



ORGANISATION MONDIALE DU TOURISME  
WORLD TOURISM ORGANIZATION  
ORGANIZACIÓN MUNDIAL DEL TURISMO  
ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ  
منظمة السياحة العالمية

*The Secretary-General*

Erhvervsudvalget (2. samling)  
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Offentligt

REF: 12/DM/2008

Madrid, 3 July 2008

H.E. Mr. Carsten U. LARSEN  
Secretary General  
The Danish Parliament  
COPENHAGEN K Dinamarca

Sir,

I am pleased to inform you that the 4<sup>th</sup> UNWTO International conference on "**Destination Management and Marketing: Two Strategic Tools to Ensure Quality Tourism**", organized in collaboration with the General Directorate of Tourism of France and the City of Bordeaux, will take place in **Bordeaux, on 16-17 September 2008**.

The recent trends and changes in the global tourism marketplace and the challenging situation for tourism destinations require new policies and strategies as well as effective structures. "Destination Management" has become today without doubt central to competitiveness and quality in tourism.

The Conference aims at encouraging a professional approach to tourism management, decision making and planning at national, regional and local level. It will provide a leading opportunity for governments, local authorities and the industry representatives to further explore the strategic tools to ensure quality tourism and to enhance competitiveness, through discussions and good practice analysis. The Conference will also be a good opportunity to introduce the work of the World Centre of Excellence for Destinations in Montreal, Canada (CED) (newly established in cooperation with UNWTO).

In order to maximize benefits and participation, the Conference will be held back to back and immediately before the **European Tourism Forum (Théâtre du Casino Barrière, Bordeaux, 18-19 September, 2008)**; jointly organized by the Government of France and the European Commission, under the French Presidency of the EU. The recipients of this letter, who are members of the European Union, are welcome to stay on in Bordeaux to attend the said Forum.

Please find attached the **preliminary programme of the Conference, information note, participation and hotel booking forms**.

I therefore wish to invite you to attend the Conference and count on your presence and valuable contributions to this initiative. I would highly appreciate it if you could indicate the appropriate authorities in your country to contact regarding their participation.

I should be most grateful if you could confirm your attendance before **22 August 2008**.

I look forward to meeting you in Bordeaux.

Accept, Sir, the assurances of my highest consideration.

Francesco Frangialli

**4<sup>th</sup> INTERNATIONAL CONFERENCE ON**  
**“DESTINATION MANAGEMENT AND MARKETING: TWO**  
**STRATEGIC TOOLS TO ENSURE QUALITY TOURISM”**

***Bordeaux, France, 16-17 September 2008***

**INFORMATION NOTE**

**1. Place and dates of the conference**

In collaboration with the General Directorate of Tourism of France and the City of Bordeaux, the UNWTO will hold the **4th International Conference on Tourism Management and Marketing: Two Strategic Tools to Ensure Quality Tourism**, in Bordeaux, France, from 16 to 17 September 2008.

This conference will take place at the following venue:

**HÔTEL PULLMAN BORDEAUX AQUITANIA**  
Bordeaux Aquitania  
Boulevard J.G. Domergue  
33300 Bordeaux Lac  
Tel.: +33 5 56 69 65 07      Fax: +33 5 56 69 65 02  
[www.sofitel.com](http://www.sofitel.com)

The official website of the conference is:

[www.unwto.org/destination/management.htm](http://www.unwto.org/destination/management.htm)

The Members of the World Tourism Organization are invited to participate in this conference.

## 2. Replies to the invitation

The governments and other organizations invited by the Secretary-General in his letter dated 3 July 2008 are requested to complete the attached participation form and to send it to the addresses indicated below. The registration (**Annex 1**) and hotel reservation forms (**Annex 2**) are attached to the present note.

<b>World Tourism Organization</b>	<b>Contact:</b> Ms. Esencan TERZIBASOGLU Coordinator Destination Management	Calle Capitán Haya, 42 E-28020 MADRID Spain Tel.: +34 91 567 81 65 Fax: +34 91 567 82 19 E-mail: <a href="mailto:eterzibasoglu@unwto.org">eterzibasoglu@unwto.org</a>
<b>Regional Tourism Directorate</b>	<b>Contact:</b> Ms. Marielle Mallet Regional Tourism Delegate	24, allées de Tourny 33 000 BORDEAUX France Tel.: +33 5 56 00 62 62 Fax: +33 5 56 00 62 60 E-mail: <a href="mailto:DRT-Aquitaine@tourisme.gouv.fr">DRT-Aquitaine@tourisme.gouv.fr</a>

