



## Latvian Tourism Forum 2014

**“Modern destination management, tourism marketing and sales - German examples and methods”**

Riga, November 21, 2014



Latvijas Republikas  
Ekonomikas ministrija



**Founded in 1994 by Christoph Prinz zu Schleswig-Holstein and Martin Weigel**

About 150 employees group wide

20 offices in Germany, one branch in Riga, Latvia

Fields of expertise are

- Project development and management
- Outsourcing and interim management
- Financial consultancy

## SIA GLC Baltic

### Investment & Business consultancy

- Numeri AS, Tallin/Riga/Vilnius (bookkeeping, controlling solutions)
- Stream Networks

## SIA Kodex

### Web solutions, programming

# GLC – a leading company in German destination management



Tourist Service  
Malente, Bad Malente  
Gremsmuehlen



Tourist Information Bad  
Sachsa



Tourist Information  
Schoenhagen / Baltic  
Sea



Tourist Information  
Lutherstadt Wittenberg



Tourist Service  
Friedrichskoog / North  
Sea



Tourist Information LS  
Eisleben/ Mansfeld LS



Tourist Information  
Oberharz



Harz Welcome Center



Tourist Information St.  
Andreasberg



Tourismusverband  
Spreewald e. V.

## What does a destination mean?

A destination is a geographic space, which can be chosen and is seen as an aim to travel to.

A destination offers all necessary facilities to stay overnight, to eat and drink and be entertained.

A destination is more than a location; it is a package of offers to fulfill the guests needs.

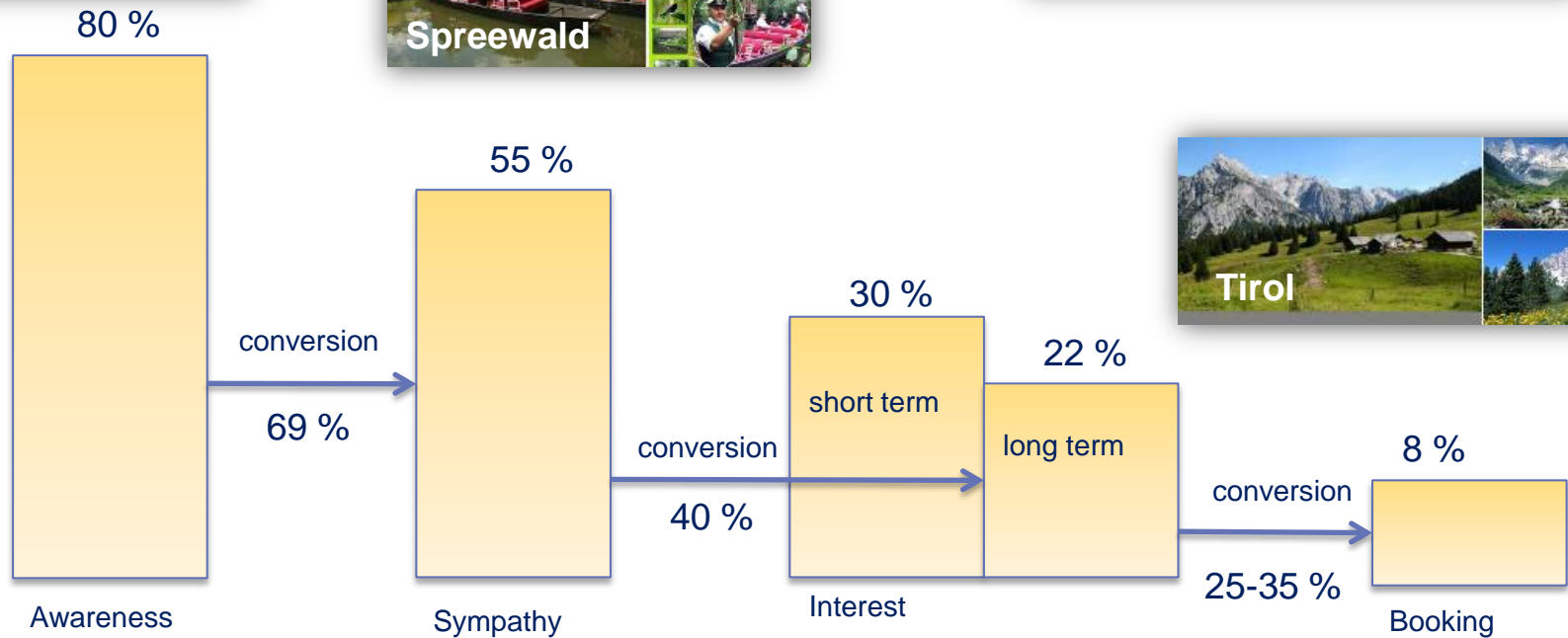
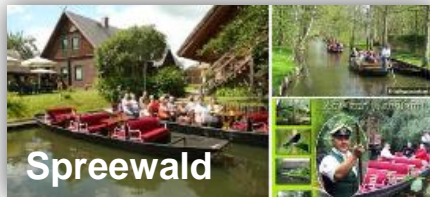
# What makes the configuration of a destination...



