



ITB Berlin  
Special Press Release  
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*ITB Berlin 2009  
from March 11 to 15*

*What Makes a Successful City?*

Author: Nancy Cockerell  
The Travel Business Partnership



One can always rely on ITB Berlin to come up with an exciting and topical programme for its ITB Berlin Convention, a key fixture in the context of the annual world's leading travel trade show. And this year is no exception. But some events in 2009 are particularly relevant. And one of these is the session on Wednesday, 11 March from 12 to 13 on „The World's Most Liveable Cities“ in the context of ITB Destination Days.

Why is it important for cities to be considered 'liveable' by its residents as well as appealing to tourists? This will be one of the questions on the tip of delegates' tongues as they listen to Tyler Brülé, founder as well as Editor-in-Chief & Chairman of Monocle magazine, and keynote speaker at this ITB Berlin Convention session.

***The growth in short-break tourism has put cities on the map***

With the growth in short-break holidays over the last decade or two – and especially since the advent of low-cost carriers – city tourism has become increasingly important, attracting tourists interested not just in cultural attractions, but also in local events, or simply looking for a brief escape from their everyday routine in their own countries and cities.

Tyler Brülé would be the first to admit that deciding which are the best cities is not such a simple matter.

As the planet becomes an increasingly urban place, the leading cities are growing more and more crowded and, to quote Brülé in announcing the results of Monocle's 2008 survey on the subject: „Delivering life-improving essentials to cities big and small is proving more than a challenge.“

„Radical environmental initiatives that pull cars off streets can do wonders to curb toxic emissions,“ said Brülé, „but they can also kill whole neighbourhoods by depriving shop-owners of passing trade and leaving districts feeling lifeless and menacing.“

„Inward investment programmes that promise diverse urban lifestyles to attract employees from foreign companies can boost local fortunes overnight,“ he added, „but can ultimately drive out all those people that made the city interesting in the first place by pricing them out of the market. And governments around the world are realising that it's no longer enough to be just a financial centre – you also need to be a design capital, an ecological champion, a hub for knowledge and a magnet for creatives.“

***Quality of life and well-being are key factors***

Tyler Brülé, a trendsetter and cosmopolitan, will discuss not only the quality of life in cities worldwide during his keynote presentation at the ITB Berlin Convention, with suggestions on how to optimise city destinations, but he is also expected to forecast travel, tourism and lifestyle trends. And it takes little imagination to imagine the kind of comments Brülé is likely to make, so city tourism authorities should be forewarned.



Cramped commuting, overpriced housing, shoddy workmanship, scorched parks, charmless high streets and outdated schools are a few of the things that make city life less than pleasant, Brülé believes. „Random violence, bad weather and Victorian trading hours make it hell,” he wrote in an article for the British Observer newspaper just ahead of 2008’s peak summer holiday season.

„Over the next few weeks, the northern hemisphere makes its annual migration and millions will sample how the fortunate and less fortunate live,” Brülé said. „New Yorkers will be seduced by Barcelona, Dubliners by Paris and Glaswegians will be charmed by Lisbon. Some will be so taken that they’ll go home, hand in their notice and embark on a new life in a new city.”

„For many, though, it will go disastrously wrong as they confuse a fun city with a liveable one. Cape Town is nice to look at, but not brilliant if you’re concerned with personal security. Miami has fine property developments and its art fair, but you’d crave a sense of community. I have lots of friends making plenty of money in Baghdad at the moment, but they’re not there for the ease of daily life.”

Monocle magazine’s global quality-of-life survey was created to identify the cities that put their residents’ happiness and well-being first. Both scientific and, at the same time, subjective, it includes many of the obvious candidates – long-term favourites with both residents and tourists – but it reshuffles the deck by questioning how much fun these places might be on a Tuesday evening, how many cinema screens are on offer, and how little effort needs to be expended to jump on a bike, find a place to lay a towel, strip off, dive into a refreshing body of water and soak up the summer sun.

### ***Europe gets 7 out of 10...***

So which cities have been rated the world’s favourites? First, it is interesting to note that Europe accounted for seven out of the top ten in the 2008 survey, with only Tokyo (in third position), Vancouver (8th) and Melbourne (9th) squeezing into the top ten ranking.

The gold medal went to Copenhagen: out in front by virtue of its scale, a good airport, all those bike paths and handsome locals, according to Brülé. „Copenhagen treats residents to a lifestyle that’s hard to match,” was the comment in Monocle. „Manageable scale, a clean harbour for brisk dips and abundant green space.”

