

East meets West as Garry White signs up as the new CEO of European Cities Marketing

European Cities Marketing (ECM) announces that Garry White has been appointed as its new CEO. He will take up office in March 2012 when John Heeley, incumbent interim CEO, will step down.



Garry studied hotel and catering management at the University of Strathclyde, and pursued a career in hotel management before joining Visit Britain in 1999. There he has carried out destination marketing in a range of senior management roles in Europe, America and latterly, Asia Pacific Middle East Africa. He is an experienced and accomplished speaker, having served as a visiting professor to the tourism department of Strathclyde for many years.

Dieter Hardt-Stremayr, president of European Cities Marketing, says: "ECM is enormously fortunate to have Garry as the new CEO. I am convinced that his knowledge of destination marketing and his global outlook, combined with his enthusiasm and strategic mindset, will be of enormous benefit to our members. Garry White is the source of energy and inspiration we have been looking for."

Garry White says: "I am really thrilled to be given this opportunity to be a part of the ECM family. The organisation impressed me immediately because of the business model, the sense of collaboration, and the professionalism and commitment of the members and the ECM team based at Dijon. This is a really serious organisation with people striving for excellence.

After so many years actually living in European cities in London, Glasgow, Frankfurt, Berlin, Oslo, Helsinki and Stockholm, I have had the opportunity to visit just about every one of the ECM member cities. So I know first-hand that I will be working with a truly excellent product and I know that I can represent and market this with energy, conviction and passion. There is immense opportunity for city tourist offices and convention bureaux – not only in Europe but also BRIC markets and North America. For the past five years, I have been based in Asia working with 12 markets in APMEA and I know that European cities are on the wish list of both consumers and buyers. I believe we will be pushing on open doors....."

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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