POSITIONING OF CITY TOURISM IN THE GLOBAL MARKETPLACE
Quantitative and Qualitative Approach
Ignasi de Delàs, President, European Cities Marketing
15 - 14 December, 2015 Marrakesh, Morocco

www.europeancitiesmarketing.com
INDEX

1. Introduction ECM

2. City tourism in the world

3. Challenges

4. Research and Statistics
Introduction ECM
WHO WE ARE

ECM Mission
ECM provides value to its CVB’s and CTO and affiliate members by using strategic competitiveness to:

• Provide **commercial and tourist promotional platforms** for cities.

• Provide essential **research**, insight and tools to bench-mark city performance; improve operational efficiency and make better business decisions.

• **Exchange knowledge** and best practice

ECM Vision

“To be Europe’s leading City Marketing Association by improving members competitiveness and helping to create attractive and world class city destinations.”
ECM members
WHAT WE DO

Share Knowledge
- Seminaries and Conferences
- Knowledge Groups
- Benchmark studies

Promote our cities
- ECM Events
- Events with partners

Support to the members and the industry
- ECM Summer School
- ECM Academy
- UNWTO Agreement
- JMIC, ...
NEXT EVENT

DEMOCRATIC CITY BRANDING

ECM Spring Meeting

MADRID, 24 - 26 February 2016
City tourism in the world
Urban areas worldwide

Source: UNICEF Urban Population Map
Importance City Tourism’s growth

The city is part of our culture, our history; it’s the epicenter for many of our traditions. We all live and work in cities and yet we visit other cities during our free time.

Source: Global Report on City Tourism, UNWTO

2010 - 2014

- City tourism growth: 58%
- City tourism represents 20% of international trips (market share)

Source: IPK international
# Cities Vs National Tourism

<table>
<thead>
<tr>
<th>2010 – 2014</th>
<th>EU 28</th>
<th>110 ECM Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total bednights</td>
<td>+ 8.9 %</td>
<td>+ 20.0 %</td>
</tr>
<tr>
<td>International bednights</td>
<td>+ 19.8 %</td>
<td>+ 25.4 %</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>115 ECM Cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total bednights</td>
</tr>
<tr>
<td>International bednights</td>
</tr>
</tbody>
</table>

Source: ECM
Types of Cities in the Report

- **The European Out Standing cities**
  - 44 major European cities
  - 1.5 million bednights per year or more
  - Usually national capitals or national urban power centers

- **The European Core cities**
  - 71 European cities
  - Less than 1.5 million bednights per year
  - Culturally and economically well-known destinations in Europe
Challenges
Cities challenges

THE ROLE OF TOURISTS BOARD AND DESTINATION
The role of Tourist Board and Destination Private companies' involvement

Cities challenges
Oportunities - Threats

Accommodation availability
Tourism activity
Commercialization
Digital and On-line

New needs
Sustainability
Private companies' involvement
The Real City exceeds the administration frontier
Support the innovation and the excellence
Handle the changes in accommodation availability

Promotion Congestion
International tourist in 2014 1133 million worldwide (UNWTO)

International tourist in 2014 1133 million worldwide (UNWTO)

Research results’ evaluation
From collaboration to Integration
From tourist promotion to City Marketing

Cities challenges
Oportunities - Threats

Accommodation availability
Tourism activity
Commercialization
Digital and On-line
Research and Statistics
Goals

Comparable data

Collate research

Knowledge

Make a decision

Over a decade ECM have been working to achieve it:
- TourMis Tool
- Benchmark Report
- ECM- WTO
You are welcome to visit:

- **Web**
  europeancitiesmarketing.com/
- **Blog**
  blog.europeancitiesmarketing.com/