

Press information

2020 marketing campaign

GNTB launches #WanderlustGermany campaign

Campaign launched in 13 European markets – broad target group – cross-media campaign concept

Frankfurt am Main, August 2020 – #WanderlustGermany is a new campaign by the German National Tourist Board (GNTB) that focuses on premium active pursuits centred around the core activities of walking and cycling in Destination Germany's exceptionally diverse areas of natural beauty. Run in collaboration with its Premium Partner, the federal state of Mecklenburg-Western Pomerania, the campaign is starting now in 13 European markets.

"#WanderlustGermany is a response to the trend for active, nature-based holidays that meet the increased level of safety, quality and sustainability currently being demanded by our customers," explains Petra Hedorfer, Chief Executive Officer of the GNTB. "We're inviting our guests to explore a wide range of products, well thought-out hygiene and safety concepts, and first-class service, and to get ready to be surprised and delighted. Our focused use of digital communication methods and innovative events in high-potential nearby markets is providing a targeted boost for the relaunch of inbound tourism to Germany. The campaign also builds on Germany's positioning as a travel destination with excellent sustainable holiday options and is consistent with our underlying strategy of further expanding the quality tourism sector."

The GNTB has defined three target groups for its campaign: experienced hikers and cyclists, whose main focus is on their chosen activities, families with an interest in having adventures in the great outdoors, and visitors who want to enjoy nature as well as good food and drink.

Macro-regional – cross-media – targeted

The #WanderlustGermany campaign will be implemented digitally by means of programmatic advertising and social media activities in 13 of Germany's nearby European markets, with GNTB events providing an added focus for the six core markets of Austria, Denmark, France, the Netherlands, Poland and Switzerland.

#WanderlustGermany is a campaign that takes a 'social media first' approach and utilises a cross-media mix of marketing activities. The campaign will receive additional impetus from high-reach promotions on social media, themed newsletters and programmatic marketing on online travel platforms. It has two hashtags, #WanderlustGermany and #NowIsYourTimeForGermany. Its landing page, www.germany.travel/wanderlust, is a hub for inspiration and information featuring image and video content designed specifically for the campaign's target audience. The landing page will also contain videos in the form of travel stories produced by content creators, along with a landscape film. Subpages allow the integration of individual partners.

The events in the core markets will be organised by the GNTB from the middle of August to mid-September in compliance with local regulations regarding outdoor events. They will employ a cube event module, a mobile information stall with interactive features on the subjects of nature and sustainability. Partners are able to share in the success of this high-profile campaign by taking part in these events, or through various digital and premium packages offered by the GNTB.

About the GNTB

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 31 agencies around the world to support its activities. Further information is available from our online press centre at www.germany.travel/presse.