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German National Tourist Board **December 2019**

Innovative ■ Digital ■ Authentic

SUSTAINABLE TOURISM

THE THREE DIMENSIONS OF SUSTAINABLE TOURISM



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“AS TOURISM RELIES SO MUCH ON UNRESTRICTED MOVEMENT, IT WILL BE CLOSELY SCRUTINISED AS PART OF THE PUBLIC DEBATE ON SUSTAINABILITY.”

Thomas Bareiß

Member of the German Parliament,
Parliamentary State Secretary at the Federal
Ministry for Economic Affairs and Energy and
Federal Government Commissioner for Tourism



DEAR READERS,

There are many facets to sustainability, including economic performance and environmental responsibility. Efficient use of national resources and equal opportunities are to be combined in such a way that each one can be delivered only by taking the others into consideration. The Federal Ministry for Economic Affairs and Energy champions all three goals in equal measure.

The position paper on the national tourism strategy, which was adopted by the federal government in spring, focuses on quality tourism that is sustainable and that will soon provide a positive boost to how our beautiful and diverse country is perceived abroad.

There are three overarching strategic goals of the national tourism strategy. Firstly, we want to increase the value added at domestic level. Secondly, we want to improve the quality of life for everyone living in Germany. Thirdly, we want to support international stability through tourism. Our aim is to have a positive impact on growth, employment and innovative technologies in tourism.

As tourism relies so much on unrestricted movement, it will be closely scrutinised as part of the public debate on sustainability. In some cases, emotions run high in this debate and facts are ignored. Global tourism and its entire supply chain account for around 8 per cent of CO₂ emissions worldwide. But the sector also generates 10 per cent of global added value and employment, according to the latest analyses by the World Economic Forum. The task is to reconcile these goals in a sensible manner.

I am very pleased that the German National Tourist Board is proactively working on the highly complex topic of sustainability. For many years, the GNTB has been addressing the various aspects of this challenge through its sustainability strategy. These include climate-friendly transport, barrier-free tourism and the provision of guidance for customers interested in sustainable accommodation, restaurants and cafés.

The GNTB has acquired a huge amount of expertise, which it makes available to the German travel industry in a wide range of formats. On the international stage, it has heavily promoted Germany's positive image as a sustainable travel destination.

There are many good examples of how companies in Germany's tourism industry have developed innovative and sustainable offerings. I encourage you to forge ahead on this path. As we all know, inbound tourism to Germany is part of a highly competitive international market. And only a sustainable tourism offering can endure in such an environment.

I hope you enjoy reading this report and find it both entertaining and informative.

A handwritten signature in black ink, appearing to read 'Thomas Bareiß', written in a cursive style.

Thomas Bareiß

DEAR READERS,

Sustainability is one of the most hotly discussed topics of our time. The public's attention focuses on tourism in particular, as travel is always linked to transport. But tourism is far more complex than that.

I would like to praise the GNTB for proactively picking up on sustainability at an early stage and integrating the issue into its strategy. Back in 2011, it became clear to the decision-makers in Germany's inbound tourism sector that sustainability, and in this context accessibility too, are hugely important topics for the future.

Since that time, sustainability has become firmly established in the DNA of Destination Germany. This is reflected in all marketing activities, in the theme-based campaigns and in how the network of German and international partners is managed.

I firmly believe that this has played a role in Germany's ever-growing success as a travel destination in the international market. Travellers from around the world appreciate the high quality, the level of service and the care taken to maintain tourism offerings.

Time and again, the GNTB has picked up on themes that highlight the sustainable and responsible management of Germany's tourism offering.

Holidays focusing on nature and on health and fitness, in particular, still offer considerable potential for inbound tourism. After all, diverse countryside and unspoilt nature are two of Destination Germany's major strengths. Enjoying active pursuits in captivating natural landscapes is the best combination for a sustainable travel experience. And there is plenty of choice in Germany, including for sporty types, families, and those who like to indulge. These will be the key elements of the GNTB's global campaign in 2020.

In terms of sustainability, holidays with a focus on health and wellbeing are another area worth focusing on. Germany's more than 350 certified spa and health resorts offer excellent opportunities for illness prevention, recovery and recuperation. This will be at the heart of another GNTB campaign in 2021.

This magazine explores the GNTB's strategic approach to the future-focused theme of sustainability and presents a number of exemplary initiatives from the field.

I hope it proves to be an informative and illuminating read.

Brigitte Goertz-Meissner



BRIGITTE GOERTZ-MEISSNER

President of the Board of Directors of the
German National Tourist Board

**“SUSTAINABILITY HAS
BECOME FIRMLY
ESTABLISHED IN THE DNA OF
DESTINATION GERMANY.”**

PETRA HEDORFERChief Executive Officer of the
GNTB

“WE ARE WORKING WITH OUR PARTNERS TO POSITION TRAVEL TO GERMANY AS QUALITY TOURISM.”

A CONVERSATION WITH PETRA HEDORFER

Is the GNTB’s sustainability initiative a result of the current debate? Climate change is by no means a new topic on our agenda. But sustainability covers far more areas than the current climate discussion. The GNTB first incorporated sustainability into its innovations management back in 2012 and declared it a boardroom issue.

In terms of sustainability, where do you see the main areas for action, particularly for inbound tourism to Germany? Finding the right balance between the environment, the economy and social responsibility is crucial if we want to remain competitive in the long term. There is a particular focus on tourism as it straddles several sectors. Key areas for action for inbound tourism include transport for travellers, the development of sustainable offerings in the regions, and the careful treatment of nature and culture in the areas that people visit. Inclusivity is already high on our agenda given the expected demographic development.

How does the introduction of innovation management shape the GNTB’s network? Our sustainability strategy covers all areas in which we are active. In accordance with our mandate, we bring together service providers in the German tourism sector, potential travellers to Germany from all over the world and key players in the international travel industry. We work continuously to take sustainability into account at all levels.

How does that work in practice? Over recent years, we have acquired extensive expertise, raised awareness among our partners and supported the development and

promotion of sustainable tourism offerings. An essential element in this is the international communications strategy. It includes our global theme-based campaigns, for example, which make targeted use of the full marketing mix to showcase the sustainable products on offer. We also regularly present our progress in this respect at international workshops and conferences. And as an organisation, we ensure that we lead by example, of course. An internal sustainability initiative is therefore our third pillar.

At which levels do you receive support for your efforts? The German government has had a sustainability strategy since 2002, and it is continually updated. The package of climate protection measures is a clear signal, beyond the discussion of proposed legislation, that sustainability has become a firm fixture on our country’s political agenda. The position paper of the German government on the national tourism strategy puts a lot of emphasis on the sustainable development of tourism.

We work closely with organisations and associations in the industry. Time and again, we find that our partners also have good ideas that can contribute to sustainability, which is such an important concern for our future.

And last but not least, the United Nations World Tourism Organization has increasingly set the pace in recent years when it comes to sustainability and social responsibility. The 2017 UNWTO Year of Sustainable Tourism for Development, which the GNTB supported as a gold partner, was a prime example of this. We are building on these efforts at all levels.

What progress has been made in recent years?

Germany is already well positioned by international comparison in terms of sustainability. We are working with our partners to position travel to Germany as quality tourism. Areas of exceptional natural and cultural importance covering a third of Germany’s land surface enjoy special protection. And we are rated either highly or very highly in all international rankings and indices.

Can sustainability and further growth in global tourism be reconciled?

The tourism industry is aware of its responsibilities. Avoidance is surely the worst option. Technological innovations will be key.

Article 24 of the Universal Declaration of Human Rights establishes the right to rest and leisure. On the other side, we have the United Nation’s 2030 Agenda, which was adopted in September 2015 and has 17 sustainable development goals (SDGs) that indirectly contribute towards sustainable tourism.

Commitment to sustainable tourism, innovative products and consistent communication will allow us to continue helping people from different countries to better understand each other.

SUSTAINABILITY AND GLOBAL TOURISM

Tourism, economic growth, sustainability and social responsibility are closely entwined. Worldwide arrivals have increased more than 50-fold from around 25 million in 1950 to over 1.4 billion today.

Income from tourism currently stands at US\$ 1.45 trillion, while the global contribution to GDP is around 10.4 percent. However, worldwide tourism also accounts for 8 per cent of global greenhouse gas emissions.

In view of the predicted growth to 1.8 billion arrivals by the end of 2030, tourism will only remain viable if it can find the right balance between the economy, the environment and social responsibility.

THE GLOBAL GOALS for sustainable development



UNWTO Global Code of Ethics for Tourism

The prospect of direct and personal access to the discovery and enjoyment of the planet's resources constitutes a right equally open to all the world's inhabitants.

All the stakeholders in tourism development should safeguard the natural environment with a view to achieving sound, continuous and sustainable economic growth geared to satisfying equitably the needs and aspirations of present and future generations.

UN GENERAL ASSEMBLY Universal Declaration of Human Rights, 1948

Article 13

Everyone has the right to freedom of movement and residence within the borders of each state. Everyone has the right to leave any country, including his own, and to return to his country.



SUSTAINABLE DEVELOPMENT GOALS



THE FUTURE CHALLENGES OF SUSTAINABLE TOURISM ACCORDING TO THE UNWTO

Making tourism more sustainable is one of the sector's biggest challenges of our time. An analysis of over 100 national tourism policies has shown that sustainability is an important goal for all of them. But a closer look revealed that only 55 per cent of policies defined concrete instruments and initiatives, which clearly shows that there is still a considerable gap in implementation. We expect this gap to close over the coming years, as the research has also shown that many countries already regard sustainability as a key competitive factor, without which tourism will have no future.

The 1.8 billion international and 15.6 billion domestic tourists forecast for 2030 already present a major challenge for many destinations. Decision-makers in planning and management need to better understand what is actually happening in the destinations, and relevant, timely and, in particular, georeferenced data plays a key role in shaping these processes appropriately. At the same time, the participatory processes need strengthening, as, unlike in many other sectors, they are key to making destinations attractive and worth living in. Destinations have a hugely important role to play in this transformation process.

The growth in the sector will also have serious consequences for natural resources if the speed of decoupling cannot be increased. According to our recent research, transport-related CO₂ emissions in the tourism sector will rise to around 5.3 per cent of all man-made CO₂ emissions by 2030. This finding clearly shows that we need to put even more work into innovative approaches to tourism and forms of tourism if we are to accomplish this transformation.

Many countries already regard sustainability as a key competitive factor, without which tourism will have no future.



DR DIRK GLAESSER

is the Director of the UNWTO's Department of Sustainable Development based in Madrid.

