

German National Tourist Board

Marketing and sales for “Destination Germany”

Rigorous analysis
and assessment
of the market

- Mega-trends
Culture and health
- Product lines
- Annual themes
and basic themes

Customer-focused
product consultancy
and product design

- Multiplier effect strategy
- Trade
 - Media
 - Consumers
 - Cooperation partners from
commerce and the travel
industry

THE GERMAN NATIONAL TOURIST BOARD



Presenting “Destination Germany” – Shaping its image

The German National Tourist Board (GNTB), based in Frankfurt am Main, provides expert and innovative marketing services for “Destination Germany”.

Its work has two main aims:

- To enhance the global image of Germany as a travel destination
- To increase the number of overnight stays by visitors from abroad

Objectives for 2008

- Increasing demand for trips to palaces, parks and gardens
- Increasing promotable business travel, working in collaboration with the German Convention Bureau (GCB)

- Positioning Germany as a leading destination for culinary excellence
- Marketing festivals and events in Germany
- Marketing winter holidays in the German uplands and the foothills of the Alps
- Marketing the basic themes underlying the Culture and Health mega-trends
- Continuing the multi-channel strategy in the tour operator segment and on the internet
- Signing up new partners and members
- Promoting nationwide domestic marketing activities
- Developing market-specific themes and products

Cultivating markets – Developing products

The GNTB coordinates its sales and marketing activities around the world through its structure of six regional management teams. It has 29 permanent foreign representative offices, of which eleven are its own offices and 18 are sales agencies operated in collaboration with partners. It also conducts regular marketing activities in eleven other countries.

The GNTB operates in:

- Traditional source markets in Europe
- Important overseas markets
- The fast-growing markets of eastern Europe and Asia

The GNTB’s global presence ensures growth in important future markets



Strategic thinking - Providing impetus

The GNTB's sales and marketing strategy is based on rigorous analysis and assessment of the markets. The demand-driven product lines **City Tours/Events** and **Health & Fitness Holidays** were derived from the international **Culture and Health** mega-trends, which the GNTB converts into global marketing themes that change on an annual basis. The range is supplemented each year by additional PR themes and market-specific themes.

Annual themes

- **2008**
Palaces, Parks and Gardens
- **2009**
Active lifestyle holidays – walking and cycling in Germany
- **2010**
European Capital of Culture 2010 – The Ruhr Region
German Cities of Culture
- **2011**
Health and wellness holidays
- **2012**
Germany as a business travel destination

Additional PR themes

- 2008**
 - Festivals in Germany: from the largest Schützenfest fair to the prettiest Christmas market
 - Culinary Germany
- 2009**
 - 20 years after the fall of the Berlin Wall
 - “EMPIRE CONFLICT MYTH, 2000th anniversary of the Battle of Varus”
 - 90th anniversary of the founding of the Bauhaus movement in Weimar
- 2010**
 - 300 years of porcelain production in Meissen
 - 200 years of the Munich Beer Festival
 - 41st Oberammergau Passion Plays
 - International Construction Exhibition (IBA) in Saxony-Anhalt
 - 175 years of the German railways

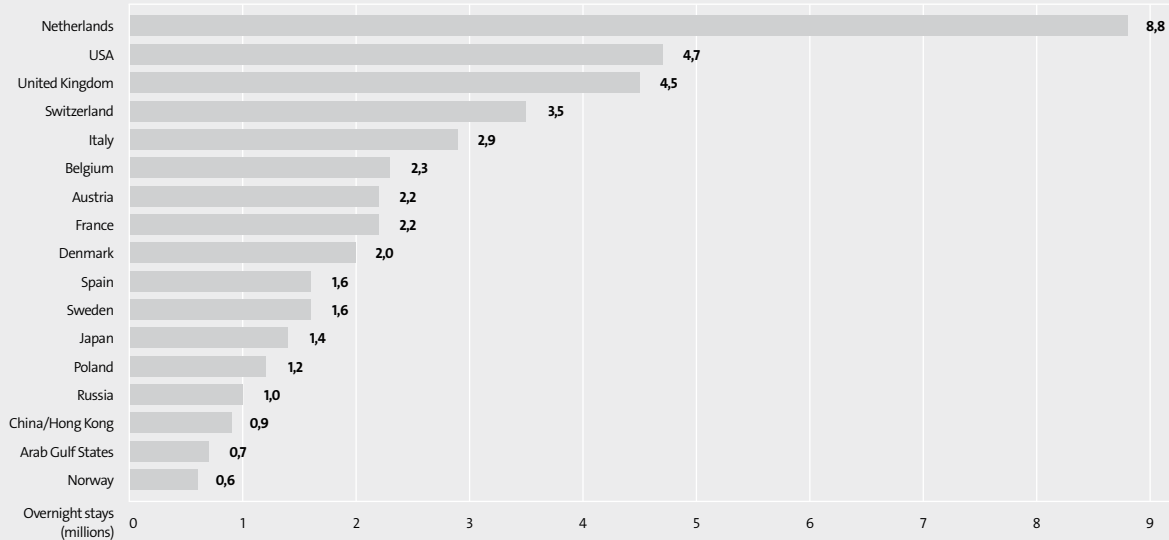
Relevant market-specific themes, e.g.