... and how can it become a brand



destination brand



## Branding/Corporate design

- development logo
- development print material
- development website and social media
- development brochures
- signs and symbols in the destination to catch the guests awareness of the destination itself

## Marketing/PR

- host directory
- brochures/flyer
- posters
- internet presence
- ongoing public relations
- social media
- newsletter
- touristic events

## Promotion, exhibitions & fairs

- Fairs with a focus on final consumer in Germany and abroad
- promotions on the points of sale or during city festivities of partner destinations
- cooperating with shopping centers and department stores as well as other cross marketing partners on their points of sale or during fairs



## sale of touristic services

- Online booking
- Booking and reservation systems
- Distribution networks with travel agencies incoming and outgoing

## Tourist information and service

- Service office for guests and hosts
- Shop
- personal information and recommendations

## Touristic statistics and fees

- Setting up and supporting of commercial and non-commercial statistics of overnight stays
- Issuing, administration and billing of touristic fee cards

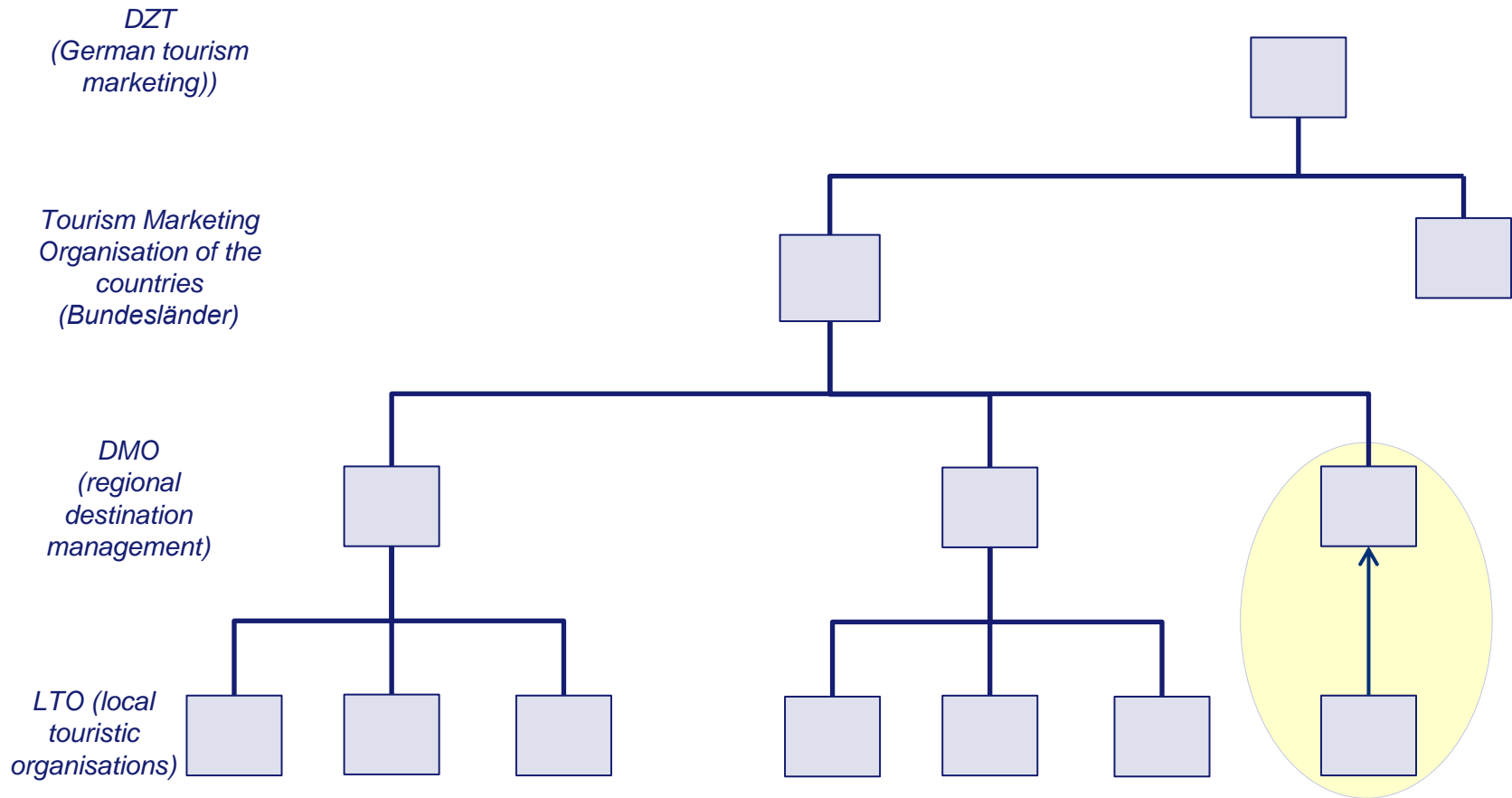
## Host service

- Key issuing
- Laundry service
- coordination, cleaning
- Consulting in terms of financing of an investment

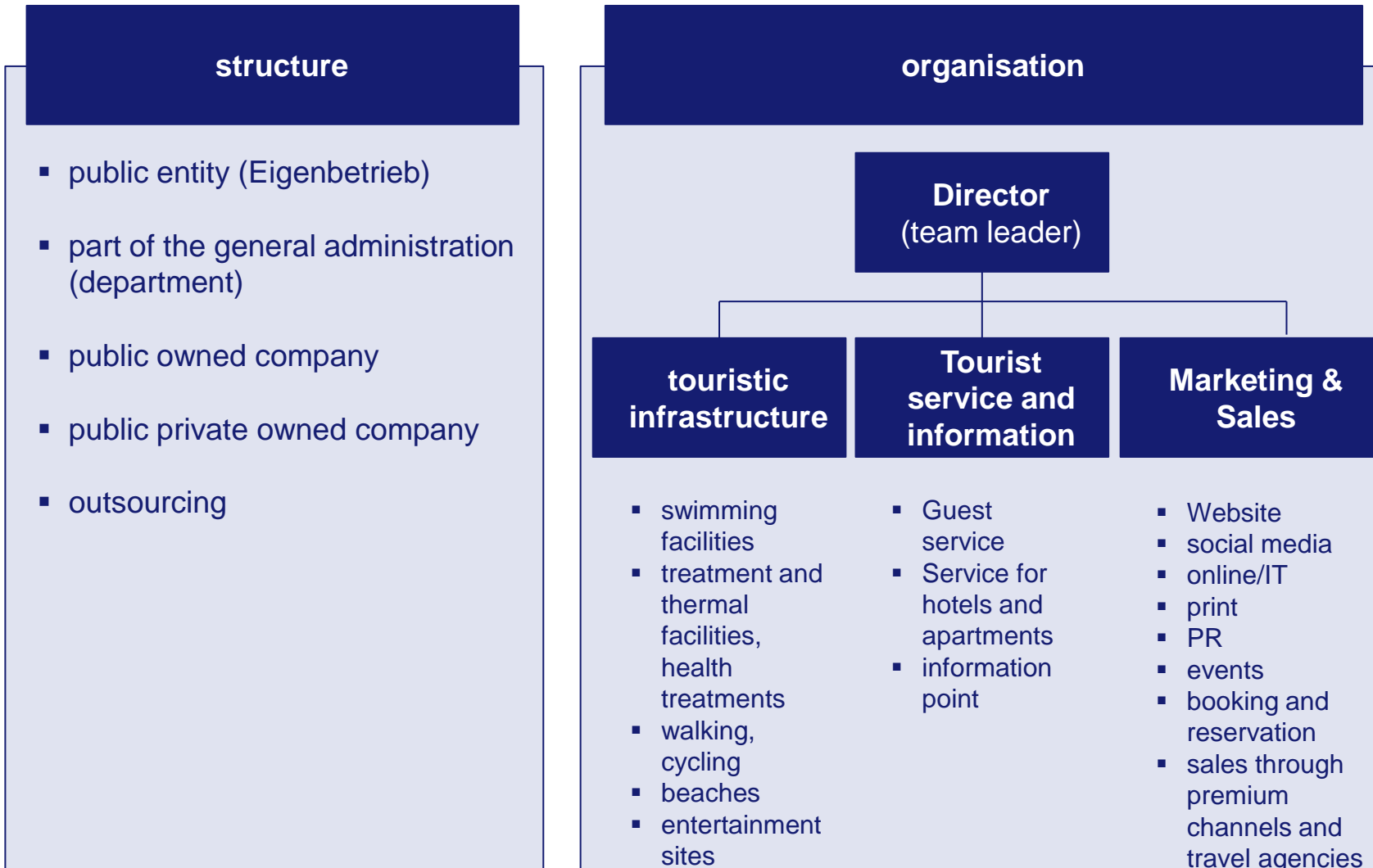
## location development

- Recruitment and counseling of investors
- Feasibility study
- approaches to develop tourism and retail

