



Share the moment. Youth HotSpots in Germany

One third of European holidaymakers in Germany are under 35

Top source countries 2011 (for travellers aged 15-29)	No. of trips*
EUROPE total	9.6 million
beneath:	
• Poland	1.8 million
• Turkey	0.9 million
• Austria	0.8 million
• Switzerland	0.6 million
• Czech Republic	0.6 million
OVERSEAS total	1.2 million
beneath:	
• USA	0.3 million
• China	0.2 million
• Japan	0.1 million
• Brazil	0.1 million

City breaks and multi-destination tours are the most popular choices for young people from abroad

Deutschland
Das Reiseland



33% take city breaks and **27% multi-destination tours**

The most popular holiday activities: (city breaks)

1. Sightseeing
2. Enjoying the atmosphere
3. Shopping
4. Eating & drinking
5. Visiting museums/exhibitions

The challenge:

Traditional channels now provide only limited access to this target group.

Booking and gathering information is done online.....

76% of young holidaymakers used the internet to gather information about their trip.

34% sought the advice of their friends and family.

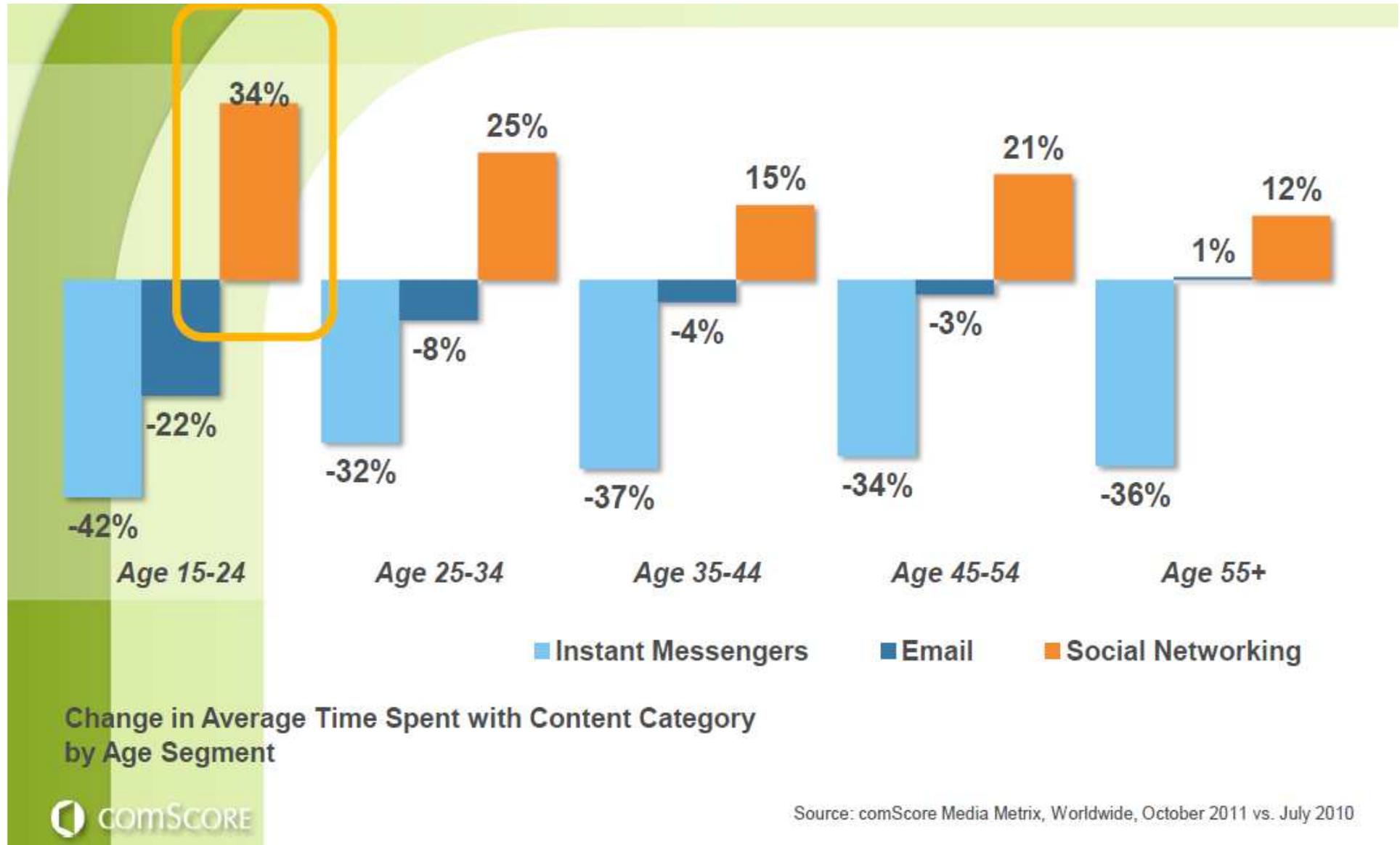
74% of young people who took a holiday trip to Germany booked in advance.

