

The European Cities Marketing Benchmarking Report 2011

Answering vital market intelligence needs

7th edition 2011

The annual ECM Benchmarking Report is a uniquely authoritative source of information on the volume of city tourism in over 100 leading European cities.

It measures how each city performed in 2010 by reference to the achieved number of international and domestic bednights, highlighting key trends since 2005. The report contains an extended commentary and over 200 graphs and charts, as well as an expert-based current year assessment of market prospects.

**It is essential reading for
city tourism professionals,
consultants, academics and
students.**

**Top 5 performing cities
in bednights by international
tourists in 2010 :
London, Paris, Rome,
Barcelona, Prague**

Free for all ECM members!

Special price for ECM members' partners

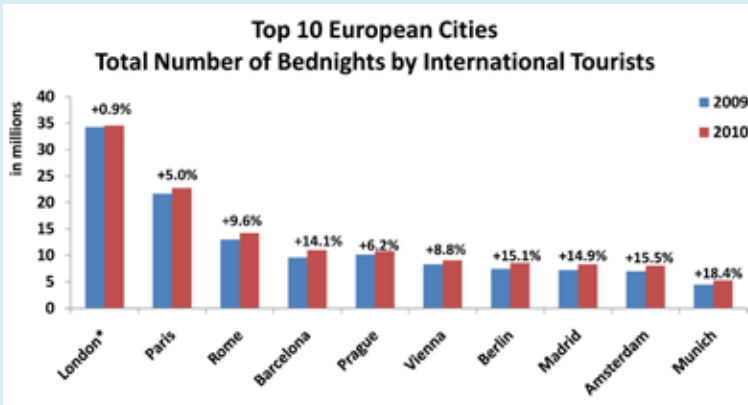


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www.europeancitiesmarketing.com

European City Tourism Is on The Up Again !

Some of the latest results of 2010 included in the Report:

Based on a sample of 59 European cities, including many leading city tourism destinations in Europe, ECM reports that the total number of national and international bednights in 2010 has increased by 7% and international tourism has increased by 6.8%.



Highest relative increase in bednights in 2010 among the top 10 performing cities in Europe:

Munich +18.4%
Amsterdam +15.5%
Berlin +15.1%
Madrid +14.9%
Barcelona +14.1%

On average, European cities reported an increase of **+6.8%** in 2010, in terms of international visitors



To be ordered on ECM website
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