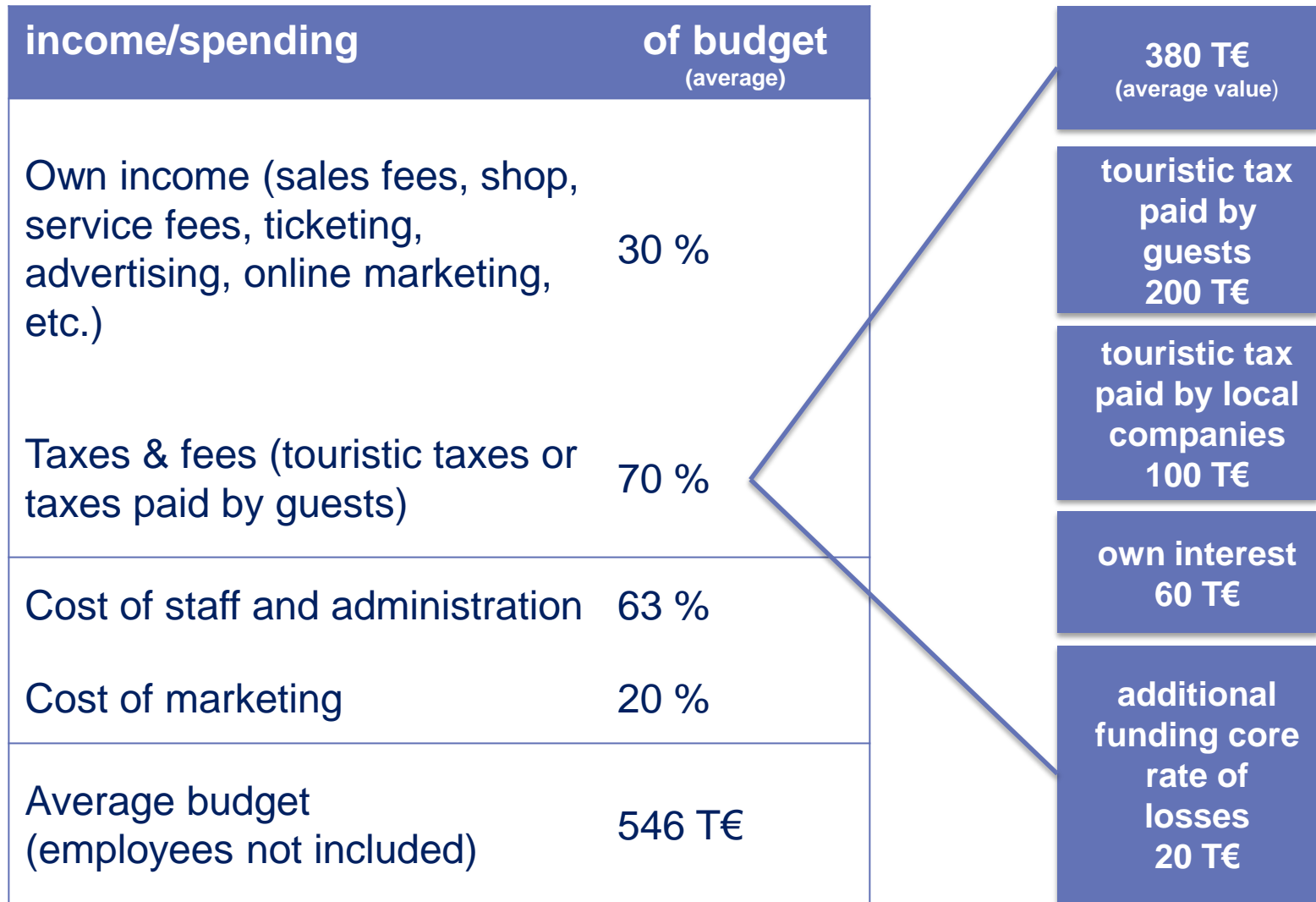
# How is destination management structured in Germany?



# How do German municipalities structure and organize their local touristic organization?



# How are local touristic organizations financed?



## Case study „Spreewald“ (1)

Overnight stays 2014 (entities > 9 beds)	ca. 1,5 Mio.
Overnight stays smaller entities (estimated)	ca. 1,2 Mio.
Total	ca. 2,7 Mio.
Touristic Expenses (without daily guests)	ca. 235 Mio. €
employment by touristic sector	ca. 10.550



### **Core message of the new Corporate Design – paradise on the water**

The region Spreewald is a unique and romantic natural landscape, which touches your soul.

Here you can find yourself, forget the daily routine and experience harmony with nature.