83% did so online.

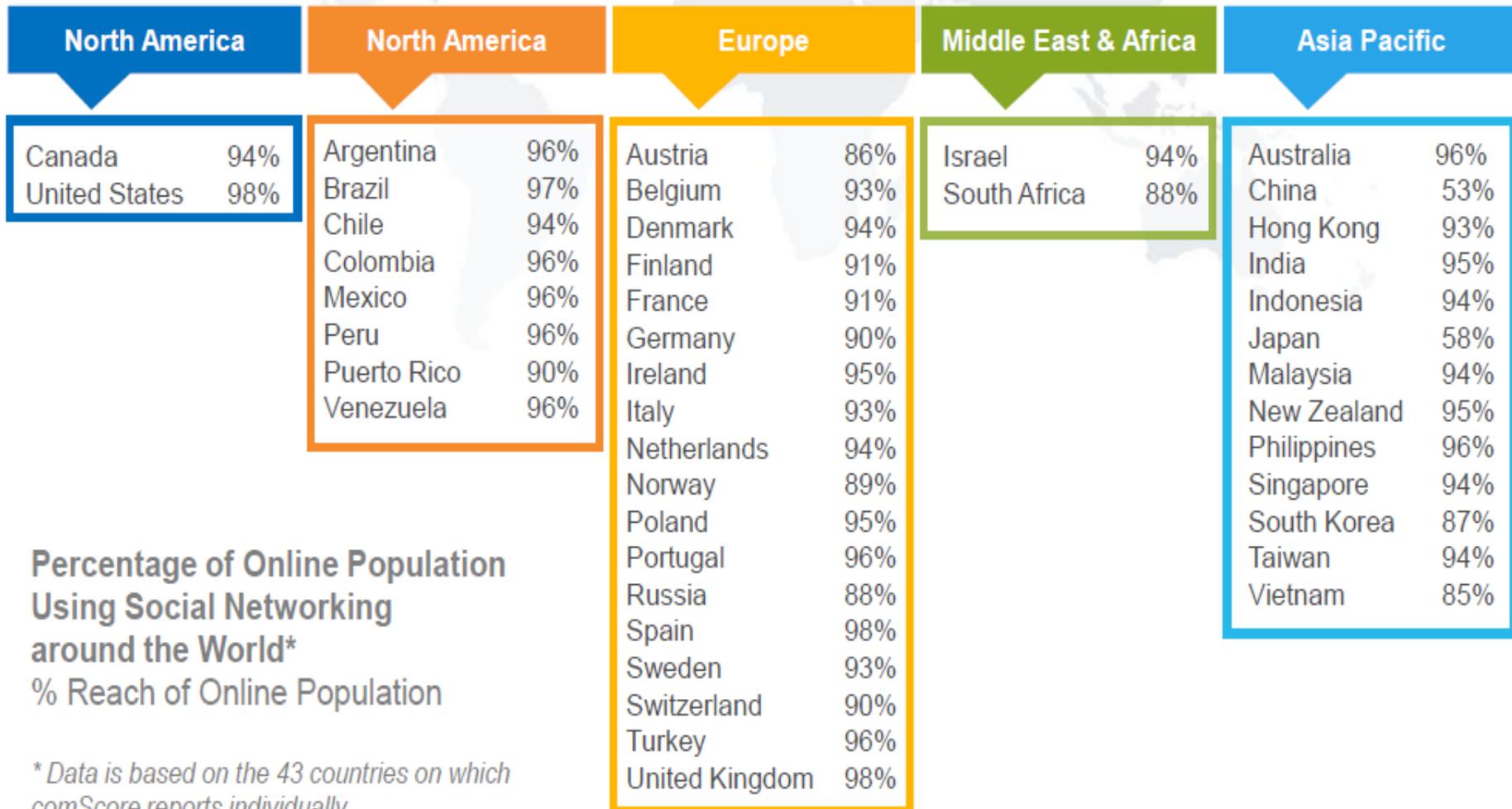
The travel components most commonly booked on the internet were:

1. Flight ticket (59%)
2. Accommodation (57%)
3. Train ticket (14%)
4. Event ticket/s (8%)

...and young people share their experiences on social media.....



....and it's the same story all over the world.

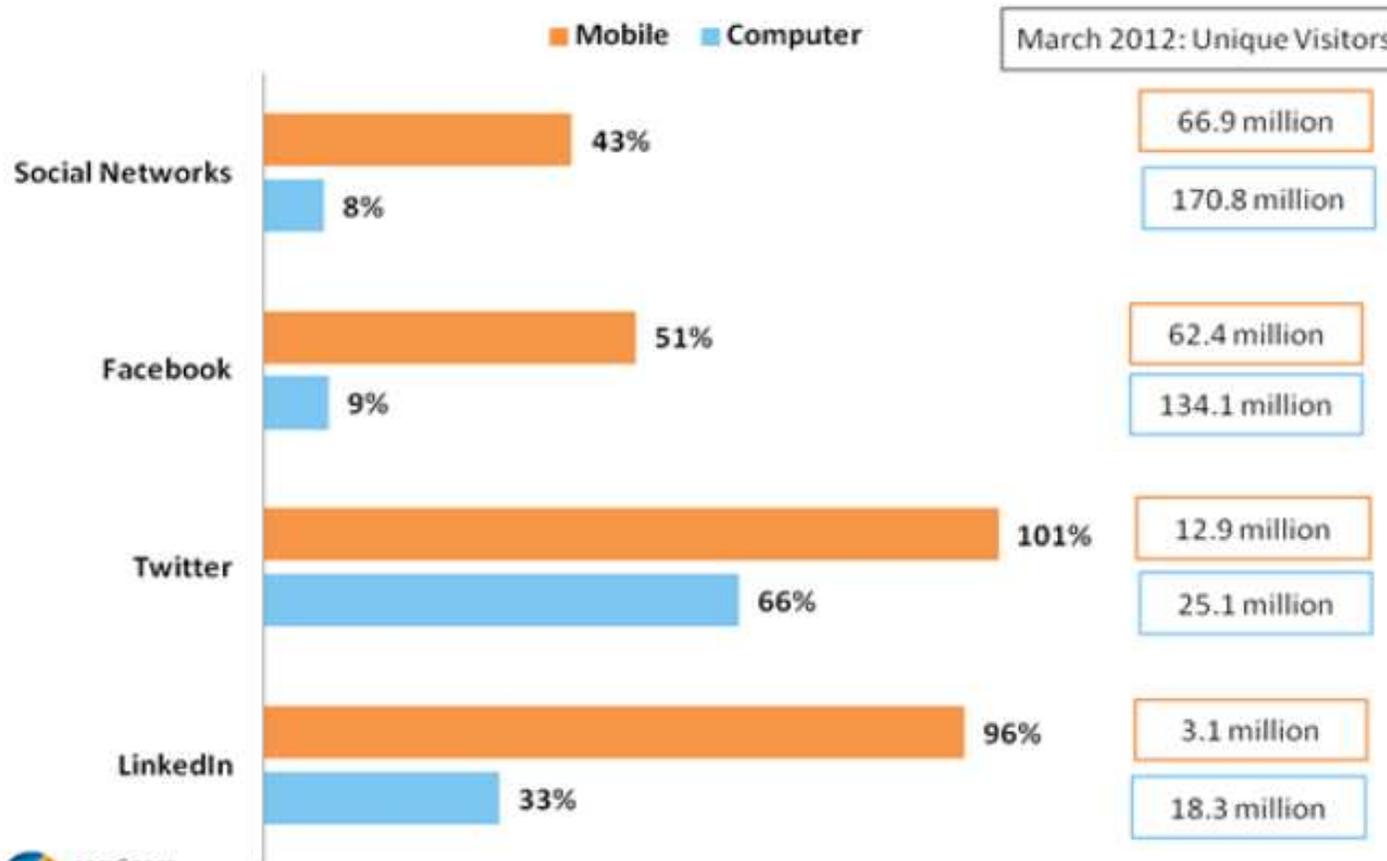


Mobile is most popular ...



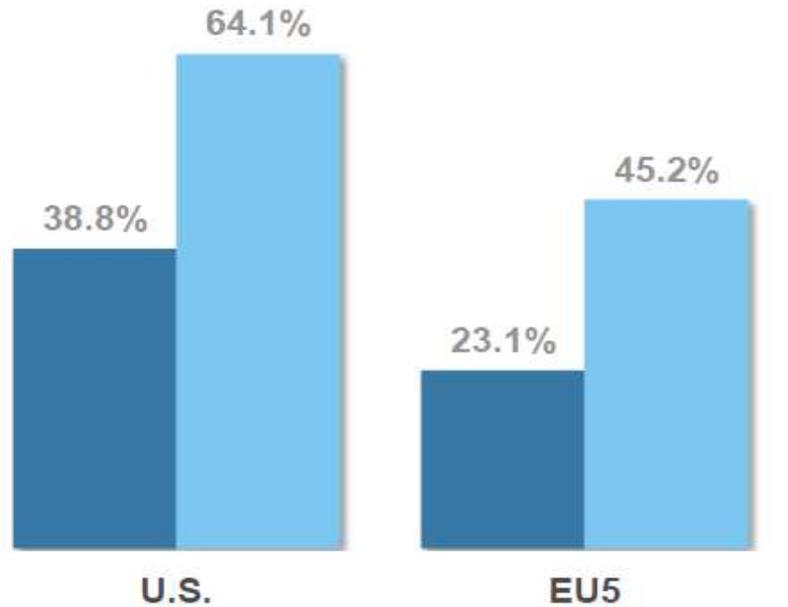
Percentage Growth in Unique Visitors by Platform (PC and Mobile) for Top 3 Social Networks*

