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Federal Ministry  
for Economic Affairs  
and Energy

on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



[www.germany.travel](http://www.germany.travel)

The German National Tourist Board

# Global marketing for Destination Germany



## Professional marketing for Destination Germany around the world

The GNTB is Germany's national tourist board. It is funded by the Federal Ministry for Economic Affairs and Energy in accordance with a resolution passed by the German parliament.

In accordance with its charter, the GNTB pursues two main objectives:

- To enhance the **positive image** of destinations in Germany around the world
- To promote **tourism to Germany**

- **Market research** and market analysis
- **Press and PR activities**
- Website **www.germany.travel**
- **Social media activities**
- **Marketing partnerships** with tourism service providers
- **Media collaborations**
- Establishing **sustainability** as a core value of the Destination Germany brand
- **Advising tourism providers**
- **Marketing** tourism packages
- Promoting **accessibility**

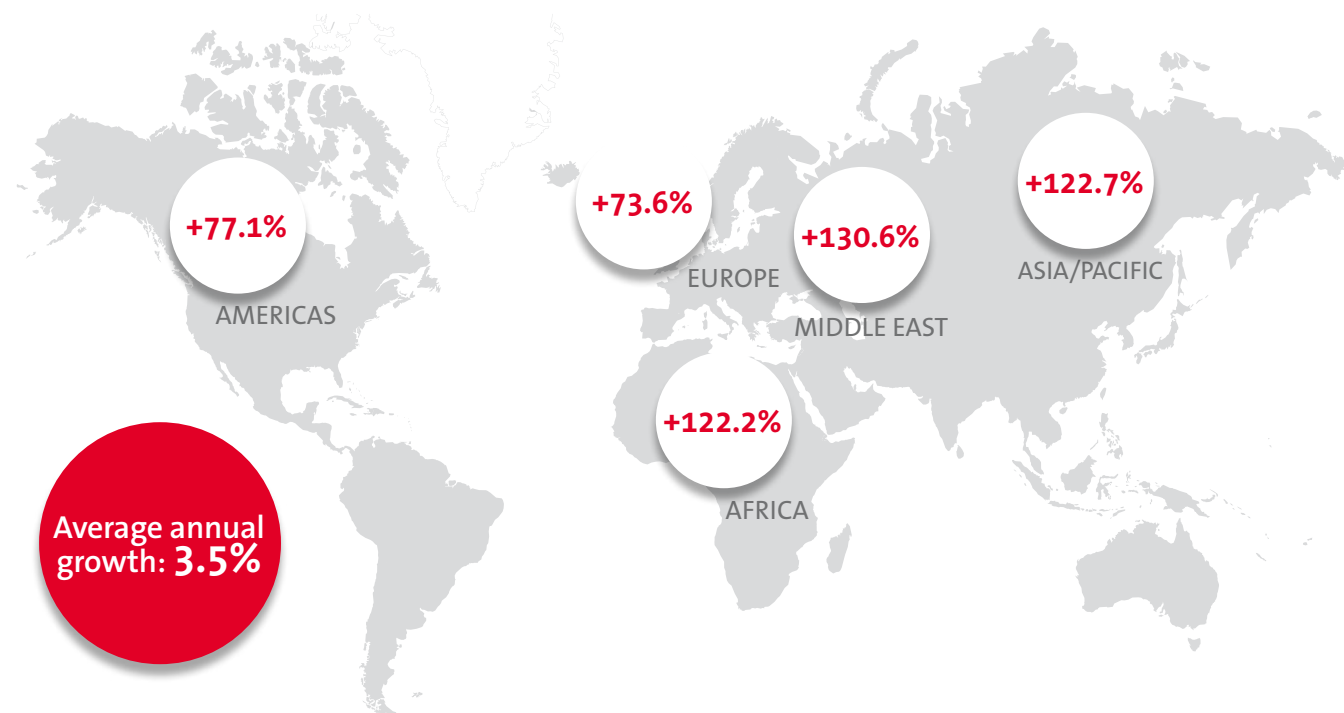
Destination Germany is **leading the way** in the **international market**





New forecast for Germany's inbound tourism industry: potential for **121.5 million** overnight stays by **2030**

International overnight stays in 2030: **+79.2 per cent**



Source: GNTB/Claus Sager 2014, \*excluding camping, figures are rounded (regional classification as per UNWTO) based on 2013

Success through digitisation: **10 million visits** to [www.germany.travel](http://www.germany.travel)



The GNTB is a leader in the development and implementation of online strategies. The main medium is its **website [www.germany.travel](http://www.germany.travel)**. Social media activities in particular are being expanded all the time.



