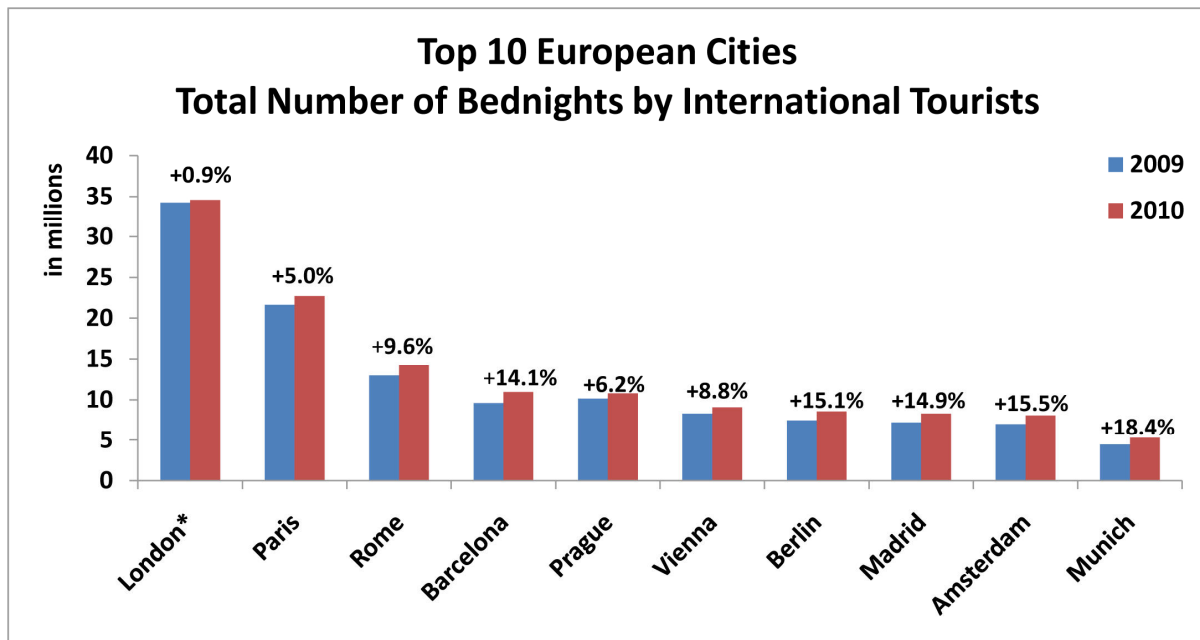


European City Tourism Is on The Up Again!

Berlin, March 9, 2011. European Cities Marketing, the leading network of city tourist offices and convention bureaux, is using the ITB to report on the recent development of tourism demand in their member destinations. Based on a sample of 59 European cities, including many leading city tourism destinations in Europe, the international network reports that in 2010 the total number of bednights experienced year-on growth of 7.0%. International bednights increased by 6.8%.



Source : European Cities Marketing

Commenting on this year-on growth, the President of European Cities Marketing, Dieter Hardt-Stremayr, says: *"effectively, 2010 was for us a recovery from the global economic recession. In this respect, recent political developments in the Middle East region may restrict visits there and encourage more tourists to take city breaks in Europe. Although accommodation prices are not expected to rise significantly this year, an increase in bednights will also raise revenues in the European city tourism."*

In 2010, the top five European cities in respect of bednights generated by international tourists were London, Paris, Rome, Barcelona and Prague. However, amongst the top 10

performing cities in Europe and recording the highest year-on growth rates were Munich (+18.4%), Amsterdam (+15.5%), Berlin (+15.1%), Madrid (+14.9%), Barcelona (+14.1%) and Vienna (+8.8%). Overall, European cities reported an average increase of +6.8%.

Main Source Markets in City Tourism in Europe	Bednights (in million)		
	2009	2010	change in %
USA	15.8	16.9	7.4%
Germany	13.6	14.9	9.0%
Italy	12.0	13.0	8.4%
United Kingdom	12.4	12.5	0.2%
France	9.0	9.6	6.1%
Spain	8.4	8.8	4.7%
Russia	3.2	4.2	31.6%
Japan	4.2	4.3	0.8%
China	1.4	1.8	24.8%
Total international	177.6	189.6	6.8%
Total domestic	106.2	113.9	7.2%
Total domestic and international	283.8	303.5	7.0%

Source: European Cities Marketing

Notes: Total refers to tourists staying in all types of accommodation establishments. Predictions based on the sample of cities reporting their statistics on www.tourmis.info (59 cities provided data for bednights for 2009 and 2010).

All of the important source markets for European city tourism recovered from the economic crisis and increased in bednights. The US market comprised the single most important source of international tourists, followed by Germany and Italy. Japan and the United Kingdom, two markets that had a strong decline in bednights in 2009, generated a slight increase in 2010. Russia and China showed the highest year-on growth rates, recording 31.6% and 24.8% respectively.

As of 2011, European city tourism is on the rise again, and the negative effects of the global financial crisis seem to be diminished for the tourism industry. *“Tourism is sometimes an underestimated part of the economy”* says UNWTO Secretary General, Taleb Rifai. *“It here again shows that the resilience of visitor economy is higher than in many other sectors of the economy and should be perceived accordingly”*. According to a survey among members of European Cities Marketing, more than 60% of the city tourism professionals within the network expect a bednight growth of between 1% and 5% in their city destination in the first quarter of 2011.

About European Cities Marketing

European Cities Marketing is the leading network of city tourist offices and convention bureaux. It represents the collective interests of its members, who are drawn from more than 100 major cities in 33 countries in Europe.

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About MODUL Research

MODUL Research is a subdivision of MODUL University Vienna that aims to bridge the two domains of basic and applied research. MODUL Research engages in research projects that provide workable solutions to problems that private firms, industry associations, groups in civil society, and governmental organisations have identified as important.

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