

traditionally different



January – November 2024

Bavarian Connection USA 2024 End of Year Report



Agenda

Bavarian Connection USA End of Year Report 2024

- 01 - Bavarian Connection USA 2024
- 02 - B2B: Travel Trade Marketing Activities
- 03 - B2B2C: Consumer Facing Marketing Activities
- 04 - Press Activities



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01

Profi Package

Bavarian Connection USA 2024

Bavarian Connection USA 2024

Profi Package



 Bayerische Verwaltung der staatlichen Schlösser, Gärten und Seen



Garmisch
Partenkirchen



tourismus.nuernberg.de



Bavarian Connection USA

Networking & Partner Management

- **Bi-Monthly U.S activity update email**
 - Includes activity results, key learnings, market insights, travel industry feedback and special inquires exclusively for Bavarian Connection Partners
- **Pre-GTM Bavarian Connection Networking Event**
 - April 21st, 2024, Chemnitz
 - 20 partners participated in the informal networking event



traditionally different



02

Travel Trade Marketing Activities

B2B

Bavaria Sales Materials & Tools

For ongoing Trade Education

Objective:

To provide the U.S travel trade with handy and educational Bavaria destination sales materials to facilitate training and sales efforts for destination
Sales Material is being used during trade meetings, for follow ups, in travel trade newsletters etc.

- [Bavarian Connection Travel Trade Hub](#) incl.
 - Bavarian Connection [Factsheets](#)
 - Bavarian Connection [Preferred Hotels List](#)
 - Bavarian Connection [Christmas Market Schedule 2024-27](#)
 - Bavarian Connection [Sample Itineraries](#)



U.S Trade Newsletter #02/24

April 11, 2024



- **Subject:**
Seize the Season: Bavarian Waterside Beckons for Summer!
- **Featuring:**
Chiemsee-Alpenland, Lindau, Passau, Ulm/Neu-Ulm, Würzburg
- **Sales Tool for Professionals:**
Pre- and Post River Cruise Ideas

- **Recipients:** 41,921
- **Opening rate:** 23%
- **Link:** [here](#)

The screenshot shows the top of the newsletter with the Bavaria logo, the title 'US TRAVEL TRADE UPDATE #02/24', and an 'Online version' button. Below this is a large image of a street scene in Lindau. The main heading is 'SERVUS' in large blue letters. Below it is a salutation 'Dear Travel Trade Partner,' followed by a welcome message: 'Welcome to our latest travel newsletter, where we're excited to introduce you to the summer delights of Bavaria. As the season approaches, immerse yourself in the picturesque waterside experiences that define this enchanting region.' This is followed by a paragraph about Bavarian waterside adventures: 'From Lindau's lakeside charm to Würzburg's vineyard-covered hillsides along the Main River, Passau's historic confluence of three rivers, the natural beauty of Chiemsee-Alpenland, and the Danube riverside allure of Ulm/Neu-Ulm, Bavaria offers a tapestry of waterside adventures.' The text concludes with: 'Let these insights spark inspiration for your clients' next unforgettable getaway. Stay tuned for more tips to craft memorable experiences in Germany's beloved Bavarian region.' The sign-off reads: 'Happy reading! Your Team at Bavaria Tourism'.

SPLISH SPLASH AT BAVARIA'S WATERSIDE

The grid contains six article teasers, each with a small image and a 'Read more' button:

- Set Sail from Lindau:** Depart from Lindau's iconic harbor, set against the backdrop of Germany's southernmost lighthouse, and soak in breathtaking vistas of Lake Constance, with views stretching across Germany, Austria & Switzerland. Don't miss out on this unforgettable journey!
- Follow the Danube:** ... In Ulm/Neu-Ulm! Explore the unique blend of two cities divided by the riverside border of the Young Danube. Perfect for strolls and sun-soaked days. Don't miss the boat trip aboard the famous 'Ulmer Spitz' for an extra splash of excitement!
- Würzburg Like a Local:** Savor a glass of wine on the Old Main Bridge during a leisurely afternoon in summertime, while enjoying stunning views of the Main River and Marienberg Fortress amidst picturesque vineyards. Discover the charm of this historic city the way locals do!
- 3 Rivers, 1 City:** Experience the charm of Passau's three river junction on a scenic boat ride. Discover the picturesque convergence of the Danube, Inn, and Ilz rivers while enjoying stunning views on Vista Oberhaus and St. Stephen's Cathedral.
- Alpine Cruising:** Set sail on Lake Chiemsee for an unforgettable journey! Experience the grandeur of Herrenchiemsee Palace and the tranquility of Fraueninsel island, all while enjoying panoramic views of the Bavarian Alps. A perfect mix of history, and stunning scenery.

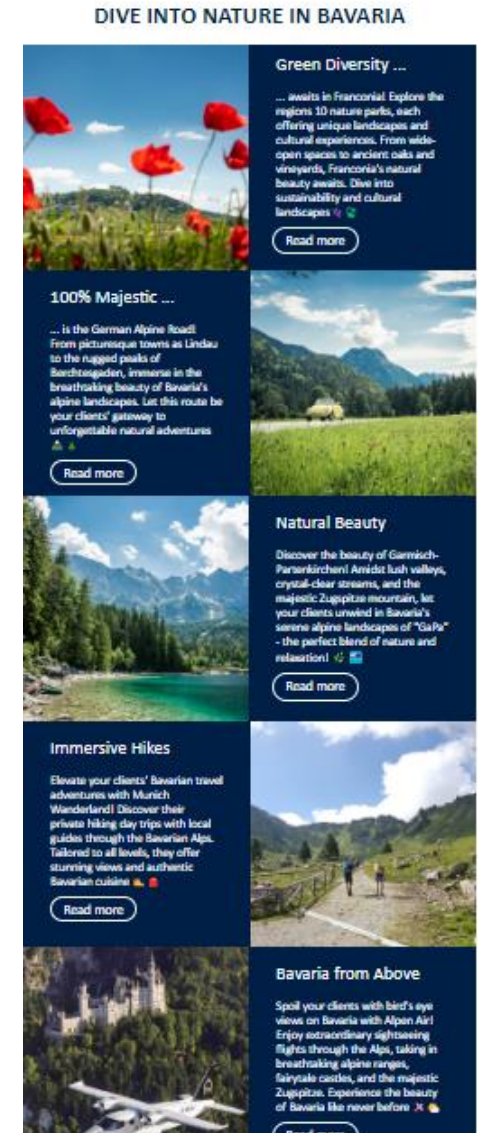
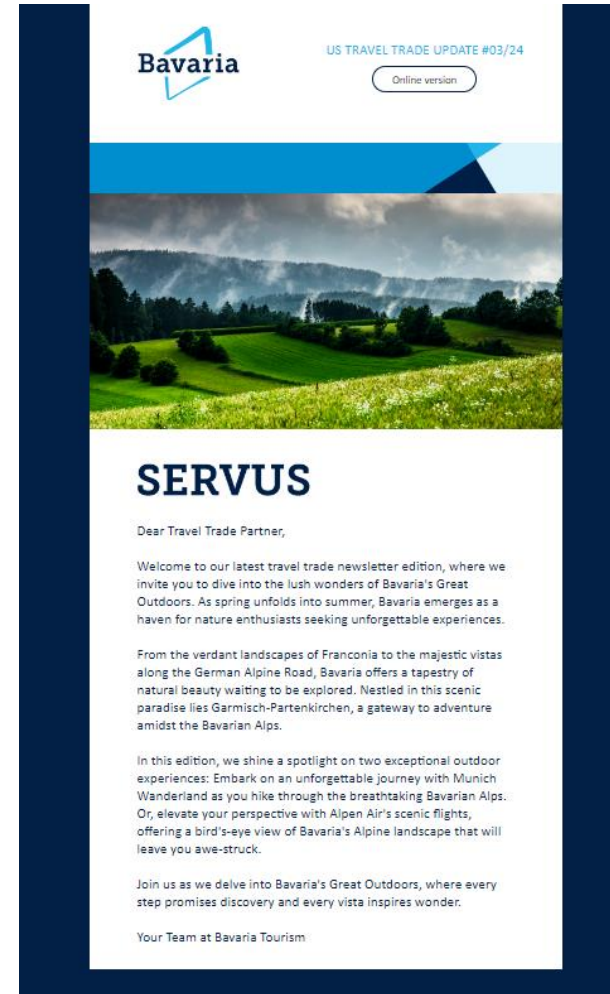
U.S Trade Newsletter #03/24

