copenhagen</b> Hans Dominicus, Business Unit Manager M&D & Eduard Pieter Oud, Chief Operating Officer, Amsterdam Tourism & Convention Board Connie Westergaard, New Media Manager & Rylle Maja Sønderstrup, E-business Manager, Wonderful Copenhagen
14.00- 14.30	<b>Is it too late?</b> Ossian Stiernstrand, chairman Working Group Online Marketing & Sales and Janolof Fritze, TV and film producer, Göteborg & Co
14.30 - 15.00	<b>The Results of the Online Sales &amp; Marketing Monitor</b> Henrik Jutbring, Research and Statistics, Göteborg & Co
15.30 - 16.00	Coffee Break
16.00 - 17.00	<b>Panel Debate</b> Social media – a ‘hot’ topic but does it really deliver visitors and revenue for city tourist organisations and convention bureaux?  Moderator : Roger Carter, Managing Director, Team Tourism Panel: Walt Judas, Vancouver Tourism Javier González-Soria y Moreno de la Santa, Google Speaker tbc., Zurich Ciara Sugrue, Dublin Tourism Katrine Mosfjeld, VisitOslo •Lessons learned from case studies •The future role of the OTA's •The future role of the DMO's
17.00 - 17.15	<b>Closing and summary</b> Camilla Nyman, Director Business Development, Göteborg & Co, conference chair
Evening	Dinner at Casa Colon <i>Dress code: casual</i>
<b>FRIDAY 11<sup>TH</sup> JUNE</b>	
09.00 - 10.30	<b>ECM General Assembly</b>
10.30 - 11.30	<b>The European Cities Visitors Report</b> Katrin Heintschel, Tourism Research, Vienna Tourist Board & Karl Wöber, President, Modul University Vienna

11.30 - 12.00	Coffee Break
12.00 - 13.00	<b>Knowledge Group City Cards</b> <i>How to develop a city card - the step by step decision guide</i> <i>What's selling ? A look at online sales strategies for citycards</i>  <i>Launch of the iphone app for European City Cards</i>  Wendy Sieger-Kintzen, Business Unit Manager, Amsterdam Tourism & Convention Board <i>Open session for all delegates</i>
12.00 - 13.00	<b>Knowledge Group Research &amp; Statistics</b> <i>Conventions Data Pilote</i> André Moura, Head of Research & Statistics, Turismo de Lisboa – Visitors and Convention Bureau  <i>Google Analytics</i> Clemens Költringer, Researcher & Lecturer, Modul University Vienna <i>Open session for all delegates</i>
13.00 - 14.30	Lunch
13.00 - 14.30	<b>Meetings Committee Lunch</b>
14.30 - 15.30	<b>Success Factors in Social Media Marketing - state of the art</b> Clemens Költringer, Researcher & Lecturer, Modul University Vienna <i>Open sessions for all delegates</i>
14.30 - 15.30	<b>Forecasting City Tourism Demand with TourMIS</b> <i>Tourism practitioners regularly need to look into the short-term development of visits to their destination. Compare your estimates with those of other experts, learn how visits will develop in other European destinations. Get to know an innovative forecasting system for collaborative forecast, free of cost for ECM members.</i> Karl Wöber, President, Modul University Vienna <i>Open sessions for all delegates</i>
15.30 - 16.00	Coffee Break
16.00 - 18.00	<b>Knowledge Group TIC</b> <i>TTT (TIC Travel for Training program)</i> <i>Summary of TIC chat sessions</i> <i>Customers use of social media platforms</i>  <i>TIC related Social Media Networks</i> Jens Best, Office Manager Berlin, Neusite GmbH <i>Open session for all delegates</i>
16.00 - 17.00	<b>Lead Exchange</b> <i>Open to members of Conventions Forum - registration necessary</i>
Evening	Dinner (at own expense) at Restaurant La Marinera <i>Price: 30€/ person (Tasting Menu incl. soft drinks, water and wine)</i>





## COLUMBUS HOUSE (CASA-MUSEO DE COLÓN)

The Inter-Island City Council of Gran Canaria established, from an old house that tradition always indicated as the house that accommodated Christopher Columbus in August of 1492, a Museum reminiscent of the strong link the island had with the 'triumphs of Christopher Columbus', like all the historical and cultural events from the brother countries of America. It is possible to highlight that today it is a symbol of the tri-continental culture of Las Palmas de Gran Canaria.