## 3. Entry formalities

- A. Conference participants are requested to take note of the conditions of entry into French territory and the **entire Schengen area**, as indicated below:
- a) Nationals of the following countries **do not need a visa** to enter France: Andorra, Argentina, Australia, Bermuda, Brazil, Brunei, Canada, Chile, Costa Rica, Croatia, El Salvador, Guatemala, Honduras, Israel, Japan, Malaysia, Mexico, Monaco, Nicaragua, New Zealand, Panama, Paraguay, San Marino, Singapore, South Korea, The Holy See, United States, Uruguay, Venezuela; as well as holders of Hong Kong SAR (China) and Macao SAR (China) passports;
  - b) Nationals of countries not included in the above list, **need a visa** to enter France.
- B. Nationals of these countries are requested to take the necessary steps with the diplomatic and consular representations of France to obtain a visa to enter the country.
- C. If there is no French diplomatic representation in their country, **and given that the French authorities cannot issue visas upon arrival**, delegates requiring a visa are requested to contact a diplomatic mission or consulate of other countries belonging to the Schengen area in their country of origin, or to contact the Secretariat of the Organization providing all the necessary information to allow the French authorities to make the necessary arrangements in due time with the aforementioned diplomatic missions or consulates that are closest to their place of residence:

- First name and surname
  - Nationality
  - Number and type of passport
  - Place and date of issue of the passport
  - Expiration date
  - Travel information: date, time and number of inbound flight
- D. The necessary information on visas for entry into France as well as the documents that need to be provided to obtain them can be found on the following website of the French Ministry of Foreign Affairs: [www.diplomatie.gouv.fr](http://www.diplomatie.gouv.fr)
- E. Citizens of the following countries must present their national identity card to enter France: Austria, Belgium, Cyprus, Croatia, Czech Republic, Estonia, Finland, Germany, Greece, Italy, Liechtenstein, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Slovakia, Slovenia, Spain, and Switzerland.

## 5. Getting to Bordeaux

- Air:

There are numerous international air routes linking Bordeaux to various destinations around the world. Participants arriving in Paris or other cities can take a connecting flight to Bordeaux.

- Rail:

Numerous trains, including TGVs (high-speed trains) and TERs (regional express trains) also link Bordeaux to other French cities. For more information, please visit the following website: [www.sncf.fr](http://www.sncf.fr).

- Road:

Four motorways lead to Bordeaux: the A10 from Paris and the West and North regions via Poitiers, Nantes, Orléans; the A63 from the Mediterranean via Toulouse, Montauban and Agen; the A63 from Spain via Bayonne and Dax; and the A10 from the South-East and East via Lyon, Clermont-Ferrand and Périgueux.

- Transfers to Bordeaux:

The Bordeaux airport is situated 12 km from the city centre. There is bus and taxi service between the airport and the city centre. For further information please visit: [www.bordeaux.aeroport.fr](http://www.bordeaux.aeroport.fr)

From the Gare Saint-Jean rail station, participants can reach the city centre by tram, bus or taxi. For further information, please visit: [www.infotbc.com](http://www.infotbc.com)

## 6. Registration and badges

The registration desk will be open at the **Hôtel Pullman Aquitania (Bordeaux)** on **Monday, 15 September from 4:00 p.m. to 6:00 p.m., and on Tuesday, 16 September, from 8:00 a.m. to 9:00 a.m..** Badges will be issued upon registration.

For the duration of the conference, participants are requested to wear their badges in the area reserved for the meetings.

Participation in the conference is free.

## 7. Working documents

Most of the working documents (including the programme and list of participants) of the meetings of the conference can be downloaded from the conference website.

## 8. Working languages

Simultaneous interpretation of the presentations will be provided in French, English, and Spanish.

## 9. Accommodation

**Delegates are requested to make their own arrangements to book their rooms as early as possible. When booking, they should mention that they are participants of this conference.**

The Accor group, a UNWTO Affiliate Member, and the UNWTO have negotiated special rates with the following hotels.

