

PRESS RELEASE

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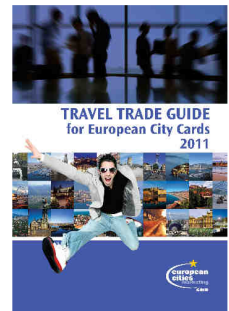
Brand new travel trade guide puts the spotlight on European City Cards!

Targeting travel operators and intermediaries, this new digital brochure presents you with all you need to know about 30 city cards from 20 countries! <http://digital.jmpublishing.ie/issue/25404>

The guide has been put together by a collaboration of 30 city tourist offices working under the auspices of the European City Cards Knowledge Group.

As well as offering a succinct overview of how the cards can work for you, the e-brochure provides much practical information, including details of commissions and contact details for each and every city.

With the help of the brochure, the travel trade will be able to make optimum use of city cards so as to create new business and at the same time enhance the customer experience.



Wendy Sieger-Kintzen, Chairperson of the European City Cards Group and Manager at Amsterdam Tourism & Convention Board says: *"Producing an e - brochure is trendy, cost effective, practical for the readers, and most important, easy to forward. You just scroll on the document and follow the links you are interested in. Even videos are included. Of course, those who prefer a traditional format can also print the document. We are very proud of this new travel trade guide and hope the professionals will appreciate the useful content and the attractive layout!"*

City Cards are a great way to see the sights and save money!

The cards offer free and/or discounted admission to leading visitor attractions, combined in many cases with public transport options, as well as discounts at shops, bars and restaurants. It is a truly perfect way to discover a city.

30 Cities in One

The cities and CityCards you can find out in the e-brochure are: Amsterdam, Barcelona, Bruges, Brussels, Copenhagen, Dijon, Dubrovnik, Dublin, Geneva, Gijon, Gothenburg, Innsbruck, Krakow, Lisbon, Ljubljana, London, Lyon, Nice, Nuremberg, Oslo, Reykjavik, Split, Stockholm, Tallinn, Tarragona, Turku, Turin, Valencia, Zagreb, Zaragoza.

The e-brochure is available for free on <http://digital.jmpublishing.ie/issue/25404> and on www.europeancitiesmarketing.com or by directly contacting individual cities.

City Cards are also available on www.europeancitycards.com, and their mobile phone applications are downloadable for free at the Appstore and at the Android Market.

***ECM (European Cities Marketing)** is the leading European association of city tourism offices and convention bureaux, representing 125 members across 100 major cities in 32 countries. Its aim is to improve the performance and maintain the competitiveness of its members through the exchange of best practice and information.

For more information and pictures, please contact:

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