

Press Information

Personnel changes

GNTB sales and marketing agencies under new management

Frankfurt am Main, 3 February 2012 – The German National Tourist Board (GNTB) has announced several personnel changes in its foreign representative offices for the beginning of the year. On 1 January 2012, Alla Belikova became the **new head** of the GNTB sales and marketing agency in **Russia**. Belikova is the owner and managing director of Moscow-based sales and marketing agency Pro-Mark GmbH and works as a representative of the hotel industry in Germany and Russia. Until 2010, Belikova was the Eastern Europe area manager for the Kempinski hotel group in Moscow and has a wide range of contacts in the Russian tourism and hotel industry.

Long-term marketing through the Russia pool

The new 'Russia pool' has a key role to play in the marketing strategy for the region. 'Health and medical tourism' will provide the main focus and marketing activities are envisaged mainly for the regions beyond Moscow and St. Petersburg. "Growth of over 20 per cent in inbound overnight stays in the first ten months of 2011 means we will be concentrating more heavily on the Russian market and in particular on medical tourism", says Petra Hedorfer, Chief Executive Officer of the GNTB.

New manager in Hungary

At the beginning of the year, Viktória Novák took charge of the Hungarian GNTB office in the German-Hungarian Chamber of Industry and Commerce. She succeeds Laszlo Derovics, who moved to Vienna several months ago to become head of the GNTB foreign representative office in Austria. Novák studied tourism and international communication in Budapest, specialising in PR/marketing. In her career so far she has worked in various segments of the tourism industry both in Hungary and in other countries. Her previous role was as sales marketing manager for the Actor Hotel in Budapest.

New manager in Prague

On 1 February 2012, Karel Zelený took over the reins of the GNTB sales and marketing agency for the Czech and Slovak Republic, which is based in the German-Czech Chamber of Industry and Commerce. After graduating with a degree in business, management and tourism, Zelený gained experience in the media sector and travel industry. His last post before becoming head of the GNTB office in Prague was at seznam.cz, the Czech Republic's biggest web portal and search engine.

Proven manager for Finland

Since the beginning of January 2012, the GNTB sales and marketing agency in Finland is once again being managed by the German-Finnish Chamber of Commerce under Marjaana Saurila, who had previously worked for the GNTB in this role from 1990 to 2010.

New office in India

The GNTB agency in Delhi has restructured and moved to new premises at Airplus Travel Services. Romit Theophilus, in his new role as managing director of Airplus Travel Services, continues to be in charge of GNTB activities for the Indian market. India was one of the best performing source markets for the GNTB last year, with growth of more than 20 per cent in the volume of inbound overnight stays from January to November 2011.

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 fulfil its remit, the GNTB operates 30 foreign representative offices around the world. Further information is available from our online press centre at www.germany.travel/presse.