A photograph of a family of three sitting on a striped awning. A young girl is perched on the top edge of the awning, looking to the left. A woman and a man are sitting on the ground in front of the awning, looking towards the right. The awning has vertical stripes in blue, white, and grey. The background is a clear blue sky. On the left side of the image, there is a vertical bar with three colored segments: black at the top, red in the middle, and yellow at the bottom.

5. Nationwide Domestic Marketing





Since 1999 the GNTB has also been responsible for promoting Germany as a travel destination in the domestic market, in addition to its traditional role of raising the profile of Germany internationally. Nationwide marketing provides a cooperation and communications platform for Germany's regions and the GNTB's partners from German industry, with the GNTB adopting a central, coordinating role. Its remit involves analysing and observing the market, bringing together themed holiday products at a national level and promoting them through its marketing activities. In December 2005 the economic ministers of the 16 federal states voted to extend the GNTB's mandate to coordinate nationwide domestic marketing until 2011.

The GNTB carries out its national domestic marketing role on behalf of the federal states and their marketing organisations, Deutsche Bahn AG and the five tour operators AMEROPA, DERTOUR, ITS, Neckermann-Reisen and TUI. The Domestic Marketing committee provides the strategy for the domestic marketing activities and determines selected target groups and age groups, taking into account the themes, requirements and ideas of the partners.

The nationwide domestic marketing is based on three pillars:

1. Specific campaigns and information management on the Germany portal at www.deutschland-tourismus.de
2. Extensive cooperation projects with traditional nationwide media
3. Sales and promotional activities for the travel industry.

Ongoing, intensive press and PR work also falls within the GNTB's domestic marketing remit.

5.1 GERMANY PORTAL AT WWW.DEUTSCHLAND-TOURISMUS.DE

The GNTB has been running the "Regional Specials" campaign for three years now, and in 2005 each federal state was featured in turn on the home page of the GNTB website for a three-week period. The campaign presented special tourist highlights together with new travel offers and themes. There was also a section entitled "Geheimtipps" (insider tips) which outlined specific holiday themes, events and offers for the respective federal states.

5.2 GERMANY IN THE TRADITIONAL NATIONWIDE MEDIA – GNTB COOPERATION PROJECTS

Cooperation agreements with the media and industry are the first pillar on which the GNTB's nationwide domestic marketing strategy is based. The German National Tourist Board uses its own flyers as well as publications produced in cooperation with partners and editorial articles in a carefully selected media mix to communicate with its target groups – which include 18 to 29 year olds, families and the 45+ generation – and encourage them to holiday in Germany.

The GNTB's domestic marketing activities focus in particular on three nationwide holiday and travel themes: Health & Fitness Holidays, Family Holidays and City Breaks/ Short Breaks. These themes encompass the health holidays segment, which covers fitness and wellness, holidays in the countryside/by the water, active holidays and sport, short breaks, events, art & culture and food & drink. Whenever "Destination Germany" is highlighted in the media, the GNTB always makes reference to its Germany website.

5. NATIONWIDE DOMESTIC MARKETING



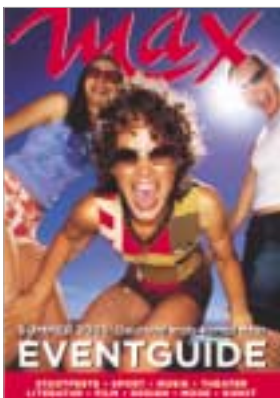
Short and sweet:

City breaks and mini-breaks

The 24-page booklet "Summer Event Guide 2005", published in partnership with "MAX" magazine featured the top summer events in Germany. Using the same fresh, modern design as the magazine itself, the GNTB listed numerous events in categories such as festivals, sport, music, theatre, literature, film, design, fashion and art. The GNTB and its partners also featured in the "City Guides" section of the website at www.max.de for eight weeks after publication of the "MAX" edition on 24 May 2005. The online content supplemented the print version with a picture gallery, e-cards, a quiz and other features.

Two inserts entitled "Typisch Deutsch" were published in May and October 2005 in partnership with "BUNTE", Europe's biggest celebrity and chat magazine. With a focus on mini-breaks, city breaks and active holidays in the countryside, "typically German" prejudices were examined with reference to individual federal states and then refuted through positive associations. This was underpinned with brief profiles of the cities or regions concerned and appropriate package deals with booking hotline numbers. The GNTB and its partners were also featured for a period of four weeks from the publication dates of the May and October issues on the "BUNTE" portal at www.bunte.t-online.de in the section entitled "Specials". Visitors to the website could also take part in a quiz and win

attractive prizes. An eight-page supplement on the theme of short breaks and city breaks was produced in partnership with the editorial team of Deutsche Bahn's "DB Mobil" customer magazine. It was inserted in the September issue of the monthly magazine, which has a print run of around 500,000 copies, and was also placed on long-distance Deutsche Bahn trains for a month. It included informative articles on the themes of Culture, Music and Food & Drink relating to each of the federal states, along with tips about interesting events and bookable packages. The supplement also featured special offers from the tour operators AMEROPA, DERTOUR, ITS, Neckermann-Reisen and TUI and a list of all service addresses.





