

Hamburg Tourist Board

Julia Grundmann | Head of Sales Promotion

Welcome to Hamburg!

Datum, Ort



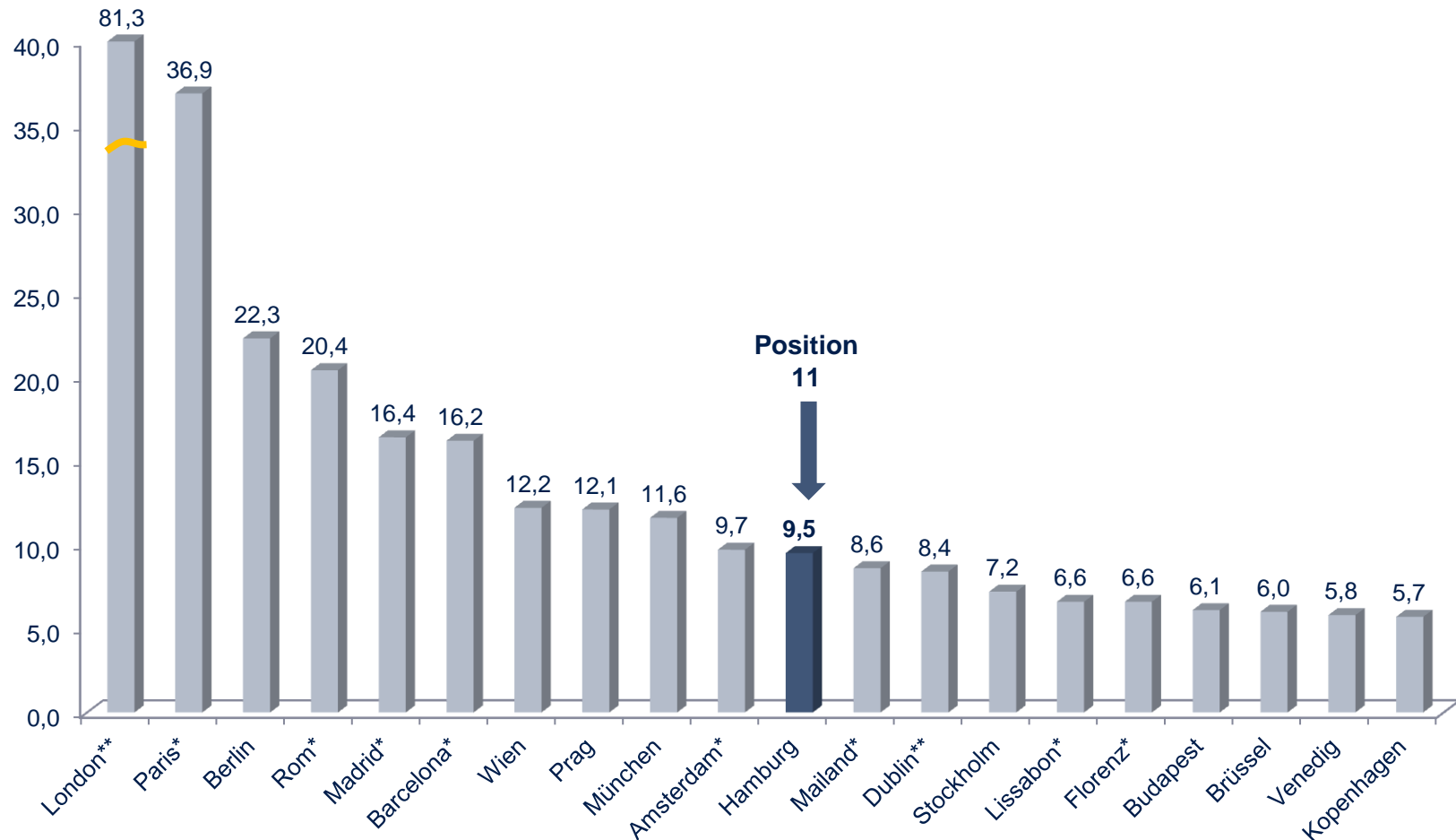
- ▶ Hamburg – tourism development
- ▶ Who we are & how we work
- ▶ Hamburg's international tourism cooperation

Hamburg – tourism development

Welcome to Hamburg!

