

## Press Information

### **Germany creates App for Top 100 Tourist Destinations**

New York, February 6, 2012 – Countless travel guides and surveys provide information about the most popular attractions in Germany. But now, in its own survey, the German National Tourist Board (GNTB) is turning directly to the people who have already visited the country in order to find the top 100 must-see attractions in Destination Germany. The results are being incorporated into a special app which will be available starting this summer in English and German for Apple and Android devices.

#### **Travelers being polled from 3 February to 15 March 2012**

"Interaction with our customers strengthens our marketing initiatives and puts into focus how people around the world perceive Germany as a travel destination", says Petra Hedorfer, Chief Executive Officer of the GNTB. From 3 February to 15 March 2012, people will be able to take part in the online survey in 26 languages at [www.germany.travel](http://www.germany.travel) and on the GNTB's international Facebook pages. It should take no longer than five minutes to answer the two questions. Those who also register their email address will receive a newsletter detailing the results of the survey and will be in the running to receive one of ten iPod shuffles.

#### **Destination Germany online**

The GNTB completely redesigned its website in 2011. Detailed information on Destination Germany is now available in 26 languages at [www.germany.travel](http://www.germany.travel). In January 2011, the GNTB launched Facebook pages with a standardised international look for the markets in Austria/Switzerland, Spain, Hungary, the Netherlands, the UK, France and the USA. Equivalent sites on the leading Web 2.0 platforms were also launched in China and other emerging markets.

**About the GNTB**

The German National Tourist Board (GNTB) is based in Frankfurt am Main. It works on behalf of the Federal Ministry of Economics and Technology from which it receives its funding under a resolution passed by the German parliament. The GNTB develops and communicates strategies and products to enhance the positive image of German travel destinations abroad and to promote tourism to Germany. To fulfill its remit, the GNTB operates 30 foreign representative offices around the world. Further information is available from our online press center at [www.germany.travel/presse](http://www.germany.travel/presse).