The Museum, which was inaugurated in 1951, was broadened gradually in various stages throughout the following years. The building as it stands is a re-working of various houses which existed in the area from the founding of the city. The rooms of the museum are mainly devoted to the New World and the role played by the Canary Islands in its Discovery.

The House-Museum is designed to research and promote research with respect to the history of the city, the voyages of Columbus and the history of pre-Columbine America. Paintings from the fifteenth and sixteenth centuries and works on loan from the Prado Art gallery in Madrid. In the adjoining street, the Calle Colón, stands the house which was the birthplace of the worldwide famous tenor, Alfredo Kraus, also remarkable for its splendid Gothic façade.



## THE VILLAGE OF THE CANARY TOWN (PUEBLO CANARIO)

The Pueblo Canario is in the gardens of the Parque Doramas, which is one of the most characteristic corners of the city. The area was designed by the Canary artists, Néstor Martín Fernández de la Torre, one of the great representatives of Modernism and Symbolism in Spain, and his brother, Miguel Martín, who was an architect within the school of Rationalism. This set of buildings was designed to highlight the best of popular Canary folklore, of its architecture, arts and crafts, music and dance. The area has been declared Heritage Property of Cultural Interest by the Autonomous Government of the Canary Islands.

There is a small irregular square surrounded by several buildings, producing the atmosphere of typical Canary village with wooden balconies, pebbled thoroughfares and geometric designs. The walls are whitewashed. Next to a small patio stands the Museo Néstor which houses most of the work of the artist (1887 – 1938). Here it can also visit the shire of Santa Catalina, the restaurant and wine cellar, el Bodegón Canario and buy the best in arts and crafts in the small shop surrounding the square.

## LA MARINERA RESTAURANT (LAS CANTERAS BEACH)

La Marinera Restaurant is located in one of the corners of Las Canteras Beach. This beach at the North-West of the city occupies 3,800 metres of coastline and it is up and amongst the leaders of city beaches in the EU for the magnificent characteristics of the same, both environmental and facility-wise. Not only does the beach offer three kilometers of golden sands but the natural reef, 200 metres out from the shore, guarantees the best water conditions possible all year round. The Maritime Parade allows people to jog, stroll, have a leisure drink and to enjoy unrivalled beach-front luxury hotel accommodation.

In La Marinera Restaurant you are going to taste traditional Canarian cuisine based on products from the archipelago and its seashore. Among them, one of the most popular is gofio (flour obtained from toasted maize). It is prepared as gofio amasado (a rolled dough made with water and salt or sugar and eaten with fish), and gofio escaldado (gofio stirred into a hot vegetable or fish soup to make a thick paste). A famous Canarian dish is papas arrugadas con mojo (little salted unpeeled boiled potatoes with a spicy sauce). As a main course, Canarian cuisine offers a wide variety. Dishes consisting of pickled or brined kid, rabbit, pork or veal are traditional as well. In La Marinera Restaurant you can also taste a wide variety of fish. Moreover, a wide range of soft, semi soft and hard cheeses from almost every village in the island can be tasted. Wines and desserts complete the tasty Canarian gastronomy.

SATURDAY 12<sup>TH</sup> JUNE

# LAS PALMAS DE GRAN CANARIA TOUR

We are going to walk through the streets of Vegueta, which means an exercise in history through some of the most intense chapters of Las Palmas de Gran Canaria since its foundation in 1478.

The examples of traditional architecture, the courtyards of houses full of plants, the pedestrian streets and squares, the wooden balconies, cobbled streets and museums are the best excuse to leave the beach for a few hours. The Plaza de Santa Ana (St. Anne's Square), the Cathedral, the Plaza de San Antonio Abad (St. Anthony the Abbot's Square), the Museo Canario (Canarian Museum) or the Casa de Colón (Columbus' House) are just a few of the examples that carry us back through time.

