

Belgian Travel Academy – October 2024

**Welcome in Germany,
the sustainable travel
destination**

**German National Tourist
Office BeLux**

Supported by:



on the basis of a decision
by the German Bundestag

Germany
The travel destination



Agenda

1. About the GNTB
2. Market Insights:
Belgian travelers in Germany
3. Germany as a sustainable
travel destination
4. Diversity of our destination
#staylonger
5. Highlights Germany 2025



About the German National Tourist Board (GNTB)

The key tasks of the GNTB globally

**International
Marketing**

**Consulting for the
tourism industry &
SME promotion**

**Market
analysis &
knowledge
management**

**Increasing the added
value in Germany as a
business location**

**Improvement of image
& increase in overnight
stays from abroad**

The GNTB in numbers

19 Locations

ca. 200

employees worldwide



63 Members

17 Sponsors

BeLux: 5 employees + 2 interns

Market Insights
Belgian travelers in Germany

Germany ranks 4th among the most popular abroad destinations for Belgian travelers in 2023

1. France

2. Spain

3. Netherlands

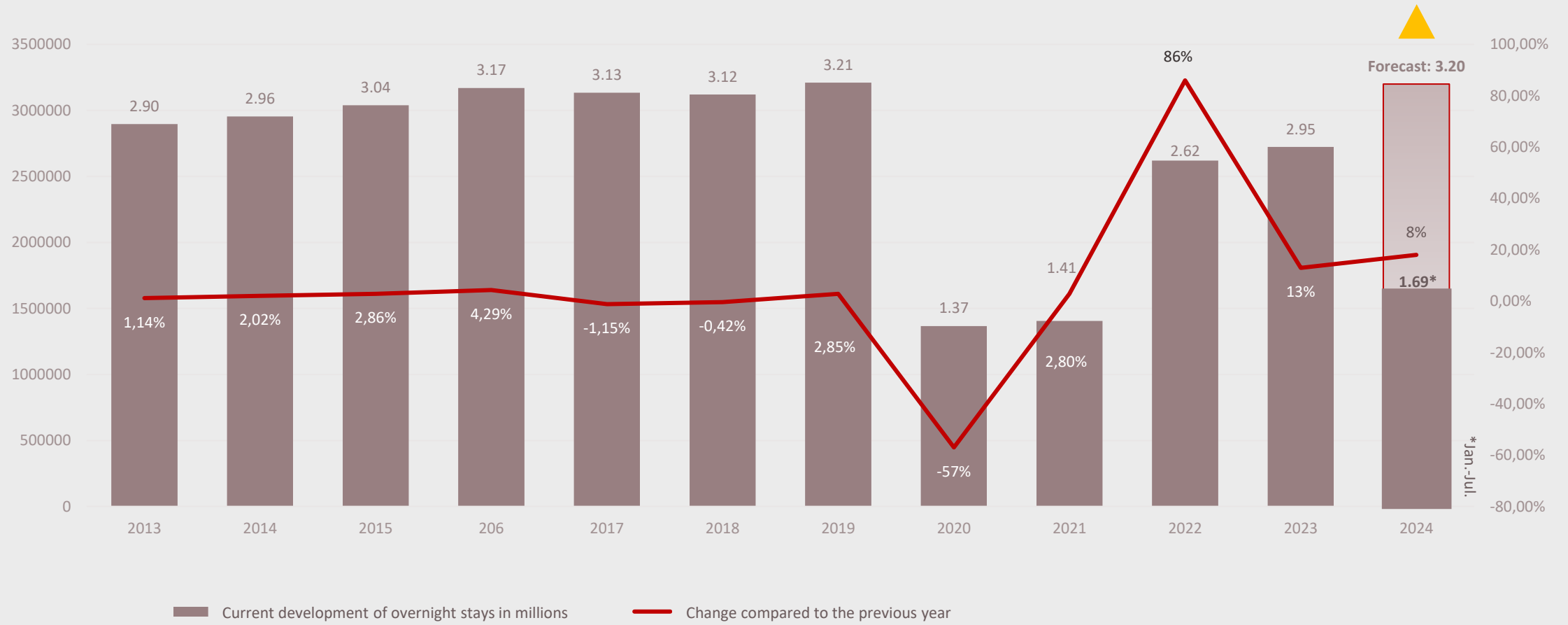
4. Germany



Development of Belgian overnight stays in Germany



Forecast 2024



Source: Federal Statistical Office 2020 - 2024. 2024 full year figures are based on a forecast by the Belgian market.