- WELLNESS, particularly in south-west Europe
- HEALTH-RELATED TRAVEL, particularly in Russia and the Arab Gulf States
- WALKING, particularly in the Netherlands
- CAMPING TRIPS, particularly in the Netherlands, Belgium, Denmark and the UK
- GOLFING HOLIDAYS, particularly in Scandinavia
- RELIGIOUS TOURS, particularly in the USA and Israel
- HERITAGE TOURS, particularly in the USA
- Mini-breaks in Germany

The international Culture and Health mega-trends provide the foundation for two of the GNTB's major product lines: **City Tours/Events** and **Health & Fitness Holidays**

Top 20 source markets for travel to Germany

Germany has a variety of source markets



Source: German Federal Statistical Office, reference year 2006, incl. camping

Researching trends – Discovering potential

The GNTB's marketing of Germany is based on detailed studies of international markets using relevant statistics such as data collated by the Federal Statistical Office on numbers of overnight stays by visitors from Germany and abroad, the World and German Travel Monitors, the World Tourism Organization (UNWTO), the World Travel & Tourism Council (WTTC) and the analysis of travel patterns conducted by the research organisation Urlaub und Reisen (FUR).

The GNTB also conducts its own research in the source markets and within Germany. Market research concentrates on forward-looking, inter-linked surveys, providing meaningful analyses to its partners and all companies within the German tourism sector to guide and assist their professional marketing.

The GNTB's research focuses in particular on:

- Anholt-GMI-Nation-Brands index as a study of Germany's image as a location
- Permanent monitoring of all inbound source markets
- Research for theme years with a two to three-year lead-in
- Systematic examination of Germany's ten core source markets every five years - with a combined image and efficiency study
- Studies of themes/trends and special studies for particular target groups and potential markets
- Nationwide quality monitoring process in collaboration with the insurance company Europäische Reiseversicherung AG (visitor surveys)
- Meetings and events barometer, jointly with the European Association of Event Centres (EVVC) and the German Convention Bureau (GCB)
- Fundamental studies of business travel with TNS Infratest

Analysing markets – Exploiting opportunities

Germany continues to be the most popular holiday destination for Germans, and with around 300 million overnight stays a year, domestic tourists remain the linchpin of tourism in Germany. International travel to Germany is becoming increasingly popular, with Germany's market share expanding steadily.

This is evidenced by continuous growth from Europe and disproportionately high growth from the Americas and Asia. In 2006, Germany expanded both its business tourism segment, in particular visits to trade fairs and conferences, and the holiday/visiting friends and family segment.

City breaks and culture-related travel are particularly popular with Europeans. This is reflected in the fact that cities with a population of more than 100,000 are rapidly increasing their market share, as measured by the number of overnight stays.

MARKETING/SALES/COMMUNICATIONS



Diversifying activities – Pooling resources

The GNTB is forging connections and systematically expanding its activities in this area. Marketing activities include:

- Presentation of „Destination Germany“ at the leading international tourism trade fairs (trade and public)
- Development of new business among the international travel trade at workshops and roadshows
- Organisation of the Germany Travel Mart (GTM), the biggest sales event for Germany's inbound tourism
- Ongoing canvassing of German and international tour operators to act as sales partners
- Fact-finding tours for international media representatives and travel professionals on the theme of „Destination Germany“
- Sales brochure „Booking Germany“ as a central sales tool for the travel industry

- Sales cooperation guide „Verbindungen schaffen“ as a source of information for partners within the German travel industry, allowing them to professionally promote „Destination Germany“ at international level

- Extranet as a source of information and a training medium for travel industry professional

- Multi-channel strategy
Selling more trips to Germany

Communicating Germany – Generating enthusiasm

The GNTB's successful marketing of Germany requires a wide variety of communication activities, including:

- Intensive press and publicity work in Germany and abroad: roughly 250 press and PR events a year around the world
- Website at www.germany-tourism.de with links to partners, 35 websites in 22 languages with a total of 21,000 pages of content, generating more than 30 million hits per year

- Locally updated GNTB events database with more than 2,000 events in Germany

- Global communications activities promoting Germany as a travel destination

- Advertising in the international media to secure partners for tourism service providers

- Continuous development and production of new, theme-related advertising material such as sales brochures, image brochures, product flyers and catalogues

- Cooperation with the media in Germany and abroad

- Support and marketing of packages for specific target groups and regions

PARTNERS/SUCCESS FACTORS



Success factors for “Destination Germany” / Strong partners from business and the tourism industry

- Germany is continuing to grow at a rate higher than the global average in 2007, and higher than the increase in travel to Europe as a whole.
- Germany ranks first in the Anholt-GMI Nation Brands index that measures the image of countries
- Germany is the second most popular destination for cultural breaks for European travellers
- Germany leads the market in the business travel segment as the favourite choice for conferences and congresses in Europe and the premier venue for trade fairs worldwide

With successful marketing, Germany will be able to net more than 61 million overnight stays from abroad in 2015, generating a cumulative increase in GDP of approx. €17.9 billion and a cumulative increase in tax receipts amounting to approx €5.4 billion.