We will also pass by the district of Ciudad Jardín (Garden City), characteristic of the way of life of the English colony which settled in the city at the end of the 19<sup>th</sup> Century. Then we will be taken to the Alfredo Kraus Auditorium, built in the semblance of a fortress, for a panoramic view of Las Canteras Beach, one of the best urban beaches in the world. It is also a natural space of great ecological value protected by a rock reef of volcanic origin situated at some 150 meters from the coast which can be accessed, even by walking through the water at low tide, and easily by swimming.

The Natural Monument of Bandama will be our next stop to contemplate the Caldera de Bandama, a volcanic formation of some 800 meters in diameter and 200 meters deep, at the bottom of which there are plantations and an old winepress. The Caldera de Bandama is esteemed not only for the surrounding landscape but also for its geological value.

This visit will end in the Viera y Clavijo Botanical Garden, known popularly as the Jardín Canario (the Canarian Garden). In more than 27 hectares, there is a fantastic representation of the endemic flora of the Canary Islands and the Macaronesia area, a region that includes some neighbouring archipelagos and the Canaries.

Lunch will take place in Jardín Canario Restaurant, where we invite you to make a trip trying some of the traditional dishes of Gran Canaria, and to end with any of typical desserts. All this can go well accompanied with a good wine with O.D. "Gran Canaria".

**Rate: 50 € (Lunch included)**

**Duration: +/- 7 hours**



## VIP TOUR

We will enjoy a land route over Gran Canaria Island in comfortable eight-seater minibuses with air conditioning. The Island is a miniature continent that is cradled between golden sands, the majesty of the high mountains tops and a history marked by the discovery of America.

The sum of contrast that Las Palmas de Gran Canaria combines summarizes the spirit of the Island. On the north coast there are reefs and cliffs that form natural swimming pools, and pebble beaches at the foot of seafaring villages that exude the charm of peaceful life of our grandparents.

In the south there is one of the marvels of nature of the Canarian Archipelago: the Maspalomas Dune. This enormous expanse of sand protects and connects the two largest beaches, one with the same name and the other, the Playa del Inglés.

Towards the centre of the Island one goes up without realizing it, to the mountain tops crowned by the Roque Nublo, and impressive rock modeled by the wind for centuries. A symbol of Gran Canaria that has inspired poets and composers of numerous songs that form part of the island folklore.

Faithful to this philosophy of contrast, the central area becomes more luxuriant and colorful the higher one goes, thanks to lower temperatures and a higher level of humidity.

This inland journey reveals a rural beauty in which small fields coexists with villages that have assimilated progress without losing the savor of yesterday.

**Rate: 60 € (Lunch included)**

**Duration: +/- 9 hours**





## HOTEL ACCOMMODATION

**SANTA CATALINA HOTEL \*\*\*\*\***  
Conference Venue

León y Castillo, 227  
35005 - Las Palmas de Gran Canaria, Spain  
Tel: +34 928 24 30 40  
Fax: +34 928 24 27 64  
Email: [hotel@hotelsantacatalina.com](mailto:hotel@hotelsantacatalina.com)  
<http://www.hotelsantacatalina.com>



Rates/night  
Single 107 € + 5% Gov. Taxes  
Double 131 € + 5% Gov. Taxes

Room rates include breakfast, parking and entrance to the Spa Center Agua Vital.

Santa Catalina Hotel is situated in the city centre in the residential area of Ciudad Jardín, close to the Doramas tropical gardens and in front of the yacht harbour.



**FATAGA HOTEL \*\*\*\***

C/ Néstor de la torre, 21  
35006 - Las Palmas de Gran Canaria, Spain

Tel: +34 928 29 06 14  
Fax: +34 928 29 27 86  
Email: [hotel@hotelfataga.com](mailto:hotel@hotelfataga.com)  
<http://www.hotelfataga.com>

At 1.5 km from the conference venue Santa Catalina Hotel; about 20 min walk.

Rates/night  
Single: 72€ + 5% Gov. Taxes  
Double: 83€ + 5% Gov. Taxes

Room rates include breakfast.

Hotel Fataga is a recently renovated classic hotel, located in the centre of the city of Las Palmas. The 95 rooms are distributed over 7 floors, each of them dedicated to a different island. This is subtly reflected in the different colour scheme of each floor, in the small details that distinguish them and the name that goes with every room.