Dr Glaesser received his doctorate from the University of Lüneburg. He is the author of several books on crisis management in tourism, which have been translated into many languages and have won the DGT-ITB Research Award.

However, since the motivation for travel is almost always driven by the desire for new experiences, the sector is – more so than most others – in a position to promote sustainability through its products and its practices, and so become an agent of change in other areas of life and the economy. I believe Germany is well prepared to grasp this opportunity.

GERMANY IS WELL POSITIONED GLOBALLY

NATION BRANDS INDEX:
Germany's brand ranked

no. 1

For the
fifth time
since
2008

Simon Anholt developed the Nation Brands Index (NBI) of 50 countries in 2005 to measure reputation and image in a wide range of areas. The index is based on online questionnaires completed by more than 20,000 people from 20 panel countries. The criteria evaluated are culture and heritage (incl. sport),

governance, exports, people, immigration and investment potential, and tourism.

Since 2005, Germany has topped the rankings five times, including the last three years in a row (2008, 2014, 2017, 2018 and 2019).

SDG INDEX:
Germany is
established in the

TOP 10

Currently ranked **6TH**

The SDG index is produced annually by the Bertelsmann Foundation and the Sustainable Development Solutions Network. The study records how all 193 UN member states currently fulfil the 17 sustainable development goals and 169 targets defined at the 2015 UN Sustainable Development Summit.

Germany has been continuously listed in the top ten since the index was first published, and is currently ranked sixth. According to the study's experts, there is still room for improvement in terms of public transport, energy-related per-capita carbon emissions, per-capita electronic waste and poverty among the elderly.

Every two years, the World Economic Forum's Travel & Tourism Competitiveness Index compares the tourism potential of 136 countries based on a range of criteria.

Ranked in
the top ten for
environmental
aspects for many
years

Germany's ranking as an eco-friendly travel destination in the
**TRAVEL & TOURISM
COMPETITIVENESS INDEX OF
THE WORLD ECONOMIC FORUM:**

3rd

SUSTAINABLE CITIES INDEX:
FOUR MAJOR GERMAN CITIES
in the

TOP 20

Munich (ranked 7th)
Frankfurt (ranked 10th)
Hamburg (ranked 17th)
Berlin (ranked 18th)

In its Sustainable Cities Index, Arcadis, a global planning and management consultancy for built assets, environment, infrastructure and water, compares 100 cities around the world based on the aspects of people, planet and profit, which are closely linked to the UN's sustainable development goals. The aim is to support the sustainable growth of urban centres.

17% of all holiday trips
by Europeans are
holidays in nature

Exceptionally strong source markets for inbound tourism to Germany show above-average interest in active holidays and holidays in the heart of nature.

Ranking	Country	Share of nature & active holidays to Germany of all holidays worldwide
1st	Netherlands	27.8 %
2nd	Switzerland	23.3 %
3rd	Poland	29.9 %

**QUALITY MONITOR
GERMAN TOURISM INDUSTRY SURVEY:**

29%

of foreign visitors cite landscape and scenery as their reason for holidaying in Germany

This makes experiences in the great outdoors one of the top four criteria for choosing Destination Germany. These are the findings of the Quality Monitor survey of the German tourism industry (May 2015 – April 2018), for which foreign visitors answered questions about their stay in Germany.



Berlin, Futurium

SUSTAINABILITY TODAY –
TOURISM POLICY SPOKESPERSONS FOR GERMANY’S POLITICAL PARTIES

IN YOUR OPINION, HOW IMPORTANT IS SUSTAINABILITY TO INBOUND TOURISM TO GERMANY?



SEBASTIAN MÜNZENMAIER

Member of the German Parliament, AfD,
Chairman of the Tourism Committee of
the German Bundestag

More and more people are taking sustainability factors into account when

“Sustainable travel is also a technological challenge.”

selecting their travel destination. But achieving a fair balance between the economic, environmental and social interests of holidaymakers and residents in holiday regions is no easy task.

As a popular destination for travel and holidays, Germany would be well advised to provide tourism offerings at home and abroad that meet today’s expectations with regard to sustainability.

At the same time, we must ensure that travel does not become a luxury that only the few can afford. That is why we need balanced and innovative solutions. If we want to facilitate the interaction between people of all ages in Germany, then the subject of affordable means of transport cannot be taboo. What we need are intelligent technical solutions, not shaming or banning. Sustainable travel is also a technological challenge. It’s up to us to solve it.

**PAUL LEHRIEDER**

Member of the German Parliament,
Spokesperson on Tourism Policy for the
CDU/CSU

“The CDU/CSU parliamentary group considers environmental and climate protection to be the biggest challenge of our generation.”

The CDU/CSU parliamentary group considers environmental and climate protection to be the biggest challenge of our generation. The package of climate protection measures agreed by the coalition on 20 September 2019 promotes climate-friendly mobility by reducing the price of long-distance train tickets. We also want to improve train links to tourism destinations, especially in rural regions. And we need to expand green transport options in holiday regions if we want to shift tourism traffic from the car on to public transport.

In recent years, few other topics have been spoken and written about as much as sustainability. It has become a goal to aspire to in all aspects of our lives. And the Tourism Committee of the German Bundestag and the Ministry of Economic Affairs have now picked up on it as well.

**KERSTIN KASSNER**

Member of the German Parliament,
Spokesperson on Tourism Policy
for DIE LINKE

“Favourable working conditions, accessibility and facilitating travel for children and young people must also be the goals of sustainability.”

Sustainability aspects have been incorporated into the national tourism strategy proposed by the German government in the current legislative period. But many questions remain unanswered. The strategy reduces sustainability to competitiveness, the

maximisation of profit, and further growth, while environmental and social aspects get little mention. This ignores the fact that the limits of growth have been reached, even exceeded, in many of Germany's tourism regions. Favourable working conditions, accessibility and facilitating travel for children and young people must also be the goals of sustainability.

Sustainability and environmental protection are of great and growing importance to both domestic and inbound tourism. As in other countries, tourism in Germany relies on an intact environment to maintain the attractiveness of its destinations. A key approach is to reduce the environmental impact of tourism travel to and within Germany.

“We need to do all we can to help cafés, restaurants and accommodation providers to innovate.”

**DR MARCEL KLINGE**

Member of the German Parliament,
Spokesperson on Tourism Policy
for the FDP

In the future, acting sustainably must become the norm across the board, rather than remain an occasional afterthought. This also means that guests must be prepared to accept a potentially higher price for the use of regional and seasonal products, for example. I get the feeling that sustainability as a trend is gathering real momentum, particularly in the restaurant trade. We need to do all we can to help cafés, restaurants and accommodation providers to innovate. For me, sustainability means more than environmental and climate protection; it also means acting in a socially responsible way. Businesses must be given a long-term, reliable basis for planning, including in terms of hiring permanent staff, and not be thrown off track by ever-changing regulations. This will allow all involved to put sustainability into practice, even at a subconscious level, so that it can become the norm.

**GABRIELE HILLER-OHM**

Member of the German Parliament,
Spokesperson on Tourism Policy
for the SPD

“Sustainability that considers social aspects increases quality, and people appreciate that.”

Sustainability at every level is becoming increasingly important for inbound tourism to Germany. Many tourists come here for our amazing landscapes, so it is up to us to maintain and protect them. For us, sustainability covers not only environmental aspects but also economic and social ones. These include fair pay, compliance with statutory working hours, effective social security and the involvement of local people. If employees and local residents are happy, they'll make sure their guests are too. Sustainability that considers social aspects increases quality, and people appreciate that.

We are still faced with the challenge of combating climate change through new standards, but our climate package is already making a valuable contribution. Efforts to promote green initiatives, develop low-carbon technologies and create regulatory incentives for investment in sustainability will continue to shape tourism at every level.

IN YOUR OPINION, HOW IMPORTANT IS SUSTAINABILITY TO INBOUND TOURISM TO GERMANY?

Germany is facing major challenges as a tourism destination: climate crisis, digital revolution, a lack of skilled workers and changing consumption habits. That is why socially, environmentally and economically sustainable practices must be the key pillars of a future-proof tourism policy for Germany. By taking the necessary steps now, it is possible for us to become one of the world's most sustainable and most innovative destinations.

We must respond to the lack of skilled workers by improving employment prospects and the work-life balance in the tourism industry. We have to invest more in research and

“By taking the necessary steps now, it is possible for us to become one of the world's most sustainable and most innovative destinations.”

innovation in the tourism sector too. There is huge potential for sustainable value creation in the tourism industry. No other sector is as reliant on un-

**MARKUS TRESSEL**

Member of the German Parliament,
Spokesperson on Tourism Policy
for Bündnis 90/DIE GRÜNEN

spoilt nature and ecosystems as the travel industry. That is why focusing on sustainability is the right thing to

do, not just from an environmental and social point of view, but also in our own economic interest.

21 CITTASLOW TOWNS in Germany

A Cittaslow town prides itself on slow living. The Cittaslow movement now lists 269 towns in 30 countries as its members, and several hundred more are on the list of applicants. Their common goal is to ensure that their communities develop slowly and sustainably.

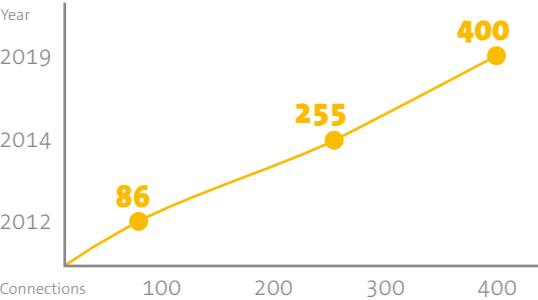
The criteria are strict, including no fast-food outlets in the town centre. The expectations are also very high in terms of traffic, environment, sustainability, culture and social cohesion.



Climate-friendly transport thanks to a coach market with

400

LONG-DISTANCE CONNECTIONS and 6,000 JOURNEYS a week



Fairtrade Towns promote fair trade at municipal level and are the result of a successful network of charities, policymakers and businesses. The hard work and dedication of the many people involved prove that change is possible and that everyone can make a difference.

672 FAIRTRADE TOWNS promote fair trade at municipal level

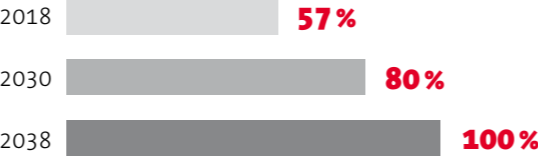
DEUTSCHE BAHN: Well-integrated infrastructure

140 million

people travelling on long-distance trains powered by green electricity

Germany's 15 largest train stations have been operated solely with green electricity since 1 January 2019. They are used by more than four million travellers and visitors every day. DB's Call a Bike scheme rounds off the climate-friendly transport options in towns and cities.

