

Persinformatie

GNTB themes for 2010

“European Capital of Culture Ruhr 2010”

GNTB Official Partner of Ruhr 2010 – part of the global marketing of culture in Germany

Amsterdam / Frankfurt am Main, 2 September 2009 – In 2010, Essen and the whole Ruhr area with its 53 urban and rural local authorities will be named European Capital of Culture. This will be the first time that the title of “European Capital of Culture” has been awarded to a conurbation of various towns and cities. The German National Tourist Board (GNTB) is supporting the campaign as the “Official Partner of the European Capital of Culture Ruhr 2010”. With its theme for 2010, “European Capital of Culture Ruhr 2010 – Creative Germany”, the GNTB is also focusing on culture and Germany's flowering of creative talent and exciting innovation as a major strength of the country as a travel destination.

“The Ruhr is the only place in the world where the evolution from an industrial society to a services and knowledge-based society is brought to life in a way that makes it a tourist experience,” explained Petra Hedorfer, Chief Executive Officer of the GNTB. “As the national marketing and sales organisation for tourism in Germany, we are delighted to be working with RUHR.2010 GmbH and Ruhr Tourismus GmbH to promote the region both in Germany and internationally, thereby further consolidating the position of Germany as a world-famous cultural destination.”

GNTB to focus on Ruhr 2010 and Culture in Germany

Our common aim: to promote the image of Germany as a cultural destination

The importance of culture to travellers is illustrated by the results of the “Quality Monitor” German tourism industry survey, a market research project launched by the GNTB in collaboration with the EUROPÄISCHE travel insurance company in May 2007. Sights and attractions, arts and culture, architecture and towns and villages that are typical of their local area make a region particularly attractive to international visitors, and play an important role in the choice of holiday destination. A full 54 per cent of international visitors explicitly wanted to enjoy art and culture.

Cultural events and activities an important factor in the holiday choices of international visitors

The marketing activities in preparation for this year's theme were launched with a bang at the opening ceremony of the ITB on 10 March 2009 in Berlin, where the Ruhr introduced itself as this year's official partner region for the world's biggest tourism trade fair. At the ceremony, the GNTB made the case for Germany as travel destination, by presenting its own innovative flash-animation “Ten Reasons to Visit Travel Destination Germany”.

ITB opening ceremony

One highlight of the joint marketing campaigns will be a PR event in the form of a “welcome tour” which is scheduled to take place in Sweden, France, Turkey, Hungary and Austria in the second half of 2009.

Welcome tour

In 2009 and 2010 the GNTB will also be promoting “The Ruhr region – European Capital of Culture Ruhr 2010” globally across its entire marketing mix. There will be numerous additional market-specific campaigns launched in the Netherlands. The Dutch website has a number of editorial specials and a competition: www.duitsverkeersbureau.nl.

Other marketing activities

Special activities taking place in the Netherlands

Vakantiebeurs 2010

“European Capital of Culture Ruhr 2010” will be the focus at “Vakantiebeurs 2010”, the Netherlands' foremost travel trade fair. GNTB Amsterdam is also providing targeted information for travellers, tour operators and the media, for example, in its various newsletters. Meanwhile, the Dutch edition of the GNTB magazine, “Destination Germany”, will focus on the Ruhr region both in its spring and late summer 2010 issues.