

Press Information

Relaunch of the GNTB's digital media platform

New website heralds new digital dawn for the GNTB: www.germany.travel

London, 4 November 2011 – The German National Tourist Board (GNTB) is marking its appearance with a brand-new digital media platform. Having relaunched its www.germany.travel website in April, the GNTB is investing in an innovative, forward-looking sales channel for Destination Germany. "We have brought our website up to global standards with an entirely new design and user navigation, creating the leading international portal for travel to Germany in our capacity as the umbrella organisation for Destination Germany", says Petra Hedorfer, Chief Executive Officer of the GNTB.

*New website in
26 languages
for mobile
devices*

Improved search options and new features such as the interactive map enable easy navigation and allow users to get detailed information on Destination Germany in 26 languages.

A treasure trove for travel data, the interactive map helps travellers to find content on hiking and biking routes, restaurants, spa resorts, Christmas markets, hotels and includes further travel tips as well as the latest weather updates.

The state-of-the-art platform incorporates more than 2,000 pictures, 300 videos and 265 360°-panoramas, whose purpose it is to present Germany in a more emotional way. It is also fully available for smartphones and tablet PCs.

The internet has been a key tool for the marketing of Destination Germany since 1999. During this time, the way in which European travellers gather information and make bookings has changed dramatically. The already impressive 1.2 million online travel bookings for Germany in 2000 rose to an astonishing 19.6 million last year according to the World Travel Monitor (WTM).

Media Contact:

Nadine Wenn
Head of Press & PR

German National Tourist Office
PO Box 2695
London W1A 3TN
Tel: 020 7317 0914
Fax: 020 7317 0917

Email: nadine.wenn@germany.travel
Website: www.germany.travel
Images: www.images-dzt.de