Share of green electricity across the company:



130 national protected landscapes

16 national parks
16 UNESCO biosphere reserves
104 nature parks

EXPERIENCING DESTINATION GERMANY SUSTAINABLY

TOURCERT: 13 locations in Germany certified as sustainable travel destinations



Baiersbronn, Celle, Juist, Upper Black Forest, Bad Dürreim, Bad Mergentheim, Lake Steinhude Nature Park, Schlei Firth on the Baltic coast, Bad Herrenalb, Northern Black Forest, Saarland, Uckermark and Winterberg

GNTB: More than 1,000 certified sustainable accommodation providers and restaurants

The GNTB has created an interactive online map featuring certified accommodation providers ranging from campsites to luxury hotels. It includes biosphere hotels, eco-hotels and other hotel brands, as well as eco-campsites.

Online map at www.germany.travel/sustainability

TOURIST CARDS support sustainable tourism in the regions

These offer savings at attractions and free travel on public transport, with some cards also including access to the electric vehicle network.

THE GNTB'S SUSTAINABILITY STRATEGY

Strategic goals in the German government's position paper on the national tourism strategy

1. We will continue to make use of the manifold opportunities that tourism presents.
2. We want to boost the competitiveness not only of Germany as a travel destination but also of its tourism industry, which predominantly consists of small and medium-sized enterprises, while ensuring it has room to develop.
3. We want to establish a digital infrastructure and modern, accessible, reliable and sustainable transport that take the travellers' needs and the challenges of growing traffic into account.
4. We strive for quality tourism that
 - works in harmony with nature and culture to create and maintain spaces worth living in,
 - enhances the quality of life of visitors and local residents alike,
 - and has a positive impact on Germany's image abroad.
5. We want to use tourism's potential to strengthen sustainable economic development in other parts of the world and so contribute to peace, tolerance and understanding between nations.
6. We support the development of tourism in a way that protects the climate and is environmentally responsible.

Sustainability is also a key component of the Destination Germany brand.

As part of its sustainability initiative, the GNTB [...] is making its experience and expertise available to federal states and tourism destinations to support them in the development of compelling offerings and action plans in the field of sustainable tourism.

THE GNTB IS COMMITTED TO QUALITY TOURISM

We strive for quality tourism that works in harmony with nature and culture to create and maintain spaces worth living in. It should enhance the quality of life of visitors and local residents alike, and have a positive impact on Germany's image abroad.

Sustainable tourism presents opportunities to open up new regions in rural areas, preserve our countryside and steer tourists away from established destinations towards alternative ones.

Tourism that enjoys healthy growth is synonymous with efficient use of the environmental resources that are a key factor in tourism's development. This type of tourism safeguards long-term business operations that bring socio-economic value to all involved, and ensures that this is shared fairly. It supports regional economic cycles and creates stable employment and income.

At the same time, sustainable tourism contributes to the preservation of biodiversity and of our natural heritage, while facilitating a reduction in emissions and the consumption of resources. Tourism that grows healthily also promotes intercultural understanding and tolerance. It is innovative and makes use of the opportunities presented by the digital revolution. Inclusivity is also one of its goals. Healthy, sustainable growth takes account of the full picture, rather than focusing solely on the economic benefits. The goal is to achieve a balanced development of the environmental, economic and social segments.

Three-pillar strategy



THE GNTB'S MARKETING CAMPAIGNS

SUSTAINABILITY IS ALWAYS THE FOCUS

The overarching topic of sustainability is firmly enshrined in Destination Germany's core brand. Based on market research and benchmark analyses, the GNTB develops more than 200 campaigns a year to promote this core brand. Annual themes that highlight specific events and special occasions, and which raise awareness of lesser-known facets of Destination Germany, complete the brand communication.



2019 / 2020
The GNTB's sustainability campaign
The campaign's main objective is to raise the profile of exemplary sustainable offerings that are already available.

- In terms of content, the focus is on flagship sustainability projects:
- Tourism regions
 - Towns & cities
 - Travel
 - Accommodation & eating out
 - Experiences in nature

Related content is featured on www.germany.travel and promoted by the GNTB on social media.



The GNTB is creating a campaign with a focus on the core activities of cycling and walking, which will launch as *#WanderlustGermany* in early 2020. It will be run on digital channels in 15 European source markets.

- Target groups:
- Experienced walkers and cyclists
 - Families who are looking for an adventure in the great outdoors
 - People who want to combine outdoor activities with eating out

Innovative multi-day events
in eight key markets

- Other initiatives:
- Microsite as a hub for inspiration and information
 - Targeted image and video content
 - Extensive funding of the GNTB
 - High-reach promotion on social media
 - Programmatic marketing on online travel platforms
 - 360° videos
 - Theme-specific newsletter

Ten years of theme-based campaigns

promoting nature, sustainability and quality tourism

2009
Active lifestyle holidays:
walking and cycling in Germany

2011
Health and wellness travel

2012
Wine heritage and
nature in Germany

2013
'Naturally unique'
sustainability campaign

2014
UNESCO World Heritage in Germany –
sustainable cultural and natural tourism

Railway campaigns in neighbouring countries

According to IPK, 4.6 million European tourists took the train as their primary mode of travel to Germany in 2018, a rise of 12 per cent compared with 2017. Nevertheless, the railways' current 8 per cent share of the modal split still offers plenty of potential. The GNTB regularly creates market-specific campaigns in partnership with Deutsche Bahn and train companies from neighbouring countries with the aim of further increasing the share of the travel market accounted for by this eco-friendly form of transport.

Einsteigen & Aus... (Switzerland)

The GNTB has been running a cross-media campaign in cooperation with Rheinalp, Deutsche Bahn and Swiss Federal Railways since 2006.

Over 150,000 visits to the campaign website at www.germany.travel/bahn

Since 2018, the campaign has featured a catchy headline based on various plays on the German words that are used to describe getting on and off a train (*einsteigen* and *aussteigen*). These are selected to match the main image.

Activities:

- Landing page
- OTC campaign with holidayguru.ch and others
- OoH campaign
- Social media ads

L'Allemagne en train! (France)

The GNTB is using the slogan 'L'Allemagne en train!' in its online advertising, social media ads, native & display advertising, SEA and SEO to promote travel to Germany on Deutsche Bahn and SNCF, targeting independent travellers and those interested in culture and city breaks.

Total reach of 66 million contacts up to mid-November 2019: OTC campaigns, Google AdWords Display and native advertising

Activities:

- Microsite and Google AdWords campaign
- Social media campaign on Facebook and Instagram
- Online OTC campaign with Easy Voyage



L'Allemagne en train! microsite

10 years of campaigns relating to nature, sustainability and quality tourism

2016

Holidays in the heart of nature in Germany

2015

Traditions and Customs

#träumweiter 0049 (Austria)

The long-running Sparschiene cooperative marketing venture between the GNTB, Deutsche Bahn and Austrian Federal Railways was totally revamped in 2019. The focus now is on influencer campaigns and communication via innovative touchpoints.



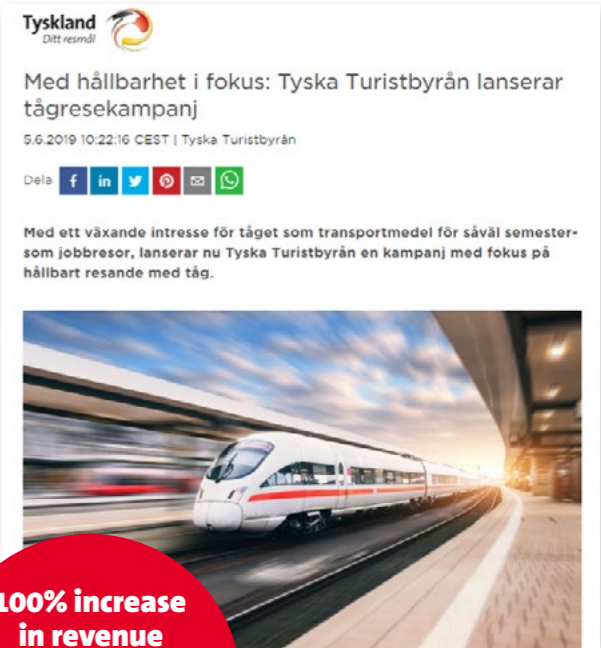
Undiscovered gems in Germany

Cross-media sustainability campaign in Sweden in 2019

With 960,000 arrivals every year, Germany is the second-most popular destination for Swedes after Spain. In the modal split, rail has so far been lagging well behind with a market share of just 2 per cent. The GNTB campaign is designed to support Germany's positioning as an eco-friendly short-haul destination that is easy to reach and offers sustainable products and services.

Activities:

- Activities on social media, including with tågsemestergruppen, Sweden's leading rail group on Facebook
- Online advertorials
- Interrail websites
- Targeted newsletters
- Events at Stockholm's main train station



100% increase in revenue from the sale of international rail tickets in Sweden

2018

Culinary Germany

2017

Sustainability and nature in urban areas

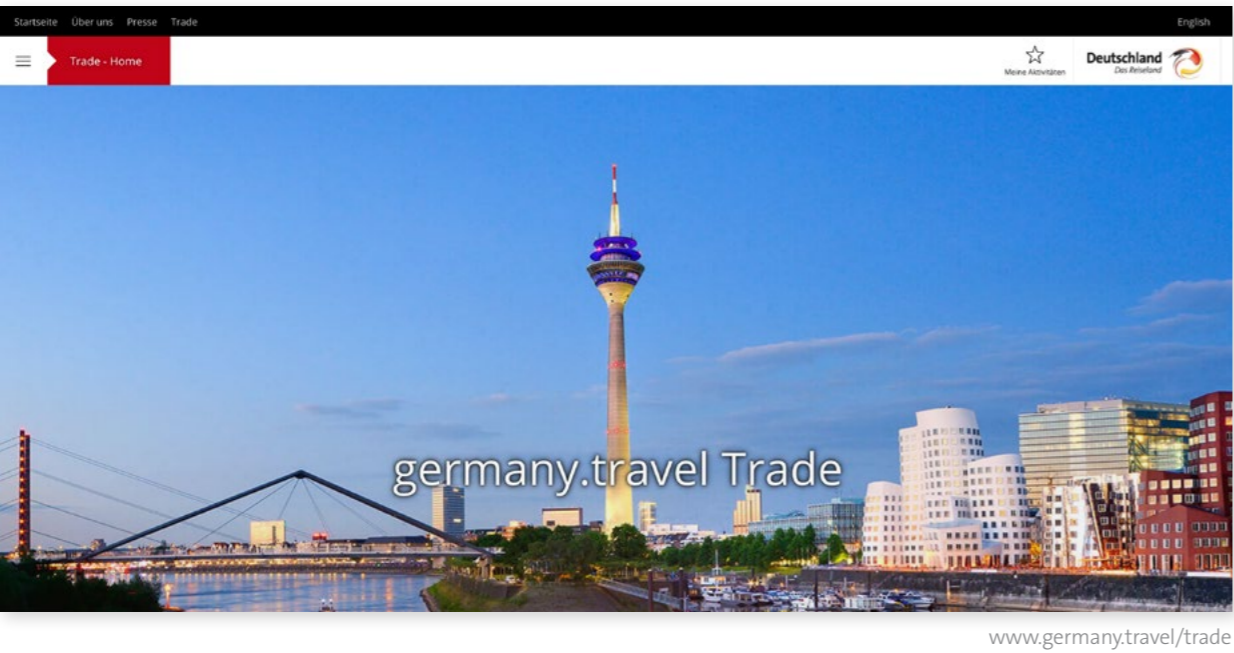
2019

TINY [BAU]HAUS

WHAT THE GNTB OFFERS TO PARTNERS

JOIN IN!

