



HACK THE CITY!

HOW TO MORPH YOUR DMO BUSINESS MODEL AND ENGAGE THE CITY

21-24 FEBRUARY 2018

#ECMREYKJAVIK18



VELKOMIN TIL REYKJAVÍKUR!*

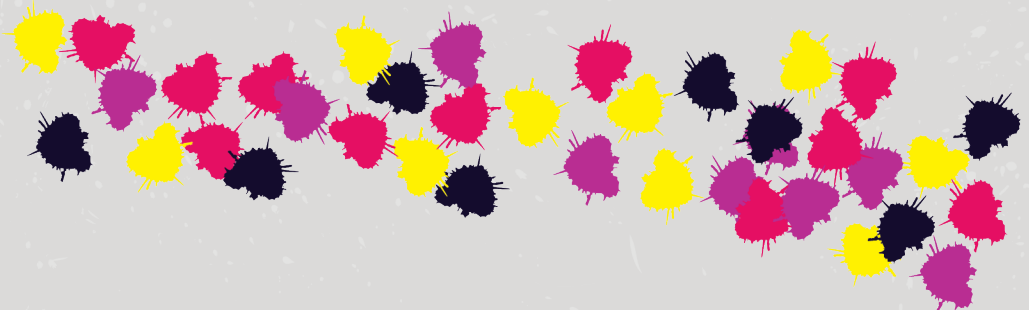
*Welcome to Reykjavik!

HACK THE CITY!

Looking back 10 years, the global marketplace and practice of urban travel has changed at break-neck speed through developments of digital and mobile innovation, global transaction technology, social media, sharing economy and many more disruptive factors. Most of them would have been outrageous projections in 2007. Imagining an augmented reality shopping experience using smart shopping glasses and iris authentication, facial recognition security check-ins at airports or Facebook AI technology to predict travel propensity can seem outrageous now in 2017, forecasting a future like this is probably much closer than you think.

The professional creed of DMOs is facing the biggest challenge and possibility for decades. Many have already recognized the need to disrupt the classic role and function of DMOs as the cities' official marketing agency, emphasizing instead the need for the DMO to add the destination management function as a core task. Yet, more and more DMOs are looking beyond management to leadership, taking on a new mission of leading their destination towards urban innovation, facilitating change and expanding horizons towards new value creation for the city and the many stakeholders of the visitor economy.

With "Hack the City", ECM is not endorsing cybercrime, but rather following in the footsteps of the best of Jedi knights, looking towards the dark side to leverage and learn from a mindset that ignites innovation and disruption. As described by Josh Linkner, putting motives aside, hacking is nothing more than an unorthodox problem-solving methodology. And DMOs today are facing big problems, demanding a change of mindset and tools to stimulate and facilitate urban development and innovation in the visitor economy.



In proud association with Visit Reykjavik and our Icelandic partners, we will showcase how DMOs all over Europe are morphing their business models, forming new partnerships out of the touristic marketing box and hacking innovative new solutions to the problems, we all face.

We invite you to Reykjavik – the best of places within our solar system to talk about the future. Smack in the middle of the old and new world with a lunar landscape unlike any other earthly place of incredible nature, dramatic Atlantic skies and great people! We invite you to explore a near future, where DMOs are the hackers too with the potential to drive the innovative change that will reshape the future of travel and urban space.

So, welcome to Reykjavik!



Áshildur Bragadóttir
Director,
Visit Reykjavik



Dieter Hardt-Stremayr
President,
European Cities Marketing

FROM
21
FEB 2018
TO
24

PROGRAMME

WEDNESDAY

21

FEB 2018

- 08:00 - 10:00** **ECM Seminars Steering Group ***
Group members only
- 09:00 - 13:00** **Knowledge Group Research & Statistics ***
Chaired by Olivier Ponti, Amsterdam
- 10:00 - 10:30** Coffee break
- 10:00 - 15:00** **Board Meeting including lunch ***
Chaired by Dieter Hardt-Stremayr, ECM President
Board members only
- 13:00 - 14:00** Lunch break at Vox Restaurant at own expense - 3 850 ISK (~ 32 €)
- 14:00 - 15:30** **Knowledge Group City Marketing ***
- 14:00 - 15:30** **Knowledge Group Digital Destinations ***
Chaired by Vicky Van Daele, Ghent
- 14:00 - 17:00** **Editorial Board ECM Benchmarking Report ***
Chaired by Clemens Költringer, Vienna
Group members only
- 15:30 - 16:00** Coffee break
- 16:00 - 17:30** **Knowledge Group Meetings Industry ***
Chaired by Goran Pavlović, Opatija
- 16:00 - 17:30** **Knowledge Group Tourist Information Centres ***
Chaired by Richard Windischbacher, Graz
- 17:30 - 18:30** **Coordination Group ***
Chaired by Marta Stawińska, Poznań
Board members and Knowledge Groups chairs only
- 18:40** Gathering in the lobby of Hilton Reykjavik Nordica
- 19:15** Welcome cocktail at Whales of Iceland
Address: Fiskislóð 23-25, 101 Reykjavik, Iceland
Dress code: smart casual
- 20:30** Dinner at own expense
(please find restaurants' suggestions on the next page)



