UNWTO 6th Global Summit on Urban Tourism – Session 2

Hoy Yuen CHUN
Director – GNTO (ASEAN)

The German National Tourist Board
AGENDA

1. The GNTB
2. Vertical Integration of Governance Structure
3. „Destination Germany“ – a strong brand
4. Best practice example
1. The German National Tourist Board
The German National Tourist Board

1. The GNTB

- 71 members
- Budget 2015: 36,5 Mio.
- 6 regional managements
- 32 global agencies
- 200 employees worldwide
Global Network - 32 representative offices / marketing agencies
1. The GNTB

Status Quo:

The 80 million mark in inbound travel was passed in 2016

Overnight stays ('000)

Source: German Federal Statistical Office, Feb 2017

Annual growth rate: 3% p.a.

Success is largely due to Urban Tourism

Forecast 2030: 121.5 Mio.

Source: German Federal Statistical Office, Feb 2017
Vertical Integration of Governance Structure
Supply Side & Demand Side
Highly urbanized society with decentralized arrangement of mid-city networks

Excellent infrastructure and inter-connectivity

16 federal states are responsible for their own tourism marketing

© pixabay, 12019
The Supply Side –
All cities bundle & combine offers for selected target groups

- Barrier free accessibility
- Heritage sites
- Modern infrastructure
- Green parks & accessibility to nearby nature attractions
- Entertainment for families
- Excellent shopping opportunities

© pixabay, Seaq68
The Demand Side

In 2016 Germany’s appeal as a cultural destination made it particularly popular for city breaks and multi-destination tours.

- **CITY BREAKS (+23%)**: 40%
- **MULTI-DESTINATION TOURS (-14%)**: 17%
- **Holiday in the countryside (+/-0%)**: 8%
- **Waterside holiday sea/lake (-20%)**: 6%
- **Other holiday (-18%)**: 5%
- **Holiday in the mountains (summer) (-17%)**: 4%
- **Trip to attend a specific event (+16%)**: 4%

Source: GNTB/WTM, IPK 2017
„Destination Germany“ – a strong brand
Best practice example – MAGIC CITIES
Cooperation with German Cities and their stakeholders

Vertical integration of Top 10 German Cities as marketing platform

Exchange & cooperation

Joint efforts

Cost splitting

Alignment of a combined marketing message

Multiplication of the GERMANY brand
Thank you for your attention!