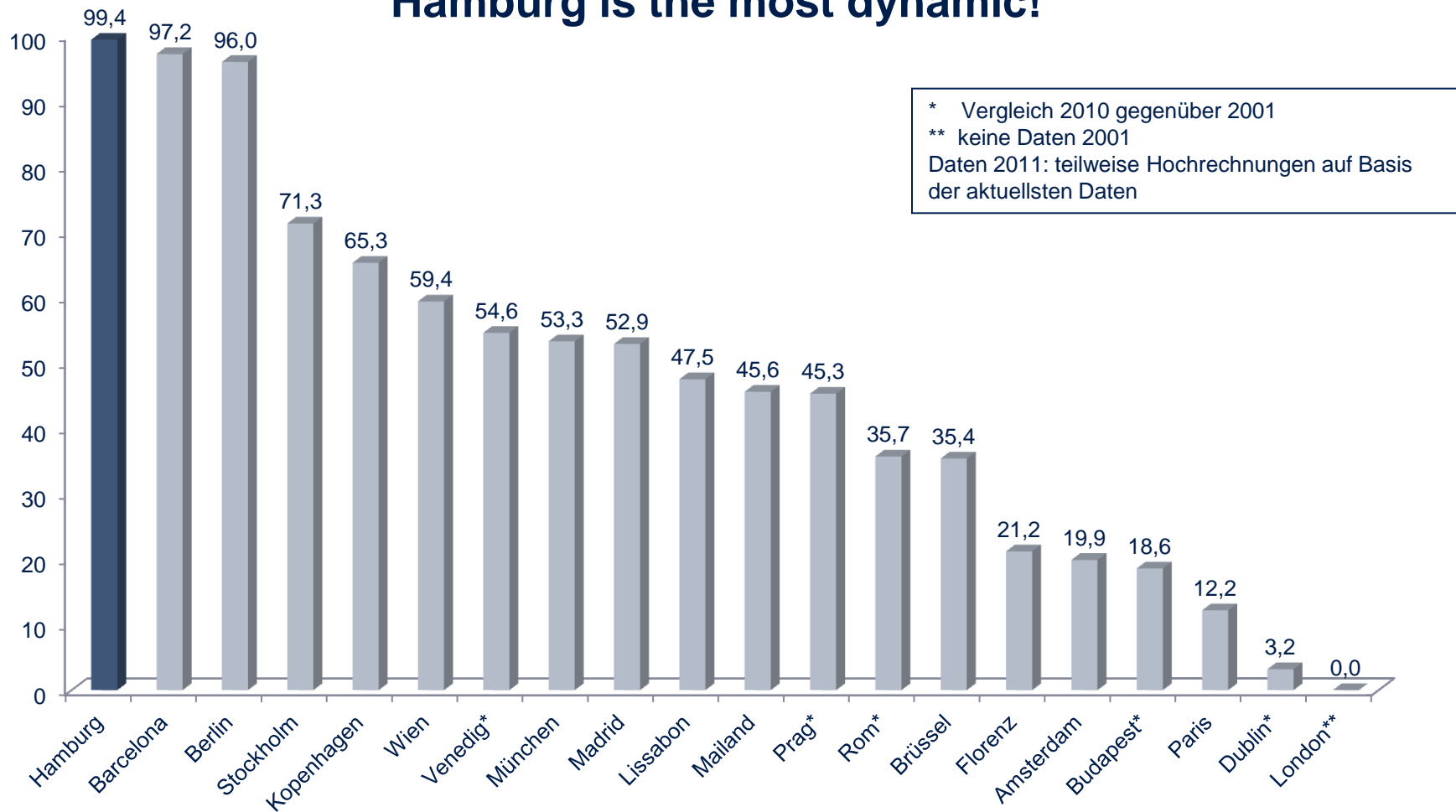


=> Hamburg with 9.5 mio overnight stays on the move Top 10!