The GNTB runs its campaigns in over 50 international markets. A key aspect of the organisation's work is to help the mainly small and medium-sized enterprises in the tourism sector to access markets around the world. The GNTB does this by providing expertise, by having a presence at fairs, workshops and roadshows, and by offering a range of ways to get involved in its global marketing.



USING THE GNTB'S ESTABLISHED PLATFORMS

Using online channels

The **TRAVEL FOR ALL** information and certification system covers around 2,200 providers of barrier-free accommodation and other accessible tourism services.

Partners that successfully complete the certification process are included in the database and listed automatically on www.germany.travel.

The **MICROSITE WWW.GERMANY.TRAVEL/SUSTAINABILITY** showcases numerous sustainable offerings.

An interactive map provides key information on over 1,000 certified accommodation providers, from eco-campsites to luxury hotels.

The GNTB gives its partners access to the DAM media library, which contains professionally made image and video material. dam.germany.travel

PARTICIPATION IN THE GERMANY TRAVEL MART

Selling globally

German providers taking part in the two-day workshop with around 650 key accounts from the international travel industry present themselves and their products in an environment that impressively reflects Germany's position as a sustainable travel destination.

GTM is an established and certified Green Meeting

During the GTM, the GNTB also runs **WORKSHOPS AND FACT-FINDING TOURS** for journalists and influencers from the international tourism industry

The workshops and fact-finding tours focus on the aspects of sustainability and accessibility.

TAKING PART IN WORKSHOPS:

Sharing knowledge

The GNTB regularly runs workshops to share its **SUSTAINABILITY EXPERTISE** with its partners and to develop new ideas together.

The focus is on examples from the GNTB's campaigns, on experiences from the source markets for Germany's inbound tourism and on best practice cases from members and partners.

PARTICIPATION IN GLOBAL CAMPAIGNS:

International promotion

Sustainability is a firm fixture in the GNTB's brand communications, which every year feature around 200 campaigns in the more than 50 markets covered by the GNTB. Each year, further global campaigns are developed to promote new highlight themes.

Tourism organisations can take part in these campaigns through **MODULAR MARKETING PACKAGES** that target specific markets and audiences.

The GNTB's high levels of investment boost the effect of the marketing tools used.

Marketing packages currently available: Nature 2020 #WanderlustGermany and German Summer Cities 2020

SUSTAINABILITY AND TRANSPORT –

Without transport there is no tourism, and without energy there is no transport. That is why the requirements for climate-friendly and green forms of transport are so complex. Here, members of the GNTB offer best practice examples of how they are working with transport operators to make inbound tourism to Germany even more resource-efficient. This will allow people to continue to enjoy travel in and to Germany with a clear conscience.



KARINA KAESTNER

Head of Partner Management
DB Vertrieb GmbH

Taking the train is a proactive way of combating climate change

No other form of transport is as climate-friendly, or relies as much on electricity. In total, 90 per cent of Deutsche Bahn's services are provided using electricity, with 100 per cent of long-distance domestic services already powered by green electricity.

“Deutsche Bahn is increasing the train's climate-friendly credentials by bringing forward the switch to 100 per cent green electricity from 2050 to 2038.”

And Deutsche Bahn is increasing the train's climate-friendly credentials by bringing forward the switch to 100 per cent green electricity from 2050 to 2038. This will reduce CO₂ emissions by around 10 million tonnes a year – equivalent to the annual carbon footprint of one million people. The German government and Deutsche Bahn are investing record sums in rail infrastructure to achieve this. To be able to handle the growth of goods and passenger traffic, rail capacity is to be increased by 30 per cent, or 350 million kilometres of train path, over the coming years. The German government has announced that it will invest an additional €1 billion a year on Deutsche Bahn until 2030 to facilitate this.

CAN THEY BE RECONCILED?

CLIMATE CHANGE IS TRANSFORMING HOW WE TRAVEL

Climate change presents both opportunities and challenges for the ability of tourists to travel, in particular with regard to Destination Germany's position in the international market.

There can be no doubt that climate change will have a significant impact on how people travel. Especially in tourism, as travel by definition means moving between locations.

“Our advantage is that people can travel to us rapidly, comfortably and with a low impact on the climate.”

The road or air transport operators that enable us to travel today almost exclusively use fossil fuels, which damages the climate. There are proven, climate-friendly solutions for overland travel, including by car, coach and train, that will find widespread application in the future. However, air travel, which is experiencing strong growth, cannot be made climate-neutral any time soon. If it is not possible to make planes climate-friendly in the future, there is a danger that long-distance flights will become considerably more expensive and that the number of inbound guests will drop. This could be compensated by domestic demand

and travel from neighbouring countries. Destination Germany has to prepare for these visitors now. There are opportunities here for the future. Germany lies at the heart of Europe, and is very well positioned in the international market thanks to its excellent infrastructure and transport innovations. Our advantage is that people can travel to us rapidly, comfortably and with a low impact on the climate. It is imperative that we consistently support and build on this advantage. For the sake of the climate and travellers.



PROFESSOR HARALD ZEISS

started his professional career at TUI Germany after completing his doctorate at WHU Otto Beisheim School of Management. Between 2009 and 2016, he was in charge of TUI's sustainability management. In 2011, he accepted the professorship for tourism management and business at Harz University of Applied Sciences in Wernigerode, focusing on research into sustainability and international tourism.

“This year, we have expanded our e-initiative by adding 50 Mitsubishi Outlander plug-in hybrids to our vehicle fleet.”



HEIKE BIRLENBACH

SVP Sales, Lufthansa Group Network Airlines &
CCO Hub Frankfurt, Lufthansa Group

Continually modernising our fleet is the best way to reduce our carbon footprint. Over the next ten years, we will take delivery of a new, fuel-efficient aircraft every two weeks on average. In addition, we are supporting the development and use of sustainable aviation fuel (SAF). Our customers also have the option to voluntarily offset the carbon emissions of their flights. The additional money paid goes towards certified climate protection projects run by our long-standing partner myclimate. And for the first time, travellers can use the new Compensaid online platform to exchange conventional kerosene for SAF. We are also reducing the amount of plastic waste generated on board and on the ground, and are switching to alternative materials. By giving aircraft parts a new lease of life as items of furniture, rucksacks and wallets, we also hope to reduce the amount of waste we generate when decommissioning planes.

Hertz Autovermietung is tackling the issue of sustainability head-on. This year, we have expanded our e-initiative by adding 50 Mitsubishi Outlander plug-in hybrids to our vehicle fleet. Hybrid and electric vehicles have long been a fixture in our car rental fleet, and our Hertz 24/7 car sharing fleet now also features electric-powered vans. Sustainability also provides the basis for our My Hertz Weekend custom service. A subscription for a fixed monthly fee gives customers access to a rental car at weekends – without a booking and tailored to their requirements.

Sustainability is also of great importance within our company. Our volunteer programme gives employees the opportunity to get involved in green initiatives around the world. In Germany, for example, Hertz supported the planting of 1,000 trees near Raun, a village in Saxony, this year.

ALIDA SCHOLTZ

Managing Director, Germany
Hertz Autovermietung GmbH



“Continually modernising our fleet is the best way to reduce our carbon footprint.”

“The coach has the lowest emissions per person and per kilometre of all forms of road travel.”

Exploring Germany by coach means travelling sustainably and helping to protect the climate, as the coach has the lowest emissions per person and per kilometre of all forms of road travel. Fuel consumption is also low thanks to the latest drive technologies, and statistically the coach is the safest way to travel on the road. Green, economical and safe – the coach combines all the positive attributes that make sustainable travel in Germany possible. Sustainable inbound tourism to Germany would not be feasible without coaches.

BENEDIKT ESSER

President of the International Coach Tourism Federation (RDA)



RESEARCH AND EDUCATION ENABLE SUSTAINABLE TOURISM

Climate change is the key challenge of the 21st century and is gradually developing into a climate crisis. It presents a particular risk for tourism, as the sector is so reliant on unspoilt nature. At the same time, tourism itself is a cause of global warming, especially through holiday travel. That is why sustainable tourism must primarily adapt to and protect the climate if it wants to remain viable in the future. It must also make more efficient use of water, a resource that is becoming scarcer worldwide, and ensure that less waste gets into the environment.

Sustainable tourism also takes social aspects into consideration, such as respect for human rights, decent wages and the promotion of cultural diversity. Tourism now plays a significant role in the global economy. However, decades of growth have led to rising visitor numbers, and these need to be managed urgently. That is why it is important to consider the question of growth limits.

There is still too little focus on sustainability in tourism training and education – or it is treated as a ‘nice to have’. The onus is on tourism-related research to develop methods and tools that facilitate sustainable destination management and responsible corporate governance. This includes making the most of the possibilities that digitalisation offers.

“The onus is on tourism-related research to develop methods and tools that facilitate sustainable destination management and responsible corporate governance.”



