

AALBORG • AARHUS • AMSTERDAM • ANTWERP • ATHENS • BARCELONA • BELFAST • BELGRADE • BERGEN • BERLIN • BERN • BIARRITZ • BILBAO • BOLZANO • BORDEAUX • BRATISLAVA • BRUGES • BRUSSELS • BUDAPEST • BURSA • CATALUNYA TOURISM • COLOGNE • COPENHAGEN • DARMSTADT • DIJON • DRESDEN • DUBLIN • DUBROVNIK • EDINBURGH • ESPOO • FLORENCE • GDAŃSK • GENEVA • GENOA • GERMAN NATIONAL TOURIST BOARD • GHENT • GIJÓN • GIRONA • GOTHENBURG • GRAZ • HAMBURG • HEIDELBERG • HELSINKI • INNSBRUCK • ISTANBUL • KAUNAS • KRAKOW • LAUSANNE • LEUVEN • LINZ • LISBON • LJUBLJANA • LLORET DE MAR • LONDON • LUCERNE • LUXEMBOURG • LVIV • LYON • MADEIRA • MADRID • MALMÖ • MALTA • MARSEILLE • MECHELEN • MONACO • MONTREUX • MOSCOW • MUNICH • NETHERLANDS BOARD OF TOURISM & CONVENTIONS • NICE • NUREMBERG • OPATJA • OSLO • PARIS • PORTO • POZNAŃ • PRAGUE • REIMS • REYKJAVÍK • RIJEKA • SALZBURG • SAN SEBASTIAN • SEVILLE • SKOPJE • ST. PETERSBURG • STOCKHOLM • STUTTGART • SWISS CITIES • TALLINN • TEL AVIV • THE HAGUE • THESSALONIKI • TIMISOARA • TOULOUSE • TURIN • TURKU • UPPSALA • UTRECHT • VALENCIA • VIENNA • VILNIUS • ZAGREB • ZARAGOZA • ZURICH



Sharing Economy: Opportunities and Challenges

Ignasi de Delàs.

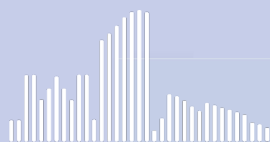
President European Cities Marketing

WTCF Chongqing Fragrant Hills Tourism Summit 2016

Who we are?



ECM Members



EUROPEAN CITIES MARKETING

MEET EUROPEAN CITIES



I. Share Knowledge

II. Provide Promotional Tools
(Leisure & Meetings)

III. Support CTO and Tourist Industry

I. Share Knowledge



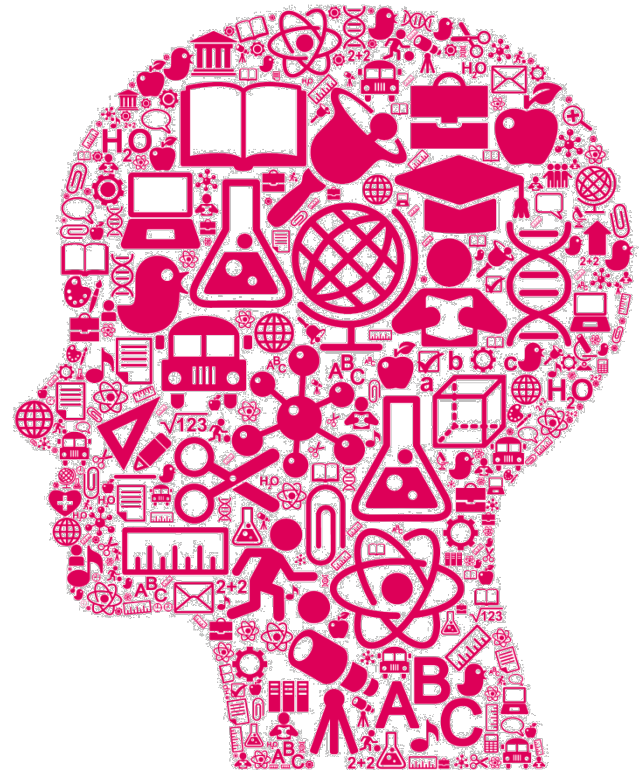
1. Knowledge
Groups

2. Market
Intelligence

3. Seminars

ECM Knowledge Groups

- City Cards
- Research & Statistics
- City Marketing
- Digital Destinations
- ECM Benchmarking Report
- Meetings Industry
- Tourist Information Centres



