

PRESS KIT

#WanderlustGermany



Press information

Marketing campaign

#WanderlustGermany drives demand for nature and activity holidays in Germany

Growing global interest in active holidays and recreation in unspoilt countryside – Campaign highlights the diversity on offer in Destination Germany

Frankfurt am Main, August 2020. As lockdown begins to ease after global tourism was brought to a complete standstill by the outbreak of the coronavirus pandemic, customers now consider the risk of contracting the virus to be particularly low if travelling by car, travelling independently, or taking holidays in the heart of nature. This is the finding of a survey of international travellers in 18 source markets carried out by IPK International for the German inbound tourism industry.

Capturing this current sentiment, the German National Tourist Board (GNTB) has created the #WanderlustGermany marketing campaign. It is primarily aimed at visitors from nearby countries who are interested in nature and activity holidays with a special focus on cycling and walking.

"#WanderlustGermany highlights the incredibly wide range of products and services that we can offer our customers, even in the current situation," explains Petra Hedorfer, Chief Executive Officer of the GNTB. "With our well thought-out hygiene and safety concepts, and first-class service, we are inviting visitors to come and see for themselves – and to get ready to be surprised and delighted. One essential element of the quality products we offer is the commitment of many providers in Germany's inbound tourism industry. The German Ramblers' Association is a long-standing partner of the GNTB. Its numerous volunteer helpers in the regions – along with local tourism partners – invest a great deal of time and energy in maintaining and extending the network of paths and trails, thereby opening up new travel experiences."

The campaign is aimed at experienced hikers and cyclists whose main focus is on their chosen activities, families seeking adventures in the great outdoors, and visitors who want to enjoy nature as well as good food and drink.

Through its targeted use of digital communications and events in high-potential nearby markets, the campaign is providing additional momentum for the relaunch of inbound tourism to Germany.

"Germany enjoys an excellent international reputation as a destination for nature-based travel with a well-developed and sustainable tourism industry," adds Petra Hedorfer. "At

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the same time, we are winning top marks as a safe destination in terms of coronavirus risk in comparison with other countries. Our carefully targeted marketing campaigns focus on our visitors' needs and present the wide variety of options for nature lovers and active holidaymakers to enjoy an exceptional travel experience.”

About the GNTB

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 31 agencies around the world to support its activities. Further information is available from our online press centre at www.germany.travel/press.