Quelle: dwif 2012, Daten: Statistische Landesämter, TourMIS

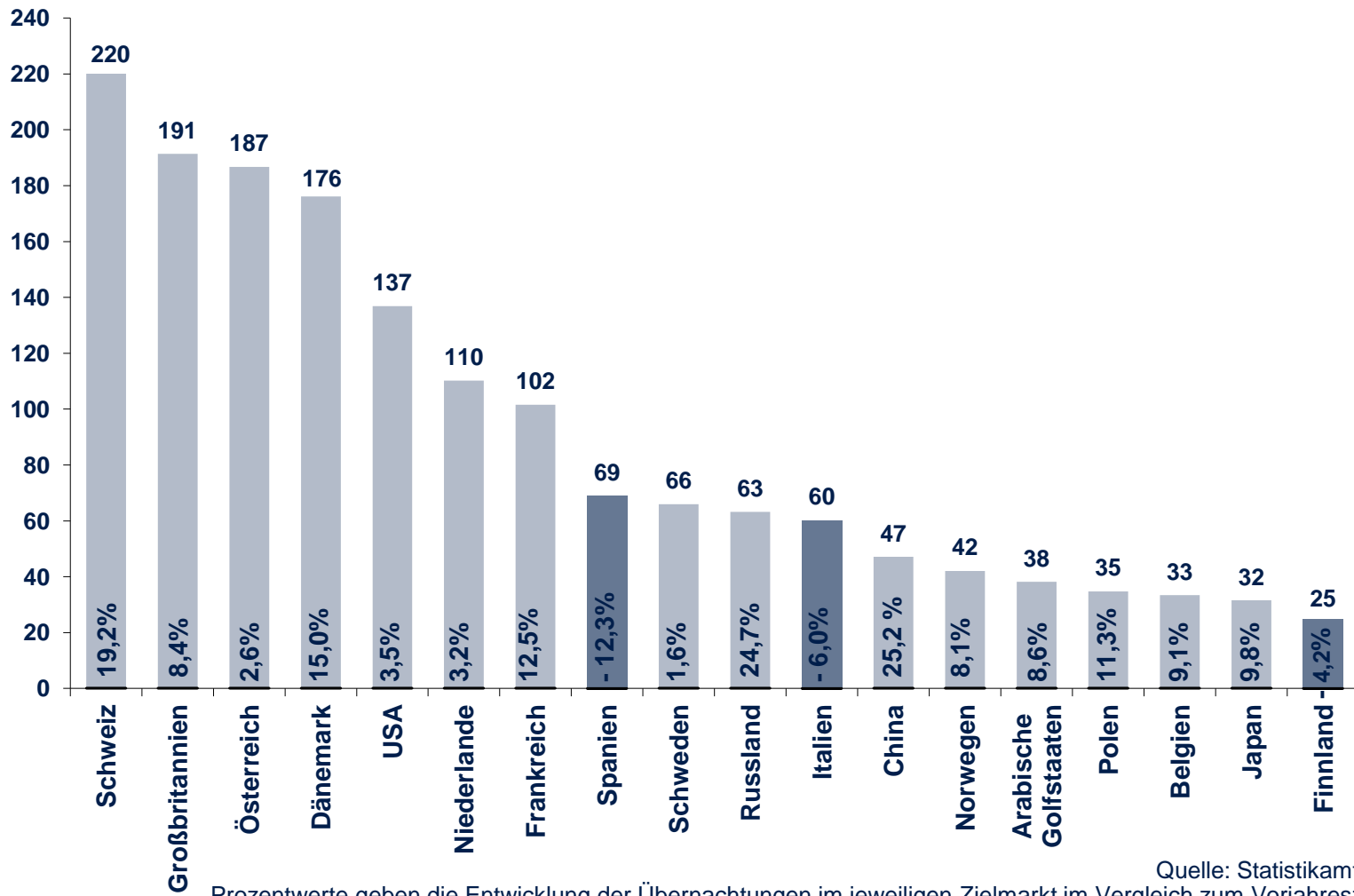
Development overnight stays between 2001 and 2011 Hamburg is the most dynamic!



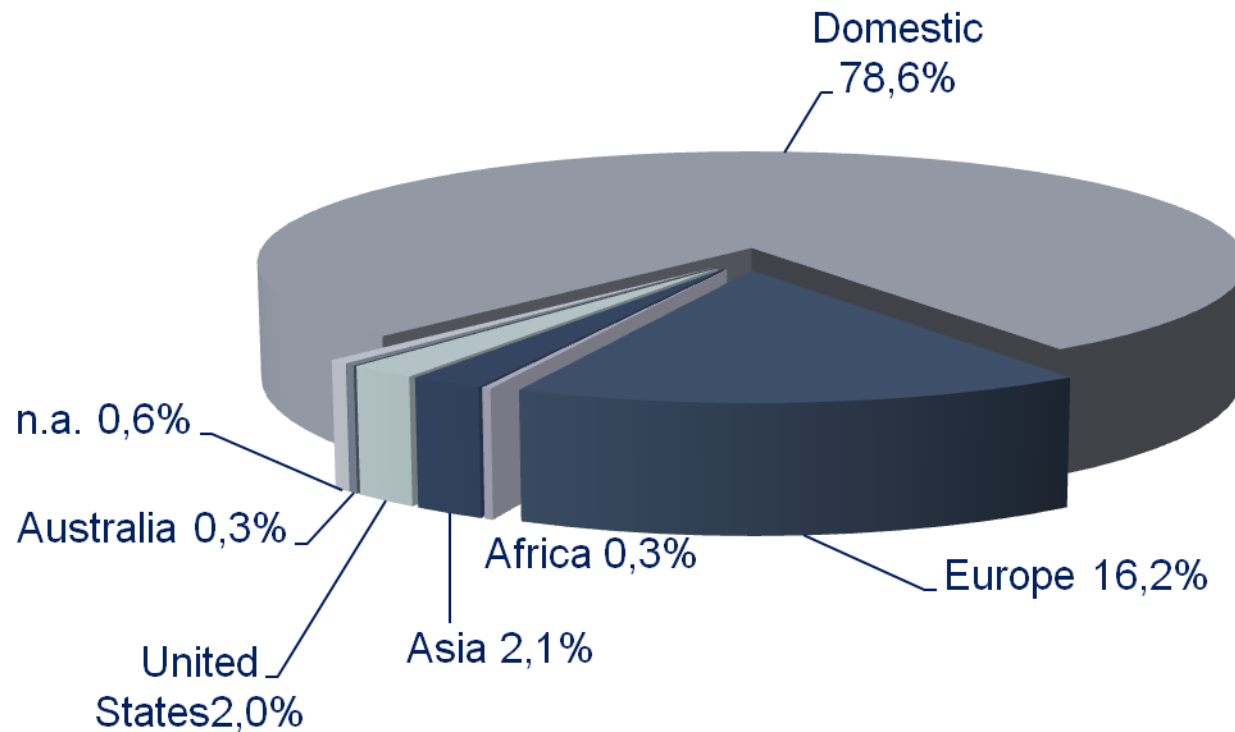
Quelle: dwif 2012, Daten: Statistische Landesämter, TourMIS

