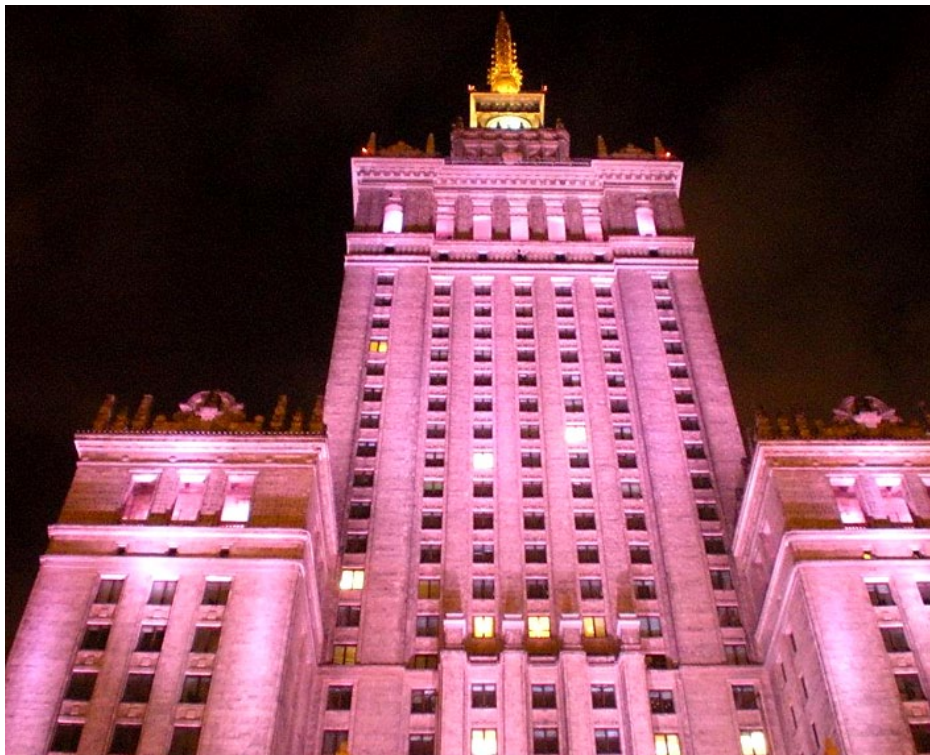


Contents:

2nd I-SPEED Political Steering Group Meeting	1
Next workshop in Nantes	1
Focus on Warsaw	2
Poland invites to Euro 2012	3
DANTE – I-SPEED younger brother	4
Innovation Union Scoreboard 2011	5
UNWTO 2011 International Tourism Results and prospects for 2012	6
Necstour euromeeting	6
Events	7



➤ Palace of Science and Culture welcomed I-SPEED guests

2nd I-SPEED Political Steering Group Meeting

The 2nd Political Steering Group (PSG) meeting was held in Warsaw from 18th to 19th January 2012.

Each partner was represented by a politician involved in the policy areas of tourism, economic development or innovation / in-

formation society.

3 external politicians - from the City of Turin, the City of Krakow and West Sweden Region – attended the conference and shared their innovative policies with the I-SPEED PSG participants. During a roundtable, the

I-SPEED


Next workshop

in Nantes

From May 23rd to May 25th I-SPEED partners meet in Nantes for the 4th project's workshop "Development of Strategic Guidelines".

I-SPEED partners have been evaluating and analysing project outputs in order to prepare the contents of the key deliverables and to disseminate and transfer good practices identified during the project lifetime. Nantes is a French Atlantic port city on the estuary of the river Loire with 600,000-inhabitants.

