

Press information

Simply FEEL GOOD in Germany: GNTB relaunches its global flagship campaign for sustainability

Frankfurt am Main, 31 August 2023 – Germany is increasingly perceived internationally as a sustainable destination: In the SDG Index, which tracks the progress of 193 nations in meeting the UN climate goals, Germany has moved up from sixth to fourth place in 2023. According to analyses by IPK International in September 2022, potential guests rank Germany third out of 27 countries compared for climate protection and sustainability. The German National Tourist Board (GNTB) is capitalising on this positive attention by immediately launching its global flagship campaign for sustainability, "Simply FEEL GOOD", featuring numerous sustainable travel ideas.

At the campaign launch, Petra Hedorfer, CEO of GNTB, explained: "With the award-winning 'Feel good' campaign, we have been successfully promoting a variety of certified sustainable offers in international markets since 2021. The 2023 campaign demonstrates how sustainability, enjoyment, and a diversity of experiences can be combined on a trip to Germany. The travel ideas selected for the campaign also reflect how more and more tourist regions, hotels, operators, and mobility service providers are aligning with sustainability. The strategic orientation and implementation of the campaign make a concrete contribution to the United Nations Sustainable Development Goals (SDGs), thereby underlining our commitment to making incoming tourism to Germany more sustainable."

Simply FEEL GOOD 2023

A central feature of the GNTB campaign is the [landing page](#). This inspiration and information hub showcases around 140 sustainable tourism travel ideas, selected through a call for submissions. The four clusters "Discover," "Enjoy," "Stay," and "On Tour" help users navigate the site. Additionally, maps of Germany link to further sustainable travel options on the thematic websites of the 16 federal states and to accommodations that hold at least one of 17 recognised sustainability certifications.

For further inspiration, GNTB has produced a promotional film, FEEL GOOD. The campaign is promoted through native advertising, search engine advertising, and various social media channels. Market-specific newsletters, press and PR activities, and events also support the campaign.

The Simply FEEL GOOD 2023 campaign is targeted at particularly sustainability-conscious European source markets including Austria, Belgium, Switzerland, Denmark, Spain, France, Italy, the Netherlands, Sweden, the UK, and Poland, as well as in the overseas markets of the USA and Japan. It focuses on demographic groups identified by the SINUS Meta-Milieus, known for their sustainable lifestyles.

Deutsche Bahn - Comprehensive Commitment to Sustainability

Deutsche Bahn, as a premium partner in the implementation of the Simply FEEL GOOD campaign, actively pursues numerous measures in climate, nature, resource, and noise protection to achieve its sustainability goals.

About the GNTB

The German National Tourist Board (GNTB) works on behalf of the Federal Ministry for Economic Affairs and Climate Action to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. Working closely with the German travel industry and private-sector partners and trade associations, the GNTB develops strategies and marketing campaigns to promote Germany's positive image abroad as a travel destination and to encourage tourists to visit the country.

The GNTB's primary strategic areas of action are:

- Conducting targeted market research and analysis of market-specific customer demand in relation to various aspects of travel in the context of sustainability and culture among those with values-based lifestyles.
- Supporting the travel industry, which is dominated by small and medium-sized businesses, through relationship management and the sharing of knowledge.
- Raising awareness of the Destination Germany brand and enhancing the brand profile with a focus on sustainability and climate change mitigation.

Focus on sustainability and digitalisation

The GNTB promotes forward-looking tourism in line with the objectives of the German government. The focus here is on sustainability and digitalisation.

To make inbound tourism more sustainable and competitive, our organisation follows a three-pillar strategy that combines the sharing of knowledge with external partners and a supporting communications strategy with our internal sustainability initiative. The GNTB positions Germany as a sustainable and inclusive destination in the international travel market.

The GNTB is a pioneer when it comes to using immersive technologies (virtual, augmented and mixed reality), voice assistants and other conversational interfaces, and artificial intelligence applications such as chatbots. To ensure that tourism offerings are visible on AI-based marketing platforms, the GNTB coordinates the German tourism industry's open data/knowledge graph project.

The GNTB has 25 foreign agencies that it manages from its head office in Frankfurt.