***Open to observers
(ECM Members only)
(if you wish to attend
please contact Katy)**

***Group members only**

PROGRAMME



WHALES OF ICELAND

Whales of Iceland, Marine Research Institute of Iceland and Elding, a family-run whale watching company, have worked together to on one of the most powerful whale research and education programs in Iceland.

<http://whalesoficeland.is/>

Address: Fiskislóð 23-25, 101 Reykjavík, Iceland
Dress code: smart casual

RESTAURANTS' SUGGESTIONS

APOTEK RESTAURANT

<http://apotekrestaurant.is/?lang=en>
Austurstræti 16, 101 Reykjavík



ESSENCIA

<http://essensia.is/en/>
Hverfisgata 4-6, 101 Reykjavík



FISH COMPANY

<http://www.fiskfelagid.is/en/>
Vesturgata 2a, Grófartorg, 101 Reykjavík



FORRÉTTABARINN

<https://www.forrettabarinn.is/>
Nýlendugata 14, 101 Reykjavík



KOL RESTAURANT

<https://kolrestaurant.is/en/>
Skólavörðustígur 40, 101 Reykjavík



KOLBRAUTIN RISTORANTE

<http://www.kolbrautin.is/>
Austurbakki 2, 101 Reykjavík



KOPAR

<http://www.koparrestaurant.is/en/home-2/>
Geirsgata 3, 101 Reykjavík



MARSHALL RESTAURANT + BAR

<https://marshallrestaurant.is/>
Grandagarður 20, 101 Reykjavík

SJÁVARGRILLIÐ

<https://www.sjavargrillid.is/en/>
Skólavörðustígur 14, 101 Reykjavík

SNAPS BISTRO

<http://www.snaps.is/>
Þórsdaga 1, 101 Reykjavík

STEIKHÚSIÐ | THE STEAK HOUSE

<http://steik.is/vefur/>
Tryggvagata 4-6, 101 Reykjavík

PROGRAMME

THURSDAY

22

FEB 2018

08:00 **President's breakfast**
Hosted by Dieter Hardt-Stremayr, ECM President
New members and first timers only

09:00 **Welcome to Hot Iceland**
By Dieter Hardt-Stremayr, ECM President, Áshildur Bragadóttir, Director, Visit Reykjavík & a guest

CITY HACKERS UNITE!

09:40 **City Hackers Unite!**
How can DMOs stimulate and facilitate business development and innovation in the visitor economy? Is there a magic recipe for co-creation and acceleration of ideas when working with a wide scope of stakeholders and communities? Our special guest speakers help us kick off the conference and define the themes of tomorrow's urban experience space.

With

- Therese Brusberg, Göteborg & Co
- Lasse Chor, Happy 42
- Javier Creus, Ideas for Change
- Danielle Sheerin, London & Partners

09:55 **Volcanic Branding**
By Inga Hlín Pálsdóttir, Director, Visit Iceland
Promote Iceland's mission is to make all stakeholders in Icelandic tourism walk and work together in the branding and marketing of the North-Atlantic Nation. The journey originally began with a big cloud of volcanic ashes, before the focus shifted from crisis management to marketing and branding of the sustainable travel destination. Still, Inga's challenge is to keep the herd of stakeholders together and focused on the future in fast changing times.

10:20 **DIOs: Destination Incubation Organisations**
By Danielle Sheerin, Workspace and Incubation Relationship Manager, London & Partners
& Laurent Queige, General Manager, Welcome City Lab, Paris&Co
Paris and London have set up collaborative work spaces for entrepreneurs and start-ups smack in the middle of their DMO operations, making innovation an integral part of their everyday business and not just the topic at occasional meetings. Danielle and Laurent spearhead the efforts to boost destination entrepreneurship, and this is your unique opportunity to fast-track your learning curve when they share the lessons learned.

