



For Immediate Release

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Contact: Victoria Larson, PR Manager,
German National Tourist Office
212-661-7175 tel.
212-661-7174 fax
Victoria.Larson@d-z-t.com

Germany Celebrates Strong Tourism with the SENSE-sational Extravaganza Opening June 3rd at Grand Central!

On the morning of Friday, June 3 at 10:00 a.m., Germany's three-week extravaganza, "Germany, a SENSE-sational Experience," will open its doors to the public at Grand Central Terminal's Vanderbilt Hall. The German National Tourist Office will grace Grand Central through June 9 from 10:00 a.m. to 7:00 p.m. together with the German Agricultural Board (CMA) while the special exhibit from the Goethe Institut New York and the German Information Center will run through June 23.

With over 4.3 million overnights from the U.S. to Germany, an increase of 15.1%, 2004 marked Germany's second best year ever. This year's tourism also has started off on a strong note. "We are tremendously pleased with such positive results for 2004. And, with events like the SENSE-sational Grand Central event; the new direct flights to Hamburg, Berlin, Duesseldorf and Munich; the World Youth Day in Cologne starting August 16th; the opening of Bremerhaven's Emigration Museum on August 8th; the consecration of Dresden's Frauenkirche on October 30th; and the World Soccer Cup in June and July next year, tourism will continue to climb," said Michaela Klare, Regional Manager of the Americas for the German National Tourist Office,

The German National Tourist Office (GNTO) North America with its headquarters in New York and sales offices in Chicago, Los Angeles and Toronto, is an innovative provider of tourism information for consumers; marketing and sales services; and public relations for Germany as a travel destination. Its goals are to enhance the positive image of Germany as a travel destination, and to increase the number of Americans who vacation in Germany. The GNTO acts as a central point of contact for consumers, the media and the travel industry.

The SENSE-sational exhibition at Grand Central will showcase the latest tourism news and highlights from the German National Tourist Office with a special focus on the 2006 World Soccer Cup. Germany's tourism partners include Lufthansa, which is celebrating its 50th anniversary of flights from New York to Germany; the tourism organization of Saxony which will, among many other things, feature its renown Meissen porcelain, a wood carver from the Ore Mountains and a model of Moritzburg Castle; and the tourism organization of North Rhine-Westphalia which will showcase the city and airport of Duesseldorf and its new hotel association: Castles & Culture. Other partners include RailEurope; the Accor Hotels and the Steigenberger Hotel Group; the German Emigration Center and city of Bremerhaven; Munich's Hofbraeuhaus and Alpha Klinik; the tourist organizations of Baden-Wuerttemberg and Hamburg; and LTU Airlines, all of which will have a lively presence in the Vanderbilt Hall along with a fabulous entertainment program.

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