Foreign Target Markets Top 18 in 2011

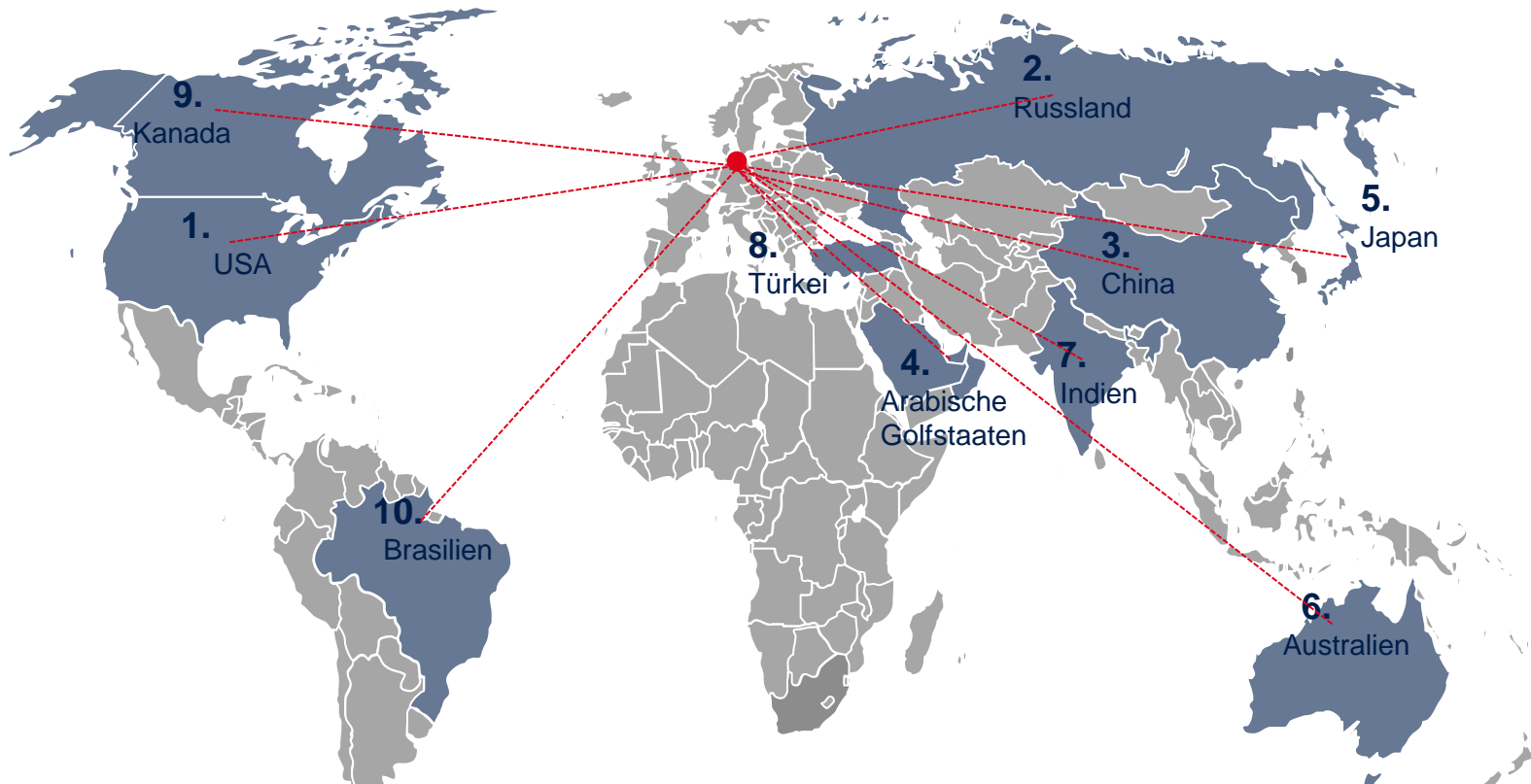
Overnight stays in
thousand



Quelle: Statistikamt Nord 2012,
Prozentwerte geben die Entwicklung der Übernachtungen im jeweiligen Zielmarkt im Vergleich zum Vorjahreszeitraum an.