Neighboring federal states stand out as most popular destinations in 2023

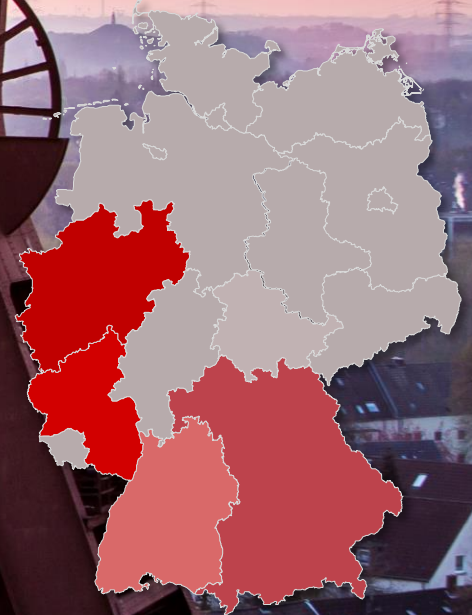
*(overnight stays = OS)

1. North Rhine-Westphalia: 21,9 % of OS*

2. Rhineland-Palatinate: 20,5 % of OS*

3. Baden-Württemberg: 16,2 % of OS*

4. Bavaria: 13,1 % of OS*



Berlin remains the favorite city destination for Belgian travelers in 2023

*(overnight stays = OS)

