

Press Information

GNTB at tourism trade fairs in January 2012

GNTB promotes Destination Germany at international flagship tourism fairs

Frankfurt am Main, 19 January 2012 – Five tourism trade fairs feature in the January programme for the German National Tourist Board (GNTB). The GNTB exhibits at trade fairs around the world in order to build on the positive image of Destination Germany and to help medium-sized businesses to market their tourism products to an international audience. "Major travel fairs are an important sales channel and continue to be of great benefit to us, even in the age of online marketing", says Petra Hedorfer, Chief Executive Officer of the GNTB.

GNTB exhibits at five major tourism trade fairs in January

This year, at trade fairs and in all its international marketing activities, the GNTB is putting the focus on Germany as a place to do business and as a destination for wine, food and nature. Other key themes are the 800th anniversary of St. Thomas choir, the 300th birthday of Frederick the Great and the dOCUMENTA 13 art exhibition in Kassel.

GNTB promotes new aspects of Destination Germany

The GNTB's busy month of marketing got underway at the Vakantiebeurs in Utrecht from 11 to 15 January 2012, in the largest source market for inbound travel to Germany – the Netherlands. The GNTB exhibited there together with 98 partners at a stand covering more than 1,600 square metres. Last year, for the fifth year in succession, Germany was the most popular foreign destination for Dutch travellers. There was also a further increase in the volume of overnight stays from this source market. The number of visitors from the Netherlands making overnight stays in Germany – 10.5 million in 2010 – rose by 2.2 per cent between January and October 2011.

The Netherlands is the biggest source market for inbound travel to Germany

The GNTB also exhibited at the Ferien-Messe Wien (Vienna Holiday Fair) from 12 to 15 January 2012, on this occasion together with 36 partners from the German travel industry. A total of 151,000 travel trade professionals and members of the public attended the event. On the first day, for networking purposes, the GNTB invited representatives from the media and the Austrian travel trade to an industry get-together at the Germany stand. The huge amount of interest in the GNTB stand reflected a generally high level of demand for Destination Germany among its neighbours from across the Alps. In the first ten months of 2011, the volume of overnight stays in Germany made by Austrian visitors rose by 6 per cent year-on-year.

*More than
151,000
visitors at the
Vienna
Holiday Fair*

FITUR in Madrid ranks among the world's most important tourism trade fairs. The GNTB will be there from 18 to 22 January 2012 as it looks to strengthen its position in Spain. From January to October 2011, the Spanish source market for overnight stays in Germany grew by 5.5 per cent compared with the previous year. FITUR is also regarded as the gateway to the Latin American market.

*FITUR the
gateway to
Latin America*

At almost the same time, from 19 to 22 January 2012, MATKA will be taking place in Helsinki. This is one of the biggest travel fairs in Scandinavia. All in all, Finnish visitors made 517,449 overnight stays in Germany between January and October last year, up 3.6 per cent on the same period in 2010.

*MATKA one
of the biggest
travel fairs in
Scandinavia*

The final tourism trade fair for the GNTB in January will be FESPO in Zurich from 26 to 29 January 2012. The German Federal Statistical Office recently reported another encouraging increase in the volume of overnight stays made by visitors from Switzerland, which is now the number two source market for Destination Germany. The figure from January to October 2011 rose by almost 14 per cent year-on-year. Shopping trips to Germany, which is known for its excellent value for money, proved particularly attractive and were boosted by the strength of the franc against the euro.

*FESPO the
flagship
tourism fair in
Destination
Germany's
second-
biggest
source market*