Public-private partnership

Funding for the GNTB is provided by the Federal Ministry of Economics and Technology (BMWi). It receives additional support through cooperation with other tourist organisations as well as from partners in industry and the media. This also produces many synergetic effects.

The GNTB follows the concept of the public-private partnership in its cooperation with industry, bringing private and public interests together for both commercial and non-commercial projects. This arrangement enables the state and private sector to initiate cooperative ventures and make best use of their budgets.

The GNTB has been successfully implementing this model for many years now.

Cooperation with its private-sector partners allows the GNTB to:

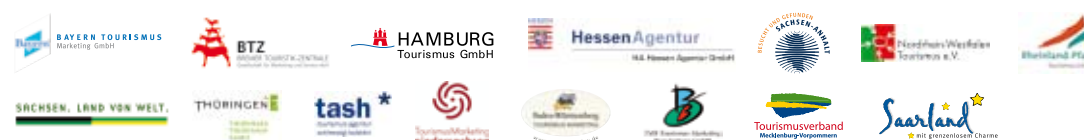
- establish a presence in important markets throughout the world
- exploit synergies
- pool resources and thus work more efficiently to promote Destination Germany
- continuously optimise its marketing.

MEMBERS OF THE GERMAN NATIONAL TOURIST BOARD

Companies



Tourism marketing organisations of the individual federal states



Corporations



Attracting new members – Intensifying the synergy

The GNTB's 57 members are vital to the success of its work. Companies, tourism marketing organisations of the individual federal states and associations support the GNTB in its successful positioning of "Destination Germany" throughout the world.

Companies:

- Accor Hotellerie Deutschland GmbH
- Air Berlin PLC & Co. Luftverkehrs KG
- Amadeus Germany GmbH
- ArabellaStarwood Hotels & Resorts GmbH
- Autostadt GmbH
- Avis Autovermietung GmbH & Co. KG
- Berliner Flughäfen – Flughafen Berlin Schönefeld GmbH
- Deutsche Bahn AG (DB)
- Deutsche Lufthansa AG (LH)
- Deutsches Reisebüro GmbH (DER)
- Europa-Park Freizeit- und Familienpark Mack KG
- Europäische Reiseversicherung AG
- Flughafen München GmbH
- Fraport AG
- Hanse Merkur Reiseversicherung AG
- Hertz Autovermietung GmbH
- InterContinental Hotels Group plc

- ITS Reisen REWE Touristik Gesellschaft mbH
- Köln-Düsseldorfer Deutsche Rheinschiffahrt AG
- Land Fleesensee Tourismus Marketing GmbH
- Lindner Hotels AG
- Maritim Hotelgesellschaft mbH
- Messe Berlin GmbH
- Neue Dorint GmbH
- NH Hoteles Deutschland GmbH
- Ringhotels e.V.
- Sixt AG
- Stage Entertainment Marketing & Sales GmbH
- Steigenberger Hotels AG
- Thomas Cook AG
- TUI AG

Tourism marketing organisations of the individual federal states:

- Bayern Tourismus Marketing GmbH
- Bremer Touristik-Zentrale Gesellschaft für Marketing und Service mbH
- Hamburg Tourismus GmbH
- HA Hessen Agentur GmbH
- Investitions- und Marketinggesellschaft Sachsen-Anhalt mbH (IMG)
- Nordrhein-Westfalen Tourismus e.V.
- Rheinland-Pfalz Tourismus GmbH
- Tourismus Marketing Gesellschaft Sachsen mbH

- Thüringer Tourismus GmbH
- Tourismus-Agentur Schleswig-Holstein GmbH
- Tourismus Marketing Niedersachsen GmbH
- Tourismus Marketing GmbH Baden-Württemberg
- Tourismus Marketing Brandenburg GmbH
- Tourismusverband Mecklenburg-Vorpommern e.V.
- Tourismus Zentrale Saarland GmbH

Corporations, associations, foundations, institutions and federations of national importance:

- Bundesverband der Deutschen Tourismuswirtschaft e.V. (BTW)
- Deutscher Heilbäderverband e.V. (DHV)
- Deutscher Hotel- und Gaststättenverband e.V. (DEHOGA)
- Deutscher Industrie- und Handelskammertag e.V. (DIHK)
- Deutscher Reise Verband e.V. (DRV)
- Deutscher Tourismusverband e.V. (DTV)
- German Convention Bureau (GCB)
- Historic Highlights of Germany e.V. (HHOG)
- Hotelverband Deutschland (IHA) e.V.
- Magic Cities Germany e.V. (MCG)
- RDA-Internationaler Bustouristik Verband e.V.

By constantly developing its member portfolio, the GNTB is increasing its positive synergies as envisioned in the public-private partnership

The GNTB around the world

■ Second most popular cultural destination in Europe ■ First place in the Anholt-GMI Nation Brands index ■ Top trade fair venue in the world ■ Premier business travel destination in Europe ■ 29 GNTB representative offices around the world