Top 10 International Markets



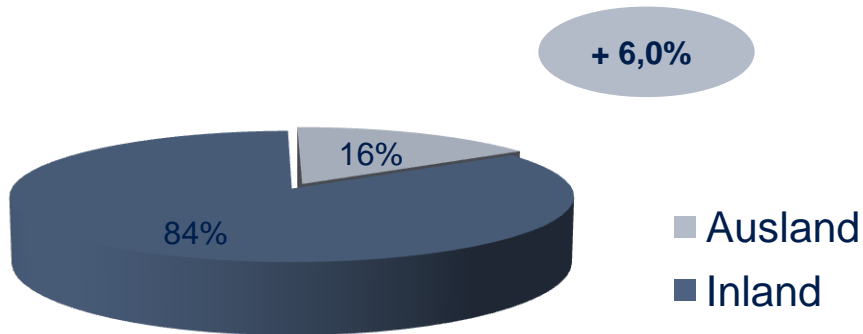
	1. USA	2. Russland	3. China	4. Arabische Golfstaaten	5. Japan	6. Australien	7. Indien	8. Türkei	9. Kanada	10. Brasilien
Übernachtungen 2011 in Tsd.	136	63	47	38	31	20	19	19	17	13
Wachstum 2011	3,5%	24,7%	25,2%	8,6%	9,8%	3,6%	48,9%	23,3%	-2,3%	10,3%

Quelle: Statistikamt Nord 2012

Development 2010 / 2011

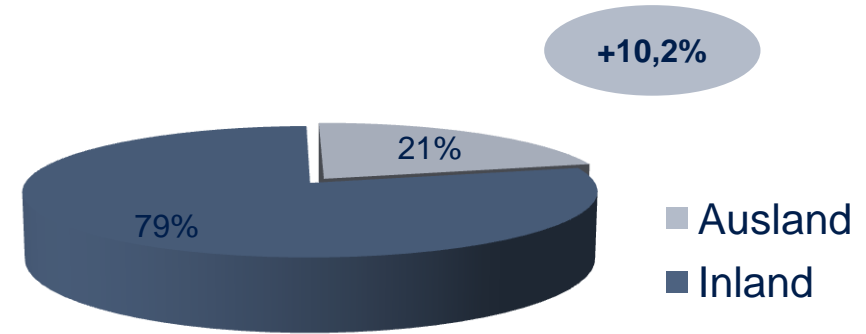
Germany

394,1 Mio. overnight stays
(4,0%)



Hamburg

9,5 Mio. overnight stays
(6,5%)