In November the GNTB published the supplement "City Breaks in Germany" in partnership with "Reader's Digest" in a print run of around 780,000 copies. The publication presented a city highlight from each of the federal states along with a top shopping tip for each. The themes of musical and cultural events, historical places and spas reflected the diversity of Germany as a holiday destination. The supplement also contained package offers from tour operators, tips from Deutsche Bahn and a competition. A banner was also placed on the www.readersdigest.de website for a year, starting in November 2005, with a link to the GNTB website. Articles on the themes of family holidays, mini-breaks and city breaks, active holidays and wellness holidays were featured in four editions of the

online newsletter for Reader's Digest subscribers.

The German-language GNTB flyer "Mini-breaks in Germany. Just get up and go" was published in December 2005 with a print run of around two million copies in the subscriber editions of "Stern", "Spiegel", "Hörzu" and "Focus" magazines. The publication drew attention to the wide range of culture and events on offer throughout the winter and featured items on the many Christmas markets, along with cultural events, shopping and spa facilities.

Fun for families

The GNTB collaborated with "Familie & Co", the market leaders in the family magazines segment, on two initiatives in 2005. In January, the German-language supplement "Out and about with children – the best places to go in spring and summer" featured articles on the 16 federal states with the emphasis on family-friendly destinations. It included sections on "Family and Nature", "Family and Leisure" and "Family and the City" as well as details of attractive package deals from tour operators and Deutsche Bahn. For younger readers, there was also a competition featuring "Rudi the travelling mouse". The supplement was published in a print run of around 300,000 copies and a further 240,000 copies were



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printed for distribution as an insert in the January issue of "Spielen & Lernen" magazine.

In March 2005 the GNTB organised a four-page promotion feature in "Familie & Co" with articles, photos and package deals from the tour operators, plus service addresses of all the partners. A map of Germany for families, with child-friendly illustrations and specific travel tips, produced in partnership with the magazine's editorial team, was also given away with the magazine. The cross-media cooperation included prominent mention of the magazine's website at www.familie.de, where the GNTB presented additional travel tips and a competition, timed to coincide with the magazine's publication date.

Getting active in the German regions

In April the GNTB published a booklet entitled "Unterwegs in Deutschland" (out and about in Germany) in a handy pocket format in cooperation with "Vital" magazine. The booklet, which was prominently attached to the cover of magazine, focused on wellness holidays and active breaks in Germany with travel tips and offers from the federal states and the tour operators. The main target group was the active, professional, modern woman who looks to "Vital" for tips and information on the subjects of beauty, fitness, nutrition and health.

The 40-page supplement contained editorial features entitled "Relaxation & Beauty", "Active Outdoors" and "Culture and Cuisine". The booklet was also featured on the website at www.vital.de for a four-week period, along with additional content such as "Last-minute wellness breaks" and an online competition.

A richly illustrated 40-page supplement published in August and September – "Deutschland aktiv erleben" (active holidays in Germany) – presented Germany as a destination for wellness and active holidays. The editorial content was backed up by a number of package deals offered by the federal states, the tour operators and Deutsche Bahn. The supplement presented the over-45s target group with a wide variety of active holiday options, from walking, golf and Nordic Walking to water sports and even paragliding. It also contained a competition with attractive prizes.

Germany on the small screen:

TV cooperation

In 2005, the German National Tourist Board used TV infomercials for the first time, aimed mainly at the 45+ age group. There were three items in all: the feature on "Wellness" which was broadcast in early May was followed by items on "Active Outdoors" (June and September) and "Art & Culture" (broadcast in September). The GNTB broadcast the TV infomercials on the nine regional stations with the greatest reach, to ensure nationwide coverage. The placement of the broadcasts – on prime-time evening television amid the news and current affairs programmes – ensured a high level of credibility and also ensured that the desired target group was reached. The aim of the 2.5 minute infomercial was to promote the image of Germany as a holiday destination and 'land of a thousand possibilities'. The website address – www.deutschland-tourismus.de – featured prominently, encouraging viewers to use the website to obtain more information. The internet site contained information on all the GNTB's domestic marketing partners.