The Urban Community of Nantes (Nantes Métropole) is governed by an assembly of 113 elected officials appointed by the municipal councils of the 24 individual towns in the area. Nantes Métropole and its local partners are major actors for setting up the tourism policy in the metropolitan area. Nantes Métropole supports financially para-public structures and equipments on the territory: Tourist Office, Nantes Castle, The Machines, Zenith Concert Hall, La Cité International Congress Centre.

www.nantesmetropole.fr

Giuseppe Mella, City of Venice



Project co-financed by the European Regional Development Fund and the Norwegian Funds



➤ Testing multimedia benches during the site visit

partners' politicians have identified nineteen different policy recommendations useful to improve the European regional policies in the field of tourism economy and information society. The most valuable recommendations emerged by the selection of the political panel are:

- To overcome the poor coordination between institutions and the lack in the promotion
- To develop visitor and quality based

tourist products

- To enhance culture and tourism co-operation to define a common ICT-based strategy

PSG Presentations:

<http://www.ispeed.eu/meetings-6.htm>

Giuseppe Mella, City of Venice

Giovanni Santoro, COSES

Focus on Warsaw

Warsaw is a city with more than seven hundred years of rich history. Before World War II, it used to be called the Paris of the East. The capital city destroyed in almost 85% emerged like a phoenix from the ashes as a result the effort made by the entire nation. Today, it is a rapidly developing metropolis, a city filled with culture and unique atmosphere, which attracts every year millions of tourists.



➤ Old Town Market (fot. W. Panów PZ Studio)

The City of history

In 1918 Poland regained independence after 123 years of annexation. The Poles began building new structures of State power, with Warsaw at the centre. 20 years later World War II broke out.

In 1944, the Warsaw Uprising began, which aimed at liberating the capital before the encroachment of the Soviet Army. The defeat of the insurgents and more than 150 thousand civilian casualties, the city in ru-

ins and its elite killed did not break the Varsovians' spirit. After the war, under the imposed Communist system, with help from the rest of the country, they rebuilt their city. After 44 years of the Communist regime Warsaw was a place of groundbreaking events initiated by the 'Solidarity' movement, which resulted in the Round Table talks, the first free elections and political transformation in Eastern Europe.

The City of nature

Almost ¼ of the area of Warsaw is covered with parks, squares and gardens. The historic parks, which constitute a setting for royal and aristocratic residences (the Saxon Garden, the Royal Łazienki and Wilanów), also feature modern solutions, such as the garden on the roof of the new building of the Warsaw University Library. In the immediate vicinity of the capital lies the Kampinos Primeval Forest – the second largest national park in Poland.

The Vistula River flowing through the capital city is one of the few rivers in Europe to retain its natural character and was covered by the Natura 2000 programme.

The City of music

Warsaw resounds with music. Every year, over 100 international cultural events are held in the capital city, including the world-renown festivals, such as: Ludwig van Beethoven Easter Festival, International Music Festival 'Chopin and his Europe', La Folle Journée de Varsovie, Warsaw Summer Jazz Days.

The performers include the greatest artists performing on the most famous European concert stages.

The City of Chopin

Within I-SPEED project realization City of Warsaw has presented good practice related to the 200th anniversary of Chopin's birth celebration.

In order to bring back the truth and memory about the connection of the fa-

amous Polish composer with the capital of Poland and celebrate in 2010 200th anniversary of his birth, the Mayor of Warsaw decided to plan and implement a number of innovative projects. The vision was to make Chopin a part of the Warsaw's citizens identity and heritage and build a strong brand of Warsaw as the second Vienna, according to the formula: Vienna – a city of Mozart, Warsaw – a city of Chopin.



➤ Chopin and Warsaw Mermaid inviting fans for UEFA EURO 2012™

The key aim was also to find the best ways of implementing the projects, among others by using the potential of ICT solutions.

Regeneration of the Royal Route, one of the most tourist area of the city, was enriched by installment of the multimedia benches.

Tourist can follow the footsteps of the composer and have a seat nearby the places related to Chopin and listen to his music.

The Fryderyk Chopin Museum – one of the most modern, multimedia biographical museums in Europe was opened on the day of 200th anniversary of Chopin's birth.

In the museum it is possible to listen to the Chopin's letters, play interactive games, or listen to the music coming from a wardrobe. During Political Steering Group meeting in Warsaw, hosting partner organised site visit to the museum.

For fans of new technologies an application for mobile phones and smart phones was produced with an integrated system of QR codes (placed i.e. on multimedia benches, fridges with drinks outside the shops), that enable an access to online promotion resources on the dedicated website um.warszawa.pl/chopin.



