



Official Press Release of the
German National Tourist Press Office

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GNTB marketing activities through to 2010

Promoting Germany abroad with the mega-trends health and culture

The activities of the German National Tourist Board (GNTB) for promoting Germany abroad focus on the mega-trends culture and health on which both the "City Tours/Events" and "Health & Fitness Holidays" product lines are based. Product lines are delivered using "theme years", "basic themes" and "key themes".

Art and culture in Germany's towns, cities and regions

The City Breaks/Events product line is the inspiration for the 2007 theme: "Art and Culture in Germany". This theme year will focus on Germany's cultural scene with its more than 6,000 museums and the exceptionally wide choice of art galleries and exhibition centres, theatres, musicals and other entertainment. In addition to all this, Germany also has 32 UNESCO world heritage sites and many more listed sites of historical and architectural interest from every era.

Romance will be in the air in 2008 when the GNTB takes "Palaces, Parks and Gardens" as the key theme of its marketing activities. Germany has hundreds of castles and palaces in a variety of historical styles where visitors can relive the glories and splendours of the past, enjoy a concert in a majestic setting or take a stroll around a park with stylish orangeries, temples and pavilions.

The theme for 2009 is "Towns, Cities and Regions". One word just about sums it up when it comes to Germany's towns, cities and holiday regions - "diversity". Some holiday areas are full of lakes and rivers, others have dense forests, some have gently rolling hills and others dramatic mountain peaks. Travellers to Germany can experience quaint little towns as well as fast-paced cosmopolitan centres. They can enjoy sprats in Kiel in the north of the country and Bavarian "Weisswurst", a white veal sausage, in the south.

In 2010 Germany presents itself as a fascinating destination for culture enthusiasts, taking its lead from Essen and the Ruhr Region, the European Capital of Culture 2010. Another theme for the year is the 175th anniversary of the German railways.

Germany: Destination for health-seekers

The GNTB is launching a wellness marketing offensive to step up its promotion of the Health & Fitness Holidays product line and focus attention on the "Wellness in Germany" product segment. The appeal of health-oriented travel is clearly illustrated by the growing number of overnight stays by international visitors in Germany's health resorts and spas. Double-digit rises in tour operators' bookings reflect the growing demand in Germany itself for health-related holidays.

Information on the themes of wellness and health & fitness holidays can be found, for example, in the GNTB brochure "Germany - a world of well-being".

In addition, the 50 foremost spas and health resorts are featured as part of the Top 50 concept on the GNTB website at www.germany-tourism.de.

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