

## PRESS RELEASE

06/12/2010



### Free Android Application for 35 cities in Europe

**It is estimated that 87% of mobile phones now being manufactured are smart phones, and by next year 85% of all handsets will access the mobile internet. To keep ahead of the game, European Cities Marketing is launching an Android application - a mobile tool enabling tourists to experience 35 European Cities spread over 20 European countries!**

This brand new Android application has been developed by the European City Card Group in which 35 cities collaborate to develop and market city cards for visitors. Attractions and other visitor honey pots are mapped in the application, so the users can easily navigate from their current location to the one they wish to visit.

An improved interface makes for easy usage and the application stores all content locally, minimising roaming charges. It's also possible to save favourite attractions, and to journey along walking routes from a current location to a selected attraction.



Wendy Sieger-Kintzen, Chairperson of the European City Card Group and Manager at Amsterdam Tourism & Convention Board says: *"This is the great end-product of 35 cities sharing knowledge and working together constructively. In future, other cities will hopefully follow and acknowledge the added value for visitors through this unique cooperation. With the forecasted growth of Android in the forthcoming years, we hope to reach and serve many more visitors"*.

#### **CityCards are a great way to see the sights and save money!**

A city card offers free or discounted admission to leading cities in combination with public transport, as well as discounts in shops, bars, and restaurants. It is the perfect way to discover a city. New Android and iPhone applications give the visitor a mobile 'in the palm of your hand' tool with which to take advantage of everything the card offers.

The applications may be ordered online (by visiting city tourist board web sites) or obtained direct from city tourist offices. They are also available for free at the iPhone store and the Android Market and at the website [www.europeancitycards.com](http://www.europeancitycards.com).

#### **35 Cities in One**

The cities you can discover with the Android application and which offer a city card are: Amsterdam, Barcelona, Bruges, Brussels, Copenhagen, Cordoba, Dijon, Dubrovnik, Dublin, Gijon, Goteborg, Innsbruck, Krakow, Lisbon, London, Lyon, Nice, Nurnberg, Olomouc, Oslo, Prague, Reykjavik, San Sebastian, Split, Stockholm, Tallinn, Tarragona, Turku, Turin, Valencia, Vicenza, Zagreb, Zaragoza, Geneva and Ljubljana two new members for this project.

**\*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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