



Press Information

GNTB theme for 2012

GNTB and German Wine Institute join forces to promote Destination Germany

Frankfurt am Main/Mainz, 17 January 2012 – In 2012, the German National Tourist Board (GNTB) is putting the focus on the wines, the culture and the cuisine of Destination Germany. To this end, it has signed a cooperation agreement with the German Wine Institute, and linked up with Rheinland Pfalz Tourismus GmbH as a regional partner. Under the banner 'Discover the taste of Germany', the GNTB, the German Wine Institute and their regional partners are promoting Germany around the world through the theme 'Wine heritage and nature – fine wine and good times'. The aim is to build on Germany's image as an outstanding travel destination for fine food and drink and to encourage more people to visit its fantastic wine regions.

"The GNTB and the German Wine Institute share a common interest in presenting Germany, with its diverse wine regions, as an attractive holiday destination to visitors from abroad. A survey showed that consumers always develop a more intense relationship with our wines once they have actually visited the regions where they are made and met the vintners in person", says Monika Reule, Managing Director of the German Wine Institute. "Through our collaboration, we aim not only to improve the image of Destination Germany and its exceptional winegrowing culture all over the world, but also to increase the number of overnight stays made by international visitors", added

GNTB and German Wine Institute sign cooperation agreement

Rhineland-Palatinate a partner for the GNTB's 2012 campaign

Boost to the image of Destination Germany through a focus on wine heritage and nature



Petra Hedorfer, Chief Executive Officer of the GNTB.

The comprehensive content available in numerous languages at www.germany.travel/gemueticlichkeit puts the spotlight on wine hotels, wine festivals, wine shops and the landmarks of wine culture in Germany.

Core markets for the promotional activities, which are targeted at consumers, the travel trade and the press, are the Netherlands, the UK, the USA and Switzerland. In addition to international sales and marketing campaigns, the GNTB and the German Wine Institute are also organising one-off wine-themed specials. During the Olympic Games in London, for example, there will be an evening event in the Deutsches Haus (German House) on 31 July 2012 – a great chance to impress influential members of the press and travel trade with German food and wine. A media campaign entitled 'Discover the taste of Germany' also plays a key role in the joint marketing activities. The GNTB's international website www.germany.travel provides information on the German wine regions and on wine tourism in general, with dedicated sections for wine hotels, wine shops and wine festivals. In the print domain, a Merian travel guide featuring culinary tours of the German wine regions is available in English and Dutch.

Key markets for the GNTB and German Wine Institute: NL, GB, USA, CH

Evening event at the 2012 London Olympics

Media campaign 'Discover the taste of Germany'

GNTB website www.germany.travel

Merian travel guide