The Spreewald offers an extraordinary mysticism and culture, which makes your journey a fascinating experience.

### **Target group:**

middle & best ager  
nature lovers/active tourists,  
people, who search silence and comfort  
gourmets (gourmet and wellness-trips)  
people, who are fond of tradition

→ harmonize modern life and tradition



# Spreewald

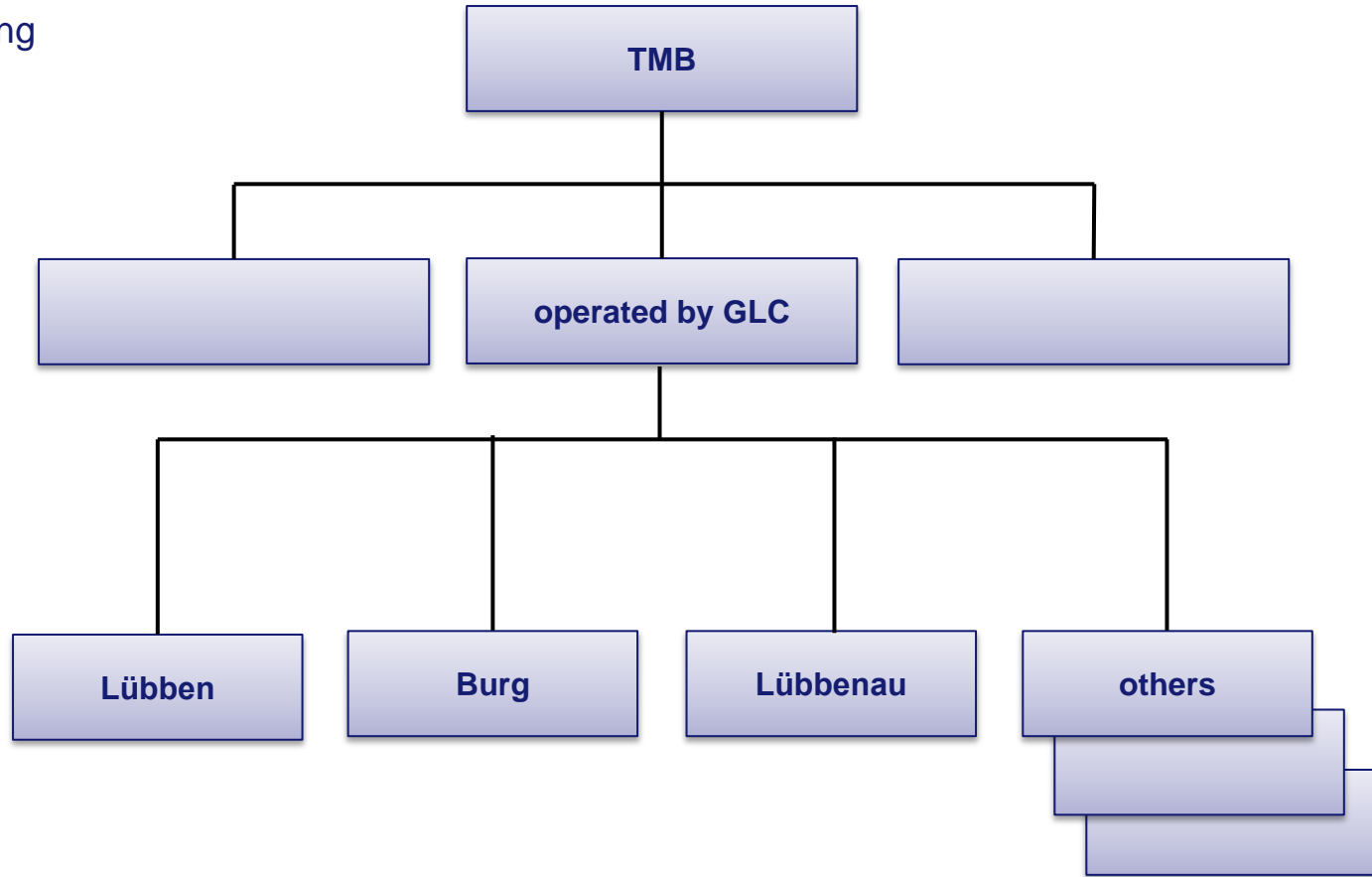


# Case study „Spreewald“ (3) – structure

Tourismusmarketing  
