

PRESS RELEASE

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ETOA & ECM launch City Fair workshop on June 20, 2011



The European Tour Operators Association (ETOA) and European Cities Marketing (ECM) are joining forces with the launch of City Fair on 20th June 2011 in London.

Registration opened recently and already 50 city tourist boards and 70 operators have signed up for this new workshop. Putting tour operators and cities face to face, this event follows the tried and trusted formula in which cities take tables and meet operators in pre-arranged appointments.

City Fair is a one day event combining ETOA's proven track record in running highly-targeted workshops and ECM's expertise in city marketing. ETOA's tour operator members possess a combined buying power of over €5 billion, while ECM has a membership of more than 100 leading tourist and convention cities.

This is a unique opportunity for European city tourist boards and their suppliers to meet, network and do business with tour operators and city product developers from all over the world.

"Cities are nowadays the single most geographical focus of tourism in Europe, so City Fair makes good business sense because it connects cities who want to grow their tourist traffic with tour operators who are keen to package and promote city destinations. Under one roof, the operators meet with city tourist offices, hotels and travel firms – we get to know about each other, learn about each other, and this generates ideas, collaborations and business to the mutual benefit of all parties", said Dieter Hardt-Stremayr, ECM President.

Who attends City Fair?

City tourist boards, hotels, attractions and other suppliers...

...participate as exhibitors to gain competitive advantage for their destination, and to come face to face with operators whose business represents both high volume and niche sectors across the major European and long-haul markets.

Tour operators...

....come as buyers to consolidate and develop their existing programmes, to keep abreast of the latest developments in European cities and to source new product for their city tours.

For further information about the event and registrations visit <http://www.cityfair.travel/>
ETOA -www.etoa.org | ECM -www.europeancitiesmarketing.com

**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. For more information and pictures, please contact: Aurore PROST, press@europeancitiesmarketing.com, +33 380 56 59 51*