May 8, 2024



- **Subject:**
Bavaria's Great Outdoors: Explore & Thrive 🏞️ 🌿
- **Featuring:**
Alpen Air, Franconia, Garmisch-Partenkirchen, German Alpine Road, Munich Wanderland
- **Sales Tool for Professionals:**
Bavarian Connection Factsheets 2024

- **Recipients:** 41,872
- **Opening rate:** 26%
- **Link:** [here](#)



U.S Trade Newsletter #04/24

June 13, 2024



Subject:

Finest Luxury Accommodations in and around Munich 🇩🇪 ✨

Featuring:

Althoff Seehotel Überfahrt, Brauereigasthof Hotel Aying, DO & CO Hotel Munich, Platzl Hotel, Steigenberger Hotel Munich

Sales Tool for Professionals:

Bavarian Connection Preferred Hotels List 2024

Recipients: 41,820

Opening rate: 25%

Link: [here](#)



The screenshot shows the main body of the newsletter. At the top left is the Bavaria logo. To its right is the text 'US TRAVEL TRADE UPDATE #04/24' and a button labeled 'Online version'. Below this is a large image of a Munich cityscape. The main heading is 'SERVUS' in large, bold letters. Below the heading is a salutation 'Dear Travel Trade Partner,' followed by a paragraph: 'We understand how crucial it is for you to find the best accommodations for your clients, ensuring they have an exceptional experience while traveling.' This is followed by another paragraph: 'That's why we have carefully selected five of the most luxurious and unique properties in and around Bavaria's capital, Munich. In this edition of our newsletter, we highlight these hand-picked gems, each offering unparalleled comfort and elegance, perfect for your clients to recharge and sleep well while exploring our beautiful region.' Below this is a call to action: 'Join us on a journey to uncover the essence of luxury in and around Munich. Your clients deserve nothing less.' At the bottom of the main content is the text: 'Enjoy reading, Your Team at Bavaria Tourism'.

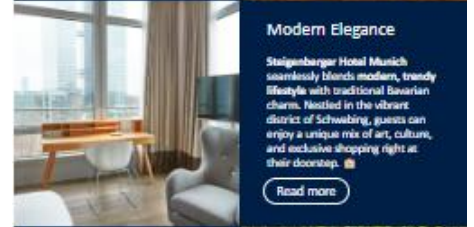
MUNICH LUXURY ACCOMMODATION



The article features a photograph of a modern, bright living area with a white sofa and a dining table. The text reads: 'Experience luxury with the flair of bygone eras in the heart of Munich at 4*S Platzl Hotel. Available from September, their 15 new premium suites combine tradition and top-level craftsmanship, telling the story of the original building with loving details.' A 'Read more' button is located at the bottom right of the article.



The article features a photograph of a bedroom with a bed and a desk. The text reads: 'Discover DO & CO Hotel Munich, a boutique haven with 31 individually designed rooms. Located in the heart of the city center, this hidden gem offers stunning views of Munich's iconic landmarks, combining comfort with modern luxury.' A 'Read more' button is located at the bottom right of the article.



The article features a photograph of a modern living room with a white sofa and a wooden table. The text reads: 'Steigenberger Hotel Munich seamlessly blends modern, trendy lifestyle with traditional Bavarian charm. Nestled in the vibrant district of Schwabing, guests can enjoy a unique mix of art, culture, and exclusive shopping right at their doorstep.' A 'Read more' button is located at the bottom right of the article.



The article features a photograph of a group of people walking in a park. The text reads: '45min from Munich, Althoff Seehotel Überfahrt offers 176 spacious rooms with stunning views of Lake Tegernsee. Enjoy award-winning dining and a 2000 sqm spa. And don't miss their special Oktoberfest offer for an unforgettable 5* superior Bavarian experience.' A 'Read more' button is located at the bottom right of the article.

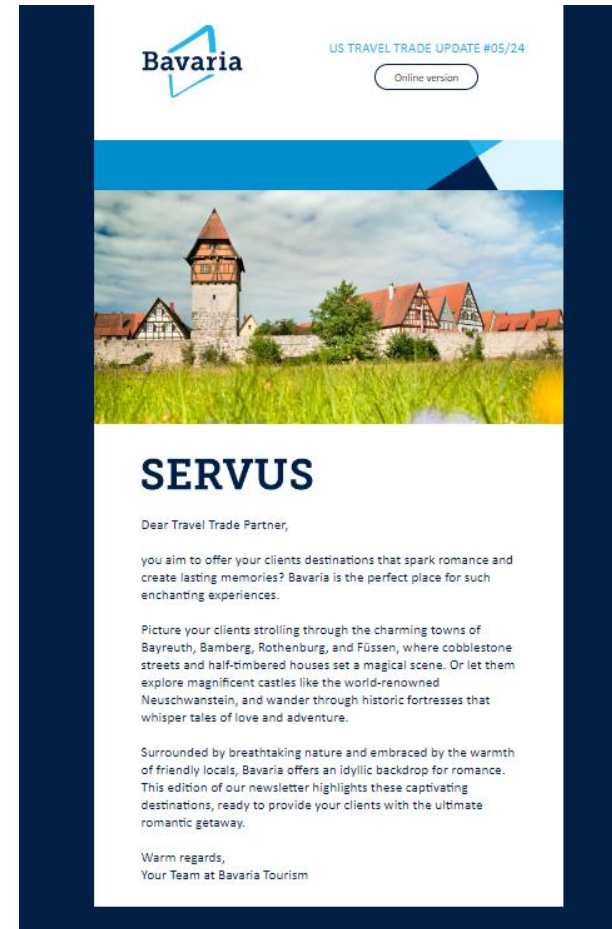


The article features a photograph of a living room with a white sofa and a lamp. The text reads: 'Experience Bavarian hospitality at Brauereigasthof Hotel Aying. Family-owned for 7 generations since 1830, the hotel blends tradition with modern comfort. Nestled in Aying, just 15 miles southeast of Munich, guests can explore the Aying Brewery on-site and indulge in tradition.' A 'Read more' button is located at the bottom right of the article.