1. Berlin: 279.419 OS*

2. Cologne: 111.737 OS*

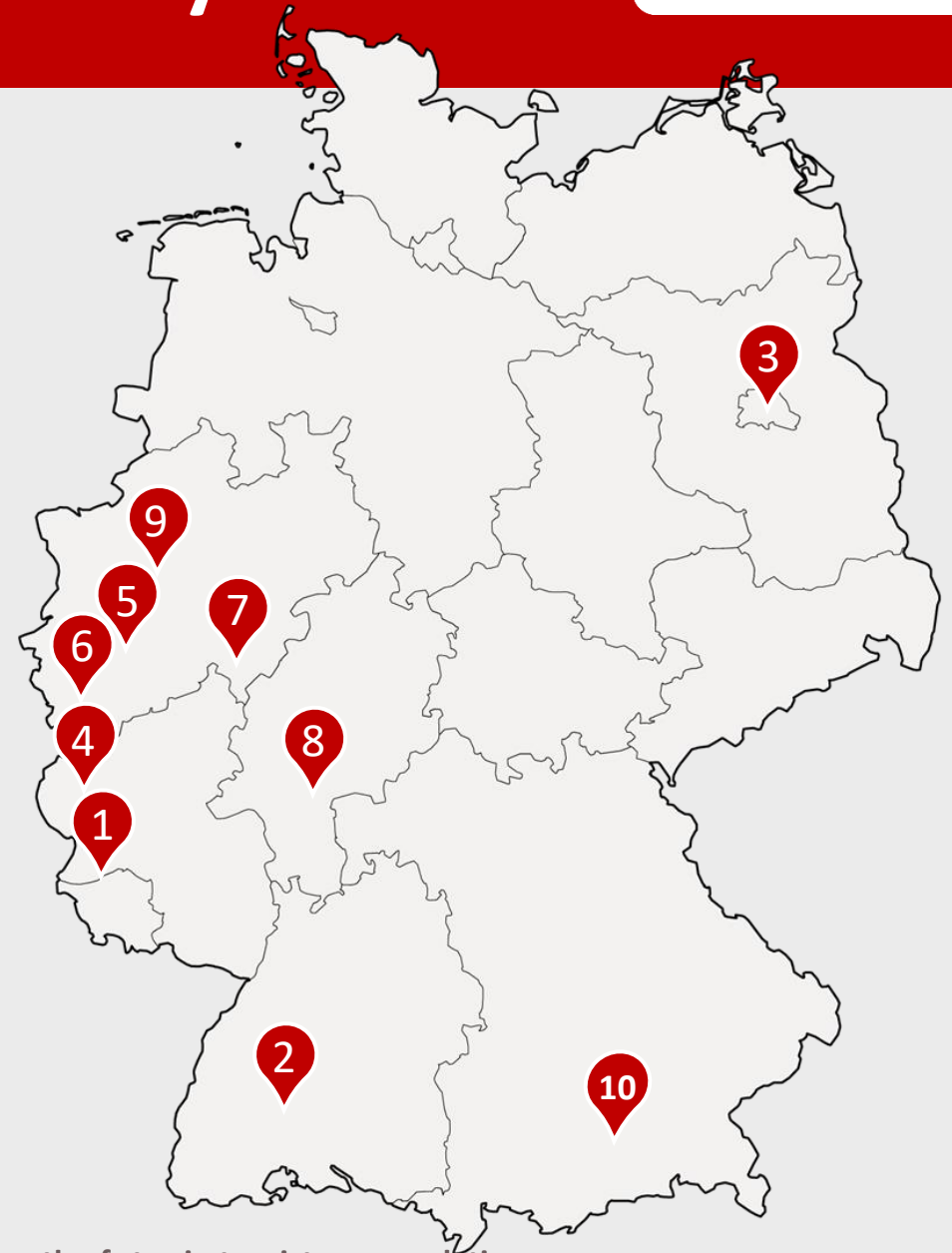
3. Munich: 77.630 OS*

4. Düsseldorf: 72.976 OS*



Top 10 regions for Belgians in Germany in 2023

Region	Overnight stays
1 Mosel/Saar	330.000
2 Schwarzwald	290.000
3 Berlin	280.000
4 Eifel	156.000
5 Cologne and Rhein-Erft County	155.000
6 Aachen Region	124.000
7 Sauerland	103.000
8 Main and Taunus	84.000
9 Düsseldorf-Mettmann	80.000
10 Munich	77.000



Sustainable travel in Germany

Sustainable Development Goals Index 2023:

Germany rises to the 4th place

Country	Ranking 2023	Ranking 2022
Finland	1	1
Sweden	2	3
Denmark	3	2
GERMANY	4	6
Austria	5	5
France	6	7
Norway	7	4
Czechia	8	13
Poland	9	12
Estonia	10	10



Perception of countries' behavior in protecting the environment: Germany in top 10

Country	Ranking 2022	Ranking 2022
Switzerland	1	5.14*
Sweden	2	5.14*
Norway	3	5.12*
Canada	4	5.06*
Finland	5	5.05*
New Zealand	6	5.04*
Iceland	7	4.98*
Australia	8	4.98*
Netherlands	9	4.94*
GERMANY	10	4.92*

*Average performance score based on a 7 point scale (with 7 = extremely favorable, 4 = neither favorable nor unfavorable, 1 = extreme unfavorable)

Source: Anholt Ipsos Nation Brand Index 2022. Sustainability Dashboard GNTB.

© DZT/Francesco Carovillano

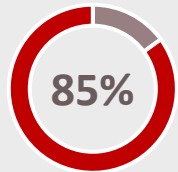
76% of GNTB Industry Expert Panel considers Germany a sustainable destination

Germany
The travel destination

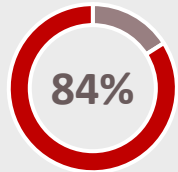


**Germany is
increasingly being
marketed
internationally as a
sustainable
travel destination**

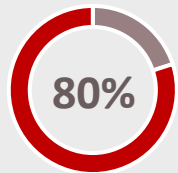
General interest of Belgian travelers in undertaking a sustainable holiday trip is rising



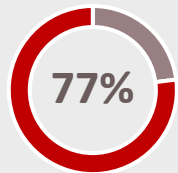
... pays attention to local catering and food from regional supply chains during their trip.