11:10 Coffee break

11:40 **Better City with Citizen Sensing**
By Javier Creus, Founder & Strategy Director, Ideas for Change
Citizen-led initiatives in Barcelona, Amsterdam and Bristol are currently demonstrating that it is possible to put people at the heart of smart city innovation and technology application to improve life in the city. Your takeaway from Javier's session will be a broad outlook on how citizens are catalyzing a new wave in smart city design that challenges existing power structures, amplifies the range of available technology solutions as well as data resources to urban issues in pursuit of value and opportunities for all.

12:00 **Co-creating a place of many destination**
By Leanne Buchan, Principal Officer for Culture & Sport, Leeds City Council
If we are to manifest the culture of the city, we first need to engage in the conversation with its citizens. Co-creation is where it all began for Leanne, when she orchestrated the 2016 development and launch of Leeds' new cultural strategy 2017-2030. With its new Culture Strategy, Leeds is on one exciting journey to a place of many destinations co-created and curated by the citizens of Leeds.

PROGRAMME

12:20 1,680 Ideas for a Better City

By Therese Brusberg, Project Director, Gothenburg 2021, Göteborg & Co

Go Gothenburg! Scandinavia's leading event city celebrates its 400-year anniversary in 2021 with high ambitions and huge efforts. The planning has already started with a long term build-up strategy, and the goal of making valuable legacy for the future. Along the way, Therese and her team involves the citizens of the city, to create an ever better place together.

12:40 Lunch break

14:00 This Way, That Way: Using Audience Data for Culture

By Jonathan Goodacre, Senior Consultant, The Audience Agency

The Audience Agency's value prop is simple: Understand who your audiences are, and discover who they could be. A wide range of England's cultural attractions are now in the agency's portfolio, learning to understand and develop their audience through data insights and optimised business models. The Agency's data-driven approach to cultural tourism strategies is über cool and should be an inspiration for cultural destinations anywhere.

14:20 CEO TALK | Co-Create With the City

Does co-creation mean re-creation of the way DMOs work today? How can we use the methods and experiences from the cultural projects when we interact with visitors and stakeholders? Let a handful of destination CEOs know what you think!

Moderated by Peter Rømer Hansen, Seminar chair

With

- Frans van der Avert, Amsterdam
- Laura Aalto, Helsinki

- To be announced
- To be announced

// PARALLEL SESSIONS

14:50 BUSINESS DEVELOPMENT SESSION / MEETINGS

By Bettina Reventlow-Mourier,
Deputy Convention Director, Wonderful Copenhagen CVB
& **Iftah Amit**,
Vice President, Global Sales & Marketing, Kenes Group

DIY Congresses

It doesn't happen often, but Bettina and her team sometimes lose a bid for a congress. Now, she has decided to invent congresses of her own. Iftah and his team at Kenes are specialists in initiating new congresses, and together the two of them will tell you all the tips and secrets of DIY congresses.

ECM MASTERCLASS / HACK THE CITY!

By Lasse Chor,
Founder, Happy42 & The happiest man alive

Hackathons for Dummies - Episode I

According to his mom, Lasse started his first company at 13 and has since become a start-up mentor, investor and facilitator for start-up communities across the globe. With more than 150 hackathons on his record, Lasse is the perfect guy to teach you all the tips & tricks for planning your next hack of your city.

15:30 Coffee break



PROGRAMME

// PARALLEL SESSIONS

16:00 **INNOVATION SHOWCASE /
ENGAGING WITH START-UPS**
By Miša Novak,
Strategic Projects Manager, Slovenian Tourist Board

Hacking & Accelerating Slovenia

Slovenia's Tourist Board uses hackathons as a way to curate start-ups with great ideas for intensive accelerator boot camp. As a bonus, the tourist board harvests all the creativity of the participants when looking for the 5-star Slovenia Signature Experience in green boutique Slovenia. It's so effective, that the STB is now putting it into system 365. Don't miss Miša!

ECM MASTERCLASS / HACK THE CITY!

By Lasse Chor,
Founder, Happy42 & The happiest man alive

Hackathons for Dummies - Episode II

Lasse will pick up where he stopped, and move on to all sorts of considerations and practicalities you need to know.

