The digital way to nature

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The GNTB’s objectives

- The GNTB promotes Germany as a travel destination around the world
- Enhance the positive image of Destination Germany around the world
- Promote tourism to Germany

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GNTB in numbers

73 members

Budget 2015: € 36.5 million

Market development in 44 countries

200 employees worldwide

30 facilities worldwide
Destination Germany reached record numbers in 2015:

2015
79.7 million
overnight stays by visitors from abroad

2015 (Jan-Dec 15/14)
+ 5.4 % overnight stays
+ 6.0 % arrivals

Source: Federal Statistical Office 2016; accommodation statistics incl. camping
Since 1992, overnight stays by international visitors have increased by 109%.

In 2015, inbound travel reached nearly 80 million overnight stays.

Source: German Federal Statistical Office 2016
Germany is a year-round travel destination

Seasonal trends in overnight stays by visitors from abroad

Source: Federal Statistical Office 2012-2016
Destination Germany
- the brand core -

**Towns, cities & culture product line**
- Food & drink
- Cities & events
- UNESCO World Heritage
- Palaces, parks & gardens
- Language study trips
- Shopping
- Museums
- and more

**Nature/recreation product line**
- Active holidays
- Walking/cycling
- Health & wellness holidays
- Natural landscapes
- Scenic routes
- and more

Accessibility
Sustainability
GNTB theme for 2016:
Holidays in the heart of nature

#EnjoyGermanNature
Germany ranks 3rd as nature destination for Europeans.

Quelle: DZ/ETM. IPK 2015; Auslandsreisen der Europäer
Austria ranks 1st followed by France.

Quelle: DZT/ETM, IPK 2015: Auslandsreisen der Europäer
The Netherlands, Belgium and Switzerland are the top source markets for nature holidays* in Germany

Source: GNTB/ETM, IPK 2015; outbound travel by Europeans; *countryside and mountains
The average traveller on a nature-based holiday in Germany …

… is 45.3 years old, travels by car (62%), with a partner (89%) and with under 14s (18%).

Quelle: DZT Qualitätsmonitor (Mai 2011-April 2014), Stand: Oktober 2014; Natururlauber Ausland
The average traveller on a nature-based holiday in Germany ...

stays in a hotel (44%) or on a campsite (20%)

Quelle: DZT Qualitätsmonitor (Mai 2011-April 2014), Stand: Oktober 2014; Natururlauber Ausland

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‘Landscapes and nature’ rank second (37%) after sightseeing and cultural attractions.

Quelle: DZT Qualitätsmonitor (Mai 2011-April 2014), Stand: September 2014; Urlauber Ausland gesamt; Mehrfachnennungen
approx. 35% of Germany is covered by more than 130 nature conservation areas (Nationale Naturlandschaften)
Did you know?
Discover your favourite spot

Simply adjust the sliders to find your perfect destination.

- flat
- serene
- relaxing
- secluded
- land
- mountainous
- dramatic
- sporty
- central
- water

Be inspired
16 natural highlights in Germany
A destination finder with various filter functions makes it easy for users to find the natural landscape that best fits their specific holiday requirements.

www.germany.travel/enjoy
And this is how we change our communication
Thank You