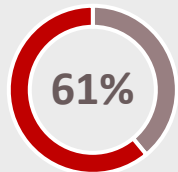
... ensures they avoid activities at their destination that could harm the environment.



... primarily uses public transport, walk, or bike to get around.



... of travelers aims to be eco-friendly by choosing options like trains or buses, or when flying is unavoidable, prefers non-stop economy flights.



... books eco-certified hotels or stays at eco-certified campsites.

Question: "Which of the following statements about sustainability, climate and environmental protection while travelling do you (partially) agree with?"

Source: GNTB exclusive survey carried out by IPK International, yearly survey, 27 international source markets, October 2023. Results shown are for the Belgian market.

Simply Feel Good: sustainable experiences in Germany

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Overview of sustainable accommodations and travel experiences on germany.travel/feelgood



138 concrete travel ideas

Germany card with 1000+ certified sustainable accommodations

CO²-emission calculator

10 tips for sustainable travel



Excellent local transport networks and the regional TouristCards ensure quick and comfortable, but also affordable and sustainable travels.

93 80 0812 063-7 D-DB

Night train network from Belgium to Germany is being expanded

The Good Night Train by European Sleeper

3 x weekly:

Departure in **Brussels** at 19h22

Arrival in **Berlin** at 06h18 or **Dresden** at 08h29

NEW in February and March 2025

2 x weekly:

Departure in **Brussels** at 19h00

Arrival in **Munich** at 06h30

10+ people: Group travel offers

The Nightjet By ÖBB

3 x weekly:

Departure in **Brussels** at 18h33

Arrival in **Berlin** at 09h16

3 x weekly:

Departure in **Brussels** at 19h03

Arrival in **Munich** at 05h43

10+ people: Group travel offers

Fast & direct ICE-connection from Brussels & Liège to Aachen, Cologne & Frankfurt

Germany
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**ICE 7 x daily
(8 x on Sundays)**

From Brussels to...

... Aachen in 1h10

... Cologne in 1h50

... Frankfurt in 3h

Tickets from € 19,99

NEW: ICE 3neo

**New high-speed train connection since June 2024
from Brussels to Frankfurt**

**Improved internet & mobile
signal**

**Power sockets at every seat,
also in 2nd class**

**Better accessibility for
wheelchair users**

**More space for bicycles and
luggage**

Explore the vibrant diversity of Germany

Stay longer
germany.travel/inspiring

Highlight cities in Germany



Germany's 10 Magic Cities account for 30 percent of the country's inbound tourism

Magic Cities

Bremen, Dresden,
Düsseldorf,
Frankfurt,
Hamburg, Köln,
Leipzig, München,
Nürnberg,
Stuttgart

Berlin records 15 million+ international overnight stays, followed by Munich and Frankfurt.

These cities mainly attract tourists with museums, opera houses, and UNESCO World Heritage Sites.

Quality hotels, exquisite culinary scene & cultural events attract leisure and business travelers.

Aachen: historic imperial city, famous for its UNESCO cathedral and christmas market

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Berlin: mix of history, culture and a pulsating nightlife makes it a standout city in Europe



Cologne: vibrant city with famous UNESCO cathedral and modern art museums



Düsseldorf: fusion of contemporary architecture, modern art and Japanese culture



Hamburg: a showcase of modern architecture and innovative urban development



**‘Miniatur
Wonderland’ in
Hamburg is
Germany’s
number
1 Top
Sightseeing**

Munich: dive into Bavarian traditions, lively beer gardens and modern city vibes

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Munich is regularly ranked among the top cities in Germany for quality of life.*

*Source: <https://www.mercer.com/insights/total-rewards/talent-mobility-insights/quality-of-living-city-ranking/>

© Adobestock/f11photo

Ruhr region: transformation from an industrial region to a cultural melting pot

Germany
The travel destination



Explore Germany's natural
landscapes for an active holiday

Venture into Germany's nature: iconic landscapes and unforgettable experiences

Germany
The travel destination



The 16 national parks and 104 nature parks cover almost 30% of Germany's land area

