

Press Information

Germany wins British Youth Travel Award

London, 12 December 2011 – Germany has been voted ‘Best International Youth Destination’ at this year’s British Youth Travel Awards for its dedication and success in promoting the destination to the British youth market.

Every year, the awards – organised by The British Educational Travel Association (BETA) – acknowledge the high achievers in youth, student and educational travel, recognising the achievements of outstanding organisations and individuals operating within the youth travel market.

Klaus Lohmann, Director German National Tourist Office (GNTO) UK & Ireland, on the success: “We are delighted to have won such a prestigious award. It reaffirms that Germany’s marketing to the youth is seen among the best and recognises our efforts to position the country as a diverse and affordable travel destination with great appeal to young people.”

Emma English, Executive Director at BETA, commented: “All credit to Germany for collecting the Best International Youth Destination prize at the 2011 British Youth Travel Awards. Pitted against industry stalwarts Australia, Germany proved that their hard work and commitment to engaging and communicating with the youth market has paid dividends.”

Also in the top three in the ‘Best International Youth Destination’ category was Sacramento. The nominated destinations had to demonstrate the delivery of a successful and targeted youth campaign, product development in response to young people’s needs and the use of creative and innovative thinking.

The GNTO had entered the awards with 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 a total of 2.4 million students. The main aim is to stimulate young people's interest in Germany as a fun and exciting travel destination.

Further information on the TravelMeister campaign can be found on GNTO's official Facebook page at www.germany.travel/facebookcompetition.

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