On the right wavelength:

Radio promotion

In 2005 the GNTB ran competitions on the travel shows of radio stations with a broad geographical coverage. Holiday prizes were given away to callers who were able to correctly answer a question about a tourist highlight in one of the federal states. Following the success of the first phase of the "Call in & Win" promotion in spring, during which around 200 travel vouchers were given away on 34 stations with a potential audience of 50.1 million people, the second phase hit the airwaves between August and October.

Also new in 2005 were the Germany travel shows broadcast on the initiative of the GNTB. Each of the programmes focused on one particular town or city, or on a cross-section, highlighting the diversity of a federal state and pointing out fascinating and little-known aspects of that state. In a mix of chat and interviews, the programmes presented highlights, leisure opportunities, travel tips and package deals offered by tour operators. 210 programmes were broadcast on 37 stations throughout the whole of Germany, enabling the GNTB to reach more than 46 million listeners.

Infoscreen advertising on metro stations

In 2005 the GNTB promoted Germany to millions of people by advertising on the "infoscreens" at underground stations. The first phase of the infoscreen campaign was launched in July in the form of a 15-second commercial. A rapid sequence of clips presented the theme of holidays in Germany based on four individual product segments: active holidays in the countryside, wellness, events and art and culture. The commercial was shown for 14 days on 148 screens in twelve major cities through-





out Germany. During this period, the ad ran a total of 74,000 times. In autumn 2005 the second phase was launched, with a further 45,000 showings on the large digital screens.

Holidays at the click of a mouse: internet collaboration

Since summer 2005 the GNTB has been supporting the ADAC website with selected content about events throughout Germany, taken from the GNTB's website at www.deutschland-tourismus.de. This new service – available to ADAC members in the section entitled "Freizeit & Wochenende" at www.adac.de/reiseservice – provides information on more than 2,500 events throughout the whole of Germany, from street festivals and trade fairs to culture and sport. Most of the information, provided in easily downloadable form, was supplied by the GNTB. In summer 2005, the GNTB collaborated with Aral AG to produce a section on the Aral website featuring the best destinations for days out in Germany. Users could search on themes such as leisure parks, national parks and walking tours. The content also contained long-distance cycle routes taken from the "Discovering Germany by Bike" project

produced by the German Cyclists' Federation (ADFC) in partnership with the GNTB.

Following the initial phase in February and March, the second phase of the advertising campaign on www.google.de ran from the end of September to the middle of November. The AdWords campaign focused on advertising the German National Tourist Board website and its database of package deals. When Google users entered holiday-related search terms, the ad column on the search results page also included a GNTB advert with a direct link to the website at www.deutschland-tourismus.de.

5.3 SALES AND PROMOTIONAL ACTIVITIES FOR THE TRAVEL INDUSTRY

The third central element of the GNTB's domestic marketing comprises its sales promotion activities for the travel trade. This includes collaboration with German tour operators, providing information and training to travel agencies and using the extranet as a new information medium for the travel industry.

GNTB extranet

At the end of June 2005, the GNTB's extranet at www.visits-to-germany.com – the most important trade portal for everything to do with Germany as a travel destination – had a complete revamp. A new layout and improved navigation now takes users to the information they need even more quickly. Other enhancements include a more powerful route planner and the new forum for travel agency professionals, which adds a communicative element to this highly informative platform. This new feature enables travel agency professionals to discuss issues relating to tourism in Germany with other colleagues or members of the GNTB team.

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New content is regularly added to the extranet, so that travel agency professionals can find fresh information about the German holiday regions every time they visit. The various online training programmes which help improve product knowledge remain a very popular and frequently used element of the site. There is also a list of tour operator brochures and a Germany-wide events database which provide further assistance to travel agency staff in advising their customers.

GNTB e-learning programme

In 2005, travel agency professionals were offered two opportunities to deepen their knowledge of Germany as a travel destination with the GNTB's free online training course ("Expedition Deutschland – Das Seminar für Entdecker"). The programme proved so popular that the second phase of the training, which was planned to run until the end of February 2005, remained online for an additional month and by the time it ended, around 2,700 participants had completed the course. In October, the GNTB launched the third part of the e-learning programme, which remained online until the end of March 2006 on the GNTB's extranet at www.tourismus-in-deutschland.de. So far, more than 5,000 travel agency professionals have taken part in the GNTB's e-learning programme.

The objective of the training courses was to improve travel agency professionals' knowledge of Germany, enabling them to advise their customers more expertly and thus increase sales of Germany holidays in travel agencies.