PROFESSOR WOLFGANG STRASDAS

Centre for Sustainable Tourism at
Eberswalde University for Sustainable Development

THE MANY FACETS OF SUSTAINABILITY

Sustainability is a key concern for all travel segments, no more so than in the hotel business. Accommodation providers can develop packages that provide their guests with a sustainable experience in every price range and for a wide range of target groups. GNTB members provide good examples of how they and their guests deal with the complex issue of sustainability.

“The Maritim hotel company has been working with the University of Stuttgart for several years now to systematically reduce its food waste and optimise its procurement with a focus on sustainability.”



MARK SPIVEY
International Sales Director,
Maritim Hotelgesellschaft mbH

Baskets full of croissants, bowls of scrambled egg and plenty of fruit, all destined to go to waste when the breakfast buffet closes. But it doesn't have to be this way. Maritim Hotels are using scales and the Resource Manager custom app to record data on the amount of food left over. This data then feeds into the hotel chain's procurement and food management systems. The company has been working on a project with the University of Stuttgart for several years now to systematically reduce its food waste and optimise its procurement with a focus on sustainability.

Furthermore, our internal ProUmwelt energy efficiency initiative launched in 2009 includes the use of combined heat and power units, solar panels and LED lighting. Customers are also able to hold events and conferences that are managed sustainably. Based on our slogan Think Green. Meet Green. Be Green, we can run climate-neutral and carbon-free events as required.

Germany offers a wide variety of high-quality options, from beach holidays to city breaks and hiking tours. We have hotels and resorts for all of these types of activities, and we consider it our duty as a family-run business to ensure our set-up is sustainable.

In recent years, we have forged ahead with the activities required to achieve this. By switching to green electricity across the group, for example, we were able to significantly exceed the sustainability target of the Europe 2020 initiative as early as 2014. Other measures

“By switching to green electricity across the group, for example, we were able to significantly exceed the sustainability target of the Europe 2020 initiative as early as 2014.”

include installing combined heat and power units, using LED lighting throughout, significantly reducing food waste, switching to recyclable coffee capsules and replacing plastic products such as straws and small cosmetics bottles. The results have been impressive. In the last five years alone, we have reduced the

electricity consumption of our buildings by around 25 per cent, CO₂ emissions by 79 per cent and the amount of food waste by 12 per cent.

We consider this to be an ongoing challenge and will continue to pursue this path rigorously.



OTTO LINDNER
CEO, Lindner Hotels AG

“The German Youth Hostel Association is committed to sustainable development both in its articles of association and in the sustainability declaration it adopted in 2004.”



JULIAN SCHMITZ
CEO,
German Youth Hostel Association

Environmental education and reviewing one's own behaviour were key concerns in the founding principles of the German Youth Hostel Association (DJH). The DJH is committed to sustainable development both in its articles of association and in the sustainability declaration it adopted in 2004. The basis of, and driving force behind, this development is the Erlebnis Nachhaltigkeit (Experience Sustainability) concept, through which the DJH's transition to sustainable principles is currently taking place. The concept includes comprehensive standards in the areas of catering, energy, climate, education and quality management. Youth hostels are a great place for learning away from a school environment. They provide educational programmes and hands-on experiences that help young people, in particular, to think and act in a way that protects their future.

It is a good thing that the focus is finally on climate protection and environmental protection – including in the hotel industry. Guests are increasingly interested in their accommodation's green credentials and are factoring in its commitment to sustainability and conserving resources. Best Western Hotels Central Europe is the umbrella brand for 230 independent hotels, all of which are managed individually. Numerous Best Western hotels were quick to recognise the trend and have been running their operations in an environmentally responsible way for years. The measures implemented are as varied



CARMEN DÜCKER
CEO, Best Western Hotels
Central Europe GmbH, Eschborn

“Guests are increasingly interested in their accommodation's green credentials and are factoring in its commitment to sustainability and conserving resources.”

as the hotels, as there is more than one way to achieve a more sustainable sector. These include electric Smart cars, generating electricity themselves, reducing CO₂ emissions and energy and water consumption, using eco-friendly or regional products, training staff, supporting green transport and protecting bees. The topic of sustainability is exciting and varied, and is certainly the key to future success.

Sustainability is more than a product – it is based on environmental, economic and social principles.

In 2019, it is more important than ever for companies to embrace these principles in their corporate philosophy and to present a clear position. A regional focus is one of the ways our partner hotels adopt environmental sustainability, so wherever possible they rely on locally sourced food and other resources. This benefits the environment and allows our guests to appreciate the region with all their senses.

A strong employer brand plays into the social aspect of sustainability. We pride ourselves on treating our staff fairly and place great value on continuing professional development. And last

“One of our top priorities is to implement sustainable development that is financially viable over the long term.”

but not least, we have the economic side to sustainability. One of our top priorities is to implement sustainable development that is financially viable over the long term.



MICHAEL ALTEWISCHER
Managing Director, Wellness-Hotels & Resorts



Hessen, Kellerwald-Edersee National Park



Lighthouse and Teepott restaurant in Warnemünde, Mecklenburg-Western Pomerania

Hotel Neptun in the Baltic resort of Warnemünde has specialised in regional and sustainable offerings using seawater for more than 20 years. The Neptun Spa is home to Germany's first authentic thalassotherapy centre to adhere to international quality criteria. The Baltic Sea is not only right on the doorstep but also feeds the pool and the therapy baths through



GUIDO ZÖLLICK

Managing Director, Hotel NEPTUN Rostock/
Warnemünde, President of the German Hotel and
Restaurant Association (DEHOGA)

“A growing number of guests stay at the Neptun especially for its authentic offerings and health-promoting effect.”

a direct pipeline. We make the most of the natural resources here: the sea, the healthy climate and the seaweed. There is no doubt that the sea and the seaweed have the power to stimulate the mind and the body. A growing number of guests stay at the Neptun especially for its authentic offerings and health-promoting effect. But there is also the easy access to the beach and the excellent staff – a highly-qualified team of physiotherapists, climate therapists, masseuses, nutritionists, personal trainers, beauticians and doctors. To complement our wellness packages, we have developed thalassotherapy menus based on fresh fish and seaweed.

SUSTAINABILITY TODAY – VIEWS FROM THE HOTEL BUSINESS

As a company with a strong regional brand, Ringhotels views sustainability as more than a trend, so it is only natural that our 100 or so privately run hotels are committed to it.

Our member hotels have developed a wide range of ways to act sustainably, in line with the Ringhotels brand promise to provide the pleasures of home. From installing solar panels and using waste heat to avoiding plastic and preferring regional products, sustainability is high on our agenda.

We support our members with this, for example through our partnerships with organisations that value sustainability highly, such as the bee charity Mellifera. Our guests particularly appreciate this. After all, we can only continue to provide the pleasures of home if we all pull in the same direction.

“Our hotels have developed a wide range of ways to act sustainably, in line with the Ringhotels brand promise to provide the pleasures of home.”



SUSANNE WEISS

CEO, Ringhotels e.V.

KEY POINTS FOR DEVELOPMENT AND MARKETING

1. A shared vision for sustainability

Tourism destinations are home to people and natural habitats. The travel industry should develop a common understanding of the scope and limits of tourism, and define the levels at which the regions are promoted.

“Travellers view sustainability as a sign of quality that can be the deciding factor in their choice of accommodation provider and destination.”

2. A holistic approach to quality

Travellers view sustainability as a sign of quality that can be the deciding factor in their choice of accommodation provider and destination. Accordingly, destination marketing must generally be designed in a way that demonstrates that high-quality products are also green and socially responsible.

3. Integrating sustainability into planning and decision-making processes

Sustainability should be integrated into all existing tourism activities, and not viewed as a side project. This requires federal, regional and local authorities to commit to sustainability, to champion its implementation, and to create the business and regulatory environment necessary to achieve this.



MARTIN BALÁŠ

Freelance tourism consultant, PhD student
and research fellow at the Centre for Sustainable
Tourism, partner and consultant at Tourcert
since 2014

THE GNTB'S INTERNAL SUSTAINABILITY INITIATIVE

LEADING BY EXAMPLE

The third pillar of the GNTB's sustainability strategy, the internal sustainability initiative, brings together all activities relating to sustainability in which the organisation itself is involved and through which it is systematically reducing its carbon footprint.

Since 2014, the GNTB has been an **ECOPROFIT** organisation in Frankfurt

Switch to **GREEN ELECTRICITY** at the GNTB's offices in Frankfurt

This energy efficiency network (ECOLOGICAL PROject For Integrated environmental Technology) is a cooperation between local authorities and local businesses. Its aim is to improve environmental protection by reducing the amount of resources that businesses use and optimising their energy efficiency, while at the same time lowering operational costs.



Green Globe Certified since 2013
GOLD STATUS SINCE 2018

The Green Globe Standard is a globally recognised certification for the travel industry. Participants must document their activities covering sustainable management and social/economic, cultural heritage and environmental indicators on the Green Globe system. An accredited, independent auditor conducts an on-site assessment of the organisation.

In 2020, the GNTB was awarded Green Globe certification for the seventh year in a row in recognition of its many initiatives and its professional communications on the topic of sustainability.

CLIMATE-FRIENDLY TRAVEL:

44 tonnes of CO₂
from business trips offset
via **ATMOSFAIR**

ELECTRIC company car at Head Office

The GNTB has been running the

GTM as a **GREEN EVENT** since 2012



The GTM Germany Travel Mart™ is the most important B2B platform for Germany's inbound tourism industry.

The experts of the mygreenmeeting.de network assessed the GTM for the first time in 2018 and awarded the Green Note quality seal to the GNTB as the event organiser. The certification process examines 200 climate-related KPIs in 13 categories. The GTM scored a total of 686 out of possible 884 points, achieving an 'A' rating for its carbon emissions. The concept for the 2019 GTM was once again awarded the Green Note quality seal.

Delegates travel a total of more than 200,000 km in a carbon-neutral way.

Attractive offers from Deutsche Bahn also convinced many delegates to switch from car to rail.

Barrier-free Tourism Day

The GNTB's Barrier-free Tourism Day is now firmly established. Every year on the Friday of the ITB travel fair, the event provides a platform for distinguished speakers to discuss and communicate the importance of accessible offerings to Destination Germany's strong positioning in the international market.

Over 200 delegates

UNWTO:

Gold Partner

of the 2017 UNWTO Year of Sustainable Tourism for Development



In 2017, the United Nations World Tourism Organization (UNWTO) coordinated the International Year of Sustainable Tourism for Development on behalf of the UN General Assembly. As a UNWTO gold sponsor, the GNTB took part in international events to present Germany's exemplary sustainable tourism credentials to the world.

