

Press information

Relaunch for the restart: GNTB's German.Local.Culture. marketing campaign back with new content

New content added to the successful campaign launched in 2021 – nature and cultural tourism from all angles – campaign clusters outline the offering – social media storytelling

Frankfurt am Main, 10 March 2022. The German National Tourist Board (GNTB) is providing inspiration for the restart of inbound tourism with a relaunch of its German.Local.Culture. campaign.

Petra Hedorfer, Chief Executive Officer of the GNTB: "Tourism is facing major challenges after two years of the pandemic and against the backdrop of the terrible war in Ukraine. In times like these, it is particularly important to send a signal for tourism that promotes peace, brings people together and is synonymous with tolerance and openness. The German.Local.Culture. campaign conveys exactly this message – one of harmony between generations, traditions and different cultural influences. It reflects authentic, local experiences in urban destinations while shining a light on rural areas and their sustainable tourism offerings. By providing a wide range of inspiration for travellers in the target markets, the campaign also promotes Germany as a destination for longer holidays for the culturally minded, for families and for people who like to get active."

As a cross-media inspiration campaign with a digital focus, German.Local.Culture. will run in important source markets for inbound tourism to Germany based on the 'social first' principle. The campaign toolkit includes high-reach programmatic advertising, social media and influencer activities, while events for end customers in a number of source markets will convey an authentic image of Destination Germany.

A [microsite](#) serves as a hub for inspiration and information. Visitors to the site can get travel tips and suggestions from an AI-assisted chatbot, and an engaging promotional video presents Germany's diversity as a destination for cultural and nature-focused tourism.

The microsite leads directly to content for four themed clusters, 'Flair', 'Craft', 'Taste' and 'Green'. They showcase Germany's amazing architecture and authentic ambience, its heritage of artisan manufacturers and local crafts, its traditional regional cuisine and its natural beauty, while putting all this in the context of tourism. Selected characters featured in the campaign tell their stories to show how German.Local.Culture. is rooted in the everyday lives of people in Germany. The tourism offering in all four clusters is mainly provided by small and medium-sized companies.

Background

The international marketing of Destination Germany is based on the two pillars at the core of its brand – 'towns, cities & culture' and 'nature & relaxation' – with sustainability and accessibility firmly enshrined as overarching facets. According to research conducted by IPK International on behalf of the GNTB, city breaks (59 per cent), multi-destination tours (34 per cent) and holidays in nature (30 per cent) are the most popular types of holiday with travellers around the world who are interested in visiting Germany.

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.

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.