**Sustainability** and **accessibility** are strong reasons to visit Destination Germany

Sustainability for success

**1/3** of Germany's land area is **protected**

**Environmentally friendly mobility** thanks to an exceptional transport network

Numerous **certification schemes** offer a guarantee of quality

The GNTB is developing and marketing **sustainable** tourism

Benchmarks for accessible travel

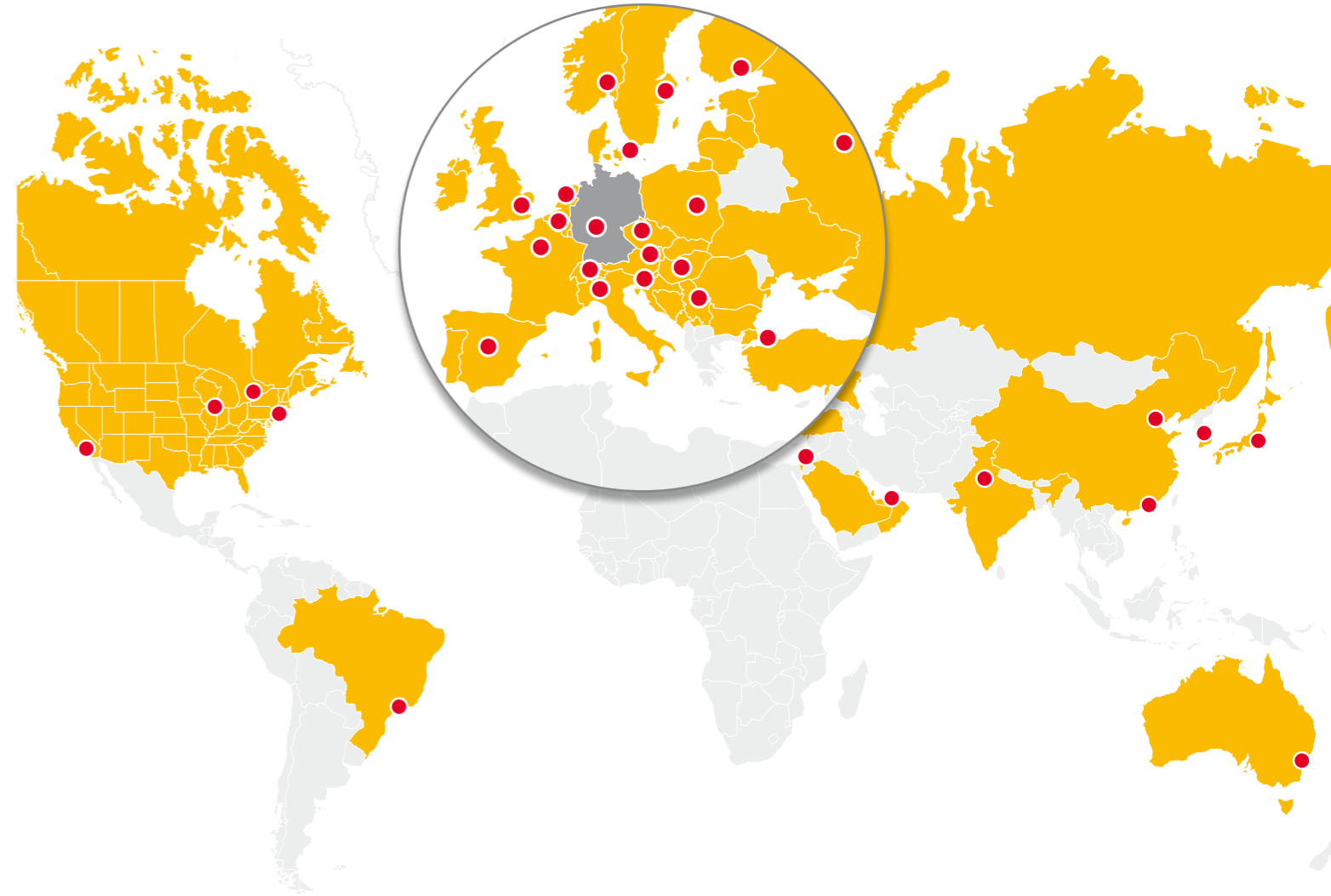
**Increasing demand** due to demographic change

Approx. **140 million** Europeans benefit from accessibility

Together with its partners the GNTB is promoting the **development** of **barrier-free tourism** on the basis of a national certification scheme

Accessible tourism generates additional demand equivalent to around **280,000** journeys a year

The GNTB coordinates its worldwide marketing through **30 foreign representative offices**



**GNTB campaigns 2016–2020**

2016

- **Sustainable holidays** in the heart of nature in Germany
- **800 years of the Dresden Kreuzchor boys' choir**

2017

- **Luther 2017** – 500th anniversary of the Reformation
- **documenta 14**
- **International Garden Show Berlin (IGA)**

2018

- **Culinary Germany**

2019

- **100 years of the Bauhaus**
- **200th anniversary of the birth of Theodor Fontane**

2020

- **250th anniversary of the birth of Beethoven**

# Members and sponsors of the GNTB

(as at February 2016)

## Companies



## Tourism marketing organisations of the federal states



## Corporate bodies, associations, foundations, institutions and organisations



## Sponsors



Published by:

German National Tourist Board (GNTB)  
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