At the start of the year, the GNTB launched a new microsite 'Sustainable travel in Germany' at www.germany.travel/sustainability.

THE GREEN SIDE OF GERMANY



BADEN-WÜRTTEMBERG

Andreas Braun, Tourismus Marketing GmbH Baden-Württemberg

For many years now, Baden-Württemberg's holiday regions and accommodation and service providers have been working hard to expand sustainable tourism and the range of eco-friendly offerings. These offerings have been jointly marketed nationwide under the **Grüner Süden (Green South) brand** since 2012. One of the pioneers of the scheme is the Schwarzwald Panorama hotel in Bad Herrenalb, where no aspect of sustainability is neglected – from energy consumption to people management. This attention to detail is reflected in the hotel's promise to its guests: your stay is guaranteed to be carbon-neutral.



Hotel Schwarzwald Panorama



marinaforum Regensburg

BAVARIA

Barbara Radomski, Managing Director of Bayern Tourismus Marketing GmbH



Achieving sustainable development of the Bavarian tourism industry requires innovative ideas and projects, such as those run by **Regensburg Tourismus GmbH (RTG)**. By formulating and implementing a fully integrated marketing strategy, Regensburg is not only promoting itself as a MICE destination but is also aiming to take a leading role in sustainable conference tourism following the opening of the **marinaforum events centre** in 2018. This hard work was honoured with the Sustainability Prize at the 2019 Bavarian Tourism Awards organised by the German Automobile Association.



BERLIN

Burkhard Kieker, Managing Director of visitBerlin



The UN's sustainable development goals put the onus on our industry to pursue sustainability and to offer appropriate solutions. We accept this responsibility and have created the innovative **Sustainable Meetings Berlin online platform** in response. It brings together sustainable offerings from venues, service providers and hotels across Berlin and provides tips for event organisers who want to ensure that their event is socially and environmentally responsible, yet still a financial success. The partners listed have been audited against a comprehensive catalogue of criteria based on recognised international frameworks.



James Simon Park and Berlin Cathedral

BRANDENBURG

Dieter Hütte, Managing Director of Tourismus-Marketing Brandenburg GmbH



Schloss Liebenberg, awarded the highest Green-Sign certification, is committed to protecting the essential conditions for life, to integrating people and to conserving resources. The hotel, which is around an hour from Berlin, uses 100 per cent renewable energy and mainly serves food from its own farm or that has been hunted locally. These green credentials are a big selling point among holidaymakers and conference delegates alike. Acting in a socially responsible way is also very important: people with and without disabilities work side by side in the workshop and nursery.



Schloss Liebenberg



BREMEN

Peter Siemerling, Managing Director of Wirtschaftsförderung Bremen (Bremeninvest)

Klimahaus Bremerhaven 8° Ost

takes visitors on an unforgettable tour of the climate zones around the world along 8 degrees longitude and 34 minutes east.

The exhibitions and educational programmes at Klimahaus raise awareness of all aspects of climate protection among the more than 450,000 visitors annually. And every year, around 100,000 schoolchildren attend workshops where they learn how their actions will affect future generations and life in other parts of the world. The World Future Lab exhibition was conceived specifically to teach a more sustainable lifestyle and highlight what each individual can do to safeguard the future of our planet.



Klimahaus Bremerhaven 8° Ost

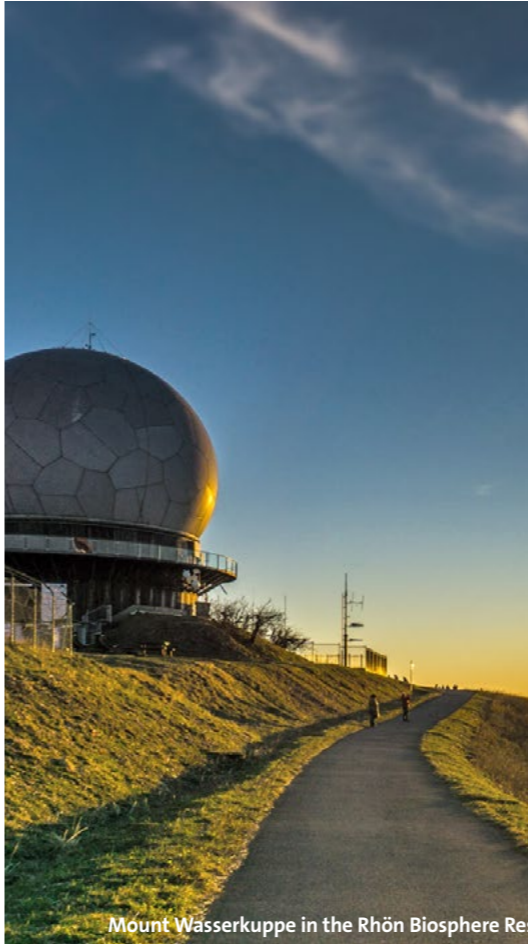
HESSEN

Folke Mühlhölzer, CEO, and **Herbert Lang**, Head of Tourism and Conference Marketing, HA Hessen Agentur GmbH

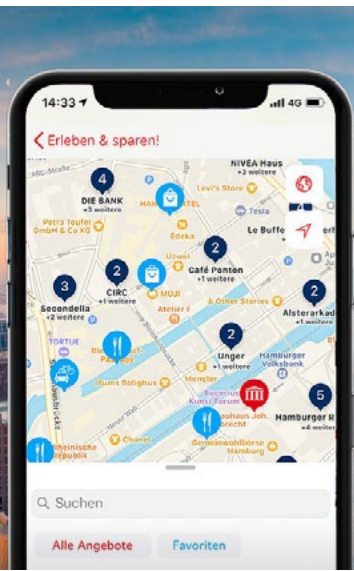
In 2019, the state of Hessen added the category 'Sustainability' to the 2019 Hessen Tourism Awards. The inaugural winner is **Ferientdorf Wasserkuppe** in the Rhön hills.



Germany's highest holiday village incorporates sustainable ideals into modern and cosy chalets in the Rhön Biosphere Reserve. These ideals underpin the entire project, from the selection of the construction materials (eco-friendly wooden beams) and construction partners (regional companies and suppliers) to sustainable, on-site power generation and solar panels, and the integration with the existing local tourism infrastructure.



Mount Wasserkuppe in the Rhön Biosphere Reserve



Digital HamburgCARD

HAMBURG

Michael Otremba, Managing Director of Hamburg Tourismus GmbH

Hamburg wants to direct the growth in tourism towards higher quality and greater sustainability. In this context, sustainability should be understood both as a process and as a means of ensuring quality. In order to increase the visibility of sustainable offerings and make these products easier to use, we developed a **digital HamburgCARD** with a focus on sustainability. The card lists sustainable offerings and provides attractive discounts. The HamburgCARD can be purchased via an app on your smartphone that also serves as a digital tour guide.



Waren (Müritz)

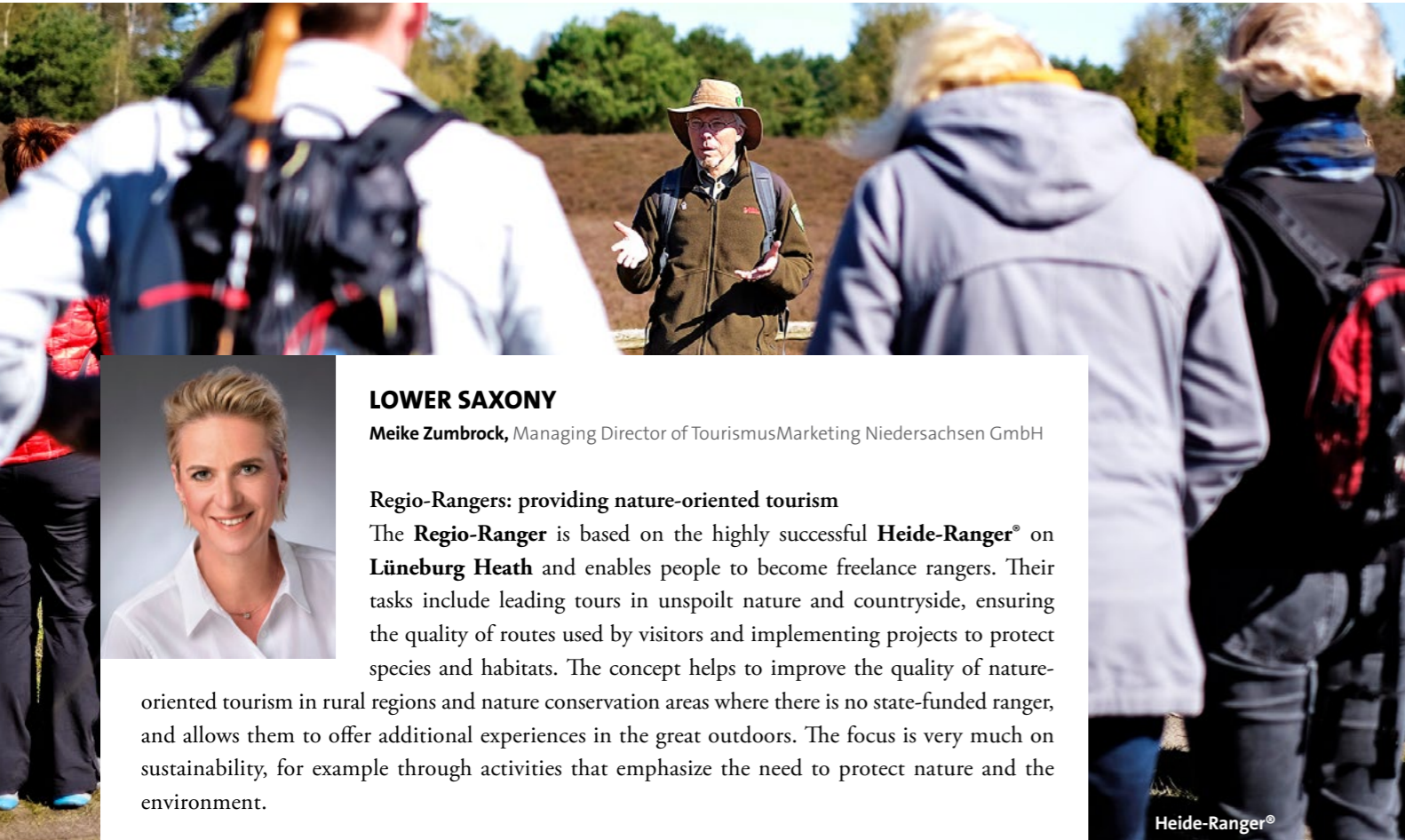
MECKLENBURG-WESTERN POMERANIA


Tobias Weitendorf, Managing Director of Tourismusverband MecklenburgVorpommern e.V.

