Professional marketing for Destination Germany around the world

The GNTB is Germany’s national tourist board. It is funded by the Federal Ministry for Economic Affairs and Energy in accordance with a resolution passed by the German parliament.

In accordance with its charter, the GNTB pursues two main objectives:

- To enhance the positive image of destinations in Germany around the world
- To promote tourism to Germany

Destination Germany is leading the way in the international market

Destination Germany is the no. 1
cultural travel destination for Europeans*
global trade fair destination**
city break destination for Europeans*
destination for international conferences in Europe***
travel destination for young Europeans (aged 15–24)†

| Market research and market analysis |
| Press and PR activities |
| Website www.germany.travel |
| Social media activities |
| Marketing partnerships with tourism service providers |
| Media collaborations |
| Establishing sustainability as a core value of the Destination Germany brand |
| Advising tourism providers |
| Marketing tourism packages |
| Promoting accessibility |
ONLINE STRATEGY AND SOCIAL MEDIA

Partner integration
Online campaigns
Social media activities
Landing pages, microsites
Apps
Themes for Destination Germany
Mobile site

Success through digital technologies:
10 million visits to www.germany.travel

New forecast for Germany’s inbound tourism industry: potential for **121.5 million** overnight stays by **2030**

International overnight stays in 2030:
+79.2 per cent

Average annual growth: 3.5%

+77.1%
+73.6%
+130.6%
+122.7%
+122.2%


The GNTB gears its marketing towards digital channels. Social media campaigns and collaborations with travel platforms are becoming increasingly important in this respect. All activities are brought together at www.germany.travel.

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The GNTB coordinates its worldwide marketing through 32 foreign representative offices.

**GNTB campaigns 2017–2020**

- **2017**
  - Luther 2017 — 500 years since the Reformation
  - documenta 14
  - International Garden Show Berlin (IGA)

- **2018**
  - Culinary Germany
  - 200th anniversary of the birth of Karl Marx
  - European Athletics Championships, 7–12 August at Berlin's Olympic stadium

- **2019**
  - 100 years of the Bauhaus
  - 200th anniversary of the birth of Theodor Fontane

- **2020**
  - 250th anniversary of the birth of Beethoven
  - Oberammergau Passion Plays

**Sustainability and accessibility are strong reasons to visit Destination Germany**

**Benchmarks for accessible travel**

- **Increasing demand due to demographic change**: Approx. 140 million Europeans benefit from accessibility.

- Together with its partners, the GNTB is promoting the development of barrier-free tourism on the basis of a national certification scheme.

- Accessible tourism generates additional demand equivalent to around 280,000 journeys a year.

**Sustainability for success**

- **1/3 of Germany's land area is protected**
- Environmentally friendly mobility thanks to an exceptional transport network.
- Numerous certification schemes offer a guarantee of quality.
- The GNTB is facilitating the development and marketing of sustainable tourism.

**Environmentally friendly mobility thanks to an exceptional transport network**

- Sustainability for success
- Benchmarks for accessible travel
- GNTB campaigns 2017–2020
- Sustainability and accessibility are strong reasons to visit Destination Germany
Members and sponsors of the GNTB (as at May 2017)

Companies

Tourism marketing organisations of the federal states

Corporate bodies, associations, foundations, institutions and organisations

Sponsors

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