Source: comScore MobiLens & MMX, EU5, March 2011 vs March 2012



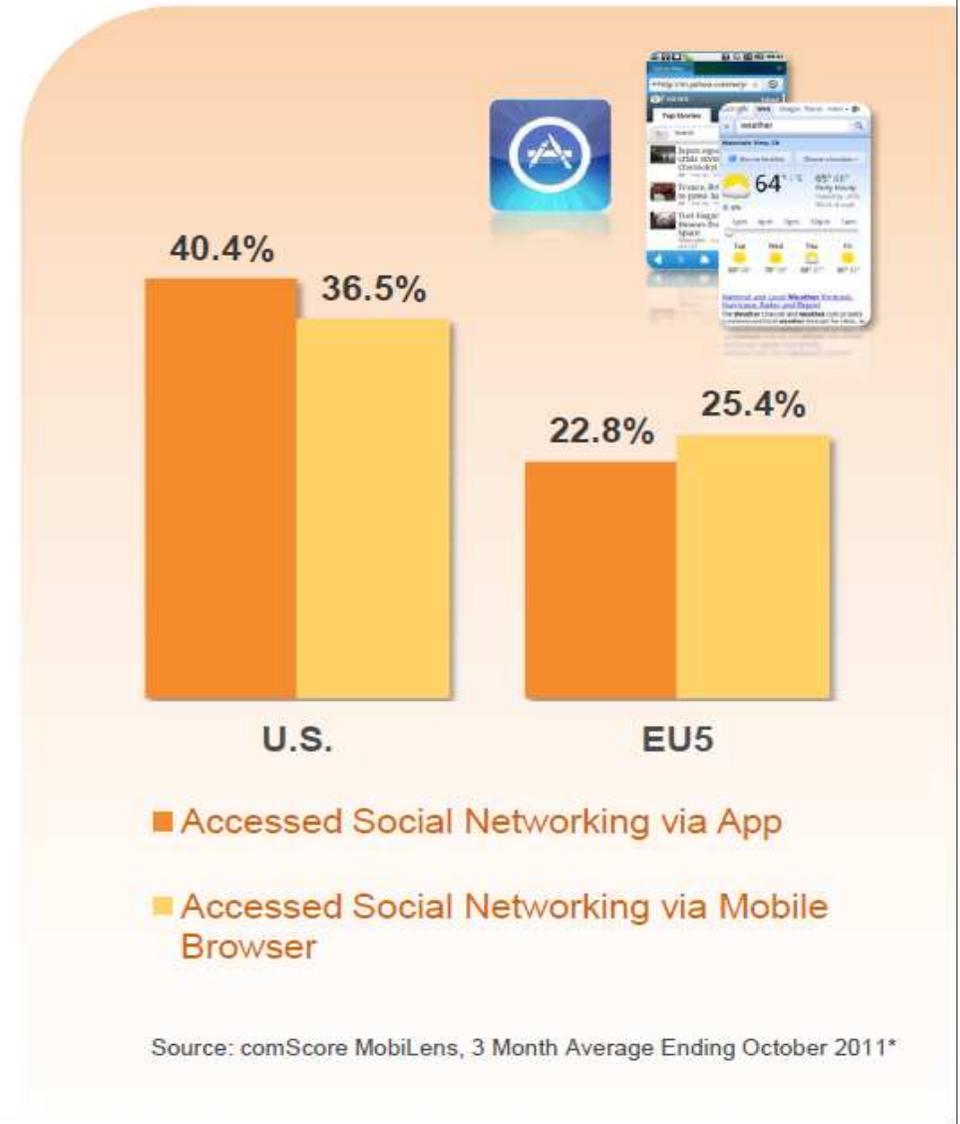
*Top 3 Social Networks in the EU5 via computer access during March 2012

...using smartphones.



- Accessed Social Networking Site or Blog Almost Every Day
- Accessed Social Networking Site or Blog Ever in a Month

% of Smartphone Audience



Source: comScore MobiLens, 3 Month Average Ending October 2011*

Before, during and after their trip.



All this is resulting in a new form of travel: social travel

72% of all active users of social media sign in daily when they travel

Planning and inspiration:
tripadvisor.com,
tripsbytips.com,
tripwolf.com

Finding a place to stay:
couchsurfing.com, wimdu.de,
istopover.com, Airbnb, 9flats

Enhancing the experience:
getyourguide.com, gidsy.com,
sidetour.com



The GNTB theme for 2013 taps into the social travel trend



Share the moment.

