

BECOME A

# MEMBER

## OF THE GNTB

- Gain market insights
- Build up an industry network
- Make use of communication channels

Supported by:



on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



[www.germany.travel](http://www.germany.travel)



## The German National Tourist Board (GNTB)

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany, and has 25 offices around the world. The GNTB works on behalf of the Federal Ministry for Economic Affairs and Climate Action (BMWK) to represent Germany as an attractive travel destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. Based on its charter, the GNTB runs global marketing activities that aim to enhance the positive image of German towns, cities and regions abroad and encourage people to travel to Germany.

We are delighted that you are interested in becoming a member of the GNTB.

### WHO CAN BECOME A MEMBER?

- Companies and organisations of national importance
- Tourism marketing organisations of the federal states

To be eligible for membership, a member's activities must support the aims and objectives of the GNTB.





## Petra Hedorfer

Chief Executive Officer of the GNTB

### Dear reader,

We, the German National Tourist Board (GNTB), promote Germany internationally as a travel destination. Our main tasks are to further enhance Germany's excellent reputation as a travel destination and to position Germany as a sustainable, high-quality destination in the market. We also support the qualitative growth of inbound tourism to Germany and give the local tourism industry, which predominantly comprises small and medium-sized enterprises, access to international markets.

To support the positive structural and socio-political effects of a thriving inbound tourism industry, funding for the GNTB is provided by the Federal Ministry for Economic Affairs and Climate Action (BMWK) in accordance with a resolution passed by the German Bundestag.

This benefits the individual destinations, from major cities to holiday regions, and the tourism service providers in the hotel business, the restaurant trade and the transport sector. It also helps many market participants in other sectors,

such as the leisure industry, cultural institutions, financial services providers and retailers.

We use our funding to analyse and define high-growth source markets, market segments and trends through evidence-based market research. On this basis, we develop and deliver the brand communications for Destination Germany.

We share our expertise with our members, including the latest information and market insights from international experts that are not published on the open market, and offer practical support with the development of demand-oriented products.

Our digital strategy is at the heart of our forward-looking approach, through which we help our partners in inbound tourism to Germany to keep pace with technological developments in the market.

The 17 sustainable development goals are a key element of our strategic outlook, and on this basis we successfully position Germany as a travel destination with sustainable offerings.

We have 25 foreign representative offices covering over 35 markets that enable us, as a networker and relationship manager, to connect our members with the players in the international travel industry and provide access to the markets.

The combination of expertise and an extensive network gives our members the opportunity to engage in innovative marketing in the global markets in partnership with established tourism service providers.

Are you interested in becoming part of this well-established network? Then please feel free to contact us to discuss how you can join. We would be delighted to welcome you as a member of the German National Tourist Board.

