

## Press information

### **GNTB launches global ‘Embrace German Nature’ campaign – restart focuses on natural landscapes and sustainable holiday experiences**

Frankfurt am Main, 21 April 2022 – The German National Tourist Board (GNTB) is stepping up its work to position Germany as a sustainable holiday destination in the global market. With the new global ‘Embrace German Nature’ campaign launched in time for Easter, the GNTB is focusing the attention of potential international visitors on Germany’s natural landscapes and sustainable holiday experiences in rural regions.

Petra Hedorfer, Chief Executive Officer of the GNTB: “After two years of the coronavirus pandemic, people are placing greater emphasis on the impact they have as travellers, on sustainability and on the desire for unspoilt nature. ‘Embrace German Nature’ continues our line of marketing campaigns that regularly focus on ‘nature and recreation’ and ‘sustainability’ as key elements of our core brand. According to IPK International, Germany is already the second-most popular destination worldwide for nature-based travel among Europeans. And Inspektour’s Destination Brand 21 survey shows that important source markets for inbound tourism to Germany view the country as an excellent destination for rural getaways and sustainable holidays. Our aim is to build on this position by promoting holidays in rural regions, longer stays and sustainable tourism.”

‘Embrace German Nature’ launches as a digital campaign in April. Key elements are the [campaign video](#) and, as a new digital tool, videos in 8D audio.

#### **Background:**

The 2021 Nations Brand Index (NBI) from Anholt-Ipsos reveals that protecting the environment and Earth’s natural resources are two of the most pressing challenges facing the world right now. Germany is one of the countries that the respondents trust most to master these challenges.

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In the SDG Index, which reflects progress on the path to achieving the United Nations' sustainable development goals, Germany is currently ranked fourth out of all UN members.

According to the latest research by IPK International into the effects of COVID-19 on international travel, 26 per cent of travellers worldwide are planning a nature-oriented holiday in 2022. The figure is even higher, at 30 per cent, for holidaymakers planning to visit Germany.

Analysis of the GTM Expert Panel, for which the GNTB surveyed 259 CEOs and key accounts in the international travel trade, shows that around half of decision makers have already noticed a slight shift in customer bookings towards sustainable products and services. Three quarters of respondents expect demand to increase in this segment over the next three years. These experts also rate Destination Germany as the clear no. 1 for sustainable travel.

With more than 30 per cent of its land area under special protection within national parks or nature parks, Germany is the ideal destination for holidays in the heart of nature.

## About the GNTB

The German National Tourist Board (GNTB) is Germany's national tourism organisation. It works on behalf of the Federal Ministry for Economic Affairs and Climate Action to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. Working closely with the German travel industry and private-sector partners and trade associations, the GNTB develops strategies and marketing campaigns to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country.

The GNTB has a three-pronged recovery strategy for overcoming the impact of the COVID-19 pandemic:

- Raising awareness of the Destination Germany brand and enhancing the brand profile
- Supporting the travel industry, which is dominated by small and medium-sized businesses, through relationship management and the sharing of knowledge
- Developing evidence-based action plans on the basis of targeted market research and ongoing analysis of the impact of coronavirus.

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During lockdown, the GNTB used countercyclical marketing to maintain dialogue with customers, reflect changing preferences in its communications, and show empathy and provide inspiration.

### **Focus on sustainability and digitalisation**

The GNTB promotes sustainable and forward-looking tourism in line with the objectives of the German government. The focus here is on sustainability and digitalisation.

Sustainability has been a core topic for more than a decade and we engage with it as a strategic issue across all areas of the organisation. Our organisation follows a three-pillar strategy that combines the sharing of knowledge with external partners and a supporting communications strategy with our internal sustainability initiative. The GNTB promotes responsible tourism, a key growth area, by showcasing Germany as a sustainable and inclusive destination in the international travel market. This is particularly important as the pandemic has accelerated the global shift in travellers' values towards greater social and environmental responsibility.

The GNTB is a pioneer when it comes to using immersive technologies (virtual, augmented and mixed reality), voice assistants and other conversational interfaces, and artificial intelligence applications such as chatbots. To ensure that tourism offerings are visible on AI-based marketing platforms, the GNTB coordinates the German tourism industry's open-data project, which aims to develop a tourism knowledge graph.

The GNTB has 27 foreign agencies that it manages from its head office in Frankfurt.

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