

## Press information

### Marketing partnership

## GNTB joins forces with the Oberammergau Passion Play

Frankfurt am Main, October 2019 – In 2020, the Oberammergau Passion Play will take place for the 42nd time. Every ten years, more than 100 performances of the play draw nearly half a million visitors from across the globe.

The GNTB is running a global campaign to promote the event. As part of the cooperation with the organisers, it is featuring the Passion Play and the Oberammergau logo prominently in German and English on its website [www.germany.travel](http://www.germany.travel). Basic information on the campaign is being communicated in all 31 markets in which the GNTB has agencies. The GNTB is also identifying markets on which to focus more in-depth activities, and is integrating the Passion Play into its programme of fact-finding tours.

The GNTB has signed a cooperation agreement with the organisers of the Oberammergau Passion Play to promote this important international event. “The Oberammergau Passion Play is one of the landmark events for Germany as a cultural travel destination,” says Petra Hedorfer, Chief Executive Officer of the GNTB. “Around one million additional overnight stays are recorded in the years in which the event is held. As part of our cooperation, we will integrate this facet of Destination Germany into our professional theme-based marketing.”

Gerhard Griebler, Managing Director of the Passion Play Oberammergau Sales Organisation, added: “Our partnership with the GNTB and the integration of their international networks will help us to make our sales organisation even more efficient going forward. We will now also be able to break into new markets.”

### 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 on the basis of a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to

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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. More information can be found in our online press centre at [www.germany.travel/presse](http://www.germany.travel/presse).