Brandenburg

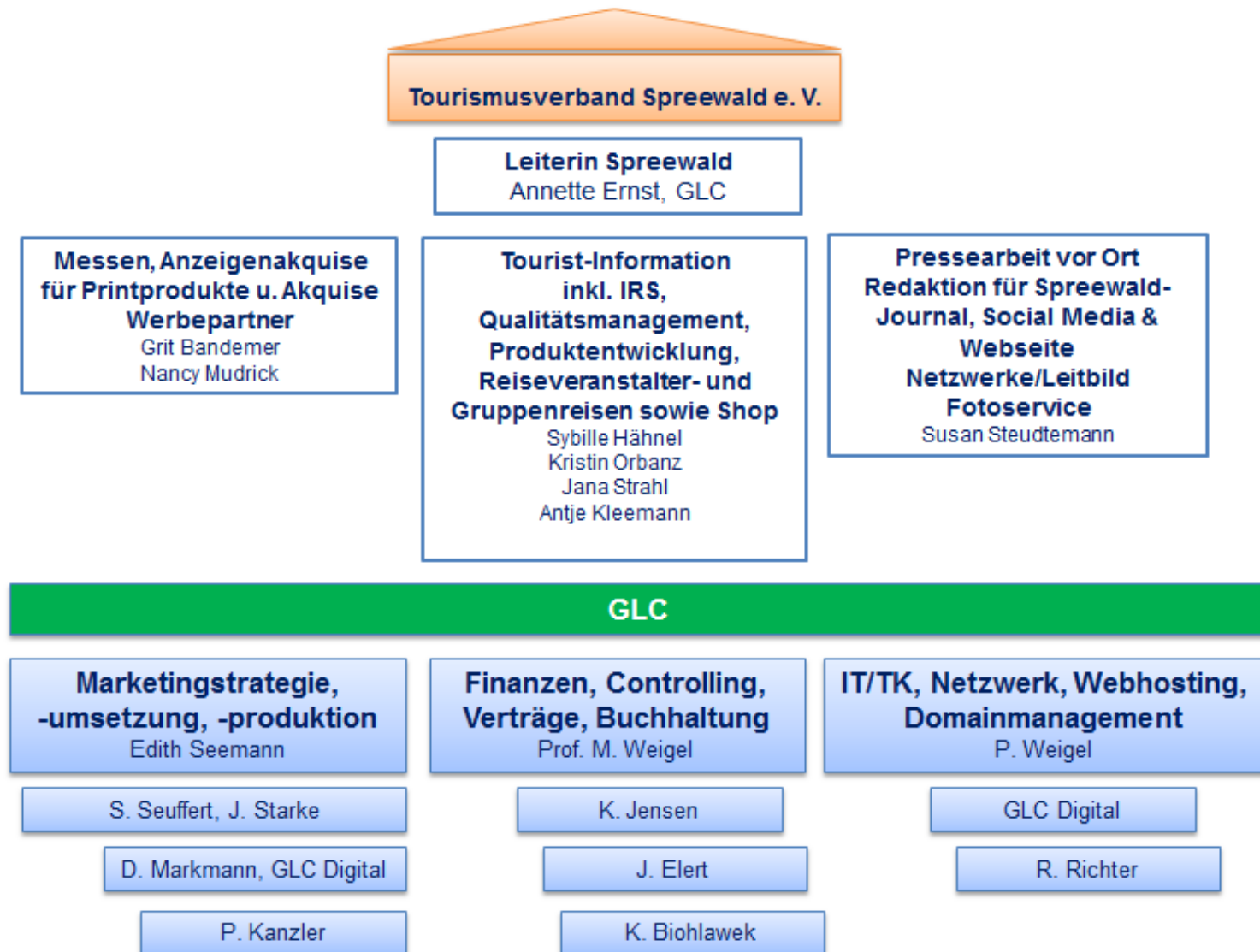
DMO  
(Tourismus-  
verband  
Spreewald)

LTO  
(by municipalities)





# Case study „Spreewald“ (4) – organization



## Booking engine



### Unterkünfte



80 Unterkünfte in 36 Häusern vom 19.11.2014 bis zum 20.11.2014 ab 19 EUR

Auswahl: 2 Personen 19.11 - 20.11 ✕

**Reisedaten**

19.11.2014

20.11.2014

2

0

jetzt suchen

[Neue Suche ▶](#)