Pipped to the post last year, 2007’s winner Munich was rated „almost a winner, but it’s a shame they dropped the plan for the Transrapid airport rail link. But, through it all, Munich stands up to the competition... While the club scene is making creative types think twice about fleeing to Berlin, Munich’s pull is still its unrivalled quality of life.”

### ***... and Tokyo is the world’s best big city***

Tokyo was ranked third – „the world’s best big city by far. Behind the fast-forward stereotype,” Monocle said, „lies a big city getting the basics right... Public transport runs with digital precision, people are mindful of others, and the crime rate is low.



Japan's deep-seated conservatism is slowly giving way to a new generation of well-travelled, job-hopping 20- and 30-somethings who are changing Tokyo, challenging stereotypes and creating an even more dynamic city."

What of the remaining 22 cities in the top 25 ranking? In summary, Brülé had this to say about them – quoted from an article in The Financial Times:

- 4 – „Zurich: more relaxed neighbours would put it in first place
- 5 – Helsinki: a European capital with a foot firmly in Asia
- 6 – Vienna: one of Europe's greenest cities
- 7 – Stockholm: the city wants to go vertical – a tricky mission
- 8– Vancouver: the best of North America in a beautiful frame
- 9 – Melbourne: the best neighbourhoods in the southern hemisphere
- 10 – Paris: its visionary mayor has made the old dame internationally relevant again"
- 11 Sydney, 12 Honolulu, 13 Madrid, 14 Berlin, 15 Barcelona, 16 Montreal, 17 Fukuoka, 18 Amsterdam, 19 Minneapolis, 20 Kyoto, 21 Hamburg, 22 Singapore, 23 Geneva, 24 Lisbon, and 25Portland.

Finally, the following may not tick all the normal boxes, according to Brülé, but there is something truly refreshing and more than a little fun about urban living in:

- „Genoa – the next Barcelona?
- Buenos Aires – it's all there and then it's not
- Istanbul– all of the ingredients to move into the top 25 next [this] year
- Beirut – if cheque-book diplomacy Qatar-style put a temporary lid on things, then Beirut deserves more of it for a proper bounce-back
- Phnom Penh – regime issues aside, love moves at a perfect pace..."

Meanwhile, Brülé – never one to mince words – has some candid and needed advice for London (where he lives), Toronto (his hometown) and New York City. What is still something of a shock is how many cities still get it so very, very wrong, Brülé says.

„London does not make the grade for the simple reason that it has somehow managed to grant planning permission to a most uninspired shopping centre in Shepherd's Bush, an area that is rapidly becoming a part of central London."

Toronto does not qualify because „it has allowed its suburbs to become unconnected, ugly sprawls of hideous houses (garages bolted on to the front of houses are far better suited to southern California than to southern Ontario)and it has done little of merit to deal with its derelict railway lands."

New York „continues to grind to a halt under the weight of automobile traffic, has no coherent scheme to get more people on to bicycles, and still no sign of a high-speed, non-stop rail link to any of its airports."



**ITB Berlin Convention** 2009 takes place from March 11 to 14, 2009 in halls 7.3, 7.1 a and 7.1 b. **ITB Destination Days** taking place from **March 11 to 14** showing successful destination marketing:

March 11

12.00 – 13.00: *The World's Most Liveable Cities*

Keynote Speaker: Tyler Brülé, Editor-in-chief & Chairman, Monocle

13.30 – 14.30: *Best Practice Destination Management: Lessons from the Leaders,*

Introductory

presentation

& Moderation:

Panel guests:

Dr. Auliana Poon, Managing Director, Tourism Intelligence International Ltd.

Geoff Buckley, Director, Tourism Australia (to be confirmed)

Karl Mootosamy, Director, Mauritius Tourism Promotion Authority (MTPA) (to be confirmed)

Sindiswa Nhlumayo, Deputy Director General, Department of Environmental Affairs and Tourism, Südafrika

Maria Revelo, Deputy Manager & Director of Marketing,

ICT (Instituto Costarricense de Turismo), Costa Rica

14.45 – 17.25:

*Architecture and Tourism*

Moderated by:

Prof. Dr. Felizitas Romeiss-Stracke, Technical University of Munich, Platform for Tourism and Architecture

14.45 – 15.00:

*Architecture and Building Culture as a competitive Advantage In Tourism,* Speaker: Prof. Dr. Felizitas Romeiss-Stracke