Participants took a virtual tour of Germany, themed according to the GNTB product lines Active Holidays, Family Holidays and Cultural and City Breaks. The tour could be taken with or without sound, under the watchful eye of the "expedition leader", Molly the cow. The course covered packages, products and booking tips from all the federal states, the tour operators AMEROPA, DERTOUR, ITS, Neckermann-Reisen and TUI and Deutsche Bahn. The sections covering theme parks and scenic routes also contained a wealth of interesting tips, while a map of "Destination Germany" provided

extra information especially for families. The system was designed so that users could stop at any time and then pick up where they left off, making it very flexible. Participants could also download all the content in PDF format, and seek advice and further assistance from the GNTB team. There were questions at the end to test how much the participants had learned, and those who passed the course received a certificate from the Willy Scharnow Institute for Tourism.

Database on the GNTB website

The GNTB collaborated with the tour operators and the regional marketing organisations to maintain an extensive database of travel offers. In 2005, the database contained a representative selection of more than 1,500 packaged breaks. These are primarily aimed at consumers, although travel agency professionals can also use the database to search for specific packages and last-minute offers that can be booked through a travel agency. In 2005 these accounted for more than a third of the entries in the database.

Germany packages in the trade press

In 2005, the GNTB once again produced an information guide to Germany in partnership with the trade magazines "FVW International" and "Travel Talk". Aimed at the various target groups in Germany, the brochure contains unusual offers and tips for holidays in all Germany's regions. An eight-page guide summarises the key points for travel agency professionals, including the services offered by and the addresses of regional tourism organisations, Deutsche Bahn and the tour operators, plus an overview of the Germany-themed tour operator brochures and selected events.

Sales promotion in collaboration with tour operators

In its capacity as a provider of nationwide domestic marketing services, the GNTB works with the federal government, the federal states and the Germany tourism industry to position "Destination Germany" in the domestic German market. Collaboration with the tour operators is a central element of the sales promotion activities

the GNTB carries out on behalf of the travel industry.

As part of its efforts to establish direct contact with consumers, in March 2005 the GNTB collaborated on a project with Neckermann-Reisen which focused on families. Mailshots were sent to parents with school-age children who had previously booked a holiday in Germany via Neckermann-Reisen but had not done so in the last twelve months, informing them of the many great places to visit and encouraging them to take up one of its offers. The mailshot included a 20-page brochure packed with valuable travel tips for interactive children's museums, nature parks, theme parks and active holidays. Neckermann-Reisen also added a family-oriented package deal for each federal state, and there was a competition offering the chance to win two attractive holidays.

In March, the informative twelve-page flyers "Deutschlands Norden" (North Germany) and "Deutschlands Süden" (South Germany) were produced in partnership with TUI Deutschland GmbH and inserted into the "tui news special Deutschland im Sommer 05" magazine. The flyers contained features on the federal states, presenting them as multi-faceted travel destinations and covering a wide range of themes from wellness breaks in the mountains to family holidays by the sea. TUI also put together an appropriate package deal for each federal state.

In spring 2005, the GNTB and AMEROPA joined forces to promote the theme of the "Pleasures of Germany", with an attractive display in the windows of more than 500 travel agencies. Central to this promotion were the federal states of Baden-Württemberg and Hessen with a number of packages





based on food & drink and wellness. In September 2005, the GNTB collaborated with the tour operator ITS to produce a 16-page sales brochure for consumers on the theme of "Golden Autumn in Germany". The brochure, which had a print run of 45,000 copies, was distributed via a counter display in 1,200 travel agencies in ITS's German source markets.

The same theme was covered in an editorial feature in the ITS customer magazine "Sommerprossen" and in the regionally distributed Lotto magazine "Glück". Virtual visitors to the ITS website (www.its.de) in autumn found the latest holiday offers for Germany in the "Tipps der Woche" (tips of the week) section. At the DERTOOUR travel academy which was staged in South Africa

at the end of 2005, the GNTB presented a workshop on the theme of "Holidays in Germany" in collaboration with Hamburg Tourismus GmbH. Around 700 travel agency professionals from all over Germany attended the travel academy, making it one of the most important training events for the tourism industry and the biggest event organised by DERTOOUR.

Other products and services were offered by all the Reiseland-DB travel agencies, travel centres operated by Deutsche Bahn AG, local tourist information offices and the travel agencies.

Summary: Success through cooperation

The proven formula of collaboration with our partners in a broad range of domestic marketing activities has generated added value for everyone involved. Ideas were shared to generate new themes, the regional marketing organisations developed new and innovative package deals and cooperation agreements were put in place with other service providers in the industry. The tour operators are permanently increasing the number of Germany-based package deals they offer, and German travel agents are doing good business from the increased, and still rising, demand for travel in Germany.

