

European Cities Marketing (ECM) and MKG Hospitality working together in a new partnership

ECM, the European network of city tourist offices and convention bureaux, has just signed a partnership contract with MKG Hospitality, a leading French research agency specialising in the hotel, tourism and restaurant sector .

Under the deal, MKG Hospitality will provide ECM member cities with accurate and timely data on key hotel performance indicators OR, ADR and RevPAR, based on a robust and representative sample of 291,000 rooms spread across the length and breadth of Europe. In welcoming the new partnership, the President of European Cities Marketing, Dieter Hardt-Stremayr, says today:

“In the past few years, the need for data has intensified and ECM has progressively extended the range and quality of its market intelligence tools as evidenced in the annual ECM Benchmarking Report. Thanks to MKG Hospitality, we can now further improve our research and benchmarking activities, with regular ‘barometer’ type readings – both for individual cities and for city tourism in Europe as a whole.”

Vanguélis Panayotis, Director of Development MKG Group says: *“We are very happy to bring forth our knowledge of the hotel market to the table, as well as our proven track record in providing customised guidance to the tourism sector. ECM members will now have access to our European hotel observatory in order to measure trends and respond accordingly in terms of policy and operations”*



Vanguélis Panayotis and Dieter Hardt-Stremayr

ECM (European Cities Marketing) is the leading European association of city tourism offices and convention bureaux, representing 120 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.

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*Established over 25 years ago, **MKG Group**® has built a solid reputation for business expertise and substantial European-based know-how in the tourism, hotel and hospitality sector. MKG provides a unique savoir-faire in market research, consulting, financial feasibility studies, individual property and portfolio asset valuations, as well as quality control campaigns. The foundation of knowledge and resource is **HotelCompSet**, the largest industry database in Europe, representing all hotel segments.*