Free bus travel for holidaymakers in the Mecklenburg Lakes

Between 1 April and 31 October, the free and award-winning **Müritz rundum** ticket allows holidaymakers to travel on local buses around the largest lake entirely within Germany. It is given to holidaymakers when they pay the tourist tax on arrival at one of the region's 100 or so accommodation establishments and holiday home providers. The ticket is valid in the villages around Lake Müritz, namely Waren (Müritz), Klink, Röbel/Müritz and Rechlin. It is also valid on public transport in Waren (Müritz).

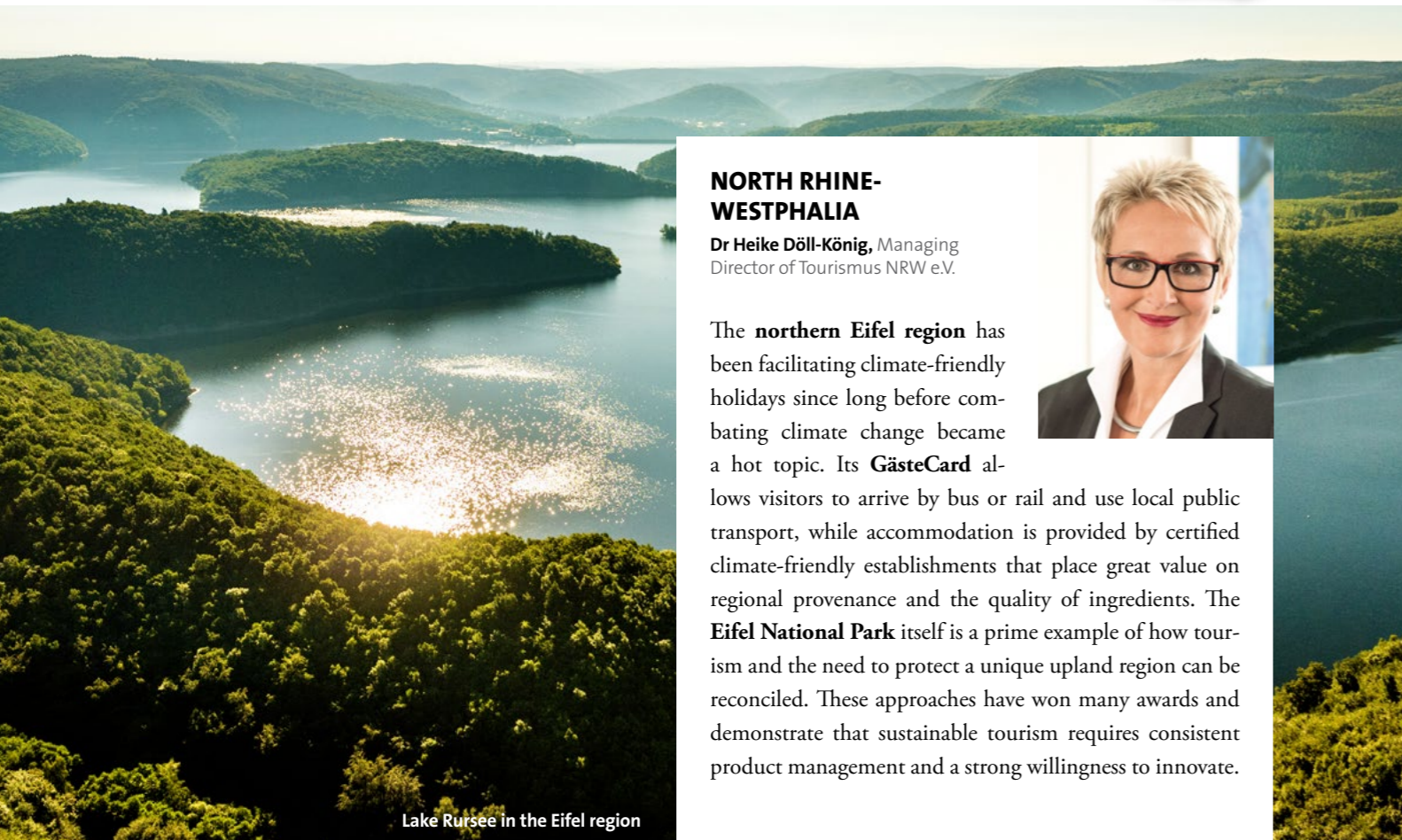







LOWER SAXONY
Meike Zumbrock, Managing Director of TourismusMarketing Niedersachsen GmbH

Regio-Rangers: providing nature-oriented tourism
The **Regio-Ranger** is based on the highly successful **Heide-Ranger**® on **Lüneburg Heath** and enables people to become freelance rangers. Their tasks include leading tours in unspoilt nature and countryside, ensuring the quality of routes used by visitors and implementing projects to protect species and habitats. The concept helps to improve the quality of nature-oriented tourism in rural regions and nature conservation areas where there is no state-funded ranger, and allows them to offer additional experiences in the great outdoors. The focus is very much on sustainability, for example through activities that emphasize the need to protect nature and the environment.



NORTH RHINE-WESTPHALIA
Dr Heike Döll-König, Managing Director of Tourismus NRW e.V.

The **northern Eifel region** has been facilitating climate-friendly holidays since long before combating climate change became a hot topic. Its **GästeCard** allows visitors to arrive by bus or rail and use local public transport, while accommodation is provided by certified climate-friendly establishments that place great value on regional provenance and the quality of ingredients. The **Eifel National Park** itself is a prime example of how tourism and the need to protect a unique upland region can be reconciled. These approaches have won many awards and demonstrate that sustainable tourism requires consistent product management and a strong willingness to innovate.





Sustainability House in Johanniskreuz



RHINELAND-PALATINATE
Stefan Zindler, Managing Director of Rheinland-Pfalz Tourismus GmbH

UNESCO Palatinate Forest-North Vosges Biosphere Reserve
This transnational biosphere reserve was the first of its kind in the EU. As well as fostering a broad understanding of how humans and nature can exist in harmony, it runs a range of special programmes that include a project promoting the Palatinate Forest as a model for sustainability in Rhineland-Palatinate. Establishments such as the **Sustainability House in Johanniskreuz** serve as information centres for tourists and locals, for example, and several vineyards along the German Wine Route have joined forces to create a network focused on the sustainable development of the region.



Hiking with a hammock

SAARLAND
Birgit Grauvogel, Managing Director of Tourismus Zentrale Saarland GmbH

The **Hiking with a hammock** scheme has been implemented by the Saarland Tourism Board and its regional partners in environmental organisations and the tourism and forestry industry. Visitors can hire lightweight hammocks made of balloon silk for their walk. There are many places to ‘hang out’ in the area of ancient woodland on the outskirts of Saarbrücken and in the Bliesgau UNESCO Biosphere Reserve. Sustainability and safety are the drivers of this project. We have worked with forest owners and representatives from environmental protection organisations to select locations that meet the requirements of road safety and nature conservation.



St Marienthal Abbey



SAXONY

Veronika Hiebl, Managing Director of Tourismus Marketing Gesellschaft Sachsen mbH

Sustainability is one of the key principles for tourism in Saxony. For the first time, we are focusing on spiritual travel with our new product, **Saxony's spiritual places. Holidays for the soul.** At a time when everything seems to be about performance and speed, we are fulfilling the wish of a growing number of people to be more sustainable and take it slow. Our churches, abbeys and no fewer than six pilgrimage routes bring visitors closer to a thousand years of spiritual treasures in Saxony and give them the opportunity to be at one with nature.



Watt'n Hus in Büsum

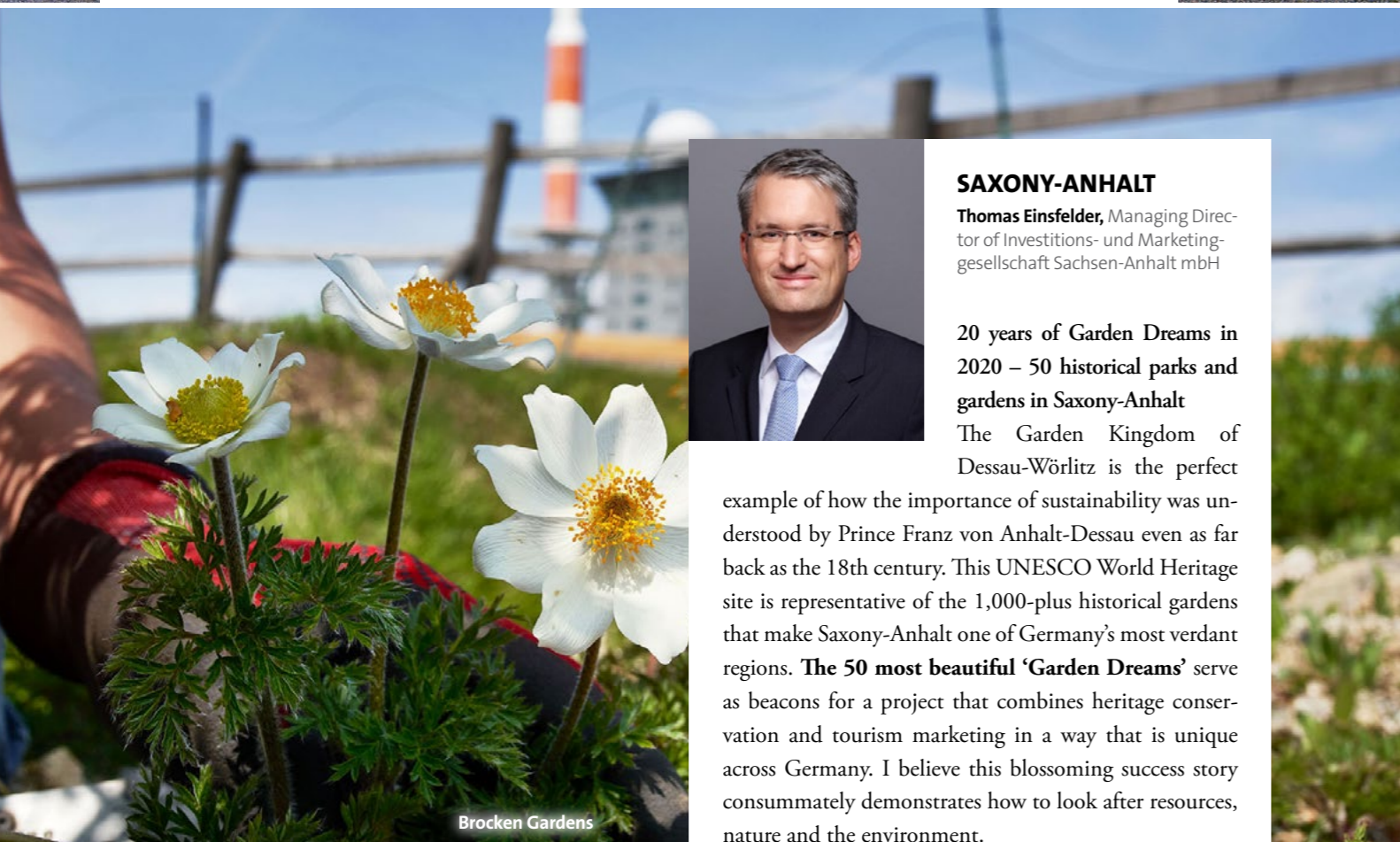


SCHLESWIG-HOLSTEIN

Dr Bettina Bunge, Managing Director of Tourismus-Agentur Schleswig-Holstein GmbH (TA.SH)