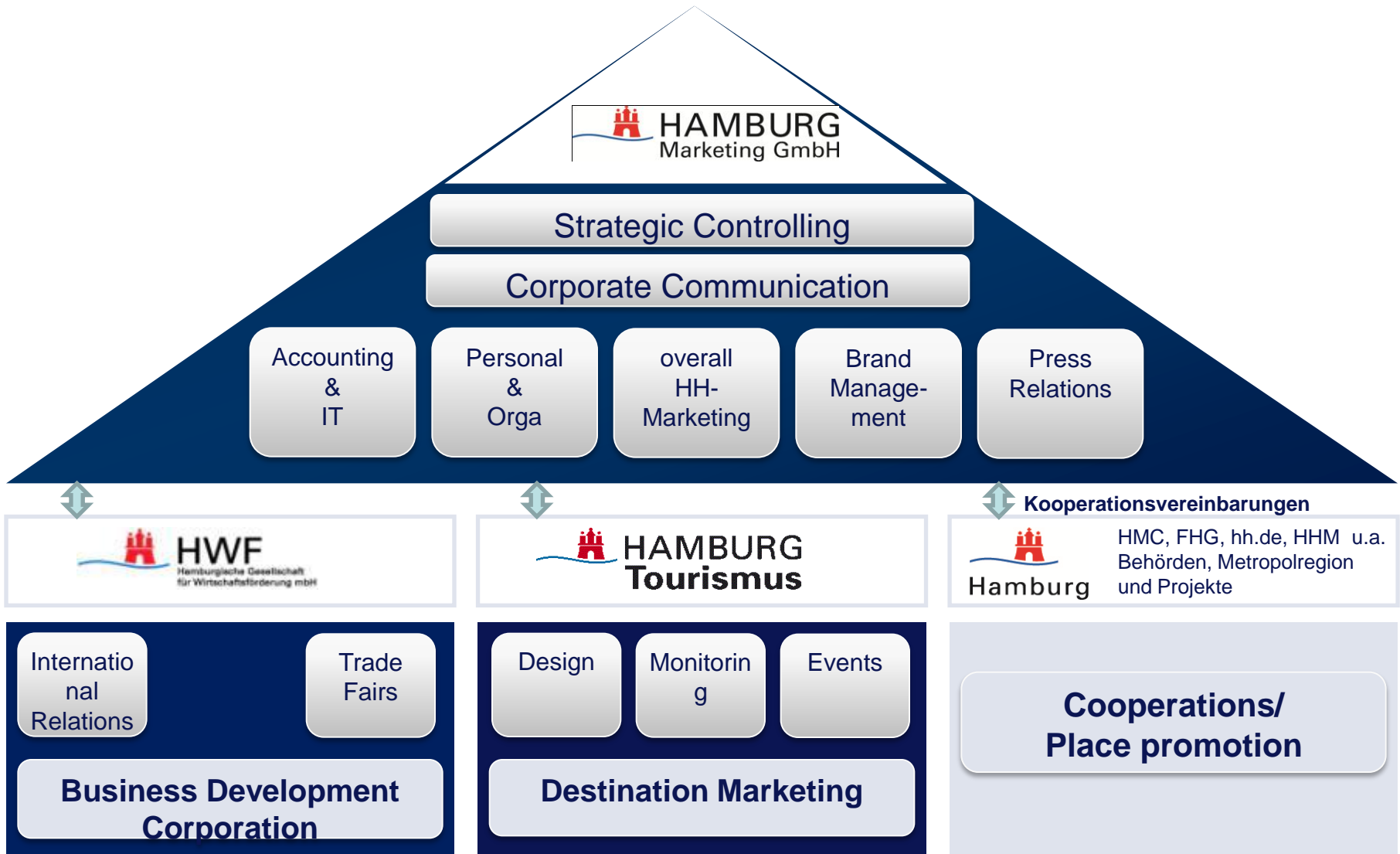


Quelle: Statistisches Bundesamt, Statistikamt Nord 2012

Who we are & how we work

Welcome to Hamburg!





Strategy Hamburg Tourist Board Global Destinationmarketing for Hamburg

Mission: Increasing tourism, Creating awareness and image

Instruments: Marketing, Sales, Public Relation, Monitoring,



Overall Budget Hamburg Tourist Board 2011: EUR 11,1 Mio.

EUR 3,0 Mio.
(Funding by City of Hamburg)

EUR 8,1 Mio.
(revenues through products+
cooperations)

A Markets	B Markets	Dynamic Markets	Marketing alliance „Deutsches Küstenland“	Marketing alliance „Magic Cities“
Germany	Great Britain	Gulf States	Spain	China
Switzerland	USA	Russia	Italy	Brasil
Austria	Netherlands/ Luxemburg	China		Australia
Denmark	France			India
	Spain			Other asian countries
	Italy			
	Sweden			
	Norway			

A-markets

- ▶ Increasing overnight stays from defined A-markets
- ▶ Defining key account tour operators, increasing their overnight bookings to Hamburg
- ▶ Increasing turnover of the Hamburg CARD

B-markets

- ▶ Increasing overnight stays from defined B- markets
- ▶ Developing a key account management analog to the A-markets
- ▶ Focus on working with one key account
- ▶ Selling Hamburg Card to a one new partner (tour operator, carrier etc.)

Dynamic markets

- ▶ Increasing overnight stays from defined dynamic markets
- ▶ Improve image and awareness for Hamburg as a travel destination in oversea markets
- ▶ Increasing number of tour operators offering trips to Hamburg/including Hamburg within roundtrip programs





B-Market: Norway

42.080 overnights in 2011 = + 8,1 % (ranking: place 13)

Focus: Cooperation with German Tourist Board, Oslo Color Line, Norwegian Air

Aims:

- ▶ Development of a key account tour operator (increase the overnight bookings for Hamburg + selling the Hamburg CARD)
- ▶ Development + improving the Hamburg image through PR
- ▶ Increasing the Hamburg-CARD selling in Norway

Marketing activities:

- ▶ DZT newsletter for press and trade, Nov., Theme : christmas markets 2011 . Aim: new tour ideas for tour operators – increasing the Hamburg offers
- ▶ Norwegian Air online cooperation, summer 2012 – city break promotion

Hamburg's international tourism cooperation

Welcome to Hamburg!



Cooperation within the city:

Cooperation Hamburg Marketing & Hamburg Airport

National cooperations:

German National Tourist Office

Marketing alliance Magic Cities

Marketing alliance „Deutsches Küstenland“

Cooperation with Visit Berlin

Transnational cooperations:

Cooperation Fehmarn Belt Project

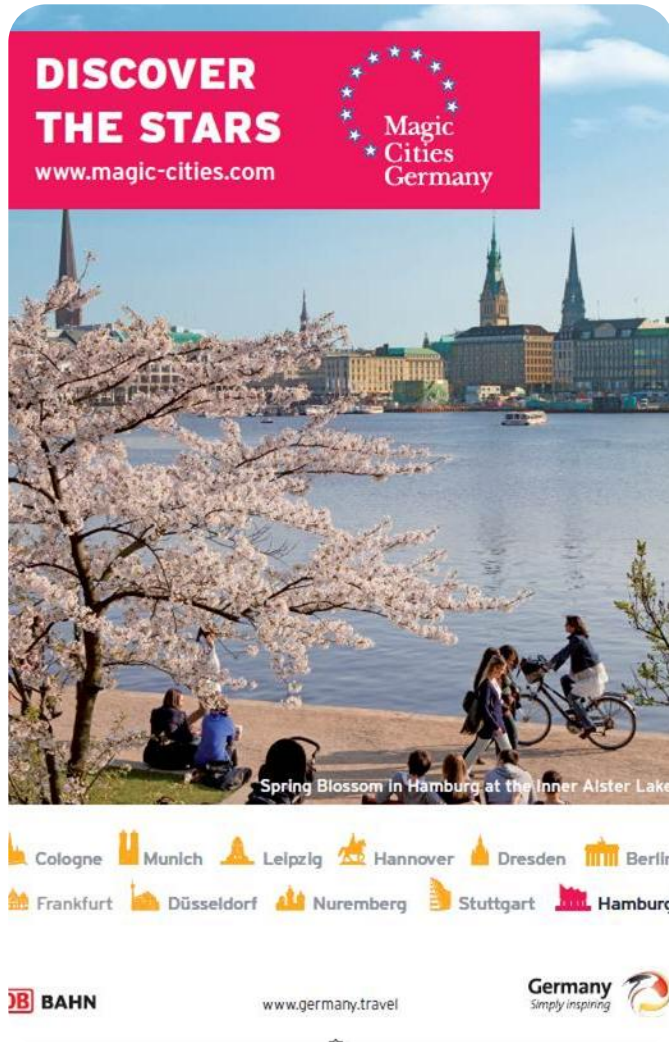
Cooperation with Baltic Sea metropolises (submitted INTERREG project)



- ▶ Cooperation between organisation Hamburg Marketing, Hamburg Tourism, Hamburg Airport
- ▶ Aim:
 - ▶ Establishing new flight connections to Hamburg, maintaining existing connections
 - ▶ Increase knowledge and image of Hamburg in overseas markets
- ▶ Target markets: USA, China, Russia, (GCC)
- ▶ Planned activities: collaboration with airlines, press & image campaigns, press/studytrips



- ▶ GNTO: Promoting a strong and attractive brand – 'Destination Germany'
- ▶ close collaboration with the German travel industry, partners from commerce and trade associations
- ▶ Hamburg Tourism collaborates with many of the 29 offices abroad
- ▶ Activities: Consulting in market development, planning activities, joining exclusive marketing cooperations




**DISCOVER
THE STARS**
www.magic-cities.com


Magic
Cities
Germany

Spring Blossom in Hamburg at the Inner Alster Lake

Cologne Munich Leipzig Hannover Dresden Berlin
Frankfurt Düsseldorf Nuremberg Stuttgart Hamburg

 **BAHN**

www.germany.travel

Germany
Simply inspiring 

- ▶ Collaboration of 11 German cities in order to increase overnight stays from defined overseas markets
- ▶ Target markets: China, Brasil, Australia, India, other Asian markets
- ▶ Alliance is supported by Deutsche Bahn, Lufthansa and the German National Tourist Office
- ▶ Activities
 - ▶ Sales Calls with important tour operators
 - ▶ Participation at fairs/workshops
 - ▶ Joint advertorial supplements, Magic Cities brochure



- ▶ Collaboration of Northern Germany (Tourism organisations of Hamburg, Bremen, Lower Saxony, Schleswig-Holstein, Mecklenburg-Vorpommern and the cities of Lübeck and Rostock)
- ▶ Aim: Enhancing the image of Northern Germany in comparison to the already well-known South of Germany/Bavaria
- ▶ Target markets: Italy and Spain
- ▶ Activities:
 - ▶ Sales Calls with important tour operators
 - ▶ Participation on fairs/workshops
 - ▶ Deutsches Küstenland brochure

www.germany.travel

Berlin und Hamburg – Züigig in Deutschlands Metropolen

Die Bahn bietet täglich über 35 Verbindungen von der Schweiz in die schönsten Städte Deutschlands. Mit GA oder Halbtax erhalten Sie 25% Ermässigung auf dem deutschen Streckenabschnitt; Kinder unter 16 Jahre reisen in Begleitung eines Eltern- oder Grosselternteils kostenlos.