**Unterkunftsart**

- Hotel 66
- Pension 9
- Privatzimmer 3
- Ferienhaus 2
- Ferienwohnung 2

**Klassifizierung** Alle ▾

**Schlafzimmer** Alle ▾

Sortierung **Standard** ▾

 <p><b>Lindner Congress Hotel Cott...</b> Cottbus ★★★★● 1.366 Bewertungen <b>ab 59 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>	 <p><b>SORAT Hotel Cottbus</b> Cottbus ★★★★● 859 Bewertungen <b>ab 70 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>	 <p><b>Altstadthotel am Theater</b> Cottbus ★★★★● 677 Bewertungen <b>ab 76 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>	 <p><b>Hotel Am Seegraben</b> Cottbus ★★★★● 370 Bewertungen <b>ab 59 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>
 <p><b>Radisson Blu Hotel, Cottbus</b> Cottbus ★★★★● 355 Bewertungen <b>ab 79 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>	 <p><b>Ringhotel Waldhotel "Eiche"</b> Burg (Spreewald) ★★★★● 313 Bewertungen <b>ab 69 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>	 <p><b>Hotel Ostrow</b> Cottbus ★★★★● 292 Bewertungen <b>ab 58 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>	 <p><b>AHORN-Hotel &amp; Restaurant</b> Cottbus ★★★★● 289 Bewertungen <b>ab 78 EUR</b> <span style="background-color: #4CAF50; color: white; padding: 2px 5px;">zur Buchung</span></p>

# Case study „Spreewald“ (4) – Marketing and sales tools

## Website summer offers



**Spreewald** Mein Spreewald und... Touristischer Verband Unterkünfte suchen Presse Service Urlaubskarte

*Der Spreewald, Dein Urlaubstraum in Grün.* *Wo sich der Wald im Wasser spiegelt...*

**Mein Spreewald und ...**

- Naturerlebnisse
- Wellness & Genuss
- Kultur & Tradition
- Veranstaltungen
- Kahnfahrten
- Kanustouren
- Fahrradtouren
- Wanderwege
- Orte im Spreewald
- Ausflugziele
- Spreewaldkrimi
- Führungen

**SPREEWALD-NEWS**  
**PUBLIC VIEWING IM SPREEWALD**  
Verfolgen Sie die Fußball-WM 2014 in Brasilien vom 12. Juni bis 13. Juli 2014 mit anderen Fans gemeinsam Open Air auf Seebrand oder gemütlich in...

**SPREEWALD-FESTE**  
Erleben Sie den Spreewald von seiner geselligen Seite und feiern Sie mit uns die schönsten Feste, die wir zu bieten haben.  
22.06.2014  
Öffnungssaison von Westlich-Deutsches Heimatmuseum und Pfarrscheune  
» Alle Veranstaltungen

**SPREEWALD-PAUSCHALEN**  
**WASSERMÄNNER UND TANZENDE KESJUNGFERN**  
Erleben Sie ein Abenteuer bei einer 10-tägigen-Kanustour durch den landschaftlich einzigartigen Spreewald.  
526,00 € p.P.

**Online buchen**  
Unterkunft suchen  
Anreise: 22 Mai 2014  
Abreise: 23 Mai 2014  
Personen: 2 Personen **Suchen**  
Reisedatum noch unbekannt

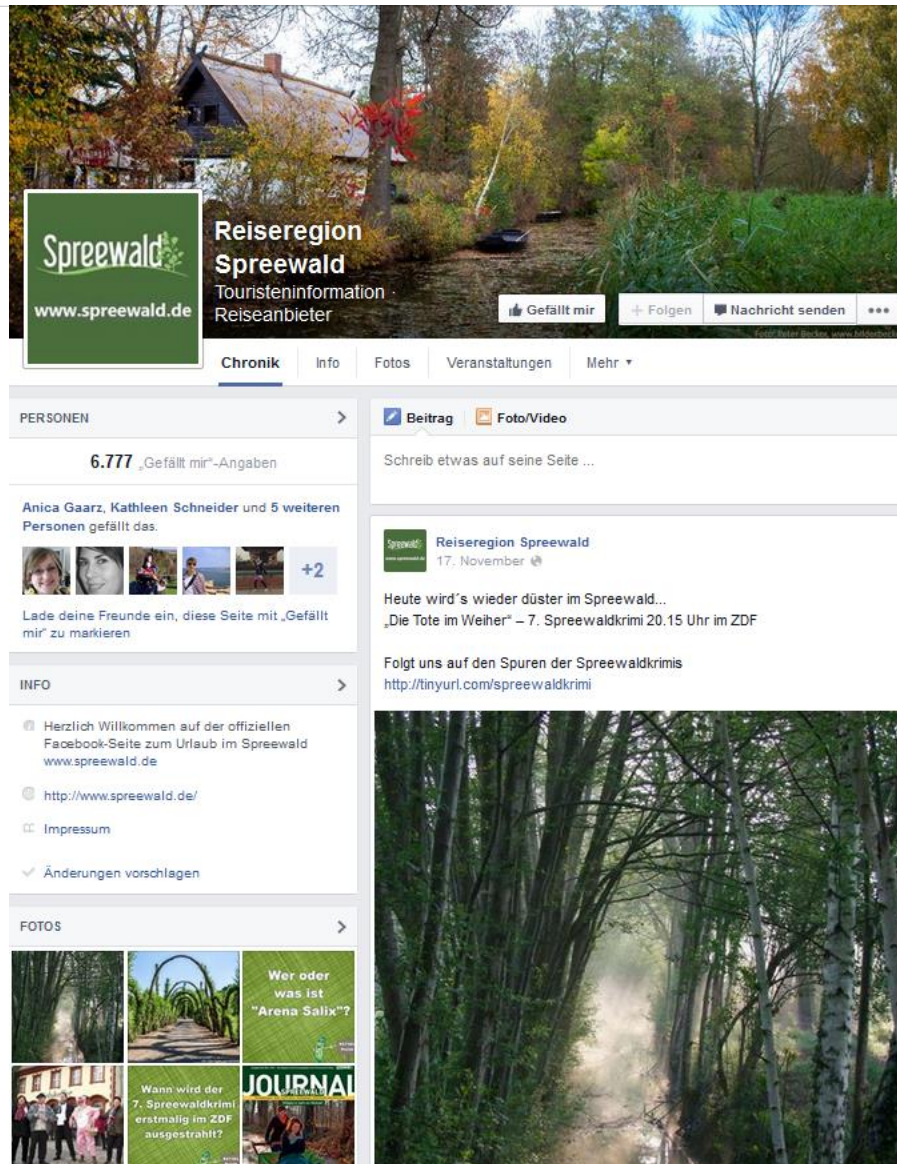
**Unterkünfte anfragen**  
+49 (0) 35433 - 72299  
Suche:  **Suchen**  
Facebook YouTube Instagram Twitter  
Anbieter-Login

