

Promotion Premiere 2012

## **Joined Marketing Forces launch "Discover the taste of Germany"**

*The German National Tourism Board and the German Wine Institute are working together to promote wine, culture, and pleasure in Germany*

A cooperation agreement has been made between the German National Tourism Board (GNTB) and the German Wine Institute (GWI) for the promotion of wine, culture, and enjoyment in Germany. Campaign milestones were introduced on Tuesday, January 17, 2012 in Mainz.

With the tagline, **Discover the Taste of Germany**, the GNTB and the GWI, along with regional partners of the "Wine Culture and Nature" theme, are initiating a campaign to further promote Germany's image as a prominent travel destination for culinary art and to initiate further travel to its unique wine regions.

**Positive Image Building** - "Presenting Germany and its multifaceted wine growing regions internationally as an attractive holiday destination is a common interest of the GNTB and the GWI. A market study shows that consumers develop an intense relationship with our wine when they have the opportunity to visit German wine growing regions and personally get to know the wine makers", accentuates Monika Reule, Managing Director of the German Wine Institute. "With our cooperation, we would not only like to improve the image of Germany's exceptional wine culture as a holiday destination, but also increase the number of overnight stays by foreign tourists," says Petra Hedorfer, chairwoman of the board of directors of the German National Tourism Board.

At [www.germany.travel/gemueticlichkeit](http://www.germany.travel/gemueticlichkeit), extensive, multilingual content helps put wine hotels, wine events, vinotheques, and wine regions at center stage and displays the high point of German wine culture.

**Cooperative Events in 2012** - The Netherlands, Great Britain, the USA, and Switzerland are the focus markets of promotional activities with consumers, the tourism industry, and the press serving as target audiences. Next to world wide sales and marketing measures, the GNTB and the GWI are conducting promotional campaigns under the theme "Wine Culture". In London during the Olympic Games, for example, an evening event for opinion formers from the press and trade under the theme "Wine and Culinary Art" will take place in the Deutsche Haus on July 31, 2012.

**Collective Media Campaigns** - Likewise, at the focus of the mutual campaign, is a media campaign under the motto, *Discover the Taste of Germany*. The GNTB's international website, [www.germany.travel](http://www.germany.travel), provides information regarding the German wine growing regions, as well as meaningful tourist

content, such as wine-hotels, vinotheques, and wine festivals. A Meridian travel guide, [Discover Germany's Wine Regions](#), available in English and Dutch, puts the subject in print form.

***Discover the Taste of Germany*** - According to Quality Monitor 2010/2011, 44 percent of foreign tourists in Germany simply want to “enjoy”. The theme, *Discover the Taste of Germany*, places the multifaceted pleasure experience that Germany has to offer its guests in the spotlight. Next to Riesling, Spätburgunder and Co., are also scores of internationally renowned top chefs, who have long ago made a name for themselves.

**Weinkulturkalender.de with Event Highlights** - Zest for life and enjoyment are traditionally a priority in Germany- especially in the 13, very unique, wine growing regions. In the Ahr, Baden, and Franken, on the Hessischen Bergstraße, in the Mittelrhein, the Mosel, and the Nahe, in the Pfalz, Rheingau, and Rheinhessen, in the Saale-Unstrut, Saxony, and Wüttemberg, not only are tourists making a one of a kind culinary discovery, but also can visit over a thousand wine festivals. A wine culture calendar lists event high points throughout the year.

**World wide comprehensive Social Media measures** - A central building block of the marketing activities of the GNTB, are the theme related events and educational trips for industry professionals, media and opinion formers. Ads and billboard campaigns are also a main ingredient of the campaign, with the goal of strengthening Germany's image as a holiday destination for pleasure, enjoyment, and culture oriented tourists. The GNTB also publicizes the idea worldwide with extensive social media activities.

**The Most Beautiful Wine Views** - For international guests as well as German tourists who increasingly enjoy discovering the wine regions as a free time destination, the GWI will present Germany's “Most Beautiful Wine Views” for the first time. These spectacular view points are especially for wine lovers who enjoy the outdoors, traveling by foot or biking through our regions.

**Wine hiking weekend April 28<sup>th</sup> & 29<sup>th</sup>** – A highlight for active tourists is this year's national “Wine Hiking Weekend” on April 28 and 29, 2012. More than 150 activities will be held in coordination with the event, which will be summarized in a separate brochure.

more information: [www.germanwines.de](http://www.germanwines.de)

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