U.S Trade Newsletter #05/24

July 10, 2024

- **Subject:**
Unveil the Magic of Romantic Bavaria 📍 ✨ 🏰
- **Featuring:**
Bamberg, Bavarian Castle Administration, Bayreuth, Füssen, Rothenburg ob der Tauber
- **Sales Tool for Professionals:**
Christmas Market Schedule 2024-27
- **Recipients:** 43,591
- **Opening rate:** 23%
- **Link:** [here](#)



The screenshot shows the top portion of the newsletter. It features the Bavaria logo in the top left, the text "US TRAVEL TRADE UPDATE #05/24" and "Online version" in the top right, and a large image of a Bavarian town. Below the image is the heading "SERVUS" and the start of a letter addressed to "Dear Travel Trade Partner,".



This section displays a grid of six article teasers under the heading "BAVARIA'S ROMANTIC GEMS". Each teaser includes a small image, a title, a short description, and a "Read more" button.

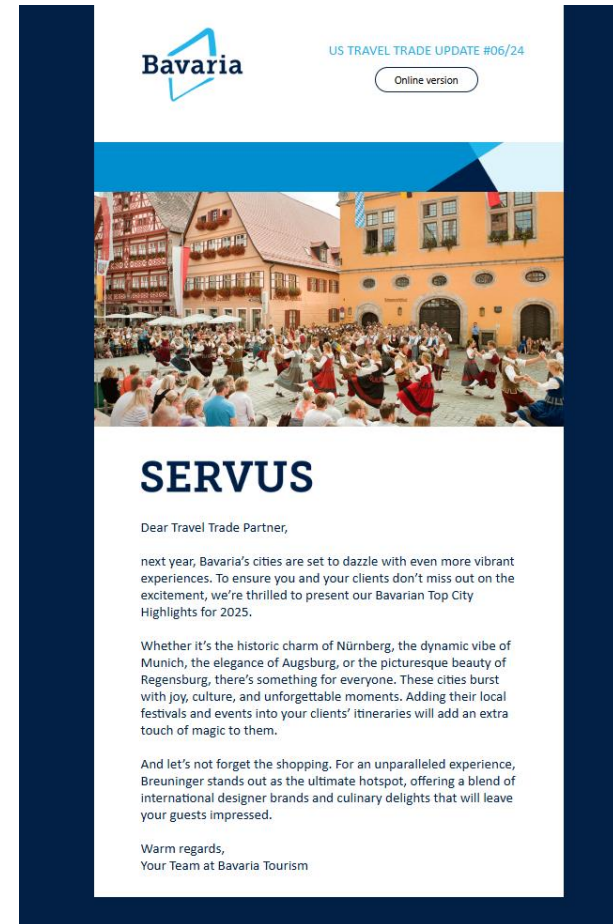
- Charming Soul:** Füssen is the ideal gateway to Romantic Bavaria. Wander through its historic center adorned with Baroque churches, Gothic houses, and medieval town walls. Just 2.5 miles away, discover the fairy-tale palaces of Neuschwanstein and Hohenschwangau.
- Medieval Marvel:** Explore Rothenburg ob der Tauber, a medieval gem on the Romantic Road. Immerse yourself in its historic old town with 42 towers, gates, and a walkable city wall. Visit Käthe Wohlfahrt's year-round Christmas Village for a festive experience like no other.
- Heritage Haven:** Discover Bayreuth, a city of culture and music, where treasures like the UNESCO-listed Margravin Opera House, a Baroque masterpiece, await. Stroll through the Heritage and Court Garden, then pay a visit to Richard Wagner's Festival Theatre.
- Timeless Treasure:** Step back in time in Bamberg, where history thrives. Explore the fully intact medieval and baroque Old Town, a UNESCO World Heritage site. Don't miss the unique landmark of the Old Town Hall and Cathedral Square. And indulge in the infamous smoked beer.
- Royal Retreats:** From the world-famous fairytale Neuschwanstein Castle built by King Ludwig II to many more palaces, fortresses, and royal gardens, discover a wealth of royal splendor across Bavaria. Enhance your client's itineraries with these majestic landmarks.

U.S Trade Newsletter #06/24

September 11, 2024

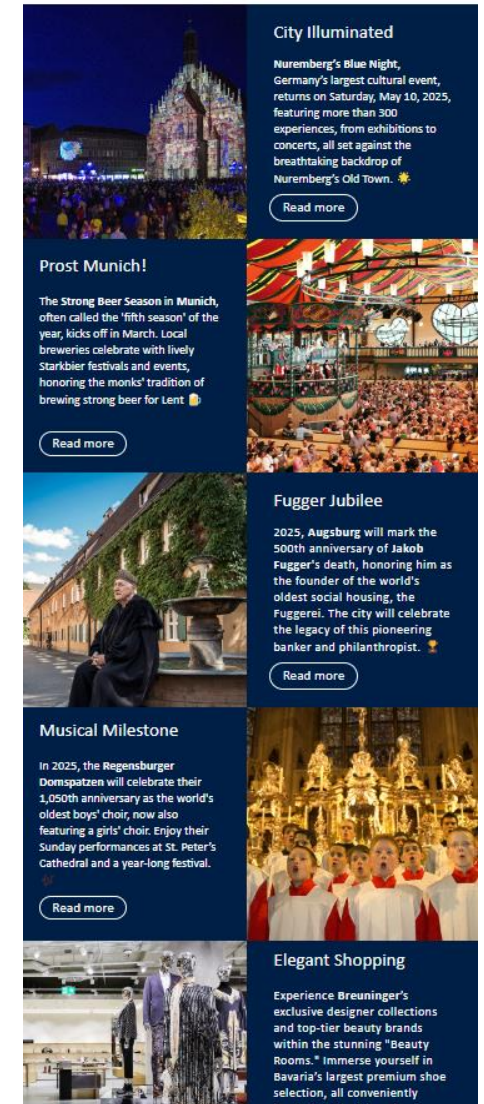


- **Subject:**
Bavaria's Top City Highlights in 2025 🏰 📌
- **Featuring:**
Augsburg, Munich, Nuremberg, Regensburg, Breuninger
- **Sales Tool for Professionals:**
NEW Sample Itineraries
- **Recipients:** 51,602
- **Opening rate:** 23%
- **Link:** [here](#)