 **BAHN**  **SBB CFF FFS**

 **Visit Berlin**

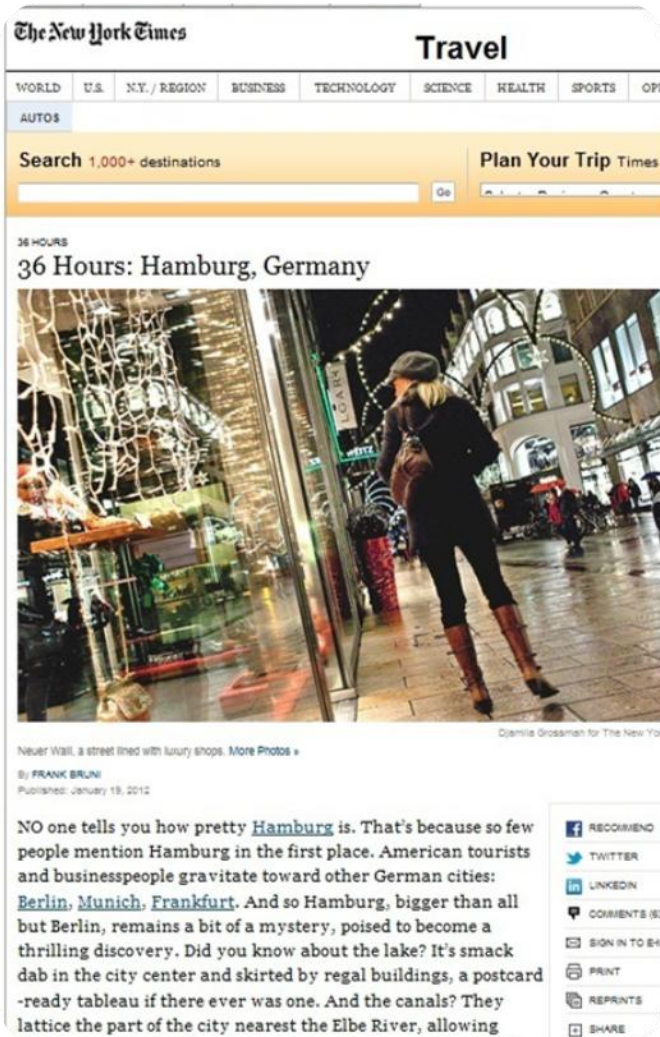
 **HAMBURG
Tourismus**

* z.B. ab Zürich HB/Sao/ SBB/Terr/Luzern nach Berlin/Hamburg, einfache Fahrt in der 2. Klasse, Billett nur im gewählten Zug gültig. Angebot erhältlich bis 3 Tage vor Abfahrt und solange Vorrat reicht, kein Umtausch, keine Erstattung. Preis gültig für Online-Kauf im SBB Ticket Shop. Ebenfalls erhältlich am bedienten Bahnhofsleiter (zurückgeh. allfälliger Auftragspauschalen) und beim Rail Service 0900 300 300 (CHF 1,95/Min, von Schweizer Festnetz)

- ▶ Joint collaboration with „Visit Berlin“, especially in overseas markets
- ▶ Aim: increase & create awareness of the two metropolises in Northern Germany
- ▶ Target markets: China, Russia, Gulf States
- ▶ Activities: joint presentation on fairs, sales calls, joint press/study trips



- ▶ Transnational cooperation project regarding the Fehmarn Belt link, opening in 2020
- ▶ Aim:
 - ▶ Build a stronger relationship between Wonderful Copenhagen and Hamburg Tourism and regions around
 - ▶ Map the market potential for bi-lateral tourism development as well the potential for cocompetition in long haul growth markets
 - ▶ Design projects of cooperation in key areas of tourism
- ▶ Target markets: Germany, Denmark, Sweden, overseas markets



The screenshot shows the top of a New York Times travel article. The page title is "Travel" and the article title is "36 Hours: Hamburg, Germany". The author is Frank Brunl, published on January 19, 2012. The article text begins with "No one tells you how pretty Hamburg is. That's because so few people mention Hamburg in the first place. American tourists and businesspeople gravitate toward other German cities: Berlin, Munich, Frankfurt. And so Hamburg, bigger than all but Berlin, remains a bit of a mystery, poised to become a thrilling discovery. Did you know about the lake? It's smack dab in the city center and skirted by regal buildings, a postcard-ready tableau if there ever was one. And the canals? They lattice the part of the city nearest the Elbe River, allowing". A photo of a woman in a hat and boots walking in a city street at night is visible. A sidebar on the right contains social media sharing options: RECOMMEND, TWITTER, LINKEDIN, COMMENTS (53), SIGN IN TO ENJOY, PRINT, REPRINTS, and SHARE.

- ▶ INTERREG project for image enhancement of the Baltic Sea Region
- ▶ Working package Tourism will focus on the US market, partners involved are Helsinki, Warsaw, Riga, St. Petersburg
- ▶ Aim:
 - ▶ Increase knowledge on Baltic Sea Region as destinations for roundtrips
 - ▶ Increase overnight stays
 - ▶ Creating itineraries/routings of the Baltic Sea metropolises for the programs of US tour operators

Thank you for your attention!

Welcome to Hamburg!