**Petra Hedorfer**

# THE GNTB IN NUMBERS

MORE THAN  
**8,000**  
MEDIA CONTACTS

MARKETING  
IN OVER  
**35**  
COUNTRIES

**25**  
OFFICES  
WORLDWIDE\*

SOCIAL MEDIA  
REACH  
**1.7** BILLION

MEDIA DATABASE  
WITH OVER  
**32,000**  
PHOTOS, CHARTS  
AND VIDEOS

**5,213**  
KEY ACCOUNT  
TOUR OPERATORS  
AND OTCs

OVER  
**60** MEMBERS

AROUND  
**150**  
TRADE EVENTS  
A YEAR

GERMANY.TRAVEL  
A TOURISM CONTENT HUB  
IN **4** LANGUAGES

MORE THAN  
**1,300**  
PARTNER  
ACTIVITIES  
A YEAR

OVER  
**40** SOCIAL  
MEDIA  
CHANNELS  
WITH 5.3 MILLION  
FOLLOWERS/FANS

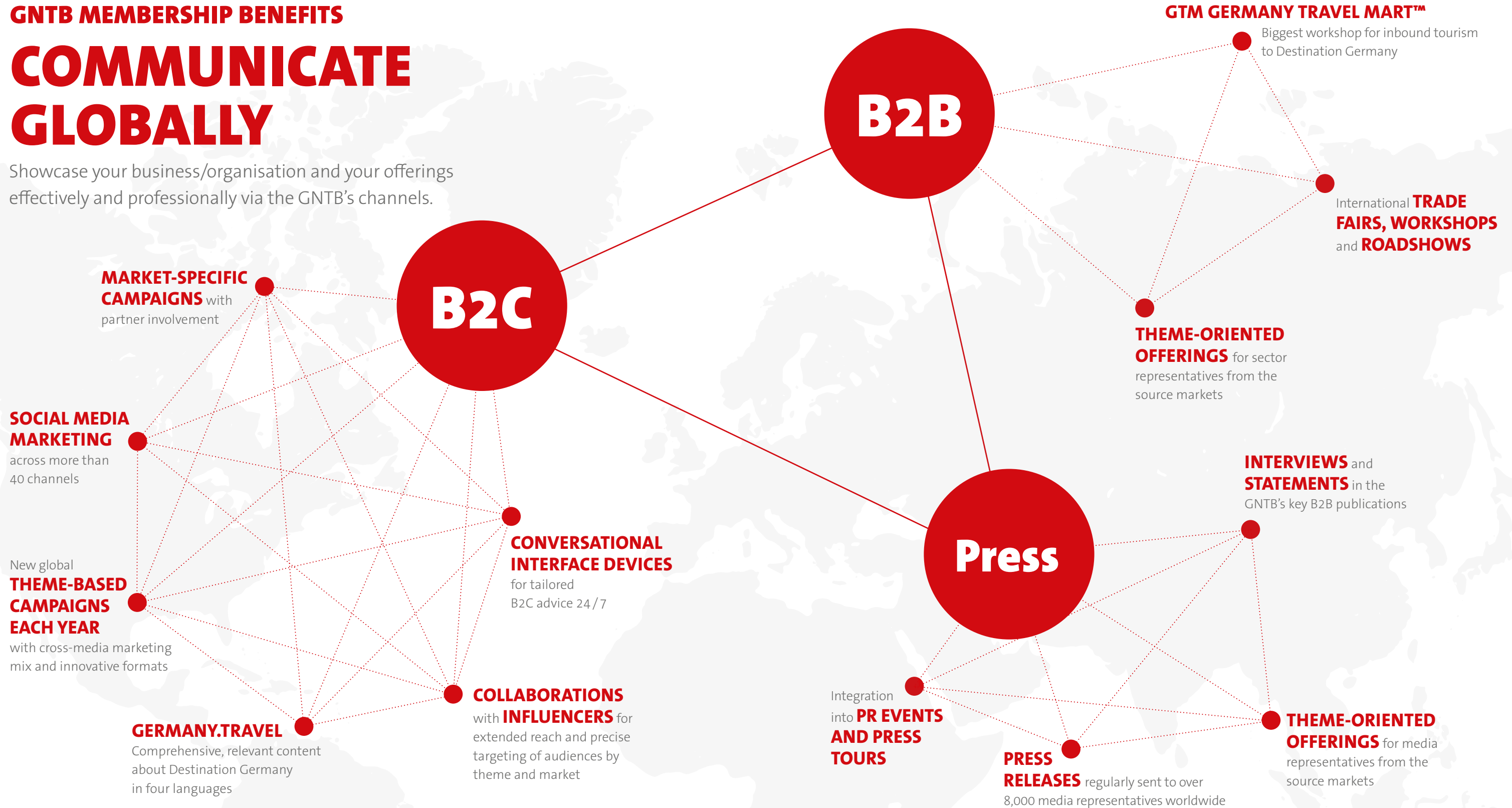
**17**  
SPONSORS

\* As at 1 January 2023

## GNTB MEMBERSHIP BENEFITS

# COMMUNICATE GLOBALLY

Showcase your business/organisation and your offerings effectively and professionally via the GNTB's channels.