The screenshot shows the top of the newsletter. It features the Bavaria logo on the left and the text "US TRAVEL TRADE UPDATE #06/24" with an "Online version" button on the right. Below this is a large image of a busy street scene in a Bavarian town square. The main heading "SERVUS" is prominently displayed. The text below reads: "Dear Travel Trade Partner, next year, Bavaria's cities are set to dazzle with even more vibrant experiences. To ensure you and your clients don't miss out on the excitement, we're thrilled to present our Bavarian Top City Highlights for 2025. Whether it's the historic charm of Nürnberg, the dynamic vibe of Munich, the elegance of Augsburg, or the picturesque beauty of Regensburg, there's something for everyone. These cities burst with joy, culture, and unforgettable moments. Adding their local festivals and events into your clients' itineraries will add an extra touch of magic to them. And let's not forget the shopping. For an unparalleled experience, Breuninger stands out as the ultimate hotspot, offering a blend of international designer brands and culinary delights that will leave your guests impressed. Warm regards, Your Team at Bavaria Tourism".

BAVARIA'S MUST-SEE HIGHLIGHTS



A grid of six highlights, each with a photo and a text box with a "Read more" button:

- City Illuminated:** Nuremberg's Blue Night, Germany's largest cultural event, returns on Saturday, May 10, 2025, featuring more than 300 experiences, from exhibitions to concerts, all set against the breathtaking backdrop of Nuremberg's Old Town.
- Prost Munich!** The Strong Beer Season in Munich, often called the 'fifth season' of the year, kicks off in March. Local breweries celebrate with lively Starkbier festivals and events, honoring the monks' tradition of brewing strong beer for Lent.
- Fugger Jubilee:** 2025, Augsburg will mark the 500th anniversary of Jakob Fugger's death, honoring him as the founder of the world's oldest social housing, the Fuggerei. The city will celebrate the legacy of this pioneering banker and philanthropist.
- Musical Milestone:** In 2025, the Regensburger Domspatzen will celebrate their 1,050th anniversary as the world's oldest boys' choir, now also featuring a girls' choir. Enjoy their Sunday performances at St. Peter's Cathedral and a year-long festival.
- Elegant Shopping:** Experience Breuninger's exclusive designer collections and top-tier beauty brands within the stunning "Beauty Rooms." Immerse yourself in Bavaria's largest premium shoe selection, all conveniently

U.S Trade Newsletter #07/24

October 24, 2024



- **Subject:**
Bavaria's Finest Stays: A Hotel Guide 🏨
- **Featuring:**
Burg Rabenstein, Das Achental, Hotel Maximilian's, Yachthotel Chiemsee
- **Sales Tool for Professionals:**
Bavarian Connection Preferred Hotels List 2024
- **Recipients:** 55,723
- **Opening rate:** 23%
- **Link:** [here](#)

The screenshot shows the top portion of an email newsletter. At the top left is the Bavaria logo. To its right, the text "US TRAVEL TRADE UPDATE #07/24" is displayed above a button labeled "Online version". Below this is a large, scenic photograph of a marina with many boats docked along a wooden pier. Underneath the photo, the word "SERVUS" is written in large, bold, blue letters. Below "SERVUS" is a salutation "Dear Travel Trade Partner," followed by a paragraph of text: "yesterday, Lonely Planet recognized Bavaria as one of the top travel destinations in the world for 2025. Naturally, we're thrilled to celebrate this honor and are gearing up to help you offer your customers the finest hotels in the most stunning regions." This is followed by another paragraph: "As a result, this edition highlights four outstanding hotels set against the breathtaking Bavarian landscape. Each hotel boasts its own distinctive character, providing an ideal retreat for your clients to elevate their Bavarian getaway. These properties feature a wide array of amenities to cater to every need, and their signature Bavarian hospitality ensures that exploring the region becomes even more delightful." The final paragraph reads: "We encourage you to explore these outstanding accommodations and provide your clients with an unforgettable experience!" At the bottom of the main content area, it says "Warm regards, Your Team at Bavaria Tourism".

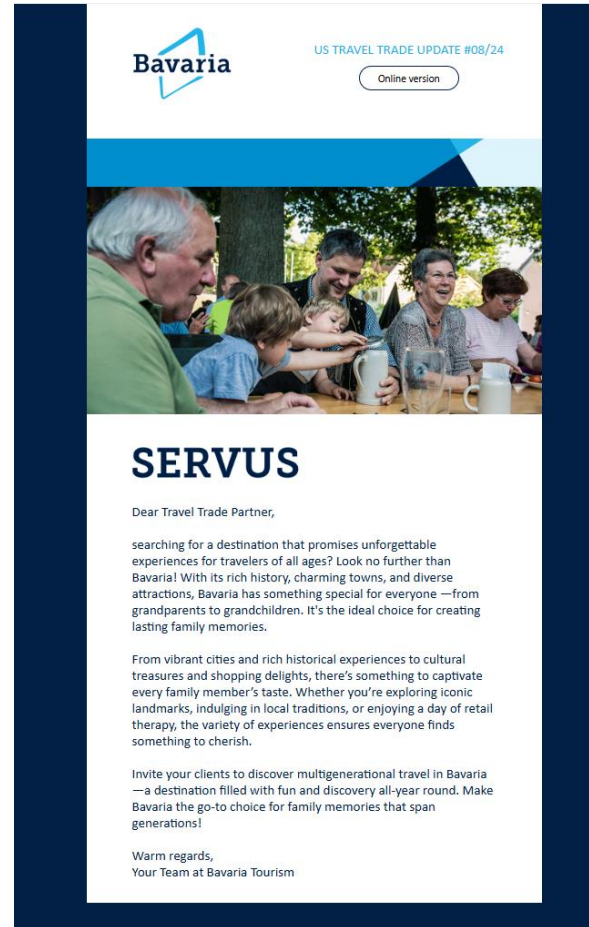
The screenshot shows a grid of four hotel highlights under the heading "BAVARIA'S FINEST STAYS". Each highlight includes a small image, a title, a short description, and a "Read more" button.