➤ Łazienki Królewskie Park - Palace Complex (fot. W. Panów PZ Studio)

The City of UEFA EURO 2012™

Today, Warsaw is preparing for the role of the Host City of the Football World Championship UEFA EURO 2012™. All the matches, including the opening and the quarter- and semi-final, will be held at the National Stadium, the most modern stadium in Poland.

We invite to visit Warsaw's Tourist Portal:

www.warsawtour.pl

Karolina Iwinska, City of Warsaw

Poland invites to Euro 2012



➤ The National Stadium in Warsaw, NCS

Comfortable solutions for fans and tourists during the European Football Championship in Poland Euro 2012 will start in a few months.

For many months before, Poland has prepared a number of solutions that support the decision to come to the Tournament, facilitate obtaining impor-

tant information on the Host Country and guarantee a safe and comfortable stay for foreign fans and tourists during the Tournament.

Information on the Tournament, stadiums, fan zones, host cities, urban and national transport, airports or tourist attractions has been available since December 2011 to fans and tourists from Europe and all over the world at one place on the Internet, in a special electronic guide - Polish Guide www.polishguide2012.pl





The Polish Pass has been developed www.polishguide2012.pl/pl/polish-pass for those wondering how they are going to travel in Poland, how to book accommodation and where to get health insurance.

The product has been offered since December. When a tourist or a fan subscribes to the product, tourists coming to Poland will only need, apart from the passport, this document that will comprise an urban transport ticket, railway or air ticket, hotel booking and health insurance.

The prices of all the tickets and the insurance in the Polish Pass are much lower than similar services in other European

countries. Right after the drawing of the tournament groups on 2 December in Kyiv when Europe and the world learned who will play in which group, when and where, Poland launched products for fans and tourists – Polish Guide and Polish Pass, unique in the history of international sports events.

Both solutions result from much attention paid towards Poland's preparations for the Tournament to the organisation and high quality of tourist and fan services during the Championship.

The satisfaction of the Tournament guests, maximum safety and comfort as well as comprehensive and readily available information are factors that decide about the success of the event and the success of the host country.

No other previous mass sports event offered fans and tourist such easy access to all comprehensive information on the host country and functioning during the Tournament and in as many as six European languages.

Never before was there an opportunity to purchase an integrated ticket for all

means of transport in the Host Cities, a railway ticket to travel all over the country, an air ticket, to book accommodation and to purchase health insurance at one spot in the web, within 10 minutes, in your own country, several months before the event starts.

Fans and tourists have never had an opportunity to use transport services, hotels and health insurance using only one document apart from the passport in the host country.

The Polish Guide and the Polish Pass have been developed on the basis of experience of countries that have organised mass sports events earlier in order to meet the expectations of fans and tourists coming to the Tournament. The products guarantee that the fans coming to Poland in Euro 2012 will be able to focus their attention only on what is most important during such events – having fun and supporting their teams.

www.2012.org.pl

Rafal Kosmider, PL.2012 Sp. z o.o.

Digital Agenda for New Tourism Approach in European Rural and Mountain Areas



➤ Mole Antonelliana

I-SPEED representatives attended DANTE project kick off meeting in Turin on February 16th. DANTE-“Digital Agenda for New Tourism Approach in European Rural and Mountain Areas” is a project funded by INTERREG IV C under the sub-priority “the Information Society”.

The partnership is led by the Province of Turin (Italy) and it is composed by other 13 European partners.

The main project objective is to improve the effectiveness of the regional policies in the area of innovation, by enhancing the key enabling role that Information Society can play in the tourism economy of rural and mountain areas.

The specific objectives are:

- to exchange the knowledge gained by more advanced regions in the development of regional ICT projects for rural and mountain areas through learning instruments dedicated to the consortium;
- to support eight European Regional and local Governments and Agencies to de-

fine an effective plan able to address the challenges of the tourism economy in their rural and mountain areas, thanks to the adoption of ICT tools and methodologies;

- to demonstrate the feasibility of the transfer process, through a light pilot action in a rural or mountain area, able to support the regional and local authorities in the design of their strategies, thus ensuring the sustainability of the eight implementation plans.
- to spread the benefits achieved among the consortium to external organisations, by addressing all the relevant stakeholders in Europe, from the policy and decision makers to the tourism operators and the mountain and rural associations.