## GNTB MEMBERSHIP BENEFITS

# BENEFIT FROM OUR INDUSTRY NETWORK

### GNTB KNOWLEDGE DAYS

The annual Knowledge Days focus on networking and sharing information. On the agenda are the latest technological innovations and their impact on tourism, presented by high-calibre speakers.

### BEHIND THE SCENES AT LEADING COMPANIES

Thanks to the GNTB's close links to leading companies, you can gain insights into the latest trends, for example in marketing, digitalisation and virtual/augmented reality.

### WEBINARS

Internal and external experts discuss specialist topics and tell you all about current developments in the markets.

### MARKETING COMMITTEE

As a member of the committee, you can advise the GNTB's Executive Board on key areas of marketing and communication strategy.

### GENERAL MEETING

Meet and talk with other members, contribute to the ongoing development of the Destination Germany marketing strategy and be part of the decision to accept new GNTB sponsors. Help to shape the GNTB by becoming involved in its committees.

### NETWORK OF GERMANY'S INTERNATIONAL ORGANISATIONS

Gain access to the Federal Republic of Germany's international organisations via the GNTB (embassies, consulates, worldwide network of German chambers of commerce, Goethe Institute, Germany Trade & Invest and more).

### SUSTAINABLE TOURISM DAY

In view of climate change, the energy crisis and political upheavels, concerted efforts from all industry players are needed to make tourism more sustainable and thus fit for the future. At the GNTB's annual Sustainable Tourism Day, stakeholders, members and partners discuss functional requirements, present potential solutions and explain forward-looking strategies.

# GERMANY SIMPLY INSPIRING

stands for

**PRUDENT USE** of resources

**HIGH-QUALITY TOURISM**

**SOCIAL RESPONSIBILITY**

**TRAVEL CONCEPTS** that are  
**KIND TO NATURE AND THE CLIMATE**



## GAIN MARKET INSIGHTS



### FOREIGN REPRESENTATIVE OFFICES AROUND THE WORLD

The teams at the GNTB's 25 offices will be happy to assist you with their expertise built up over many years.

### COMPREHENSIVE MARKET INFORMATION

The GNTB's market information is regularly updated and provides everything you need for professional marketing to specific markets.

### INTERNATIONAL RESEARCH

The GNTB continuously evaluates data from numerous international organisations and works with renowned market research companies such as IPK International and Tourism Economics. This will give you solid insights into current market trends.



# FOCUS ON SUSTAINABILITY

CORPORATE SOCIAL RESPONSIBILITY

RURAL REGIONS

DIGITAL VISITOR MANAGEMENT

ACCESSIBILITY

CLIMATE ACTION

HIGH-QUALITY TOURISM

DIGITALISATION

GREEN MEETINGS

## SUSTAINABLE DEVELOPMENT GOALS

The 17 sustainable development goals adopted by the UN world climate change conference, along with the 169 related targets, provide the GNTB with a framework for the focus and implementation of its sustainability strategy.

All initiatives and activities are allocated to the relevant SDGs, and verifiable key performance indicators (KPIs) are defined for them.



## GNTB DATA DASHBOARD

# INBOUND TRAVEL TRENDS GERMANY

This GNTB dashboard provides fast and efficient overviews of data relevant to inbound tourism, based on:

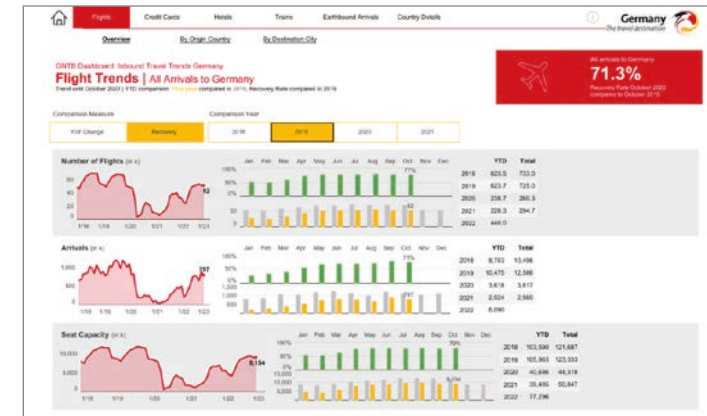
- Flight arrivals
- Tourism spend
- Hotel occupancy and prices
- Rail travel and passenger trends
- Overnight stays by holiday region
- Travel behaviour
- Aggregated and anonymised mobile phone data