- Enchanted Castle:** Ever dreamed of sleeping in an 800-year-old castle with Knight's Halls and ceremonial rooms? At Burg Rabenstein, you can make that dream come true. This enchanting castle offers 22 uniquely styled rooms and suites for a captivating experience. [Read more](#)
- Charming Retreat:** Immerse yourself in tranquility at Yachthotel Chiemsee, where classic luxury harmonizes with the stunning shores of Bavaria's Chiemsee. With 100 elegantly designed rooms and two exceptional restaurants, guests are treated to an unforgettable getaway. [Read more](#)
- Luxury Oasis:** Located in the heart of Chiemgau, Resort Das Achental blends traditional Bavarian design with modern amenities. Guests can choose from 179 rooms and suites, enjoy a 2,000 m² spa, a state-of-the-art gym, and even an 18-hole golf course. [Read more](#)
- Timeless Comfort:** Located in the historic city of Augsburg, 5-Star Superior Hotel Maximilian's combines over 300 years of tradition with modern luxury. With 132 rooms and suites, plus the Michelin-starred Sartory Restaurant, it's the perfect home away from home. [Read more](#)

U.S Trade Newsletter #08/24

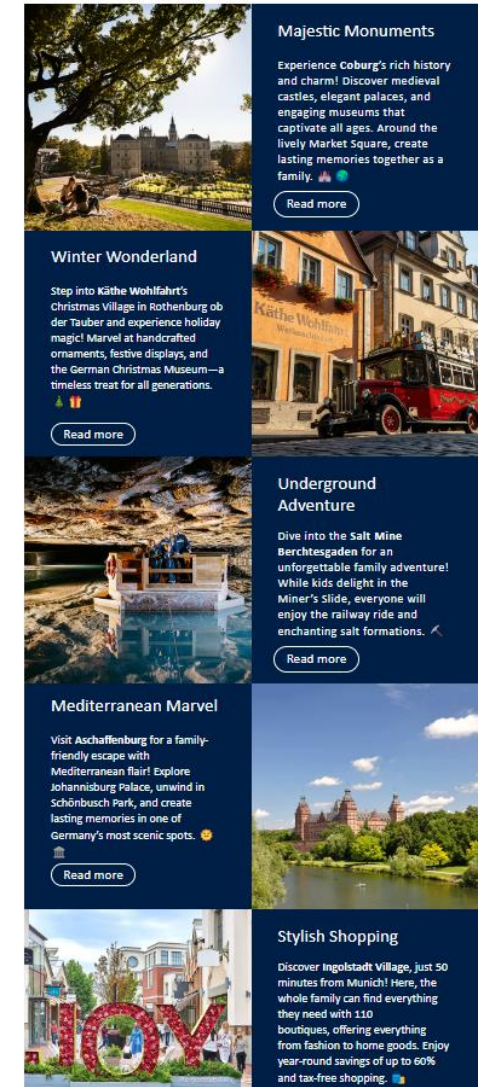
November 21, 2024

- **Subject:**
Travel fun for old and young in Bavaria 🧳 👨‍👩‍👧‍👦
- **Featuring:**
Aschaffenburg, Coburg, Ingolstadt Village, Käthe Wohlfahrt, Saltmine Berchtesgaden
- **Sales Tool for Professionals:**
DMCs & Incoming Agencies listing
- **Recipients:** 42,329
- **Opening rate:** 22%
- **Link:** [here](#)



The screenshot shows the top portion of an email newsletter. At the top left is the Bavaria logo. To its right, the text reads "US TRAVEL TRADE UPDATE #08/24" with a button labeled "Online version". Below this is a large photograph of a multi-generational family sitting around a table outdoors, smiling and talking. Underneath the photo is the heading "SERVUS" in large, bold letters. The main body of the email begins with "Dear Travel Trade Partner," followed by a paragraph about Bavaria's appeal for all ages. It then describes various experiences from vibrant cities to cultural treasures. The email concludes with an invitation to discover multi-generational travel in Bavaria and a sign-off: "Warm regards, Your Team at Bavaria Tourism".

DISCOVER MULTIGENERATIONAL BAVARIA



A grid of six travel highlights for Bavaria, each with a photograph and a text box containing a title, description, and a "Read more" button.

- Majestic Monuments:** Experience Coburg's rich history and charm! Discover medieval castles, elegant palaces, and engaging museums that captivate all ages. Around the lively Market Square, create lasting memories together as a family.
- Winter Wonderland:** Step into Käthe Wohlfahrt's Christmas Village in Rothenburg ob der Tauber and experience holiday magic! Marvel at handcrafted ornaments, festive displays, and the German Christmas Museum—a timeless treat for all generations.
- Underground Adventure:** Dive into the Salt Mine Berchtesgaden for an unforgettable family adventure! While kids delight in the Miner's Slide, everyone will enjoy the railway ride and enchanting salt formations.
- Mediterranean Marvel:** Visit Aschaffenburg for a family-friendly escape with Mediterranean flair! Explore Johannsburg Palace, unwind in Schönbusch Park, and create lasting memories in one of Germany's most scenic spots.
- Stylish Shopping:** Discover Ingolstadt Village, just 50 minutes from Munich! Here, the whole family can find everything they need with 110 boutiques, offering everything from fashion to home goods. Enjoy year-round savings of up to 60% and tax-free shopping.

Travel Trade Media Campaign with Recommend.com

Since March



— Objective:

Draw attention of Recommend.com readers to the destination Bavaria and inspire them for new products for their clients

— Campaign Timeline:

March – April 2024; Articles will remain live on recommend.com

— Campaign Components:

— Inclusion of all Bavarian Connection Profi-Partners

— Generic Banner on Website leading to Bavarian Connection Microsite

— 1. – 30.04.2024

— 105.428 views



Partner Content

Discover the Best of Bavaria

By Promotional Partner - April 11, 2024



For more information, visit Bavaria Tourism's website.

Hello Bavaria – Hello Adventure

Travel Trade Media Campaign with Recommend.com



Since March

- Part 1 – Discover the Best of Bavaria
 - Incl. 1 exclusive e-blasts, 1 teaser article in newsletter, 1 article on recommend.com [website](#)
- Part 2 – Bavaria – Where History Comes to Life
 - Incl. 1 exclusive e-blast, 1 article in newsletter, 1 article on recommend.com [website](#)
- **Campaign Results:**
- Exclusive E-Blasts:
 - Recipients: 40.000 | Open Rate: 20% | CTR: 2,4%
- Teaser articles:
 - Recipients: 40.000 | Open Rate: 19,5% | CTR: 1,8%
- Articles on recommend.com
 - ongoing



B2B Conferences 2024

Overview

- ETOA North America Marketplace | Feb. 29 | Online
- ITB 2024 | March 5-7 | Berlin
- GTM 2024 | April 21-23 | Chemnitz
- GTM West | June 2-5 | Las Vegas, NV
- Bavaria US Roadshow | October 21-24 | Los Angeles & Chicago
- Signature Travel Network Conference | November 11-14 | Las Vegas

Coming Up:

