

A young man and woman are smiling and posing in front of a modern, curved glass building. The man is wearing a light blue t-shirt and a watch, and the woman is wearing a blue tank top and a necklace. The background shows a clear blue sky and a yellow railing in the foreground.

1. The German National Tourist Board (GNTB)



The head office of the German National Tourist Board is in Frankfurt am Main. Its sales and marketing work for Germany's travel destinations is based on the twin objectives of enhancing the positive image of Germany as a travel destination at home and abroad, and promoting travel to and within Germany. The GNTB has developed marketing strategies and concepts based on specific themes, events and attractions, establishing itself as a skilled and innovative catalyst for the German tourism industry. The GNTB's international marketing activities are undertaken on behalf of the Federal Ministry of Economics and Labour (BMWA).

GLOBAL MARKET PRESENCE

Whether in the established European markets, the main overseas markets or the high-potential growth markets in eastern Europe and Asia, the worldwide presence of the GNTB provides the foundation for the successful marketing of Germany. The organisation has a total of 29 sales offices, including 11 of its own foreign representative offices and 18 sales agencies in collaboration with partners, through which it

plans, coordinates and implements all of its sales and marketing activities around the world. Continual expansion of the worldwide sales network will help to secure the position of Germany as a travel destination in the future. Since 1995, the GNTB has been progressively extending its network of offices in eastern Europe, a market which has grown substantially in importance with the eastward expansion of the EU. And it is now represented in the growth market of the Arab Gulf States with a sales and marketing agency that opened in Dubai in September 2004.

MARKETING FOR GERMANY IN GERMANY

The GNTB doesn't just promote the German regions abroad; it has also been responsible for nationwide domestic marketing since 1999. Central partners in the planning and implementation of the activities in Germany include the marketing organisations of the federal states, the core partner Deutsche Bahn and the tour operators AMEROPA, DERTOUR, Neckermann, TUI and, from 2005, ITS/LTU.

TOURISM – A SUCCESS STORY FOR THE GERMAN ECONOMY

The positive development of tourism in Germany is at the heart of the GNTB's work. The tourism organisation plays an active role in increasing revenues in the German tourism industry, which is dominated by small and medium sized businesses, and in creating and maintaining large numbers of jobs in Germany. Overall, this also enhances the attractiveness of Germany as a business location throughout the world.

EXPERTISE THROUGH EXTENSIVE MARKET STUDIES

The GNTB's marketing activities are based on detailed studies of international markets. Using data supplied by the German Federal Statistical Office, findings of the World Travel Monitor and the German Travel Monitor and studies by the World Tourism Organization (WTO) and the World Travel & Tourism Council (WTTC), the GNTB analyses the trends in inbound and domestic travel. The organisation also carries out its own market research in the source markets and

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in Germany, which provides additional information on trends and the current market situation. Each year, the GNTB produces market information for all its leading source markets, including key figures on developments in the tourism industry and information on all planned marketing activities. This comprehensive information is used by the GNTB's partners to assess the markets, and is available free of charge on request.

THEME-BASED MARKETING AND PRODUCT DESIGN

The GNTB uses this to put together basic information and to devise demand-driven, long-term product segments and alternating annual themes, which provide a focus for its worldwide marketing activities. The organisation assists German tourism service providers in the development of customer-focused products for the German and international markets. It also creates and initiates products and services tailored to meet customers' requirements.

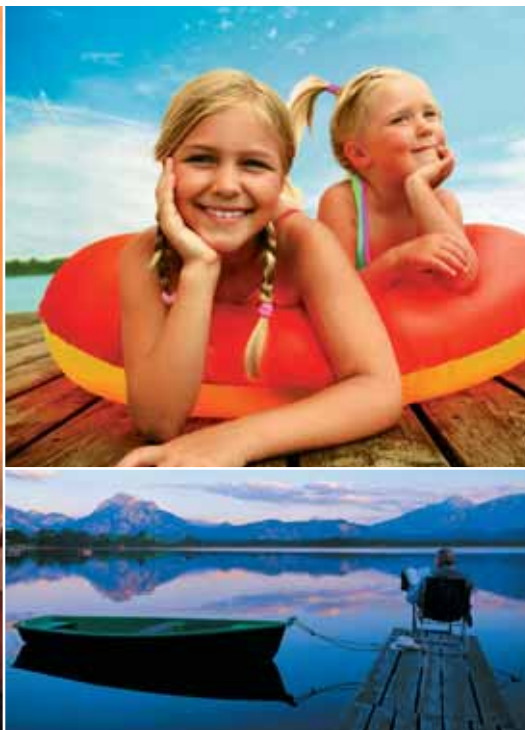
A MULTI-FACETED APPROACH TO WORLDWIDE SALES

The GNTB employs a wide range of sales channels to get from the initial product design to a successful connection with the consumer. Continuous and systematic development is the key to these activities:

- Presentation of "Destination Germany" at the leading trade fairs (trade and public) in the most important markets
- Development of new business among the international travel trade at workshops and road shows
- 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
- Group tours for international travel professionals and media representatives on the theme of "Destination Germany"
- "Booking Germany" as a central sales tool
- Extranet as a new information and training medium for the travel industry, at www.tourismus-in-deutschland.de and www.germany-extranet.net
- Information for travel agencies
- Information for holidaymakers and business travellers throughout the world, provided by the foreign representative offices and sales and marketing agencies
- Developing its presence in growth markets





GENERATING ENTHUSIASM – BROAD RANGE OF COMMUNICATION TOOLS

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

- intensive press and PR work both in Germany and abroad
- website at www.germany-tourism.de with links to partners
- a total of 27 market-specific websites in 21 languages for consumers all over the world
- advertising in the international media to secure partners for tourism service providers
- e-book
- 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

FINANCING AND PARTNERSHIPS

The German federal government, in the form of the Federal Ministry of Economics and Labour (BMWA), provides the financial underpinning for the GNTB. The marketing budget is boosted by intensive cooperation with regional marketing organisations and other partners in the federal states, regions, towns and cities and the tourism industry. Cooperation with the private sector, media and tourism organisations also generates synergies and enables activities to be carried out jointly. This ensures the best possible marketing of the tourism services offered, whilst adhering to budgetary constraints and ensuring that costs are covered.

PUBLIC-PRIVATE PARTNERSHIPS

The fundamental model for the cooperation between GNTB and industry is based on the idea of public-private partnership, in other words combining private and public interests in both a conceptual and commercial sense. Partnerships between the state and private industry offer the ideal opportunity for collaboration and the poo-

ling of budgets. The GNTB has been practising this model successfully for many years, and will continue to pursue it in future. In 2004 the GNTB substantially expanded this cooperation with three central workshops with its partners Deutsche Bahn AG, Deutsche Lufthansa AG and DEHOGA.

MOVING FORWARD TOGETHER

The cornerstone of the GNTB's successful worldwide marketing is the cooperation with its 57 members – companies from the tourism industry, marketing organisations of the federal states and other associations. The GNTB benefits from this arrangement in a number of ways:

- global presence in important markets
- enhanced efficiency in the promotion of Germany as a travel destination through the pooling of resources
- continual innovation in the marketing of Germany.

The GNTB coordinates the joint activities of all its partners from the German tourism industry, acting as the central point of contact for "Destination Germany".