I-SPEED and DANTE will cooperate in dissemination the results and exchanging practices and experiences.

Giuseppe Mella, City of Venice

Innovation Union Scoreboard 2011

Innovation Union Scoreboard is a tool for assessing innovation performance in EU Member States.

It includes innovation indicators and trend analyses for the EU27 Member States, as well as for Croatia, Iceland, the Former Yugoslav Republic of Macedonia, Norway, Serbia, Switzerland and Turkey. It also contains comparisons based on a more reduced set of indicators between the EU27 and 10 global competitors.

The IUS 2011 distinguishes between 3 main types of indicators and 8 innovation dimensions, capturing in total 25 different indicators.

The Scoreboard places Member States into the following four country groups:

More information:

http://ec.europa.eu/enterprise/policies/innovation/facts-figures-analysis/innovation-scoreboard/index_en.htm

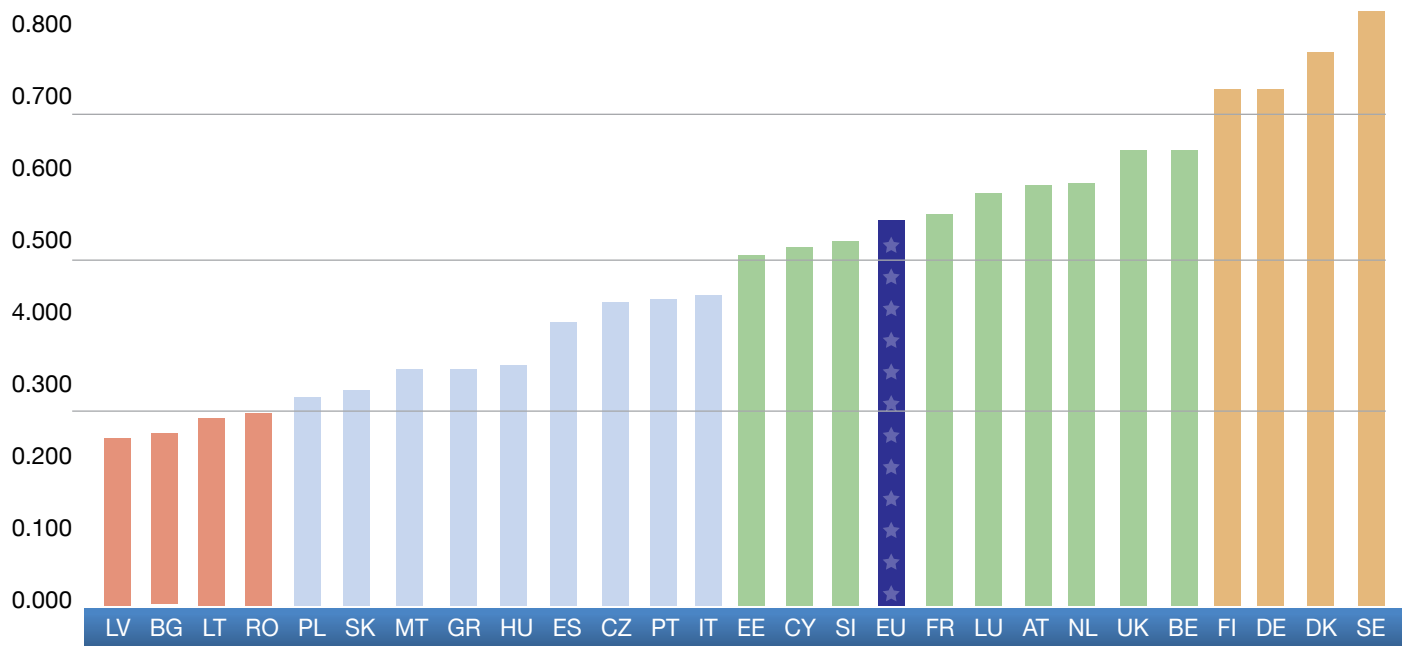
Innovation leaders:
Denmark, Finland, Germany, Sweden
all show a performance well above that of the EU27 average.

Innovation followers:
Austria, Belgium, Cyprus, Estonia, France, Ireland, Luxembourg, Netherlands, Slovenia and the UK all show a performance close to that of the EU27 average.