## CONFERENCE FEES

	Registration by May 14	After May 14
ECM Members (1 <sup>st</sup> & 2 <sup>nd</sup> delegate)	400 €	450 €
ECM Members (3 <sup>rd</sup> delegate & more)	370 €	420 €
ECM Members 1 day fee*	200 €*	250 €*
Non-members	500 €	550 €
Dinner at Restaurant La Marinera	30 €	30 €
Las Palmas de Gran Canaria Tour	50 €	50 €
VIP Tour	60 €	60 €

The conference fee includes attendance to the conference, lunches on Thursday and Friday, the Welcome Reception on Wednesday, dinner on Thursday and coffee breaks.  
Partners/Spouses may take part in reception/ dinners. Dinner prices are as follows:  
Wednesday 50 €/ person; Thursday 40 €/ person; Friday see above

\* 1 day fee includes attendance on 1 day and either the reception on Wednesday or dinner on Thursday

## REGISTRATION

Please visit [www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com) and complete the online booking form **before 14<sup>th</sup> May 2010**. If you have any questions, please contact Grit Becker at [grit@europeancitiesmarketing.com](mailto:grit@europeancitiesmarketing.com).

The deadline for confirmed accommodation bookings is **14<sup>th</sup> May 2010**. After this date the booking agents will do their best to assist all participants with hotel bookings, however all requests will be confirmed upon availability. Rooms will be allocated on a FIRST COME, FIRST SERVED BASIS.

## PAYMENT & CANCELLATION POLICIES

### Conference

The conference fee is payable by bank transfer to Las Palmas de Gran Canaria City Promotion.

For Spanish transfers: 0182 5925 84 0200700211  
IBAN: ES70 0182 5925 84 0200700211  
BIC: BBVAESMMXXX

<b>Bank Details:</b> BBVA Albareda Street, 6 1º 35008 Las Palmas de Gran Canaria Canary Islands	<b>Beneficiary:</b> Promoción de la Ciudad de Las Palmas de Gran Canaria, S.A. CIF A35250737 Address: León y Castillo, 322 4º 35007 Las Palmas de Gran Canaria Canary Islands
---	---

Any cancellation must be sent in writing to [grit@europeancitiesmarketing.com](mailto:grit@europeancitiesmarketing.com). In case of cancellation by 26<sup>th</sup> May 2010 we will refund your registration fee. After this date a cancellation fee of 100 € will be charged.

### Accommodation

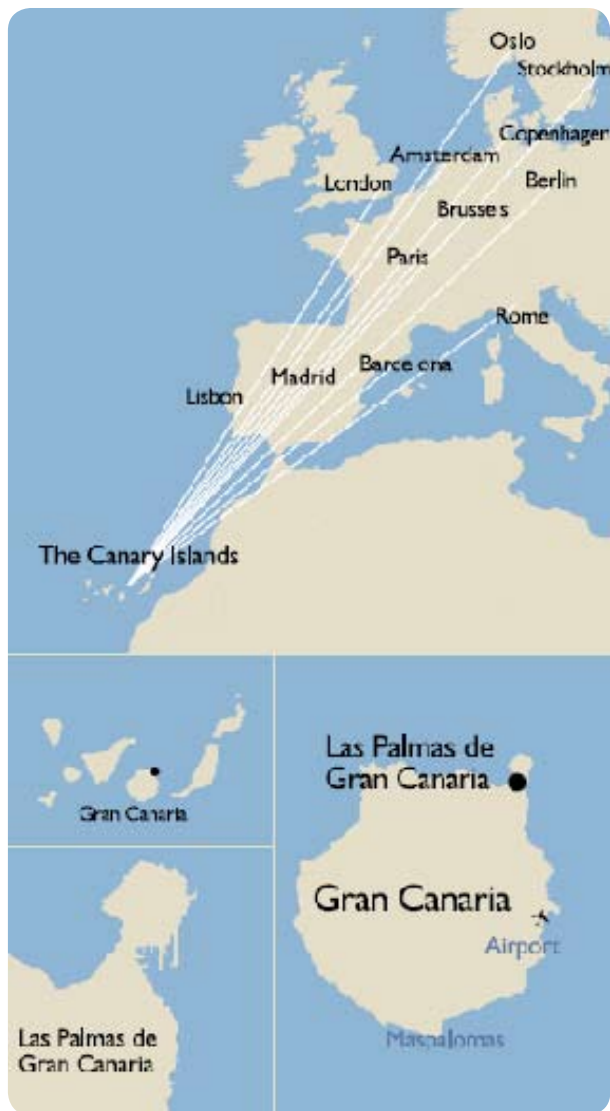
For any written cancellation, the following terms of cancellation are applicable:

#### *Hotel Santa Catalina*

until 4 days before arrival	no fee
less than 4 days before arrival	full amount charged
No show	full amount charged

#### *Fataga Hotel*

before arrival	no fee
after arrival date	1 night charged
No show	1 night charged



Price: 1,20€ per journey

### Climate

The average temperature in June is 21° C.

### Electricity.

Electricity supply in Las Palmas de Gran Canaria is AC 220 Volts, 50 Hertz. Sockets meet European regulations and use the round pin system. Make sure that the electrical appliances you are going to use (computers, mobile phone chargers, shavers...) work at this voltage.

### Tap water

We have stringent control systems that guarantee water quality but drinking water supply is not guaranteed in Canary Islands. Consumption of bottled water is widespread.

### Taxis

The official taxi services on Las Palmas de Gran Canaria can guarantee rates and services in line with your expectations. Official taxis have a taximeter which indicates the amount during the trip. The rates shown are per taxi and per trip. They are official rates approved by the Canary Islands government. You can flag it down in the street and take it in the official taxi stops along the city.

### Time zone

Las Palmas de Gran Canaria is in the Western European Time Zone. Western European Standard Time (WET) is the same time as Greenwich Mean Time (GMT).

### Tipping

Tipping is appreciated but not always appropriate in Las Palmas de Gran Canaria. There are some situations where it is customary, for example in restaurants. Tips (or gratuities) are discretionary and depend on the quality of the service you receive.

### Shopping hours

Las Palmas de Gran Canaria boasts an extensive network of shopping areas. Most shops are open from 10am to 8pm, although some close for lunch between 1.30pm and 4.30pm; the shopping centres are open from 10am to 10pm.

### Smoking

As of 1<sup>st</sup> January 2006 smoking (cigarettes, cigars and pipes) has been banned in public places in Spain. The ban includes all work places (which must be smoke free) as well as public transport, public offices, shops, schools, hospitals and theatres. Smoking is only allowed in designated smoking areas.

### Where to call in case of emergency?

Dial 112 free of charge (valid throughout Spain). Service is given in Spanish, and also in English, French and German in some tourist areas.

## AIRPORT TRANSFER

If you wish to pre-book an airport transfer at 40,80 € per journey, please do so when registering through the conference registration form.

## USEFUL INFORMATION

### Buses Airport - Hotel Santa Catalina

1. Airport – Las Palmas de Gran Canaria - Airport

Bus line number 60

Arrives at San Telmo Bus Station

Price of the ticket : 2,10€ per journey

2. San Telmo Bus Station – Santa Catalina Hotel – San Telmo Bus Station

Bus line number 1 (Teatro – Puerto)

Arrives at Metrolope bus stop (in front of Santa Catalina Hotel)

Departure from : Salesianos bus stop (next to Santa Catalina Hotel)



# European Cities Marketing

## 24<sup>th</sup> ECM Summer School,

28<sup>th</sup> August - 1<sup>st</sup> September 2010, Tampere, Finland

An unmissable learning opportunity for all professionals working in Convention Bureaux, Tourist Offices, Congress Centres, Airlines, Hotels, DMCs, PCOs & Meeting Planners!

WITH SPECIAL THANKS TO OUR SPONSORS



IN COOPERATION WITH



*For further information please contact:*  
European Cities Marketing  
29 D rue de Talant, 21000 Dijon, France  
Tel. +33 380 56 02 04  
Fax +33 380 56 02 05  
[grit@europeancitiesmarketing.com](mailto:grit@europeancitiesmarketing.com)  
[www.europeancitiesmarketing.com](http://www.europeancitiesmarketing.com)

