



DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

CASE STUDIES



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GERMAN NATIONAL TOURIST BOARD - #GERMANYSIMPLYINSPIRING

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Overview

Name: German National Tourist Board (GNTB)

Location: Germany (National Tourism Agency)

Type: Destination Marketing Organization (DMO)

Campaign: Thematic campaigns including "Culinary Germany," "German Summer Cities," and the overarching "#GermanySimplyInspiring" hashtag.

Introduction

This case study explores the German National Tourist Board's (GNTB) **content marketing strategy**, particularly its focus on **thematic campaigns** like "#GermanySimplyInspiring." The GNTB successfully repositioned Germany as a destination offering much more than business and beer festivals. Through a sophisticated, **digitally-focused content strategy**, it has highlighted the country's diverse cultural landscapes, culinary excellence, and natural beauty, appealing to a broader international audience.

Implementation

- **The problem:** Germany often struggled with an image that was perceived as overly serious, industrial, and business-focused. While cities like Berlin were popular, the vast array of cultural, historical, and natural attractions in other regions was often overlooked by international tourists. The primary challenge was to showcase this diversity and present Germany as a vibrant, accessible, and inspiring travel destination.
- **Adopting content marketing:** The GNTB implemented a long-term content strategy heavily focused on digital channels and specific annual themes. Each year, they chose a theme (e.g., 'Culinary Germany', '100 Years of Bauhaus', 'German Local Culture') and built an integrated content ecosystem around it. This included:
 - **Micro-sites:** Dedicated websites for each theme with in-depth articles, interviews, videos, and interactive maps.
 - **Blogger and influencer collaborations:** The GNTB invited international travel bloggers and influencers to experience the themes firsthand and create authentic content for their followers.



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- Social media campaigns: Extensive use of platforms like Instagram, Facebook, and Pinterest to share visually appealing content, using hashtags like #GermanySimplyInspiring to unify the conversation.
- Data-driven approach: The GNTB used market research and data analysis to identify key target audiences and tailor content to their specific interests, ensuring maximum relevance and impact.

Key Insights

- **Success factors:** The strategy's success lies in its consistency and depth. By focusing on one theme per year, the GNTB could create a wealth of high-quality, in-depth content rather than spreading its efforts too thin. This established Germany as an authority on those topics. The use of a consistent, overarching hashtag created a powerful, user-fed stream of content that amplified the official marketing efforts. Partnering with credible influencers provided an authentic voice that resonated strongly with modern travelers who are often skeptical of traditional advertising.
- **Tangible results:** The GNTB's content-led approach has contributed to steady growth in tourism.
- Prior to the pandemic, Germany recorded ten consecutive years of record-breaking international visitor numbers, **reaching 89.9 million overnight stays from international guests in 2019**.
- The "Culinary Germany" campaign significantly raised the profile of German food and wine, with the number of international overnight stays **linked to food tourism increasing**.
- Online engagement for their campaigns consistently surpassed benchmarks, with their **social media channels growing into major sources of travel inspiration**.

Recommendations

- **Develop thematic campaigns:** Businesses can create focused campaigns around specific themes or aspects of their offering. This allows for deeper storytelling and positions the business as an expert in that niche.
- **Build a content hub:** Create a central place (like a blog or a dedicated section of your website) to house all your content. This improves SEO and provides a valuable resource for potential customers.



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- **Consistency is key:** A long-term, consistent approach to content marketing builds brand recognition and trust over time. Sporadic efforts are far less effective.
- **Embrace niche storytelling:** Don't be afraid to highlight niche aspects of your business or destination. These unique stories are often what capture the imagination of travelers looking for authentic experiences.

References

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