Moderate innovators:
The performance of Czech Republic, Greece, Hungary, Italy, Malta, Poland, Portugal, Slovakia and Spain is below that of the EU27 average.

Modest innovators:
The performance of Bulgaria, Latvia, Lithuania and Romania is well below that of the EU27 average.

EU Member States' innovation performance



Elaborated on the basis of Industrial innovation Innovation Union Scoreboard

http://ec.europa.eu/enterprise/policies/innovation/facts-figures-analysis/innovation-scoreboard/index_en.htm

UNWTO World Tourism Performance 2011 and Outlook

UNWTO-United Nations World Tourism Organization published a new study about tourism performances in 2011 and prospects for 2012.

International tourist arrivals grew by over 4% in 2011 to 980 million, with growth expected to continue in 2012, at a slower rate, international tourist arrivals will reach one billion later this year. As stated by UNWTO:

“International tourist arrivals grew by 4.4% in 2011 to a total 980 million, up from 939 million in 2010, in a year characterised by a stalled global economic recovery, major political changes in the Middle East and North Africa and natural disasters in Japan. By region, Europe (+6%) was the best performer, while by subregion South-America (+10%) topped the ranking. Contrary to previous years, growth was higher in advanced economies (+5.0%) than in emerging ones (+3.8%), due largely to the strong results in Europe, and the setbacks in the Middle East and North Africa.”

The UNWTO Secretary-General, Taleb Rifai explained that, for an economic sector directly responsible for 5% of the world's GDP, 6% of total exports and employing one out of every 12 people, the 2011 results are generally encouraging.

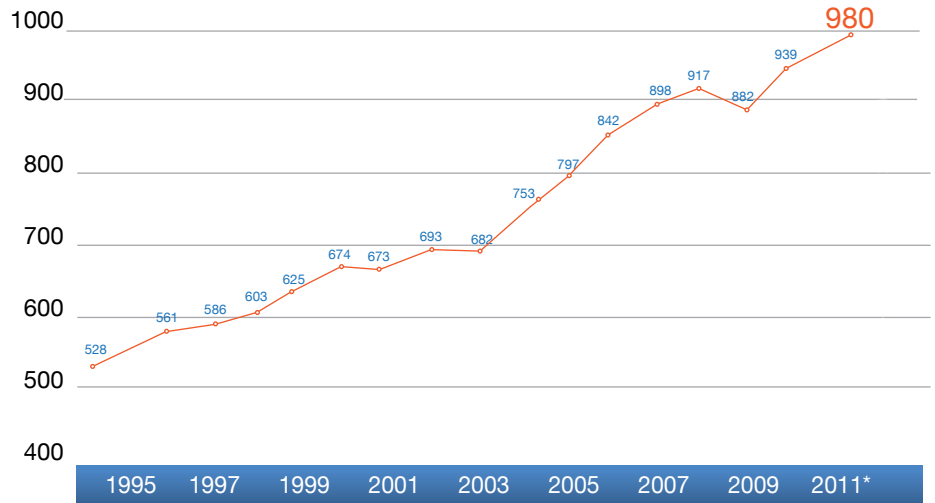
UNWTO is urging governments to improve travel facilitation, information and communication technologies, visa application and processing formalities.

Link to the presentation and statistical annex:

http://dtxq4w60xqpw.cloudfront.net/sites/all/files/pdf/unwto_hq_fitur12_jk_2pp_0.pdf