Youth HotSpots in Germany

The GNTB's focus on youth travel in 2013 aims to ...

... harness the 'multiplier effect' of friends
(fans/followers) on   



... broaden the reach of
content generated
by young people visiting
Germany and make this
more visible in relevant
channels ...

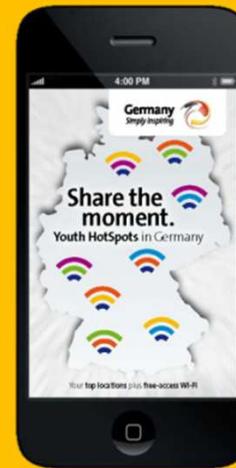
... spark the imaginations of other
young people and establish Germany
as a youth travel destination ...

Reaching young people through the three main campaign elements + social media activities



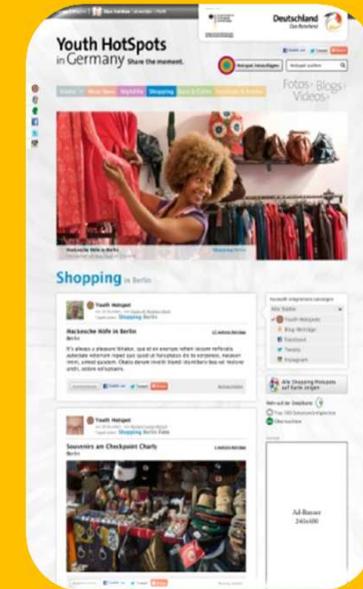
Microsite with interactive map for people to post their own POIs

Target: min. 200,000 visits



Free Wi-Fi app enabling visitors to quickly find open-access hotspots all over Germany

Target: min. 200,000 downloads



Blogs providing information and inspiration

Target: 365 days of blogging

Matched to the individual steps in the travel process



International blogger campaigns for exposure in relevant channels

Permanent integration via microsite, Facebook, Twitter and other platforms such as Instagram

from January
First blogger tours around Germany, generating specific content on HotSpots

February/March
Blogger lounge and event at the IFT in Belgrade and opening event for the ITB

May - July
Highlights throughout Germany: blogger tours + events with partners

from August
More tours around Germany, generating specific content on HotSpots

BLOGs

BLOGs

BLOGs



**Information on banners, adverts,
printed maps and wristbands**

Online banners

Contact: MM, Karen Sen-Gupta

Adaptation: MAD



Adverts with pictures and clickable URLs



Animated HotSpots and clickable button



Please note: the size of the banners almost always has to be adapted and this will affect how much of the image is shown.

Print advertising

Contact: MM, Karen Sen-Gupta

Adaptation: MAD

Deutschland
Das Reiseland



Germany Simply inspiring

Share the moment.
Youth HotSpots in Germany

- Mixed Drinks
- Nightlife
- Shopping
- Bars & Cafés
- Restaurants & Taverns

Get the app!
Your top locations plus
free access Wi-Fi for when
you're on the move.

www.germany.travel/youth

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Fold-up map and wristband as giveaways

To be sent to the markets, using the distribution list



No large-scale production on the part of Head Office, if required then notify Head Office (Catharina Fischer) and charge to market budget



Printed fabric wristband, lead time currently 8-10 weeks

Communications concept

Please refer to the communications concept for international press activities.

Increasing use of international travel bloggers plays a key role in this, as it does in the campaign itself.



KOMMUNIKATIONSKONZEPT:
YOUTH HOTSPOTS IN GERMANY

Marketing handbook



Please refer to the marketing handbook for international marketing activities.

The two main aims:

1. attracting internet traffic to the microsite

2. getting people to download the app

are explained in detail here together with targets and examples of marketing activities.

www.germany.travel



MARKETING HANDBOOK

German National Tourist Board



Version 1.0
January 2013

1PAGE * MERGEFORMAT