**Prices include breakfast and taxes**

Hotel	Single room / night	Double room / night
<b>Pullman Bordeaux Aquitania****</b> Avenue JG Domergue-33000 Bordeaux <a href="http://www.pullmanhotels.com">www.pullmanhotels.com</a> T: +33 5 56 69 65 05 F: +33 5 56 69 66 00 E-mail: H0669-FE@accor.com	176.40€	176.40€
<b>Mercure Château Chartrons ****</b> 81, cours Saint-Louis 33300 Bordeaux <a href="http://www.hotel-mercure-bordeaux.com">www.hotel-mercure-bordeaux.com</a> T: +33 5 56 43 15 00 F: +33 5 56 69 15 21 E-mail: h1810@accor.com	140.5	155,9
<b>Mercure Mériadeck ***</b> 5, rue Robert Lateulade 33000 Bordeaux T : +33 5 56 56 43 43 F : +33 5 56 96 50 59 E-mail: h1281@accor.com	130.6	146.2
<b>Novotel Lac***</b> Avenue JG Domergue- 33300 <a href="http://www.novotel.com">www.novotel.com</a> T: +33 5 56 43 65 00 F: +33 5 56 43 65 01 E-mail: H0403@accor.com	130.6€	130.10€
<b>Novotel Mériadeck***</b> 45, cours du Maréchal Juin 33000 Bordeaux <a href="http://www.novotel.com">www.novotel.com</a> T : + 33 5 56 90 74 00 F : + 33 5 56 96 33 15 E-mail: h1023@accor.com	130.6€	130.10€
<b>Ibis Centre Mériadeck**</b> 35, cours du Maréchal Juin 33000 Bordeaux <a href="http://www.ibishotel.com">www.ibishotel.com</a> T : + 33 5 56 90 74 00 F : + 33 5 56 96 33 15 E-mail: h0950-qm@accor.com	93.85€	93.85€

**N.B.:** In order to avail of these reduced rates when making their booking, delegates are requested to send **the hotel reservation form (Annex 2) to their chosen hotel by 14 August 2008 at the latest.**

The Hôtel Pullman and the Novotel Lac are located near the venue of the meeting. The others are located in the centre of Bordeaux. Participants can reach the Conference venue by taking the tram (Line C) to its final stop "Les Aubiers", and then bus 31.

Participants can find further information on Bordeaux hotels at: [www.booking-bordeaux.fr](http://www.booking-bordeaux.fr)

#### 10. **Provisional conference programme**

The provisional conference programme is attached in **Annex 3** of the present note.

#### 11. **Practical information**

- **Currency:** The official currency in France is the euro. Euro coins exist in denominations of 1, 2, 5, 10, 20, and 50 cents, as well as of 1 and 2 euros. Notes exist in denominations of 5, 10, 20, 50, 100, 200 and 500 euros.

Money can be officially exchanged at banks, money changers, and hotels. Outside the business hours of banks and money changers, automatic teller machines (ATMs) located throughout the city can be used. It is also possible to change money at the reception desks of hotels day and night. Credit cards are generally accepted.

- **Climate:** The average temperature in Bordeaux in the month of October ranges between 20°C and 22°C. The welcome page of the website [www.bordeaux.com](http://www.bordeaux.com) provides access to weather forecasts.

- **Official language:** French

- **Official time:** The time in France is one hour ahead of Greenwich Mean Time (GMT+1) in winter and 2 hours ahead in summer.

- **Electricity:** The electric current in France is 220 volts.

- **Business hours:** Banks are open from 8:30 a.m. to 5:00 p.m., Monday to Friday. They are closed on Saturday and Sunday.

Shops are open from 8:30 a.m. to 19:00 from Tuesday to Friday, and from 8:30 to 14:00 on Saturdays.

- **Telephone:** The country code for France is 33; the area code for Bordeaux is 5.

#### 12. **Tourism information**

The Bordeaux Tourism Bureau provides services and information through its network of offices in the city of Bordeaux and a branch office at the Gare Saint-Jean rail station.

For more information, please consult [www.bordeaux-tourisme.com](http://www.bordeaux-tourisme.com).

**PARTICIPATION FORM**

**4<sup>th</sup> UNWTO International conference**

**“DESTINATION MANAGEMENT AND MARKETING:  
TWO STRATEGIC TOOLS TO ENSURE QUALITY TOURISM”**

**16-17 SEPTEMBER 2008**

*Please return to:*

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Ms. Esencan Terzibasoglu  
 Coordinator, Destination Management  
 World Tourism Organization  
 Capitán Haya, 42  
 28020 MADRID  
 Spain  
 Phone : (+34) 91 567 81 65  
 Fax: (+34) 91 567 3733  
 (+34) 91 567 82 19  
 E-mail: [eterzibasoglu@unwto.org](mailto:eterzibasoglu@unwto.org)