City Cards project

41 leading city cards

- europeancitycards.com
- Smartphones applications (iPhone and Android)
- Google adwords campaign
- Twitter & Facebook
- Monthly Consumer newsletter
- Trade digital brochure



Knowledge Group Research & Statistics



- *We measure the impact of tourism on cities.*
- *Share findings in terms of bednights, bed capacities, meetings, shopping prices, financing CTOs...*

International Benchmarking City Tourism Report

Common methodology to compare
international city tourism data



I. Share Knowledge



1. Knowledge
Groups

2. Market
Intelligence

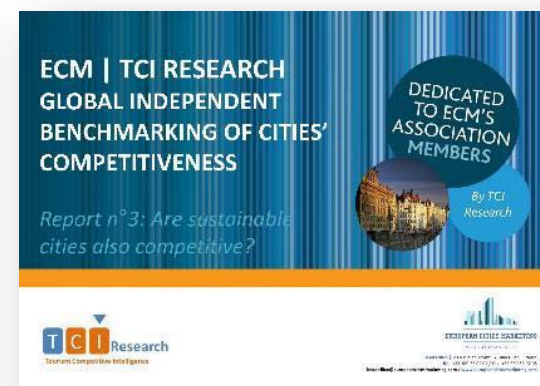
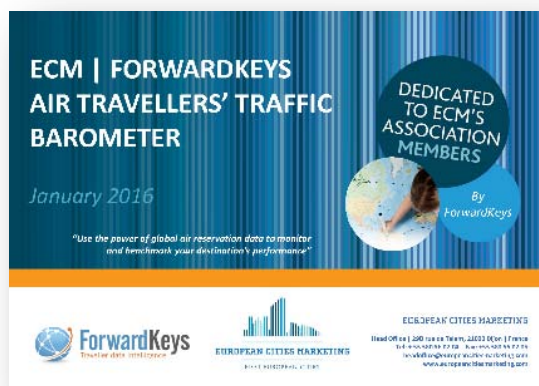
3. Seminars

European Cities Marketing Reports

Exclusive to ECM members



And many more...



I. Share Knowledge



1. Knowledge
Group

2. Market
Intelligence

3. Seminars

ECM Seminars, twice a year

- Gdańsk, February 22-25, 2017
“Future roles of DMOs”
- Dubrovnik, May 31-June 3, 2017
“Disruptive trends”



II. Provide Promotional Tools (Leisure & Meetings)

Meetings Industry Workshop in India,

A 4-day workshop across three cities
in India (Delhi, Mumbai, Bangalore).

A unique opportunity to meet and
interact with key decision makers
from various corporations and
planning agencies.



Meet Europe



Brussels, Dec 2016

Opportunity to meet event managers, meeting planners and organizers of European and international conventions, all of whom are seeking new venues and destinations in Europe.

