

Press information

GNTB launches global campaign '51 UNESCO World Heritage Sites': Experiencing heritage sustainably, from cities to rural areas.

Frankfurt am Main, 29 March 2023 – The German National Tourist Board (GNTB) is expanding its commitment to positioning Germany as a sustainable destination with a rich array of UNESCO World Heritage sites in the international arena. Effective immediately, the new global campaign '51 UNESCO World Heritage Sites' directs the interest of potential visitors to Germany towards its vast heritage of significant cultural assets and unique natural landscapes, coupled with a well-developed public transport network. The UNESCO World Heritage sites represent a high standard of quality, monument conservation, and the maintenance of customs and traditions.

Petra Hedorfer, Chairwoman of the Board of the German National Tourist Board (GNTB): "Our 51 UNESCO World Heritage Sites demonstrate a universality and historical significance that transcends the horizons of the multiple crises we are currently experiencing. They symbolise new beginnings, transformation, and 'out-of-the-box' thinking, uniquely embodying the concept of a united Europe. To this day, we can draw inspiration for new designs from this special spirit of heritage. In light of potential visitors to Germany, the Destination Brand 2021 study also shows a strong correlation between an affinity for sustainable travel and an interest in cultural experiences. Against this backdrop, we have designed the campaign to inspire experiencing German UNESCO World Heritage sites with environmentally and climate-friendly travel behaviour."

The campaign promotes the discovery of the 51 World Heritage sites across seven clusters: "Castles and Palaces," "Cultural History," "Nature and Gardens," "Industrial Culture," "Architecture and Design," "Churches and Monasteries," and "Historic Cities." A central element of the campaign are eight themed routes that combine sustainable travel to the heritage sites with emotional experiences and added value for visitors, inspiring longer stays. By offering additional thematically corresponding points of interest along the

way, potential travellers can also explore less frequently visited places and regions. The suggestions for eight to twelve-day trips include detailed travel tips, maps, and links to accompanying sustainable travel experiences on the [microsite](#). They serve both as inspiration and practical guidance for individual travel planning. The routes are designed to be comfortably navigable using public transport.

Saxony-Anhalt is a premium partner in the implementation of the campaign. In this federal state, six outstanding cultural monuments, valuable documents, and a biosphere reserve are protected under UNESCO.

The campaign targets young, nature and culture-interested city travellers who are keen on responsible, sustainable travel to local places and people, as well as culturally interested travellers who have long favoured sustainability in various aspects of life.

'51 UNESCO World Heritage Sites' is being rolled out as a digital campaign across all GNTB target markets. Key elements of the campaign include a [campaign film](#), programmatic marketing, distribution of reels and carousels via social media channels (Facebook, Instagram, YouTube, Pinterest), search engine advertising, and email marketing, with the microsite serving as an information hub.

The microsite is available in [German](#), [English](#), [French](#), and [Spanish](#).

About the GNTB

The German National Tourist Board (GNTB) 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 travel destination and to encourage tourists to visit the country.

The GNTB's primary strategic areas of action are:

- Conducting targeted market research and analysis of market-specific customer demand in relation to various aspects of travel in the context of sustainability and culture among those with values-based lifestyles.
- Supporting the travel industry, which is dominated by small and medium-sized businesses, through relationship management and the sharing of knowledge.
- Raising awareness of the Destination Germany brand and enhancing the brand profile with a focus on sustainability and climate change mitigation.

Focus on sustainability and digitalisation

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

To make inbound tourism more sustainable and competitive, 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 positions Germany as a sustainable and inclusive destination in the international travel market.

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/knowledge graph project.

The GNTB has 25 foreign agencies that it manages from its head office in Frankfurt.