Unwind at the more than 12.000 natural lakes

16 UNESCO biosphere reserves highlight Germany's key landscapes and diverse ecosystems

Varied scenery, including mountains and vast forests

16 regions in Germany are certified as sustainable destinations by TourCert

Officially certified for sustainable tourism, focusing on eco-friendly travel and supporting local communities

Most popular regions including Black Forest, Saarland, and Ostseefjord Schlei

Germany ranks second as nature travel destination of European travelers*

The two latest TourCert-certified sustainable regions are both in NRW



Siegen-Wittgenstein



Sauerland

Discover Germany's hiking wonderland

Navigate 300.000 km of hiking trails throughout the country

The North-South Trail, stretching 3.620 km from Sylt to Haldenwanger Eck, is the longest hike

Trails for all levels - from easy walks along the Eibsee to challenging hikes at the Zugspitze

Rest and enjoy local German cuisine in the many mountain huts and inns

More tips on
hiking in
Germany:
Deutscher
Wanderverband

Germany's most beautiful hiking trail 2024: Bergischer Weg from Essen to Bonn



Length: about 260 kilometers

14 stages, each ranging from 14 to 24 kilometers

Highlights on the way: Schloss Burg, Altenberg Cathedral, scenic viewpoints and many nature parks

Germany by bike: adventure awaits!

100.000 km of cycling routes, including 250 long-distance cycling routes

Bicycle storage spaces are available on the ICE 3neo and on night trains

The Weser route from Hannoversch Münden to Cuxhaven is the most popular route*

Find the next available e-bike charging station on the "bike-energy" app

More tips on cycling in Germany:
Allgemeiner Deutscher Fahrrad-Club (ADFC)

Belgium ranks 4th for camping incoming tourism in Germany*

*Jan-July 2024

Wisseler See
Camping (NRW)



Camping
site by the
lake

Grönwold Camping
(Schleswig-Holstein)



Family-
friendly
camping



Why won't you stay a little bit longer?

Stay longer
germany.travel/inspiring

Combine Berlin with the Baltic Sea coast: urban adventure meets coastal serenity

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Enjoy the German beaches on the islands of Rügen,
Usedom or Fehmarn

Experience the excitement of uncovering ancient
amber along the Baltic Sea

Discover the Jasmund National Park and its stunning
chalk cliffs as well as ancient beech forests

3h Berlin –
Baltic Sea
Coast



Discover Hamburg and the North Sea coast: your dream vacation between city and sea

Germany
The travel destination



Relax on the islands of Sylt, Amrum or Föhr

Discover the Wadden Sea national parks,
UNESCO World Heritage Site

Cycle the stunning 921 km North Sea Coast
route for unforgettable views

2h30
Hamburg –
North Sea
Coast

Adventure awaits: combine Cologne's charm with the beautiful Eifel National Park

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Wilderness Trail: guided tours with rangers through the Eifel National Park

Over 2.170 endangered plant and animal species find their refuge here

Dark Sky Park in Eifel National Park unveils starry nights in untouched nature

1h
Cologne –
Eifel
National
Park

Uncover Dresden's city life and the stunning nature of Saxon Switzerland

Germany
The travel destination



Cyclists experience the bizarre rock formations along the Elbe cycle path

The Malerweg offers 112 km of stunning landscapes and unforgettable hiking adventures

Discover the unique sandstone rock formations in the national park Saxon Switzerland



© Lookphotos/Olafprotze



1h30
Dresden
- Saxon
Switzerland

© German Roamers/Leo Thomas

Combine Munich's culture with adventure in the breathtaking German Alps

Germany
The travel destination



Ammergau Alps Nature Park offers pristine nature with diverse landscapes of mountains, moors and forests

Zugspitze: Germany's highest mountain at 2.962 meters

Both the Zugspitze and the Allgäu are renowned for their hiking and skiing opportunities