City Fair, European Cities travel workshop



NEXT : June 16th, 2017, London

III. Support CTO and Tourist Industry



SUMMER SCHOOL

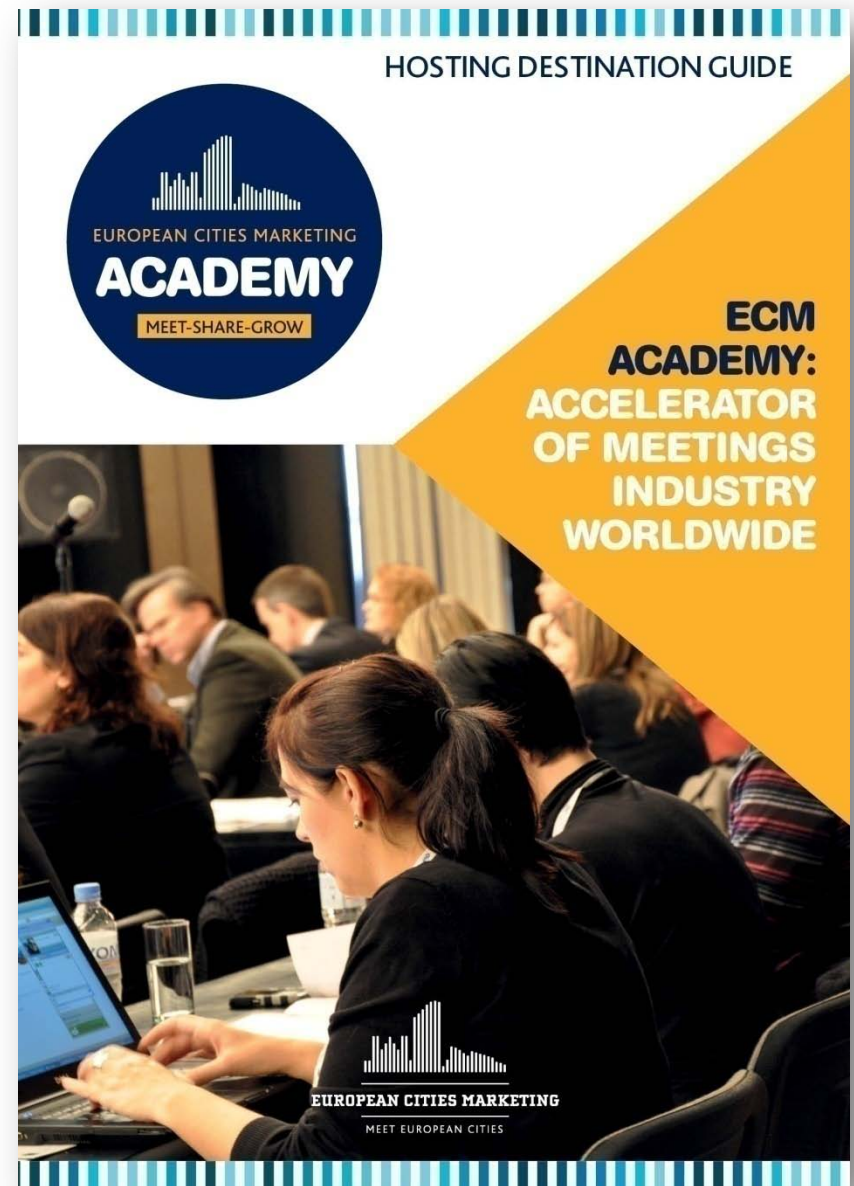
1987 Gmunden
1988 Luxembourg
1989 Antwerp
1990 Bergen
1991 Lisbon

1997 Barcelona
1998 Biarritz
1999 Luxembourg
2000 Ljubljana
2001 Sorrente

2007 Tallinn
2008 Opatija
2009 Bolzano
2010 Tampere
2011 Krakow

ECM Academy

- Successful ECM Summer School goes global!
- Turns into a permanent training opportunity
- ECM offers training in emerging destinations
- Max 60 participants, four days tailor made education



Politicians Forum

The Politicians Forum is organised by IMEX in collaboration with European Cities Marketing (ECM), the International Association of Congress Centres (AIPC) and under the auspices of the Joint Meetings Industry Council (JMIC).

NEXT : May 20th, 2017, Frankfurt



- Madeira, June 8-11, 2016
- *“Date to share: how the sharing economy affects your city”*
- 118 participants
- 26 speakers
- 100% overall satisfaction on the seminar content



madeira islands 



The Sharing Economy

What is it?

The sharing economy promotes access over ownership.

It used to be more about swapping, borrowing, exchanging and sharing but now it tends to be more about renting.