This innovative market research tool is one of the means by which the GNTB is helping to make inbound tourism to Germany even more sustainable.

By analysing aggregated, anonymised mobile phone data and overlaying this with the locations of Germany's travel infrastructure, a picture can be built up of how many international arrivals from different source markets use air, rail and road transport to arrive at their final destination. This enables all market participants to promote climate-friendly transport choices for travellers in a targeted manner and to subsequently measure the success of such marketing activities.

It also allows for much faster monitoring of market trends and more precise forecasts as real-time booking data filters down rapidly into the system.

## GLOBAL OVERVIEWS



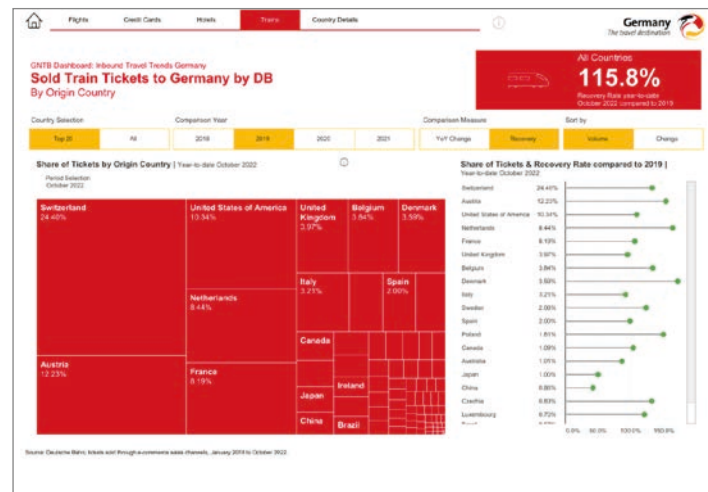
Customisable displays of key facts

## SOURCE MARKET TRENDS



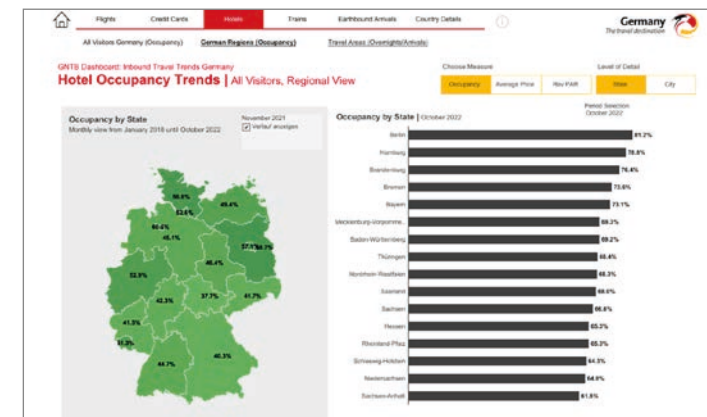
Analysis of data from all key source markets for inbound tourism to Germany

## TRAVEL VOLUME, MARKET SHARE AND GROWTH RATES



Graphical overview

## INSIGHTS WITH REGIONAL / CITY-LEVEL BREAKDOWN



Presentation of trends over time



## IN OUR MEMBERS' WORDS

# “HOW DO YOU FEEL ABOUT YOUR COLLABORATION WITH THE GNTB?”

AMADEUS IT GROUP S.A.