15.00 – 15.20:

*Narrative Rooms,* Keynote Speaker: Bernhard Franken, Architect, Franken\Architekten GmbH

15.25 – 16.10:

*The Authentic Village Resort: A Goodbye to Mass Tourism?*

Moderated by:

Prof. Dr. Felizitas Romeiss-Stracke

Panel guests:

Daniele Kihlgren, Albergo Diffuso Sextantio

Johann Landschützer, Managing Director, Almdorf SEINERZEIT BetriebsGmbH

16.15 – 16.45:

*Abu Dhabi's Cultural District: Spectacular Architecture = Tourism Hotspot*

16.45 – 17.15 Uhr:

*Eco-tourism in Tourist Blocks?*

Speaker:

David Sauri, Universitat Autònoma de Barcelona

17.15 – 17.25:

*Outlook,* Speaker: Prof. Dr. Felizitas Romeiss-Stracke

17.30 – 18.00:

*Presentation of the ITB Science Prize by DGT e. V.*

Presentations of the awarded papers will be held at the ITB University Forum in hall 5.1



March 12  
 10.15 – 12.30: *Latin America Forum: Chances in the Crisis*  
 Welcome &  
 Moderation: Andreas M. Gross, Chairman, ARGE Lateinamerika e.V.  
 Panel guests: Roland Junker, Senior Product Manager of the Caribbean and Latin America, Neckermann Fernreisen GmbH  
 Gareth Lyons, Sales Manager, Senderos  
 José Ramirez, Director, National Tourist Office of Mexico  
 Norbert Salcher, Tourism Expert  
 Beate Zwermann, Managing Director, BZ.Comm

12.45 – 14.15: *Progress in Tourism Research: Financial Crisis*  
 Moderated by: Prof. Dr. Harald Pechlaner, President, German Society for Research in Tourism (DGT e.V.), Catholic University Eichstätt-Ingolstadt

Speakers &  
 Panel guests: Dr. Andreas Deuber, Deputy Director Real Estate M&A, UBS AG  
 Dr. Jörg Frehse, Managing Partner, Frehse Hotel Corporate Finance GmbH & Co. KG  
 Raimon Kaufeld, Equity Analyst Travel, Transport, Logistics, WestLB AG  
 John Koldowski, Director Strategic Intelligence Centre, PATA  
 Prof. Dr. Harald Pechlaner

14.30 – 15.30: *Turkey Forum: Investment in Tourism Destinations in Times of the financial Crisis*  
 Introduction: Ayse Didem Akman, Ministry of Culture and Tourism, Turkey  
 Aysegül Öztas, Ministry of Culture and Tourism, Turkey  
 Panel guests: Michael Maasmeier, Entrepreneur, Investment Support and Promotion Agency of Turkey (ISPAT)  
 Ayla Mirmahmutogullari, Director General of Investment and Business, Ministry for Culture and Tourism, Turkey  
 Oya Narin, President, Marty Hotel Management Co.  
 Koray Yetik, Secretary General, Turkish Tourism Investors Association (TYD)

15.45 – 17.30: *Africa Forum: 2010 FIFA World Cup: Tourism Development in Southern Africa*  
 Welcome: Taleb Rifai, Secretary-General, World Tourism Organization (UNWTO)  
 Keynote-Speaker: Hon. Netumbo Nandi-Ndaitwah, Ministry of Environment & Tourism, Namibia  
 Moderated by: Dieter Möller, Journalist Tourism / Finance  
 Panel guests: Helge Bendl, Journalist, Photographer and Zambezi Adventurer  
 Eberhard Brandes, CEO, WWF Deutschland  
 Dr. Ingolf Diedrich, Head of Division Southern Africa, Federal Ministry of Economic Cooperation and Development (BMZ)  
 The Litunga of Western Province Paramount Chief Lubosi Imwiko II, Zambia (to be confirmed)  
 Hon. Netumbo Nandi-Ndaitwah  
 Ousmane Ndiaye, Regional representative for Africa, UNWTO  
 Tomasz Salomao, Executive Secretary, Southern Africa Development Community SADC (to be confirmed)  
 Bruno Wenn, Senior Vice President, Regional Department Sub-Saharan Africa, KfW Development Bank



March 13  
11.00 – 15.30: *ITB Tourism and Culture Day*

March 14  
11.00 – 15.30: *ITB Indigenous Day*

For further information please visit: [www.itb-convention.com](http://www.itb-convention.com)

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