© Bad Reichenhall Tourismus & Stadtmarketing GmbH / Philipp Reiter



1h30
Munich –
German
Alps

© Adobe Stock/Sergii Figurnyi



Highlights Germany in 2025

Dive into Germany's cultural wealth



Since 2009, Germany has been the No. 1 cultural destination for Europeans travelling abroad*

5 facts about Germany's 54 UNESCO World Heritage Sites

Germany has the 3rd most UNESCO World Heritage Sites worldwide

1978: Aachen Cathedral was named the first cultural site

Cologne Cathedral is the most visited sight with over 6 million visitors a year

2024: Schwerin Residence Ensemble & Moravian Church Settlements are the latest additions

Explore the 8 GNTB UNESCO routes throughout Germany

54 UNESCO WORLD HERITAGE SITES

Historic.Modern.Germany.

Cultural Route
„Highlights of Romanticism“

10 UNESCO World
Heritage Sites in
12 days over a distance
of 675 km

Discover more on
germany.travel/unesco

● Düsseldorf

● Magdeburg

Quedlinburg

Stiftskirche, Schloss und
Altstadt von Quedlinburg

Eisenach

Wartburg

Alte Buchenwälder,
Nationalpark Hainich

● Erfurt

Klassisches Weimar

Frankfurt

Kurstadt Bad Kissingen

● Wiesbaden

● Mainz

Markgräfliches
Opernhaus Bayreuth

Bamberg

Altstadt

Würzburg

Würzburger Residenz

● Saarbrücken

Nürnberg

Altstadt von Regensburg
mit Stadtamhof

Donaulimes

● Stuttgart

Germany as the ultimate destination for cultural holidays

Germany
The travel destination



Over 7.000 museums and 500 exhibition houses

Diverse architecture and home of Bauhaus design

More than 350 music festivals and 80 opera houses

Over 13 wine-growing regions throughout the country

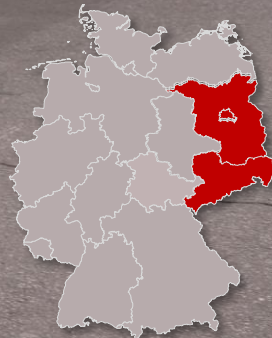
Germany celebrates 35 years since the fall of the Berlin Wall in November 2024

Many events and exhibitions in eastern Germany to commemorate, especially in Berlin

Discover 17 personal stories from the peaceful revolution in Berlin's exhibit "35 Jahre Mauerfall. 17 Perspektiven"

Participate in a reenactment of the 1989 protests at Leipzig's Festival of Lights

Experience the former border zone through an AR game in park Babelsberg in Potsdam



C the Unseen in Chemnitz: Germany's fourth European Capital of Culture in 2025

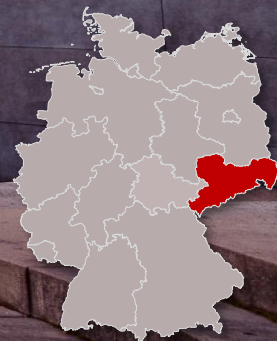
Over 100 projects and 1.000 events are taking place in 2025 in Chemnitz and 38 municipalities in the area

Celebrate the official start at the street festival on Jan. 18 or experience the closing weekend on Oct. 31

The "Purple Path" is a must-see: an art and sculpture trail featuring works by European artists