**“By marketing Destination Germany internationally, the German National Tourist Board plays a vital role for the industry.”**

Presenting Germany as a safe and attractive travel destination is hugely important. In this respect, the GNTB's highly digital approach and pioneering role set the benchmark for the tourism industry. By collaborating widely and promoting digital solutions for the travel industry, the GNTB supports Amadeus as a global travel technology company.



**MONIKA WIEDERHOLD**

Executive Vice President,  
Marketing and Digital Transformation



**KARINA KAESTNER**

Head of Partner Management (P.DLP)  
DB Vertrieb GmbH

DB VERTRIEB GMBH

**“The GNTB remains our most important tourism partner when it comes to international marketing.”**

In the past, we have been able to reap productive synergies by successfully linking joint measures with our international sales network. The cooperation campaigns with the GNTB in 2021 played a key role in the recovery of our inbound business.



**OLIVER BONKE**

Chief Executive Officer (CEO), Steigenberger  
Hotels GmbH, Deutsche Hospitality

DEUTSCHE HOSPITALITY

**“Deutsche Hospitality has a close and long-standing relationship with the German National Tourist Board.”**

The GNTB provides us with creative and highly professional support, takes our objectives into account with great success and approaches us with interesting topics. We are delighted to have such a strong team as the GNTB at our side.

DEUTSCHE LUFTHANSA AG

**“We have been a member of the GNTB for many years, as we share its goals and values and can look back on a close and long-standing partnership.”**

We are very keen to support Destination Germany and showcase the highlights of our domestic market. We really appreciate what has been achieved so far and look forward to collaborating on many bold formats in the future.



**HEIKE BIRLEBACH**

Senior Vice President, Customer Experience,  
Lufthansa Group Airline



**MONIKA REULE**

Managing Director of the  
German Wine Institute

DEUTSCHES WEININSTITUT GMBH

**“In this, our thirteenth year of GNTB membership, we look back on many effective activities in which we worked together to successfully market the tourism highlights and distinctive features of Germany as a winegrowing country.”**

Thanks to the large international network of GNTB agencies, we were able to reach new target groups beyond the 14 foreign markets in which we already have our own representative offices. We believe that our collaboration with the GNTB offers great potential for synergies, enabling us to encourage even more foreign visitors to explore our 13 winegrowing regions.

**ROLAND MACK**Owner / Managing Partner of  
Europa-Park in Rust near Freiburg

EUROPA-PARK GMBH &amp; CO MACK KG

***“The German National Tourist Board is an important strategic partner for the role that we play in inbound tourism.”***

The GNTB’s employees have a high level of expertise and are great people to work with. In addition to the coordinated marketing measures in markets relevant to us, the market information and data provided and the opportunities to network with other GNTB members are good reasons for us to be part of this organisation.

## VALUE RETAIL

***“We value our long-standing partnership with the GNTB, which underpins the international marketing of Ingolstadt Village and Wertheim Village.”***

The GNTB’s international marketing activities increase the visibility of Germany’s domestic destinations, attractions and wide range of offerings. This collaboration and joint presence in the international markets makes it easier to work together on making Germany an even more attractive destination. With regards to retail, the GNTB helps us to find the right partners and enter into sustainable, long-term partnerships. The GNTB’s excellent network enables us to leverage synergies to emphasize Germany’s benefits as a travel destination and enhance its position in the international markets.

**SANJIV SINGH**

Managing Director, Ingolstadt Village

**REGINE SIXT**Senior Executive Vice President  
SIXT International, SIXT SE

SIXT SE

***“The GNTB channels the combined excellence of Germany’s inbound tourism industry and represents the country’s hugely varied tourism offerings like no other institution in the world!”***

I am proud to be a long-standing member of the GNTB’s Board of Directors and thus contribute to Germany’s global reputation as an outstanding travel destination.

**Photo credits:** p. 2 Unsplash / Pavel Neko-ranec; p. 11 GNTB; p. 12 GNTB / Jens Wegener; p. 19 GNTB / Francesco Carovillano  
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