

## Press Information

### DZT Marketing planning 2020

## Further adjustment of international marketing measures and support of German partners

**Frankfurt, 20 March 2020** – The German National Tourist Board (GNTB) has launched additional measures to effectively soften the effects of the Corona crisis on German incoming tourism.

A crisis management team headed by Harald Henning, Head of the German National Tourist Office in Switzerland, is now coordinating all global activities to deal with the crisis.

### Germany Travel Mart<sup>TM</sup> in Rostock 2021

The Germany Travel Mart (GTM), which was planned from the 10<sup>th</sup> – 12<sup>th</sup> May 2020 in Rostock has been postponed to the coming year. As an alternative, the GNTB will create a digital marketplace for the invited trade partners and their potential business partners from the German travel industry, who had registered to take part in the workshop.

### Flexible Campaign Planning 2020

The starting date of the worldwide marketing campaigns, which were planned for the first half of the year, will be postponed to the second half of the year, in line with the current development in the respective source markets. Once recovery measures start, campaign content can be rolled out quickly and tailored to the specific markets.

### Continuous online information for Germany travel partners

The [www.germany.travel](http://www.germany.travel) website will include a new section on the development of the Corona virus and its impact on incoming Germany tourism, which will offer stakeholders, members and partners a portal to access concise information on the latest developments and relevant facts when needed.

The website also provides information on the current status of ongoing and planned GNTB activities worldwide and informs about the current situation in the most important markets.

Petra Hedorfer, Chairwoman of the GNTB, explains: “A significant decline in bookings from our source markets and unsettled customers result in immense economic challenges for

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small and medium companies within the tourism industry in Germany. We are already intensively discussing possible recovery measures within our close network of international tour operators and OTA's as well as German tourism partners. I am convinced that the Reiseland Deutschland brand will continue to shine amongst international leisure and business travelers, even in difficult times."

### **About the GNTB**

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. The GNTB has 31 agencies around the world to support its activities. More information can be found in our online press centre at [www.germany.travel/presse](http://www.germany.travel/presse).