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Ms. Marielle MALLET  
 Regional representative for Tourism  
 Directorate of Tourism  
 24, allées de Tourny  
 33 000 BORDEAUX  
 France  
 Phone: (33) 5 56 00 62 62  
 Fax : (33) 5 56 00 62 60  
 Courriel: [DRT-Aquitaine@tourisme.gouv.fr](mailto:DRT-Aquitaine@tourisme.gouv.fr)

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**PARTICIPANTS' DETAILS**

- ◆ Country .....
- ◆ Organization .....
- ◆ Surname (in block letters) (Mr./Mrs./Ms.) .....
- ◆ First name .....
- ◆ Official title .....
- ◆ Passport No. .... Date of birth .....
- ◆ Full address – Street .....
- City ..... Post code .....
- Telephone (*country code, area code, telephone number*) .....
- Fax (*country code, area code, telephone number*) .....
- E-mail .....

# 4ème CONFÉRENCE INTERNATIONALE SUR LA GESTION ET LE MARKETING DES DESTINATIONS

**BORDEAUX, DU 16 AU 17 SEPTEMBRE 2008**

Fiche réservation individuelle Accor

Hôtels Accor Bordeaux

Nom / Name : ..... Prénom / Surname : .....  
 Adresse / Address : .....  
 Ville / Town : ..... Téléphone / Phone number : .....  
 Pays / Country : ..... Télécopie / Fax number : .....

Merci de réserver / Please book the following :  Préciser le type de chambre

Date arrivée / Arrival date :  Date départ / Departure date :

*merci de cocher l'hôtel souhaité*

Hotel category

TARIF CONGRES 2008

Petit Déjeuner et taxes incluses

Single

Double

Breakfast &amp; Taxes included

**Site Bordeaux Lac**

**Pullman Aquitania 4\***

1 Avenue Jean- Gabriel Domergue  
33300 Bordeaux Le Lac

Phone : +33 (0)5 56 59 66 66

Fax : + 33 (0)5 56 59 66 00

e-mail : H0669@accor.com

**Novotel Lac 3\***

avenue Jean Gabriel Domergue  
33300 Bordeaux

Phone : +33 (0)5 56 43 65 00

Fax : + 33 (0)5 56 43 65 01

e-mail : H0403@accor.com

**Site Bordeaux Centre**

**Mercure 3\* Bordeaux Mériadeck**

5 rue Robert Lateulade  
33000 Bordeaux

Phone : +33 (0)5 56 56 43 43

Fax : + 33 (0)5 56 96 50 59

e-mail : H11281@accor.com

**Novotel 3\* Mériadeck**

45 Cours du Maréchal Juin  
33000 Bordeaux

Phone : +33 (0)5 56 51 46 46

Fax : +33 (0)5 56 98 25 56

e-mail : H11023@accor.com

**Ibis 2\* Mériadeck**

35 Cours du Général Juin  
33000 Bordeaux

Phone : +33 (0)5 56 90 74 00

Fax : + 33 (0)5 56 96 33 15

e-mail : H0950@accor.com

**Adagio centre 3\***

40 rue Edmond Michelet  
33000 Bordeaux

Phone : +33 (0)5 56 90 74 00

Fax : + 33 (0)5 56 96 33 15

e-mail : srestouilh@adagio-city.com

**Mercure 4\* Château Chartrons**

81 Cours Saint-Louis  
33000 Bordeaux

Phone : +33 (0)5 56 43 15 00

Fax : + 33 (0)5 56 69 15 21

e-mail : H1810@accor.com

**Pour être confirmée, la réservation doit être IMPÉRATIVEMENT garantie par un numéro de carte bancaire.**

**Les réservations sans garantie ne seront pas prises en compte**

**La 1ère nuit sera débitée à la réservation et non remboursée en cas d'annulation après J-15**

Carte de crédit / Credit card

Visa

Eurocard

American Express

Autre

N°.....

Date expiration / Expiry date : .....

Fait à .....

le .....

Signature obligatoire .....

