Press Information

‘Youth travel - Hotspots in Germany ‘ campaign 2013

Exploiting new online possibilities: Destination Germany through the eyes of young people

Frankfurt am Main / Leipzig, 14 May 2012 – 'Vibrant, fashionable, innovative'. The German National Tourist Board (GNTB) plans to use a new broad-based social media campaign to promote Germany as a travel destination around the world, particularly among young travellers. The campaign will be launched at the ITB 2013 in Berlin and will continue throughout 2013 and 2014. The planned campaign will support the theme for 2013: 'Germany for young people – vibrant, fashionable, innovative' which caters to a tourism segment offering vast economic potential. The target group is also huge, with current figures showing that about a third of all international visitors to Germany are under the age of 39. "Young people visiting from abroad today are Destination Germany's future holidaymakers and business travellers. They are becoming an ever more important target group, especially as domestic tourism will be increasingly affected by demographic change," said Petra Hedorfer, Chief Executive Officer of the GNTB.

Encouraging travellers to choose Germany

Social media will play a key role in addressing the target group for this campaign. The most effective way of communicating with young travellers from outside Germany is to use the channels they use to communicate with their friends: social networks such as Facebook. This is the basis for the GNTB's social media campaign which it hopes will encourage young international travellers coming to Germany to share their experiences online. This requires generating content which presents Germany as a travel destination for young people and which spreads virally. To encourage active communication (live sharing) on social networks, there are plans to set up 'check-in points' at some of Germany's best-known sights.
These will enable young international travellers to simply log in at the sites and share their photos and text messages directly using social media.

**Strong partners boost appeal and create synergies**

To ensure that the campaign's message is spread far and wide, the GNTB will be working in partnership with international providers of group travel for young people. At the same time, it will work with youth hostels, youth hotels and city centre tourist information centres within Germany to get independent international travellers involved in the campaign. The campaign will initially be launched as a pilot in Hamburg, Berlin, Cologne and Munich. Three permanent check-in points and one mobile version are planned for each city.

**Young people are an important target group for Destination Germany**

The GNTB already reaches out to this target group on its website [www.germany.travel](http://www.germany.travel) with a section entitled ‘Germany for young people’, which is available in 26 languages and 30 markets worldwide. "Excellent value for money, a cosmopolitan outlook and superb infrastructure (integrated network of road, rail and air) make Germany an ideal destination not only for young independent travellers but also for group travel and other organised trips, such as school trips," added Petra Hedorfer.

**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 of Economics and Technology (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. It has 30 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).