16:40 END OF DAY 1

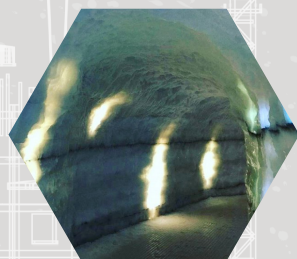
17:55 Gathering in the lobby of Hilton Reykjavik Nordica

18:30 Visit of the Glaciers and Ice Cave Exhibition at Perlan Museum followed by dinner at Út í bláinn Restaurant

PERLAN MUSEUM

The Glaciers and Ice Cave Exhibition is the first exhibition of the new Perlan Museum – Wonders of Iceland. The exhibition is built inside one of Perlan's six hot water tanks. It illustrates the glaciers, their history and bleak future, and gives visitors the amazing opportunity to experience travelling through a real man-made Ice Cave.

<https://www.perlanmuseum.is/en/exhibitions/glaciers-ice-cave/>



ÚT Í BLÁINN RESTAURANT

Út í bláinn is a unique restaurant situated in a glass dome, an enchanting world where the woodlands meet the sky with an incredible view to all directions. The restaurant focuses on seasonal ingredients where Icelandic culinary traditions meet classic European Cuisine. Út í bláinn is the perfect location for a wonderful dinner underneath a starry sky!

<https://utiblainn.is/en/>

Address: Varmahlíð 1, 101 Reykjavik, Iceland

Dress code: smart casual / warm clothes and flat shoes

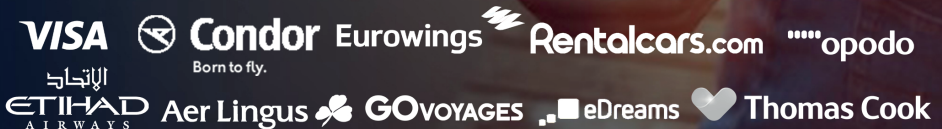
FUTURE OF CONTENT DISTRIBUTION

IKEA STYLE

In travel, ArrivalGuides does what IKEA started to do
- sell their products on other channels -

We believe it is time for **destinations to go
omni channel,**
just like IKEA did.

Partnerships with over 300 the leading players in the travel industry are showcasing destinations via ArrivalGuides on their own website and solutions. Together with **Aer Lingus, Eurowings, Thomas Cook, Condor, eDreams, rentalcars.com, AAA** and many more, destinations are reaching **268 million travelers.**



Don't miss the discussion with **Magnus Aideborn**,
CEO of ArrivalGuides
Friday 23 at 10:30

PROGRAMME

FRIDAY

23

FEB 2018

07:00 **45 min morning run**
By Goran Pavlović, your special trainer for the day!
Gathering in the lobby of Hilton Reykjavik Nordica
It will be dark outside so don't forget to bring your headlamp!

09:00 **President's address**
By Dieter Hardt-Stremayr, ECM President

BETTER CITY

09:15 **KEYNOTE | Make the City a Better Place**
By Siduri Poli, Innovator & Founder, Changers Hub
Siduri founded Changers Hub as a community in suburban Stockholm for young people and social activists who want to make a difference, surrounded by experienced innovators that can show them how. Her goal is to create a more equal society where all young people no matter name, address, gender or origin have the same chance to succeed with their ideas. Tune in to be inspired on how to make your cities better places too!

09:45 **KEYNOTE | How would you like to pay for that?**
By Jason Lane, Executive Vice President, Market Development Europe, Mastercard
Like the travel industry, the finance sector is hyper disruptive with technology roll-outs at breakneck speed. Mobile payments, biometrics, bots, augmented reality shopping, bitcoin and blockchain to name a few. What does this mean for our concept of cash and consumption? How can Mastercard stay ahead of the disruptive wake, and why is the company partnering with London's Travel Tech Innovation lab and other tech hubs around the planet?

10:15 **#MyHelsinki**
By Laura Aalto, CEO, Helsinki Marketing
With #MyHelsinki, Helsinki Marketing has created a social space where locals and visitors can share all the great experiences of Helsinki with each other. The platform has warped the DMO's market communication into the era where user content is king, and it is about to transcend the city's brand into... well, something even cooler, if that's even possible for this Nordic city.

10:35 **STRATEGIC CONVERSATION**
By Magnus Aideborn, CEO, ArrivalGuides
Future of Content Distribution
With the big portals having millions of daily visitors, who needs destination websites anymore? Can destinations learn from IKEAs recent decision to start selling their furniture on Amazon.com? Is it time for destinations to go omni-channel too? Magnus wants to start the conversation.