Sustainability is a guiding principle for tourism throughout Schleswig-Holstein, and **Büsum** on the North Sea coast is a role model in this respect. In 2018, the **Watt'n Hus**, a sustainably constructed, accessible multi-function leisure and information centre, opened here. Büsum also offsets the CO₂ emissions generated by its visitors. The Wattenmeer protection centre and the Büsum national park centre are tasked with preserving the UNESCO World Heritage Wadden Sea for future generations.



Brocken Gardens



SAXONY-ANHALT

Thomas Einsfelder, Managing Director of Investitions- und Marketing-gesellschaft Sachsen-Anhalt mbH

20 years of Garden Dreams in 2020 – 50 historical parks and gardens in Saxony-Anhalt
The Garden Kingdom of Dessau-Wörlitz is the perfect

example of how the importance of sustainability was understood by Prince Franz von Anhalt-Dessau even as far back as the 18th century. This UNESCO World Heritage site is representative of the 1,000-plus historical gardens that make Saxony-Anhalt one of Germany's most verdant regions. **The 50 most beautiful 'Garden Dreams'** serve as beacons for a project that combines heritage conservation and tourism marketing in a way that is unique across Germany. I believe this blossoming success story consummately demonstrates how to look after resources, nature and the environment.



Hiking in the Thuringian Forest



THURINGIA

Bärbel Grönegres, Managing Director of Thüringer Tourismus GmbH

Our nature parks and the Thuringian Forest biosphere reserve demonstrate how tourism, transport, nature conservation and environmental and climate protection can be linked together. The exemplary cooperation at all levels in the region makes it possible to integrate attractive tourism offerings and innovative, climate-friendly transport concepts. The result is the **RennsteigTicket**, which enables visitors to enjoy the two nature parks and the biosphere reserve in a relaxed and sustainable way. This positive transport concept for the Rennsteig region won the Destination Nature Award in 2018, presented by Deutsche Bahn in partnership with Friends of the Earth Germany, the Nature and Biodiversity Conservation Union and the German Transport Association.

WHAT OPPORTUNITIES AND CHALLENGES DOES CLIMATE CHANGE PRESENT FOR THE ABILITY OF TOURISTS TO TRAVEL, IN PARTICULAR WITH REGARD TO DESTINATION GERMANY'S POSITION IN THE INTERNATIONAL MARKET?



PROFESSOR ANDREAS MATZARAKIS

of the Centre for Human Biometeorology Research at the German National Meteorological Service in Freiburg, studies the effects of weather and climate change on human health. andreas.matzarakis@dwd.de

We need to develop new, adapted products and offerings, and we need to get travellers involved.

It is only natural to be frightened by climate change. After all, it is likely to lead to considerable changes in our daily lives and to more fragile ecosystems. By the term climate change we mean mankind's influence on the climate. The Fridays for Future movement and the heat, drought and record German temperatures in 2018 and 2019 have ensured that climate change is more than just a topic of casual conversation.

The debate is now concerned not only with what the effects might be on individual business sectors but also what measures can be taken.

With regard to climate change, tourism is more likely to generate negative headlines due to the emissions from flying, which account for more than 60 per cent of tourism's total emis-

sions. Of concern are not only the emissions from transport but also those from holiday activities and hotels. Holiday regions can also see climate change as an opportunity and seize it.

"Simple and easily understandable examples should be used to demonstrate how the tourism sector can take a leading role."

New, adapted products and offerings in the tourism industry, and getting travellers involved, all have the potential to add value and can be considered a sensible approach to climate change. Simple and easily understandable examples, such as promoting regional products and offering combined deals that include multiple locations, should be used to demonstrate how the tourism sector can be a role model. This keeps financial losses to a minimum and boosts the regions.

There are no winners in the context of climate change and tourism, but there are certainly losers. Measures can be successful and effective if they are implemented at global, regional and local level across the industry. Germany has the opportunity to integrate innovative measures in tourism to combat climate change, and to profit from them.

Climate recovery, not climate change

Climate change has a significant impact on tourism: ski resorts can no longer rely on regular snowfall or they disappear altogether, and seaside regions become too hot and beaches are invaded by plagues of jellyfish.

The sector is battling on two fronts. On the one hand, it has to adapt to climate change by switching from winter to summer tourism – i.e. offering

green electricity and sustainable fuels to put a halt to the vast amounts of carbon emissions they generate.

If the tourism industry is to survive, it needs to embrace the concept of 'climate-recovery, not climate change', stop dithering and take action!

"Carbon-neutral travel is already easy to arrange by offsetting emissions through the support of climate protection projects."

walking and climbing holidays in the mountains – or by opening up and developing new beach holiday resorts.

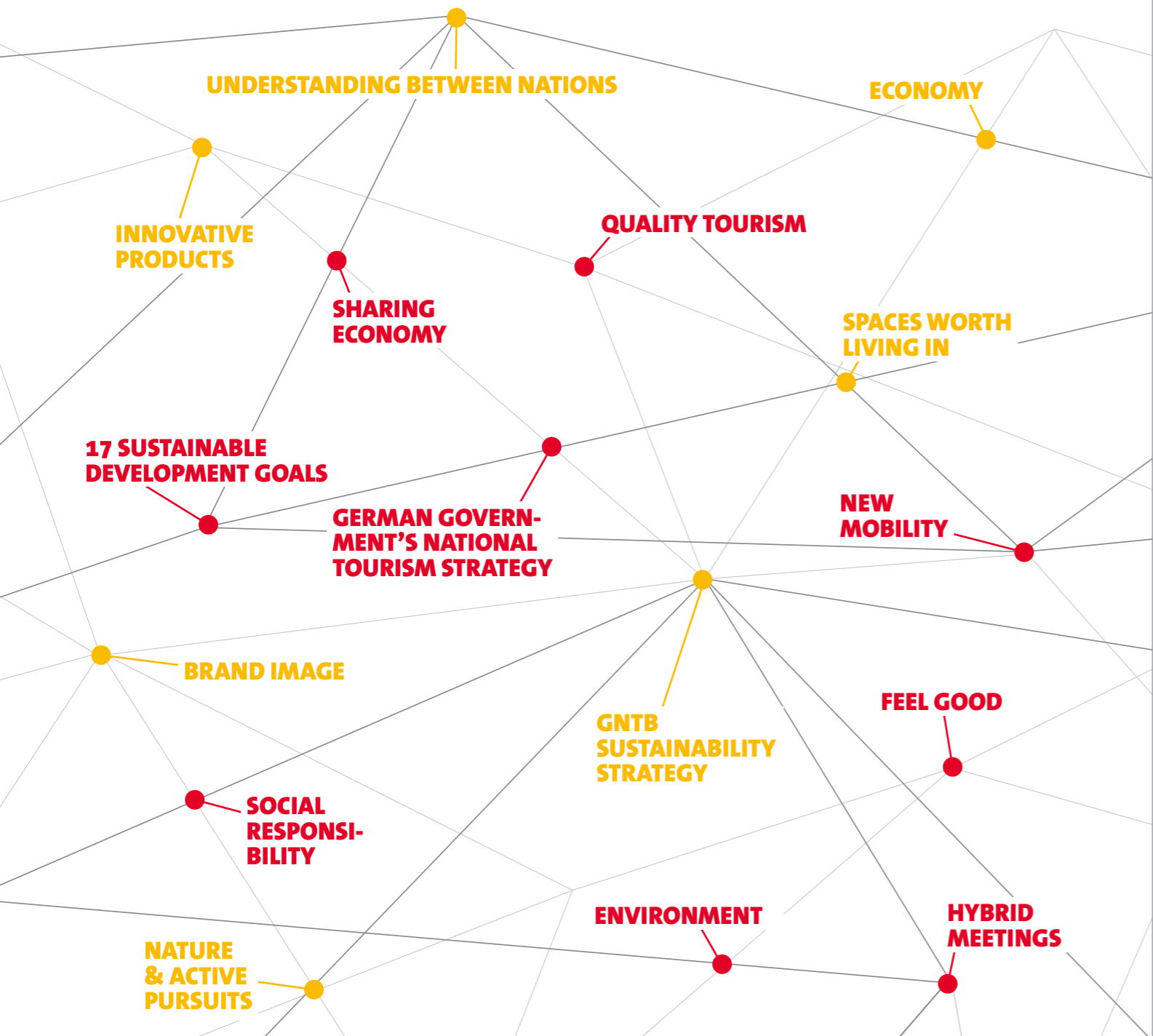
On the other, tourism itself is a cause of climate change, and it is vital that it reduces its greenhouse gas emissions. Today's travellers already pay closer attention to climate change and sustainability. There is an urgent need for greener means of transport and for more environmental protection in tourist regions. Carbon-neutral travel is already easy to arrange by offsetting emissions through the support of climate protection projects. Nevertheless, cruise ships and planes must be rapidly and rigorously converted to

PROFESSOR CLAUDIA KEMFERT

has been the head of the Energy, Transport and Environment department at the German Institute for Economic Research (DIW Berlin) since 2004, and has been the professor for energy economics and sustainability at the Hertie School of Governance (HSoG) since 2009.



SUSTAINABLE TOURISM



PRODUCTION CREDITS

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German National Tourist Board (GNTB)
Beethovenstrasse 69
60325 Frankfurt am Main

Tel. +49 (0)69 974 640
Fax +49 (0)69 751 903
info@germany.travel



www.germany.travel