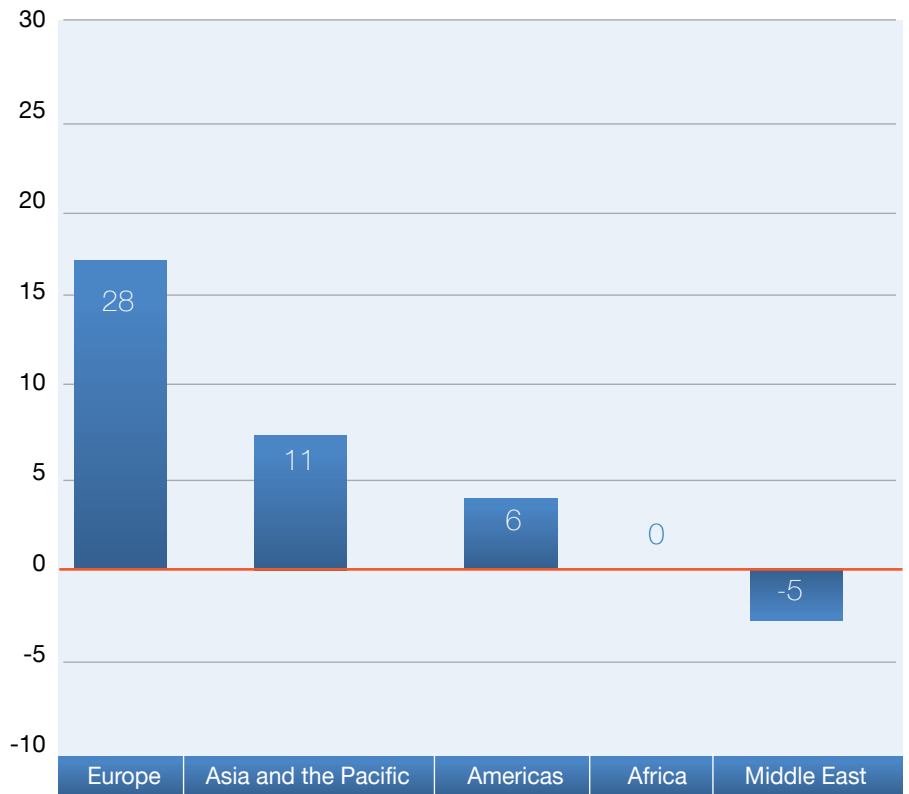
Giuseppe Mella, City of Venice

Inbound tourism: World 2011
International tourist arrivals, 1995 - 2011* (million)



Source: World Tourism Organization (UNWTO)

Increase 2011 by region



Source: World Tourism Organization (UNWTO)



Euromeeting and Necstour for a sustainable & competitive tourism

The tenth edition of the Euromeeting international conference will be held in Florence, Italy, on May 18th and May 19th 2012. Euromeeting 2012 will be a thematic forum of the NECSTouR network two years after the approval of the Commission Communication 352/2010, which mentions NECSTouR as a reference for the construction an innovative model for the sustainable and competitive tourism. The event will take place in the frame of the “Art and Tourism” international fair.

www.necstour.eu

Events

- **Information Systems 2012 Berlin, Germany 10 – 12.03.2012**
<http://www.is-conf.org/cfp.asp>
- **Travel Zoom 2012 – 2nd conference on strategic and creative marketing in tourism Bled, Slovenia 21 – 23.03.2012**
<http://travel-zoom.si/>
- **IFITT@Eyefortravel Technology Enabled Tourism Experience Economy London, Great Britain 10.04.2012**
<http://www.ifitt.org/home/view/ifitt-e4t>
- **Destination Management and Branding in the Mediterranean Region – Sustainable Tourism in Times of Crisis Antalya, Turkey 19 – 21.04.2012**
<http://blog.inpolis.com/2011/06/17/mediterranean-tourism-conference/>
- **Partnering with the Media in Challenging Times: 2nd UNWTO International Conference on Tourism and the Media Mar Salam, Egypt 26 – 27.04.2012**
<http://media.unwto.org/en/event/partnering-media-challenging-times-2nd-unwto-international-conference-tourism-and-media>
- **International Conference on Tourism (ICOT 2012) Archanes, Crete, Greece 23 – 26.05.2012**
<http://www.iatour.net/icot2012>
- **3rd European Summit on the Future Internet Espoo, Finland, 31.05 – 01.06.2012**
<http://travel-zoom.si/>
- **12th European Conference on eGovernment – ECEG 2012 Barcelona, Spain 14 – 15.06.2012**
<http://www.academic-conferences.org/eceg/eceg2012/eceg12-home.htm>

I-SPEED Newsletter Editorial Team

Communication Manager:

Giuseppe Mella
giuseppe.mella@comune.venezia.it
City of Venice

Editor:

Karolina Iwinska
k.iwinska@um.warszawa.pl
City of Warsaw