SESSION / CITY MARKETING

By Miguel Sanz, CEO, Madrid Destino

High Fidelity in Madrid

Did you ever wonder how to build a relationship with visitors? How to make them come back? Well, Madrid has developed "Volver a Madrid" - an innovative destination online loyalty programme aiming to help traditional and local SMEs to promote off-season travel and to incentivize repeat visits of business travellers. Here is your chance to win your first Madrid points, learn the risks of becoming a central bank for the city and get to know the perceived value of your destination's products, attractions and services.

11:05 Coffee break

PROGRAMME

// PARALLEL SESSIONS

11:30 **SHOWCASE / DATARIZING TOURISM**

By Boudewijn Bokdam,
Project Manager, Amsterdam Marketing

Measuring Real-time destination usage

Amsterdam's Boudewijn Bokdam set out to hack the data monitoring of Tourism destinations. In his recent master thesis at MODUL University, Boudewijn presented a managerial framework for (near) real time monitoring of what goes on with tourism in your destination... in case you were wondering.

12:00 **SHOWCASE / NEW URBAN EXPERIENCING**

By Tamara Markotic,
CEO, SightRun
& Goran Pavlović, *Convention & Incentive Bureau Manager, Opatija Tourist Board*

Run Your City

SightRun is an app which combine running with audio-guided sightseeing. It is also a blank canvas for your DMO as you can use the audio to present exactly the themes and topics you want on the route – special localhoods, gastro sweet spots, hidden gems – you name it, and it's all sharable with runners across the planet. Tamara and Goran gives you the full rundown.

12:30 **ECM MASTERCLASS / CREATIVE TOURISM**

By Caroline Couret,
Director, Creative Tourism Network

Creator or Spectator?

For Barcelona-based Caroline Couret, tourism is an opportunity to develop your creative potential through active participation in courses and learning experiences. Creative tourism is co-creation at its core, by definition locally rooted, but still, it has become an international movement. Caroline talks into a new trend of transformational travel and deep tourism in your city.

13:00 Lunch break

14:30 END OF CONFERENCE

DEBATE LOUNGE / CHANGE IN THE CITY

By David O'Kelly,
CEO, SANDEMANs NEW Europe

Walking is for Free

SANDEMANs has pioneered the free urban walking tours. The company now partners with over 400 freelance guides, and serves over 1.8 million visitors per year in 18 cities. A much-needed hack of a severely broken service to many, a symbol of unregulated overtourism and black economy to others. On the contrary says David, free guiding supports local communities and SANDEMANs is committed to giving self-employed guides a global window and visitors a superior, authentic experience.

CITY SHOWCASE / COPENHAGEN HACKATHON

By Tine Kühnel,
Data Manager, Wonderful Copenhagen
& Natthawut Adulyanukosol (Max),
CEO, The WiSE Bot

WiSEr Copenhagen Tourism with AI

Max is a young innovator who has been to 10 hackathons, winning prizes of over 5.000 EUR. Tine is his mentor and manager of WoCo's hackathons and data projects. In this session, you can learn how Max, in 48 hours, came up with The WiSE Bot – a chatbot for tourists powered by artificial intelligence (AI).

IDEA EXCHANGE / REGIONALISING CONGRESSES

By Barbara Jamison,
Head of Business Development Europe, London & Partners
& Pier Paolo Mariotti,
Eurac Research Meeting Manager, Bolzano

City & Region: How Make It a Win-Win Situation

In this interactive session, Barbara and Pier Paolo invite you to share your ideas and experiences in establishing strategic partnerships with regional stakeholders. How can the regional upland benefit from conventions in the city? Can conventions be hosted or co-hosted regionally? How do we make it a win-win for all? Come share your case!

HOTEL INFORMATION

HILTON REYKJAVÍK NORDICA

Set in central Reykjavík, the stylish Hilton Reykjavík Nordica hotel is one of the city's most popular destinations for tourists, business travelers and locals alike. Enjoy Hilton style, service and quality, with the comfort and amenities you expect, and the extras you deserve. The central location provides a great base from which to discover the capital, and makes it easy to travel further afield and explore Iceland's unspoiled natural landscapes.

