

## Press Information

### **GNTO celebrates being nominated for British Youth Travel Award**

London, 25 November 2011 – The Travel Destination Germany – represented by the German National Tourist Office (GNTO) – has been nominated as a finalist in the ‘Best International Youth Destination’ category of the 2011 British Youth Travel Awards.

Organised by The British Educational Travel Association (BETA), the annual awards recognize and raise the profile of the work and individual successes of organisations engaged in youth, student and educational travel – to, from and within the UK.

The GNTO is nominated for its current ‘TravelMeister’ Facebook campaign, which is designed to find the ideal candidate to become the student ambassador to Germany. With all major universities across the UK and Ireland involved, the contest targets students aged 18-29 and has the potential to reach 2.4 million students in total. The main aim is to stimulate young people’s interest in Germany as a fun and exciting travel destination.

Klaus Lohmann, Director GNTO UK & Ireland, said: “We are delighted to be shortlisted in the ‘Best International Youth Destination’ category this year. Students are a very important target group for us. It’s been one of our goals to engage with a younger audience and communicate Germany’s diversity, which has great appeal to young people. We are very happy that our efforts have been recognized; being a finalist at this year’s awards confirms that we have chosen the right approach in conveying our message to the youth.”

The winners of this year’s awards will be announced on 8<sup>th</sup> December 2011 at the British Youth Travel Awards Ceremony in London.

Further information on the TravelMeister campaign can be found on GNTO's official Facebook page at [www.germany.travel/facebookcompetition](http://www.germany.travel/facebookcompetition).

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