# Case study „Spreewald“ (4) – Marketing and sales tools

## Website winter offers

The screenshot displays the Spreewald website's winter offers section. At the top, a navigation bar includes links for 'Mein Spreewald und...', 'Tourismusverband', 'Unterkünfte suchen', 'Presse', 'Service', and 'Urlaubskarte'. The main banner features a woman in a white sweater with the text: 'Der Spreewald, Dein Urlaubstraum in Weiß...' and 'Wo sich der Wald vom Schnee verzaubern lässt...'. Below the banner, a section titled 'Mein Urlaub im Spreewald und ...' lists various activities: Winterliche Natur, Wellness & Kulinarik, Kultur & Tradition, Familien & Winter, Winterkahnfahrten, Kanoutouren im Winter, Stoßschlitten fahren, Winter-Wandertouren, Orte im Spreewald, Sehenswürdigkeiten, and Weihnachtsmärkte. Three featured offers are shown: 'SPREEWALD-NEWS' (GPS-touren), 'SPREEWALD-FESTE' (festivals), and 'SPREEWALD-PAUSCHALEN' (nostalgic boat trips for 21.00 € p.p.). A 'Online buchen' section provides a search form for accommodation with fields for 'Anreise' (19 Nov), 'Abreise' (20 Nov), 'Personen' (2), and a 'Suchen' button. Below this is a 'Camping & Caravan' section with contact information: '+49 (0) 35433 - 72299' and a search bar. The footer includes logos for 'Sparkasse Niederlausitz', 'Sparkasse Spree-Neiße', 'Mittelbrandenburgische Sparkasse', and 'GLC', along with an 'Anbieter-Login' link.

# Case study „Spreewald“ (4) – Marketing and sales tools



The screenshot shows the Facebook profile of 'Reiseregion Spreewald'. The cover photo features a scenic view of a traditional wooden house in a forest with autumn foliage. The profile picture is a green square with the text 'Spreewald' and the website 'www.spreewald.de'. The page name is 'Reiseregion Spreewald' with the tagline 'Touristeninformation Reiseanbieter'. Navigation tabs include 'Chronik', 'Info', 'Fotos', 'Veranstaltungen', and 'Mehr'. The 'PERSONEN' section shows 6,777 likes and a list of people who liked the page. The 'INFO' section contains a welcome message, the website URL, and an 'Impressum' link. The 'FOTOS' section displays a grid of images, including a forest path, a building, and a newspaper clipping. A post from November 17th is visible, mentioning a ZDF broadcast of 'Die Tote im Weiher'.

# Case study „Spreewald“ (4) – Marketing and sales tools

holiday magazine and guest journal in German (Polish and English in 2015)



# Case study „Spreewald“ (4) – Marketing and sales tools

trade fairs



# Destination Management Spreewald - Controlling

	Month	Cumulated to year	Plan	Difference
Arrivals				
Overnight stays				
Occupancy rate				
Page impressions				
Contracted beds/rooms				
Contacts tourist information				
Mystery checks (rating)				
No. of quality/premium partners				
Intermediated bookings				



# Thank you for your attention!

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