

ETOA & ECM to Launch City Workshop



The European Tour Operators Association (ETOA) and European Cities Marketing (ECM) will join forces in June 2011 with a new workshop that brings tour operators and cities together to do business. This event will follow the successful model developed over many years: cities take tables and meet operators in pre-arranged appointments. This is the most time-efficient way for cities to hear what operators are looking for and how they work. Operators can find new ways to develop their product.

“We are very much looking forward to working with ETOA”, said **Dieter Hardt-Stremayr**, President of ECM. “They have a long track record of running well-organised and efficient workshops. They have membership that represents the most important operators from nearly all the main origin markets. **This is a great opportunity for cities to gain a deep and intense understanding of how the market works.**”

Tom Jenkins, ETOA’s Executive Director, said: “Cities are the cornerstone of European tourism. They are what people travel to see from all over the world. This is why ECM is one of the most important and dynamic marketing organisations in Europe. They represent what clients want to see. **As the market is fluid, operators are constantly looking for ways to develop existing destinations and find new product.** In one day all the most important people will gather under one roof.”

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