ROOMS

Regular room

- Single use: 23 800 ISK /per night (~ 195 €)

Queen/Twin room

- Single use: 26 100 ISK /per night (~ 214 €)

- Double use: 29 400 ISK /per night (~ 241 €)

Queen Plus room

- Single use: 33 000 ISK /per night (~ 270 €)

- Double use: 36 200 ISK /per night (~ 297 €)

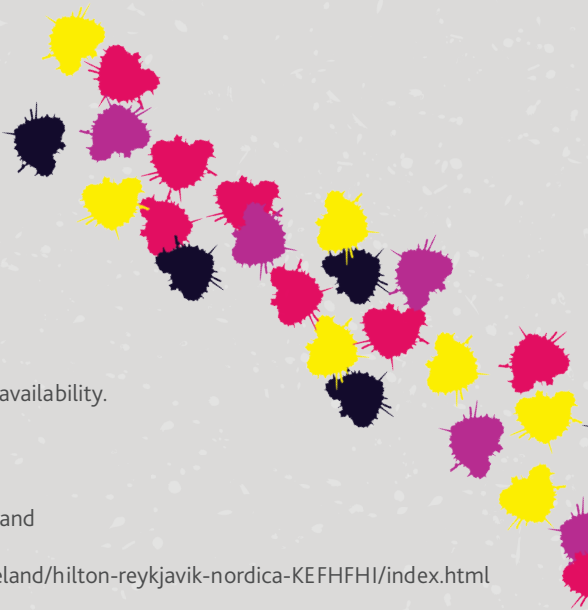
Extra nights before and after the meeting upon availability.

CONTACT INFORMATION

Address: Suðurlandsbraut 2, 108 Reykjavík - Iceland

Tel: +354-444-5000

Website: <http://www3.hilton.com/en/hotels/iceland/hilton-reykjavik-nordica-KEFHFI/index.html>



BOOKINGS

Bookings are to be made directly on the dedicated webpage with ECM fees:

https://secure3.hilton.com/en_US/hi/reservation/book.htm?inputModule=HOTEL&ctyhocn=KEFHFHI&spec_plan=GECMSP&arrival=20180219&departure=20180225&cid=OM,WW,HILTONLINK,EN,DirectLink&fromId=HILTONLINKDIRECT

Rooms will be allocated on a FIRST COME, FIRST SERVED BASIS. Room rates are guaranteed until 10th January only. After that date, if you have not booked a hotel room yet, please contact Kristjana Magnúsdóttir at CP Reykjavík kristjana@cpreykjavik.is, she will try and help you find a room in another hotel.

CANCELLATION POLICY

If you wish to cancel, please do so 7 days prior to arrival to avoid cancellation penalties. After this date, no refund will be made.

The hotel reserves the right to cancel or modify reservations when it appears that a customer has engaged in fraudulent or inappropriate activity or under other circumstances where it appears that the reservations contain or resulted from a mistake or error.

The amounts listed here are estimated based on current taxes and exchange rates (if applicable) and do not include additional fees/charges that may be incurred during your stay.



HILTON
REYKJAVÍK
NORDICA

PRACTICAL REYKJAVÍK

HOW TO GO TO THE HILTON REYKJAVÍK NORDICA?

BUS services are operated between Reykjavík and Keflavík International Airport in connection with all arriving and departing flights, and seats are guaranteed. Busses depart to and from Keflavík every 45-60 minutes. The drive between the airport and Reykjavík takes about 45 minutes. For departing flights, it is recommended that you take a bus leaving at least 2.5 hours before your scheduled departure. It is possible to arrange a hotel pickup.

You have to book airport transfer through this link <https://www.re.is/flybus/flybusplus>
Please pick Hilton Reykjavík Nordica in the dropdown menu.

TAXI services are available to and from the airport. The price is 14 000-17 000 ISK (~ 114-138 €)

HOW TO GO TO THE CITY CENTRE?

There is a bus stop on the other side of the street across from the Hilton. You can take bus number 2, 5 or 15 to Hlemmur Square. It is also possible to take a taxi, price from 2 000-2 500 ISK (~ 16-20 €)

OTHER INFORMATION

WEATHER AND CLOTHING IN REYKJAVÍK IN FEBRUARY

Thanks to the Gulf Stream, Iceland enjoys a cool, temperate maritime climate; cool in summer and fairly mild in winter. However, the weather is very changeable and tourists should be prepared for the unexpected. For weather information in English, tel.: 902-0600. <http://en.vedur.is>

LOCAL CURRENCY

The currency in Iceland is the Icelandic Króna. Approximately, 1 € = 123 ISK

Banks and post offices' opening hours are Mon-Fri, 9:00-16:00. 24-hour cash dispensers are found in cities and villages around the country. Look for the Hraðbanki sign. All major debit cards are accepted, especially by hotels, restaurants, shops.