CONDITIONS DE VENTE :

**RESERVATION directe auprès de l'hôtel.**

**suivie de votre CONFIRMATION ECRITE et GARANTIE, adressée au plus tard le : 15 AOUT 2008**

Au delà de cette date : sous réserve de disponibilité

**Annulation sans frais jusqu'à 15 jours avant la date de l'arrivée.**

Pour bénéficier des tarifs préférentiels dans nos hôtels Accor de Bordeaux,  
il est IMPERATIF D'UTILISER CETTE FICHE DE RESERVATION identifiant la manifestation

\* Tarif préférentiel non cumulable avec toute autre promotion ou réduction -



**4<sup>TH</sup> INTERNATIONAL CONFERENCE**  
**“DESTINATION MANAGEMENT AND MARKETING:**  
**TWO STRATEGIC TOOLS TO ENSURE QUALITY TOURISM”**  
**16-17 SEPTEMBER 2008**

HOTEL PULLMAN AQUITANIA, BORDEAUX (FRANCE)  
 BOULEVARD J.G. DOMERGUE - 33300 BORDEAUX LAC  
**PRELIMINARY PROGRAMME**

**Day 1 (16 September)**

08:00 - 09:00 Registration

<b>09:00- 11:30</b>	<b>Session 1 - Welcome and overview</b>	Moderator
09:00 - 09:30	Remarks by: - Municipality of Bordeaux - Regional Tourism Committee of Aquitaine - Direction du tourisme du France - World Tourism Organization	Stephan Delaux Louis Lucchini Michel Champon Esencan Terzibasoglu
09:30- 10:00	<b>Keynote presentation 1:</b> <b>Changing tourism markets - Opportunities for delivering high value tourism</b>	Mike Fabricius UNWTO Consultant TEAM
10:00 -10:30	<b>Keynote presentation 2:</b> <b>A tour operator perspective on changes in the marketplace and on destination strategies to maximize yield</b>	René-Marc Chikli, President of CETO Association of Tour Operators France (to be confirmed)
<b>10:30- 11:00</b>	<b>Debate</b>	
11:00 -11:30	<b>Break</b>	
11:30- 13:30	<b>Session 2 – Identification and targeting of market segments to deliver high value tourism ( round table with case studies)</b>	<b>Roger Carter</b> <b>UNWTO Consultant-</b> <b>TEAM</b>
11:30 – 12:00	Developing and implementing a highly targeted strategy for a developing nation, <i>Case of South Africa</i>	Didi Moyle, Chief Operating Officer. South African Tourism
12:00 - 12:15	A focus on the experience as the basis of strategy, <i>Case of Greece</i>	George Drakopoulos General Manager Association of Greek Tourist Enterprises
12:15 – 12:30	Raising the value of tourism by developing the MICE market	Bruce Taylor, Editor – Meetings & Events, BBT Online
12:30 – 12:45	Raising the value of tourism by developing the leisure market,	Hangzhou, China To be confirmed
12:45 - 13:00	Targeting the health and wellbeing segment, <i>Case of Hungary</i>	Miklós Kovács State Secretary of Tourism
<b>13:00 – 13:30</b>	<b>Debate</b>	
<b>13:30 – 15:00</b>	<b>Buffet lunch</b>	

<b>15:00 – 19:30</b>	<b>Session 3-Destination Management and Achieving Excellence</b>	<b>Moderator</b>
15:00– 15:30	<b>Keynote presentation:</b> The principles and practice of planning and managing destinations to deliver a quality experience	Roger Carter UNWTO Consultant, TEAM
15:30- 17:00	<b>Round Table:</b> Case of major city destinations: Paris, Bordeaux, Quebec , Madrid, Shangai, Prague, Mexico City	
17:00 – 17:30	Break	
17:30 – 18:00	Breathing new life into traditional resorts, Case of Biarritz,	Olivier Lepine Director, Biarritz Tourism Office
18:00 - 18:30	Destination management and quality performance	Frédéric Pierret UNWTO Consultant
18:30 – 19:00	Destination management and public-private partnership, case of Barcelona	Joana Homs, Deputy Director ,Turismo de Barcelona
<b>19:00 – 19:30</b>	<b>Debate</b>	
<b>19:30 - 21:00</b>	<b>Welcome reception</b>	

## Day 2 (17 September)

<b>09:00 – 12:00</b>	<b>Session 4 – Workshop summary and conclusions</b>	
09:00 – 10:00	Summary and conclusions	Roger Carter UNWTO Consultant
10:00 – 10:30	Debate	
<b>10:30- 11:00</b>	<b>Break</b>	
11:00 -12:00	Closing session	
	<ul style="list-style-type: none"> <li>- UNWTO Secretary-General</li> <li>- Mayor of Bordeaux</li> <li>- Director General of Enterprise and Industry of the European Commission</li> <li>- State Secretary of Tourism</li> </ul>	Francesco Frangialli Alain Juppé Pedro Ortún Silvan  Hervé Novelli