- USTOA Annual Conference & Marketplace
 - December 1-5 | Marco Island, FL



B2B Conferences Q1 & Q2 2024

Key Takeaways



— ETOA North America Marketplace | February 29 | Online

- total of 15 appointments with some familiar and many new contacts
- The mood was good, most tour operators have good booking figures and inquiries for Europe and Germany
- Some contacts are currently launching new tours to Germany and are very interested in Bavaria
- There are frequent requests for individual, unique hands-on experiences for American guests
- Christmas markets remain an important topic & reason for travel for Americans

— ITB 2024 | March 5-7 | Berlin

- No focus event for the USA. Nevertheless, 3 meetings with American tour operators & incoming agencies
- American Classic Tours as a completely new contact who want to completely relaunch Germany and start with Bavaria

B2B Conferences Q1 & Q2 2024

Key Takeaways

— GTM 2024 | April 21-23 | Chemnitz

- total of 25 meetings with US tour operators and agencies, including some new faces
- The mood was good, most of the people I spoke to were (specifically) looking for new ideas and want to expand Bavaria as a travel destination / include new destinations in their offers.
- many inquiries about local hands-on experiences & activities (cooking, baking, cocktail courses, crafts) for customers
- Pre- and post-river cruise programs or ideas for day trips were also in high demand. The market is booming.
- Some further possibilities for webinars and FamTrips were discussed and are now being pursued further



B2B Conferences Q1 & Q2 2024

Key Takeaways

— GTM West | June 2-5 | Las Vegas, NV

- 45 individual appointments in speed dating format with highly qualified advisors from all over the US, as well as networking in the supporting program and further discussions
- High proportion of advisors from the luxury, FIT and small group segment, highly professional and well prepared
- Some advisors were already very well informed about Bavaria and had very specific questions / concerns
- Many advisors are currently starting to offer Germany - often at the request of clients - and were very interested in ideas and impulses
- Frequently mentioned topics: Culinary delights, Christmas markets, World War II, river cruising pre- and post-traveling, “experiences off the beaten path”



B2B Conferences Q3 & Q4 2024

Key Takeaways

- **Bavaria US Roadshow | October 21-24 | Los Angeles & Chicago**
 - Implementation of Bavaria's second very own US Roadshow, with trade and media events held in both, L.A. and Chicago
 - Involved partners: Brauereigasthof Hotel Aying, Franconia Tourist Board, Käthe Wohlfahrt, Munich Airport, Munich Tourism, Prime Tours Germany
 - Lufthansa as a sponsor and partner for trade events
 - Results: a total of 90 US-American trade contacts intensively on Bavaria with the participating partners - in the context of presentations and speed dating



B2B Conferences Q3 & Q4 2024

Key Takeaways

- **Signature Travel Network Conference | November 11-14 | Las Vegas, NV**
 - Speed Dating Workshop over 2 days, with 7min meetings at a split table with Leipzig Tourism
 - In total 85 advisors were trained on Bavaria
 - Advisors were a mix of those who sold FIT, groups and pre/post river cruise tours and luxury
 - Regensburg stood out, especially for river cruises, with many suggesting more time in the city to let guests fully enjoy its history and charm. The Romantic Road was also a favorite. There was a big focus on finding unique experiences beyond Oktoberfest, with advisors looking for ways to offer something different and special. Alternatives to Munich's Christmas markets also came up often, with people excited about exploring smaller, festive towns with their own unique vibes. Lastly, local food and Franconian wine were a big draw.



B2B Online Trainings

Overview



— Liberty Germany | April 30th, 2024

- 13 DMC employees from Germany (focus on the USA and beyond)
- 1h presentation of Bavaria with a focus on all Bavarian Connection partners as part of a 1-hour presentation + questions and answers
- Many new learnings for the team: Particular interest in Aschaffenburg, hands-on-experiences as well as outdoor experiences

— Avanti Destinations | June 11th, 2024

- 1h presentation on Bavaria and Bavarian Connection destination partners as part of the B2B2C-campaign with Avanti
- Destination content was complemented by Avanti product
- A constant 87 participants followed the webinar

B2B Online Trainings

Overview



— Abercrombie & Kent | September 9th, 2024

- Presentation of all Bavarian Connection partners as part of a “Best of Bavaria” online training course
- Continuous 55 participants

— DCI | September 25th, 2024

- Webinar on the topic “Festive Bavaria - Top Holiday Experiences and Destinations”
- 84 participants & recording watched

— DCI | November 20th, 2024

- Theme “Discover Bavaria: Multigenerational Travel & Top Family Activities”
- A total of 42 attendees attended the webinar (*more expected to watch the recording*)

Trade Education

Overview

— Co-Hosted two Agent Training Events of LH x MUC:

- SEA–MUC new flight launch | April 30th | 32 Advisors
- IAD-MUC A380 event | May 30th | 32 Advisors
- Sponsorship of gingerbread hearts in return for promotion of our Travel Trade Newsletter Subscription to all participants

— Supported two LH FamTrips /w day trips to the vicinity of Munich:

- LH San Diego x Cadence Travel | April 30th | 6 Advisors
 - Augsburg | Hotel Maximilian's | Munich
- LH x Flight Center | April 13th | 20 Advisors
 - Bavarian Castle Administration | Füssen | Munich | Steigenberger Hotel

Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*



AVANTI Destinations FamTrip

October 13th – 19th, 2024

- **Objective:** Leverage on the momentum of our B2B2C campaign with AVANTI Destinations, and invite top-selling travel advisors to experience Bavaria first-hand in order to increase their expertise and sales to Bavaria
- **Attendees:** 9 AAA Advisors from Avanti Destinations
- **Routing:** Lake Chiemsee, Garmisch-Partenkirchen, Füssen, Lindau, Munich, Aying
- **Overnights:** Das Achenal, Steigenberger Munich, Brauereigasthof Hotel Aying
- **Themes:** German Alpine Road, Castles, history & culture
- **Additional Event:** Joint Avanti x Bavarian Connection Networking Dinner at Restaurant Pfistermühle on October 17th with 7 Bavarian Connection partners



Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*

Kuoni Tumlare FamTrip & Workshop

November 7th – 15th, 2024

- **Objective:** Host the Kuoni Tumlare Americas Sales & Operations Team for their Out of Country Meeting 2024 to have them experience Bavaria first-hand, increase their destination knowledge and network with Bavarian Partners
- **Attendees:** 21 members of the Americas Sales & Operations Team of Joseph Green, including him himself
- **Routing:** Regensburg, Nuremberg, Bayreuth, Rothenburg ob der Tauber, Würzburg
- **Additional Event:** Exclusive Bavarian Connection Workshop and Networking Dinner with 17 Bavarian Connection Partners for Kuoni Tumlare team on November 7th, 2024.

Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*



Karyl Leigh Barnes FamTrip (DCI)

November 16th – 20th, 2024

- **Objective:** Host one of the Co-Owners of our US representation agency DCI, who also is its president of Tourism, in Bavaria, to familiarize her with the destination herself. With her decades-long experience and leadership role in the US tourism industry, she functions as a true ambassador on the places she represents and has visited.
- **Attendees:** Karyl Leigh Barnes
- **Routing:** Munich, Nuremberg, Regensburg
- **Overnights:** Platzl Hotel
- **Additional Meetings to the on-site program:**
 - Susi caught up with Karyl Leigh during her time in Munich and Jörg Hentschel took the opportunity of meeting with her in Nuremberg, further educating her on Franconia

Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*



Other B2B Activities

Travel Trade Communication

— GNTO Trade Supplement Magazine

- Full-page Bavaria article in the exclusive GNTO Trade Magazine on Germany, including a feature of all Bavarian Connection Profi partners
- Distribution via TravelAge West website, GNTO website, and as a supplement in TravelAge West and Travel Weekly
- [GNTO Trade Magazine](#) (see page 14)
- Total reach: approx. 161,606 contacts

— Signature Spotlight

- Exclusive Bavaria Emailing in Signature Travel Network to 9,763 Recipients (Opening rate: 44%) + 6,000 from Cruise Planner
- Inclusion of our new sample itineraries via the exclusive Bavaria Signature Spotlight Mailing in September 2024
- [Signature Travel Network](#)

Bavaria — An Unmatched Tapestry of Beauty and History

It is no wonder American travelers are choosing Bavaria as their top destination in Germany. This region offers an unmatched blend of history, culture and natural beauty, making it a premier spot for travel clients. Bavaria is vast and varied, filled with surprises and unforgettable experiences at every turn.

ALPINE ADVENTURES AND SCENIC BEAUTY

From the charming shores of Lindau on Lake Constance to the picturesque beauty of Garmisch-Partenkirchen in the heart of the Alps, Bavaria's Alpine region offers nature in all of its splendor. During summer, the mountains beckon with lush meadows, crystal-clear streams and breathtaking views, best experienced on a self-drive along the German Alpine Road. In winter, the area transforms into a snow-covered paradise perfect for cozy hut stays.

A must for clients is the Bavarian Forest National Park in the east, which invites lingering and exploration of its natural wonders. Bavaria's beauty is complemented by serene lakes and rivers, like the world-famous Danube. River cruises here offer a unique way to explore charming landscapes, monuments and towns, from the medieval city of Regensburg to the romantic environs of Passau.

HISTORIC AND CULTURAL TREASURES

Bavaria is studded with 10 UNESCO World Heritage Sites, including the Margravial Opera House in Bayreuth, a Baroque masterpiece. In Munich, clients can enjoy a dynamic cultural scene with visits to the Arts District and the impressive BMW Museum. Iconic landmarks such as Neuschwanstein Castle near the Baroque town of Füssen and Herrenchiemsee Palace transport visitors to the fairy-tale era of King Ludwig II.

Historical cities like Nuremberg offer medieval architecture and significant World War II sites, captivating history buffs and cultural enthusiasts alike. Travelers step into a bygone age in towns like Rothenburg ob der Tauber, where winding Old Town lanes invite exploration. These destinations provide a profound glimpse into the region's past, combining architectural marvels, cultural heritage and scenic beauty to create an unforgettable journey through time.

DELICIOUS FOOD AND TIME-HONORED FUN

No visit to Bavaria is complete without savoring its culinary delights and festive traditions. The food scene is a feast for the senses, featuring hearty dishes like schnitzel, pretzels and the globally acclaimed Bavarian beer. For wine enthusiasts, exploring the Franconian wine country is a must-do. Nestled in picturesque vineyard landscapes, visitors can tour historic wine villages, visit family-owned wineries and enjoy tastings of local varietals that perfectly complement the local cuisine.

Bavaria also is renowned for its year-round celebrations, from vibrant beer and wine festivals to traditional cultural events. December holds a special charm with its Christmas markets, creating a magical holiday atmosphere, as clients indulge in treats like gingerbread and mulled wine while exploring decorated stalls. From bustling markets to charming stalls, these colorful Christmas markets offer a captivating holiday experience that will make your clients' visit truly memorable.

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03

Consumer Facing Marketing Activities

B2B2C & B2C

Campaign with Avanti Destinations

Mid-May – End of August



— Objective:

Update and expand current Avanti Destinations trade material on Bavaria as well as Avanti product / itineraries plus run an intense digital B2B awareness and education-campaign with them.

The overall goal is to thereby increase advisors' awareness and knowledge about Bavarian destinations and products and be better prepared and inspired to sell it to their clients.

The educative part of the campaign is complemented by an incentive for the advisors to also increase sales of trips to Bavaria to their clients.

— Campaign Timeline: May - August

— Campaign Title: *Bavaria – Beyond Expectations*



Campaign with Avanti Destinations

Mid-May – End of August



— Campaign Contents:

- [Bavaria – Beyond Expectation Microsite](#)
- [Bavaria – Beyond Expectations E-brochure](#)
- Update on Avanti's Bavaria itineraries and inclusion of all Bavarian Connection Profi partners
- Exclusive 60min webinar on June 11 (see slide 26)
- Exclusive 15min webinar highlight on August 20
- Diverse range of accompanying social media posts, banner blog articles, newsletters & e-blasts via Avanti Destinations channels



Campaign with Avanti Destinations

Mid-May – End of August



Results:

- Website views: 610
- E-Brochure: 577 impressions | 378 views
- Excl. emails: 56.26% open rate
- 2 newsletters: average open rate of 54.3%
- Excl. webinar: 92 participants
- Banners: 191 clicks



The Castles and Shores of the German Alpine Road

Bavaria, Germany's largest state, is home to the Bavarian Alps, lush forests, and numerous lakes. The **German Alpine Road** winds through this picturesque region, connecting several charming towns stretching from **Berchtesgaden** to **Lindau**. A notable stop along the German Alpine Road is **Garmisch-Partenkirchen**, a popular resort town famous for its winter sports and stunning views of Germany's highest peak, the Zugspitze. Among the other stops, **Füssen** stands out as a gateway to famous castles like Neuschwanstein, drawing visitors with its medieval architecture and scenic surroundings. On the other end of Bavaria, nestled on the shores of Lake Constance, is **Lindau**. Known for its beautiful harbor entrance guarded by a lighthouse and lion statue, the island town offers waterfront charm and historical significance. This vibrant destination embodies outdoor adventure with Bavarian culture.



Summer is just around the corner, ready to beckon us outside with its warmer days and sunny rays! While travelers start to flock to the coasts of Italy and the famous festivals of Spain, there are many additional hidden treasures and unique celebrations we think you should put on your clients' radar this season!