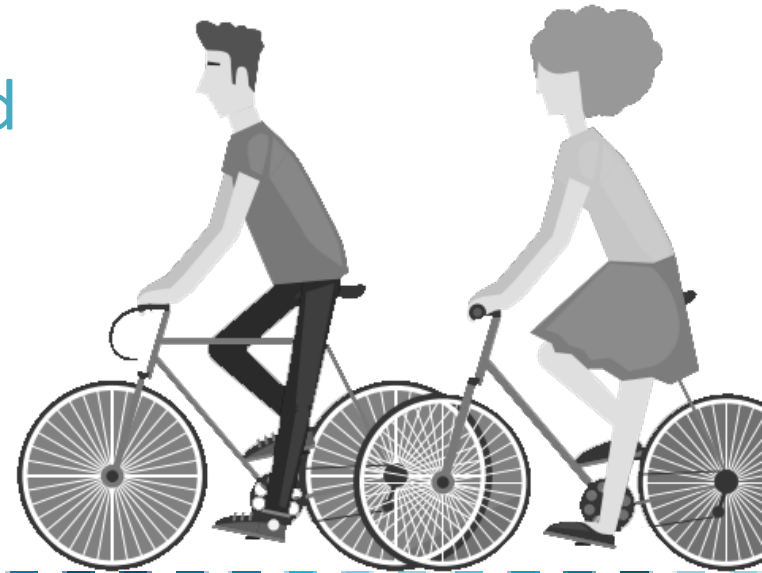
The sharing economy is an economic model based on sharing underutilized assets from spaces to skills to stuff for monetary or non-monetary benefits



The Sharing Economy

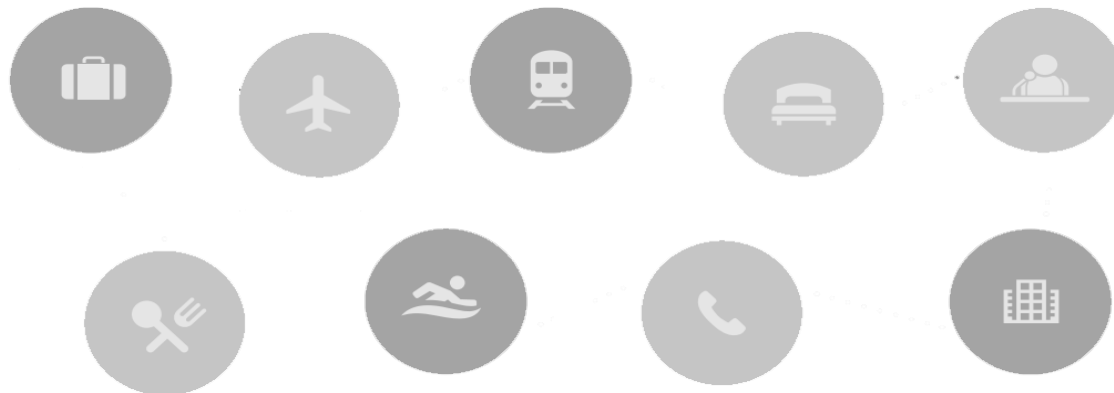
A few facts

- The fastest growing segment in tourism
- Estimated to represent 50% of all travellers by 2025
- Expected to equal traditional rental economy's revenue growth by 2025
- 65% of business travellers would use it for business purposes



The Sharing Economy: Opportunities and challenges

The big question for our city management organisations is not whether to be pro or con the sharing economy. It's **how destinations can actively interact** with, simply because **this phenomenon is here to stay**.



The Sharing Economy: some elements for discussion and definition of a road map

- ① Have a positive attitude
- ② Tourist Intelligence
- ③ Regulation and fair Competition
- ④ New Marketing challenges for DMOs



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The Sharing Economy

What do we want as destinations?

- Challenge and OPPORTUNITY
- Sustainability conditions:
 - Transparency
 - Taxation
 - Cooperation between governments and sharing economy platforms
 - Key players must adapt their business to legal framework of the cities / regions / countries
 - Consumer protection
 - Safety, insurance, ...
 - Quality service



*Thanks
for your
attention!*



European Cities Marketing | ECM



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Group: European Cities Marketing



European cities



Channel: europeancitiesmktg

