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Skopje crowned best 2013 city for group tourism

IRU City Trophy 2013 jury declares Skopje the world’s coach-friendliest city.

Kortrijk – The IRU City Trophy 2013 was awarded today to the city of Skopje, the capital of the FYR of Macedonia, for its overall ambitious policy to promote group tourism by coach as an integral part of the city’s public transport system.

Koce Trajanovski, Mayor of Skopje, said, “I would like to express my great pleasure and extend gratitude on my own behalf and on behalf of my co-citizens that the international City Trophy jury acknowledged the efforts of the city of Skopje for the touristic presentation of Skopje in front of the global audience. Skopje has, during recent years, been intensively committed to enhancing the touristic offer, promoting organised guided tours with sightseeing buses, as well as bringing all touristic destinations in Skopje and its surroundings closer to visitors. We will continue in the same direction. I would like to convey my sincere invitation to all passersby to visit Skopje and create unforgettable moments.”

Yves Mannaerts, IRU Vice President and City Trophy jury member, said, “The international jury was impressed by the quality and comprehensiveness of the city of Skopje’s dossier, which covered practically all aspects of the City Trophy excellence criteria. In addition, the jury particularly appreciated the strong political leadership and “heart and soul” put into the Skopje presentation by all those contributing to determinedly implement the city’s pro-active and pro-coach mobility policy, which considerably promotes the profile of buses and coaches, both with local citizens and visitors.”

The international jury also commended:

* The city of Malmö, for its exemplary emphasis on greening and sustaining mobility in the city, with group tourism by coach playing an important role in achieving this target, as well as for its efficient dialogue and cooperation with relevant stakeholders to promote group tourism by coach;
* The city of Coventry, for the efficient integration of its tourism and group tourism by coach strategy into its overall transport strategy and city development plans;
* The city of Liverpool, for its outstanding coach welcome scheme, covering both visitors and coach drivers.

The IRU City Trophy is awarded biennially. It acknowledges and rewards municipal authorities anywhere in the world that implement exemplary proactive policies favouring sustainable group tourism by coach.

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Read more about:

* [City Trophy 2013 winner and runner-ups](http://www.iru.org/en_citytrophy2013)
* [Smart Move campaign](http://www.busandcoach.travel/)

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The **Members of the IRU City Trophy 2013 international jury** are: Dieter-Lebrecht Koch (Member of the European Parliament), Matthias Mohaupt (Head of Traffic Planning, Dresden), Nick Greenfield (Head of Group Tourism, European Association of Tour Organisers, ETOA), Rodrigo Corrêa (World Tourism Organization, UNWTO), Dan Luca (Manager, EurActiv), Yves Mannaerts (Managing Director, Bus and Coach Federation, FBAA, Belgium, and Vice President of the IRU), and Birger Bäckman (Chairman, The Travel Partnership Corporation, TTPC)