PLUGS AND SOCKETS



Type C and Type F
230 V / 50 Hz

For more information about
Reykjavík, please visit:
<http://visitreykjavik.is/>



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professionals
from across the globe,
ready to connect with you

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over 150 countries
to help you plan your
future meetings & events

100

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with industry friends
& colleagues

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SOCIAL PROGRAMME

SATURDAY

24

FEB 2018

MAGICAL HISTORY TOUR SOCIAL PROGRAMME

Pick up from: *Hilton Reykjavik Nordica*

Departure time: *10:30*

Duration: *75 min*

Included: *guided tour in a Tuk Tuk*

Min: *2 pers*

Max: *20 pers*

Price: *65 € per person*

MAGICAL HISTORY TOUR

Experience the magic of history in the oldest part of Reykjavík. See how the town expanded from the harbour, hear the exciting tales of yesteryear, feel the atmosphere of the city's most sought-after residential area, smell the aroma of the city's newest and most exciting restaurants mixed with the more traditional sea-related activities. Our guides will take you on a journey through time and weave a magical thread of fun and facts for you to experience. Our Tuk Tuk's provide an easy access to the narrow, cobbled streets of the old town and give you an insiders look on Reykjavik of today, with a touch of the past.



Our 75 min tour gives you a thorough look at Reykjavik of the old, with its fishing cottages by the harbour and the more distinguished houses on the hill of Þingholt, from the revival of Grandi, where modern times meet the fishing shacks, to the ingrained neighborhoods where every house is of a different color, with the pond at its centre. We give you an insider's view on how the residents of today stand firmly in the Reykjavik of the past. A great way to see the city's landmarks.



WE ARE ALL CONNECTED

Where all the influencers from the world of meetings, events and incentive travel gather for four electric days of deal-making, news-breaking, career-defining business, inspiration and networking. Run by event planners for event planners and suppliers, like you. IMEX in Frankfurt. IMEX America.

SOCIAL PROGRAMME

GOLDEN CIRCLE TOUR SOCIAL PROGRAMME

Pick up from: *Hilton Reykjavik Nordica*

Departure time: *09:00*

Duration: *whole day event*

Included: *bus, guide and lunch at Friðheimar Greenhouse*

Min: *20 pers*

Max: *65 pers*

Price: *180 € per person*

SATURDAY

24

FEB 2018

GOLDEN CIRCLE TOUR

The tour will start with a nice bath at the Secret Lagoon, an authentic lagoon just by Flúðir village <http://secretlagoon.is/>. The Secret Lagoon consists of natural hot springs which have been kept natural and unique so guests can get the true Icelandic feeling. The natural surroundings of the pool and the steam rising into the air gives the place a magical feeling. The warm water holds 38–40 degrees Celsius (100–104 Fahrenheit) all year. In the area there are several geothermal spots and a little geyser which erupts every five minutes, showing off for the guests relaxing in the hot spring. Just remember to bring your bathing suits and towel.



After a nice relaxing time at the Lagoon it is time for lunch. You will have your lunch at Friðheimar <http://fridheimar.is/en>

Friðheimar will start by welcoming you with a small introduction of their work and little surprise that will lift your spirit. There you can gain some insight into the processes of greenhouse Horticulture, as it is quite remarkable that it is possible to grow vegetables in the cold climate, by creating warm Mediterranean conditions, all year round.

After lunch we will head for Gullfoss and Geysir, Gullfoss waterfall, which many consider to be the queen of Icelandic waterfalls as it is both high and mighty and stumbles dramatically in a deep gorge.



After Gullfoss waterfall we will head for Geysir geothermal area in Haukadalur where you can see geysers, hot springs, steam vents and eerie blue algae. Strokkur is one of the largest and most powerful geysers and erupts almost every five minutes.

Your last stop will be at Þingvellir, Iceland National Park, where the Icelandic Parliament was founded over 1000 years ago. At Þingvellir you will see how the earth is ever so slowly pulling apart along the North-America and Eurasian tectonic plates and you will be able to stand where the Viking settlers stood centuries ago to edict national laws. After Þingvellir you will be heading back to Reykjavík, and estimated arrival time is around 18:00.



CONFERENCE FEES

	UNTIL 8 th January	FROM 8 th January
ECM Members 1 st & 2 nd delegate	520 €	620 €
ECM Members Group rate*	490 €	590 €
ECM Members Speaker fee	450 €	450 €
ECM Members 1 day fee 22/02**	350 €	400 €
ECM Members 1 day fee 23/02***	200 €	250 €
Non-members****	850 €	950 €
Industry associations	920 €	990 €
Other organisations*****	1 190 €	1 290 €
Accompanying persons*****	150 €	175 €

The conference fee includes attendance to the conference, lunches on Thursday and Friday, cocktail on Wednesday and dinner on Thursday and all coffee breaks.