ROTHENBURG SUMMER FAIR
FRANCONIA, BAVARIA
JUNE 28-JULY 3, 2024

In the heart of Franconia, the well-preserved medieval town of Rothenburg ob der Tauber is going all out in 2024 with six months of special events! These celebrations mark the 750th anniversary of its status as an Imperial City of the Holy Roman Empire. Kick off the summer right with their annual summer fest, hosting an expanded beer garden, live music, carnival rides, and fireworks displays. Don't miss opening night, when the festivities commence following a parade and commemorative beer tapping by the mayor!

DELVE DEEPER INTO BAVARIAN CELEBRATIONS!



BUSAN SEA FESTIVAL
BUSAN, SOUTH KOREA
AUGUST, 2024

Right as the sun is at its hottest in early August, the beach town of Busan sets up for its summertime water fest, allowing guests to enjoy the season to the fullest. Featuring not only refreshing aquatic activities such as swimming and playing zones, squirt gun fights, and nighttime pool parties, the event also boasts a series of musical performances, dance stages, and flashy festivities – all taking place along Busan's beloved shoreline.

FIND MORE SOUTH KOREAN FESTIVALS!

Lonely Planet Campaign

October 2024 – September 2025

- With their October 2024 nomination, Lonely Planet claimed Bavaria as one of the top regions worldwide to travel in 2025
- In order to leverage the attention that this nomination would be gaining, plus also diversify the destination content for Bavaria, we partnered with Lonely Planet on a campaign exclusively for the US market:
- Bavaria Article
 - Co-creation of a Bavaria article including all Bavarian Connection destination partners: [Best of Bavaria, beyond the mainstream](#)
 - Cross-promotion of the article within the US via banners and ads on social Media Channels
- Social Carousel
 - Social Carousel on Culinary Bavaria, distributed to travel- and food-savvy audience on Instagram
- Banner Promotion
 - Featuring our B2C website for more information

Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*

The best of Bavaria, beyond the mainstream

Sponsored by Visit Bavaria



Kate Mann
Oct 25, 2024 · 9 min read



The Bavarian culture of hospitality and Gemütlichkeit creates a warm and welcoming atmosphere for travelers. Courtesy of bavaria.travel / Frank Heuer

Bavaria's stunning landscapes, deep-rooted traditions, wealth of cultural monuments and diverse UNESCO World Heritage sites make it a must-visit destination in Germany. You can head to famous landmarks, breathtaking national parks, captivating castles and buzzing cities, before discovering lakeside retreats, ornate palaces, family-run vineyards, lesser-known towns and, of course, plenty of beer.

Bavaria is also a haven for adventure seekers, with its turquoise lakes perfect for wild swimming and water sports, and high peaks made for epic hikes and ski days. Celebrating its 75th anniversary in 2025, the scenic [Romantic Road](#) (*Romantische Strasse*) winds through the state and provides a good introduction to key people, places and periods in Bavaria's fascinating history.



Lonely Planet Campaign

Mid-Campaign Report



Note:
Added-value,
additional activity
outside of Bavarian
Connection package.

Results (by October 26th, 2024):

Article „The best of Bavaria, beyond the mainstream“

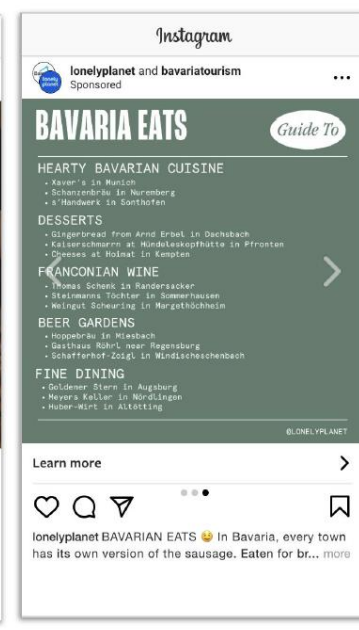
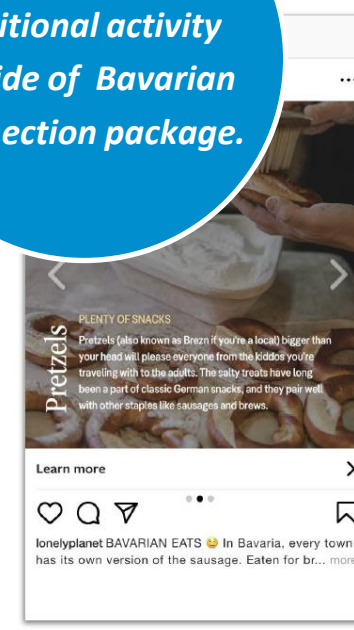
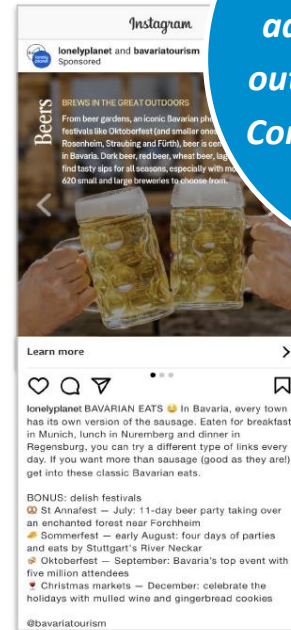
- Pageviews: 24,862

Custom Social Series on Instagram:

- Impressions: 483,348
- Link CTR: 0,37%
- Post Engagements: 33,114

Google Ads:

- Impressions: 120.100
- Clicks: 154



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04

Press Activities

PR

Press Activities 2024

Print, online and broadcast

— Objective:

As a separate activity from the Bavarian Connection 2023 packages, BayTM continues to inspire with Bavaria-wide press trips keeping Bavaria top of mind to generate interest for the destination and its Bavarian insiders.

— Press Trip, April 2024

- Adam H. Callaghan / Lindau, Munich, Bamberg
- focus on food & drinks and culture
- Results pending

— Press Trip, June 2024

- Amy Eckert / Munich, Füssen, Garmisch-Partenkirchen, Berchtesgaden
- Focus on camping & family-oriented travelling
- Results pending

Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*



Press Coverage 2024

Qu 1 & Qu 2

— Publication by Marc Stachiew

- Taste & Travel, Issue 52, January – March 2024
- [*The Oldest Restaurant in The World*](#)

— Publication by A.J. Goldman

- New York Times, April 18 2024
- [*36 Hours Munich*](#)

Note:
*Added-value,
additional activity
outside of Bavarian
Connection package.*



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Press Coverage 2024

Qu 3 & Qu 4

Note:
*Added-value,
additional activity
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Connection package.*

— Publication by Evelyn Kanter

- Jax Fax Magazine, Sept/Oct Issue
- [Germany's Romantic Road Lives Up to Its Name](#)
- Reach: over 100,000 Travel Advisors in the US in digital and print format

— Publication by Curious Traveler – Christine van Blokland

- [Travel documentaries produced in 2023 and now published on PBS](#) – promoted via her own social media channels (Facebook & Instagram)
- Supposed to be uploaded on Youtube after finalization of the travel series



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Thank You

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