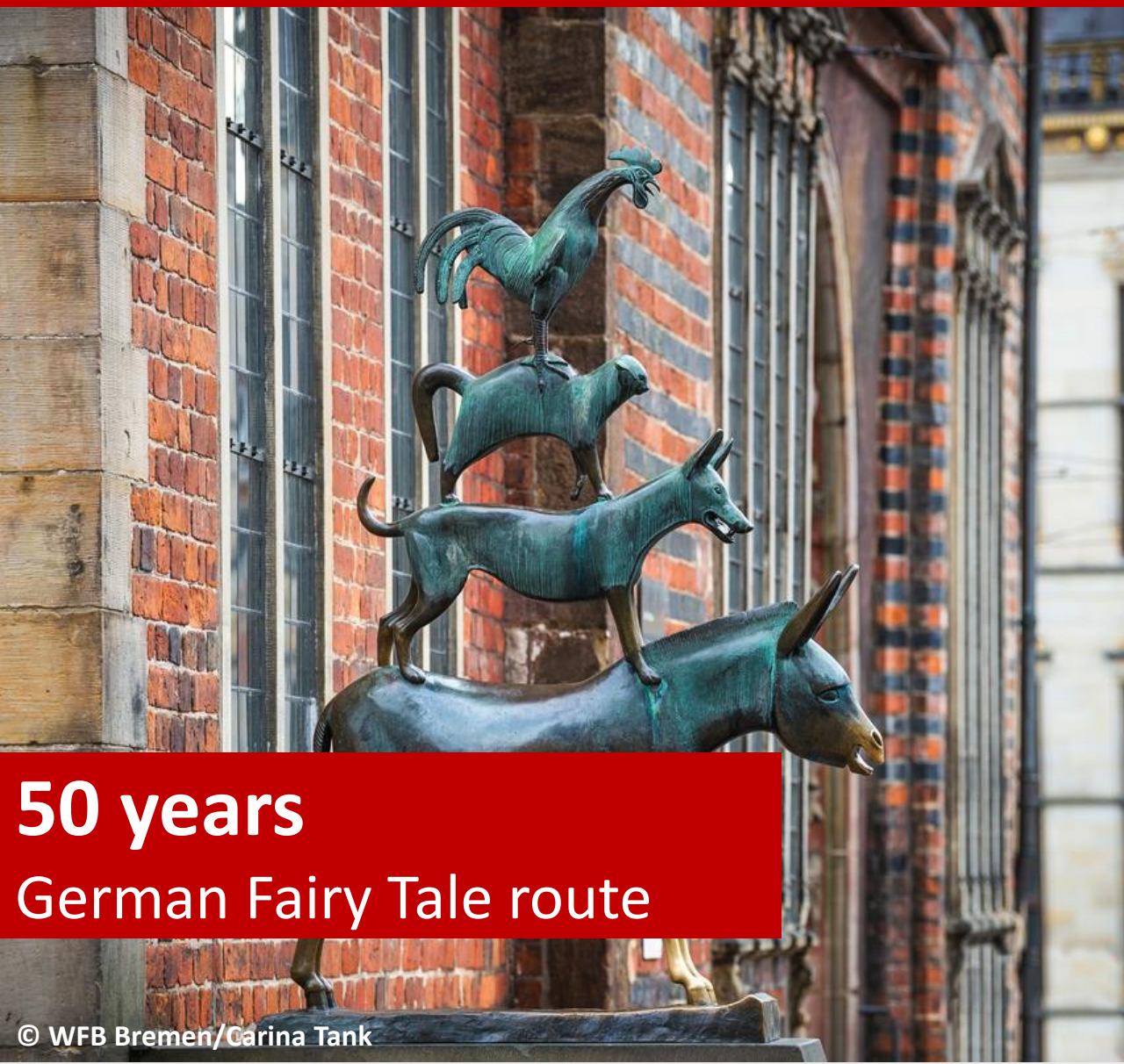
The "#3000Garages" project transforms Chemnitz's garages into vibrant community spaces

Discover more on:
www.chemnitz.travel



2025 will be the celebration year of Bach & the German Fairy Tale Route

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50 years
German Fairy Tale route

© WFB Bremen/Carina Tank



Johann Sebastian Bach
275. Death day

© AdobeStock

Interested in free access to our GNTB Knowledge Graph? Contact us!

- 200.000 Points of Interest & 100.000 data items
- Subjects: cycle and hiking routes, events, museums and other places of interest
- Can be requested free of charge on request and integrated into your system
- Interface available in German and English
- Search Widget for finding possible POI's, events and tours

open-data-germany.org



Subscribe to our B2B newsletter and stay tuned about Germany the travel destination



FR



NL

Thank you!

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