* Group rates apply for 3 delegates and more from the same member organisation.

** 1 day fee 22/02 includes attendance and dinner on Thursday.

*** 1 day fee 23/02 includes attendance Friday.

**** Non-members include official Tourist Boards, Convention Bureaux and City Marketing Organisations, as well as Regional or National Tourist Boards and Convention Bureaux. Information on how to become ECM Member can be found on ECM Website.

***** Other organisations include commercial companies, consultants, etc.

***** Partners/Spouses may take part as an accompanying guest that includes cocktail on Wednesday and dinner on Thursday.

REGISTRATION

Please visit <http://www.cvent.com/d/ktqxs2> and register online before 8th January 2018 if you wish to benefit from the early bird fee. All registrations should be accompanied by full payment of the registration fee. No registration will be confirmed until payment is received. If you have any questions, please contact Katy Schmitt at katy@europeancitiesmarketing.com.

PAYMENT & CANCELLATION POLICIES

The conference fee is payable by bank transfer, PayPal or credit card to ECM.

Bank details:

SOCIETE GENERALE - 22 Avenue Victor Hugo - 21000 Dijon FRANCE | BIC CODE: SOGEFRPP

Account number: 00050410261 - IBAN number: FR76 3000 3007 5700 0504 1026 117

Any cancellation must be sent in writing to Katy Schmitt at katy@europeancitiesmarketing.com. In case of cancellation by 20th January 2018, a cancellation fee of 100 € will be charged. After 20th January 2018, there will be no refunds but there can be name changes without charge.

ECM CALENDAR 2018



ECM EVENTS

- REYKJAVIK** **ECM Spring Meeting**
February 21-24 Conference «Hack the City»; Knowledge Groups meetings, city showcases, inspirational lounges
- FRANKFURT** **IMEX Policy Forum**
May 15 1 day to bring meetings industry leaders together with key government policymakers in order to garner government understanding and support, critical to the advancement of our industry.
- LONDON** **City Fair**
June 11-12 B2B workshop dedicated to city tourism with pre-scheduled appointments (organised by ETOA)
- MALMÖ** **ECM International Conference & General Assembly**
June 13-16 Conference «the Meaning of Tourism»; Knowledge Groups meetings, city showcases, inspirational lounges
- THESSALONIKI** **32nd ECM Summer School**
August 25-29 4 days learning opportunity for professionals working in convention bureaux, tourist offices, congress centres, airlines, hotels, DMCs, PCOs and meeting planners
- VIENNA** **14th TourMIS Users' Workshop & International Seminar**
September 13-14 2 days training on the usage of the TourMIS system and highlighting new tools and methodologies for analysing city tourism, organised by ECM, the UNWTO, ETC & MODUL University Vienna
- ZURICH** **7th City Cards Expert Meeting**
October 4-5 Lunch-to-lunch meeting targeted to product managers who are looking to improve and share their knowledge
- LVIV** **5th TIC Expert Meeting**
October 25-26 Lunch-to-lunch meeting targeted to TIC managers and staff who are looking to improve and share their knowledge
- HELSINKI** **#DTTT Global**
November 29-30 2 days forum providing leadership to the tourism industry in digital marketing best practice
- LUXEMBOURG** **ECM Annual Meeting of Chief Executives of Capital & Major Cities**
December 2-3 2 days meeting providing CEOs with an opportunity for open, peer-group discussion of current prospects, issues and concerns relating to city tourism

PARTICIPATION AND PROMOTION AT TRADE FAIRS

- FRANKFURT** **IMEX**
May 15-17 3 days worldwide exhibition to do business while maximising connections, networking and education
- LAS VEGAS** **IMEX Smart Monday**
October 15 1 day of educational sessions, ECM is providing expertise on European Convention Bureaux
- LAS VEGAS** **IMEX America**
October 16-18 3 days America's worldwide exhibition for incentive travel, meetings and events
- BARCELONA** **IBTM World**
November 27-29 3 days global meetings and events expo, focused access to a dynamic business environment, thought provoking professional education and business network

REYKJAVÍK PARTNERS



MATUR
OG
DRYKKUR



ECM PARTNERS

COMMUNICATION



KNOWLEDGE



INDUSTRY



ibtmworld



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