

LAKE CONSTANCE 2018/2019



lemongrass marketing



Lemongrass Marketing und die IBT




Agenda

Sitzung AK Internationale Marktbearbeitung Bodensee:
Markt UK 15. Oktober 2018

- WAS WIR BISHER GEMEINSAM ERREICHT HABEN
- POTENTIAL DES UK MARKTES FÜR DIE VIERLÄNDERREGION BODENSEE
- DER “NEUE” BRITISCHE REISENDE UND WAS IHM WICHTIG IST
- NÄCHSTE SCHRITTE



2016: ERSTE SCHRITTE

- 3x Pressemitteilungen und 1x kleine Gruppenpressereise zum Thema “Weihnachtsmärkte”
 - Bodenseeregion war in Großbritannien noch gänzlich unbekannt
 - Gemeinsame Definition der Zielgruppen und Kommunikationsthemen
- 

4 COUNTRIES | 1 LAKE

With easy access from the UK, you can visit four countries in one long weekend, offering diversity in culture, food, and landscape

NATUR

Vogelbeobachtung, Gärten

AKTIV

Radfahren, Wandern

KULTUR & GENUSS

UNESCO, Wein, Bier, Feste, Fasching

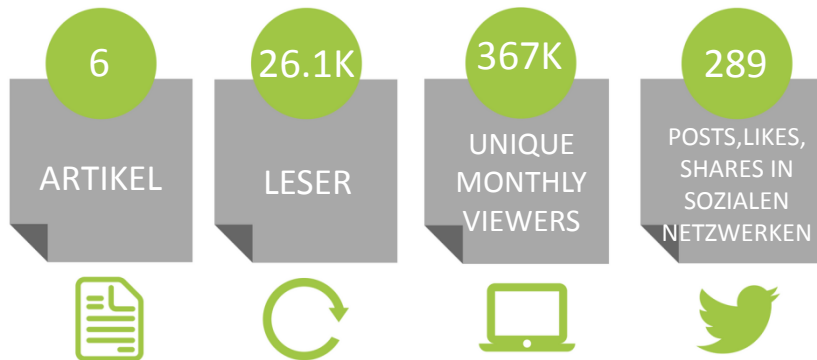
FAMILIEN

2017: 6 MONATSPROJEKT

Zielsetzung des sechsmonatigen Projekts:

- Profilschärfung des Bodensees auf dem britischen Markt (4 Countries – 1 Lake)
- Austesten, welche Themen im englischen Markt gut bespielt werden können und Resonanz finden
- Positionierung der Vierländerregion als ideale Ganzjahresdestination und Kurzreiseziel

ERGEBNISSE DER GRUPPENPRESSE



PRESSEMITTEILUNGEN

PITCHDOKUMENTE UND MEDIENKONTAKTE

PRESSETAG

3 EINZELPRESSEREISEN

1 GRUPPENPRESSEREISE

2018: Erstes Ganzjahresprojekt



Qualität statt Quantität! Die Vierländerregion wurde in diesem Jahr zum ersten Mal in ALLEN nationalen Tageszeitungen vorgestellt.



6.2M LESER

= 10% DER BRITISCHEN BEVÖLKERUNG

80 PITCHDOKUMENTE

= 40% ALLER ARTIKEL RESULTIEREN
AUS DIESEN PITCHES

23 ARTIKEL IN NATIONALEN
TAGESZEITUNGEN

* Januar – September 2018

1 MEDIA MISSION MIT 6 JOURNALISTEN

16 JOURNALISTEN IN 2 GRUPPEN- &
7 EINZELPRESSEREISEN

The Sunday Telegraph

The lake escape: 20 great European holidays beside the water

7 LAKE CONSTANCE

The Bodensee (to use its German title) goes one better than Lake Maggiore and Geneva by lapping the shores of three countries (Germany, Austria and Switzerland). It is a neat fit for a cycle break that flits across the European land mass. Freedom Treks (01273 224066; freedomtreks.co.uk) meets this demand with 4 Countries and 3 Lakes – a 205-mile, self-guided eight-night circular route from Kreuzlingen, Switzerland. The trip costs £795 a head in July, with hotels and breakfast (flights and bike extra). The fourth country – pub-quiz kings will know – is Liechtenstein.



AUFLAGE

290.000

WIE?

PITCHDOKUMENT

“ The Bodensee (to use its German title) goes one better than Lake Maggiore and Geneva by lap the shores of three countries...”

- The Sunday Telegraph, May 2018



THE TIMES

30 best cultural mini-breaks

From opera in Verona to art in Bilbao — plus Europe's coolest festivals and exhibitions.
By **Richard Mello**

3 Bregenz Festival, Austria

Famed for its Seebühne (floating stage) Bregenz specialises in massive, ► spectacular sets; the stage also featured in the Bond film *Quantum of Solace*. This year, from July 18 to August 20, there are 29 performances of *Carmen*, with lesser-known operas at indoor venues in the town (tickets from €30-€340, bregenzerfestspiele.com). Make sure to visit the baroque Martinsturm in the old Upper Town, which is now a military history museum. **Where to stay** Hotel Bodensee (00 43 557 442 3000, hotel-bodensee.at) is a good-value modern three-star hotel, with rooms from £119, and a pleasant ten minutes' walk from the floating stage. Fly to Friedrichshafen



The Bregenz Festival has a variety of musical and theatrical events

AUFLAGE

430.000

WIE?

PITCHDOKUMENT

“ Famed for its Seebühne (floating stage) Bregenz specialises in massive, spectacular sets.. ”
- Richard Mellor, The Times, May 2018

The Telegraph

22 European cities you'd never thought to visit (but really should)



Bregenz, Austria

This small city on the shores of Lake Constance is best known for its spectacular summer music festival – which features an enormous "floating" stage. But Bregenz is worth a visit any time, thanks to its "medieval streets for strolling, cafés for lingering and the Pfänder mountain behind for oh-wow views."

UMVs

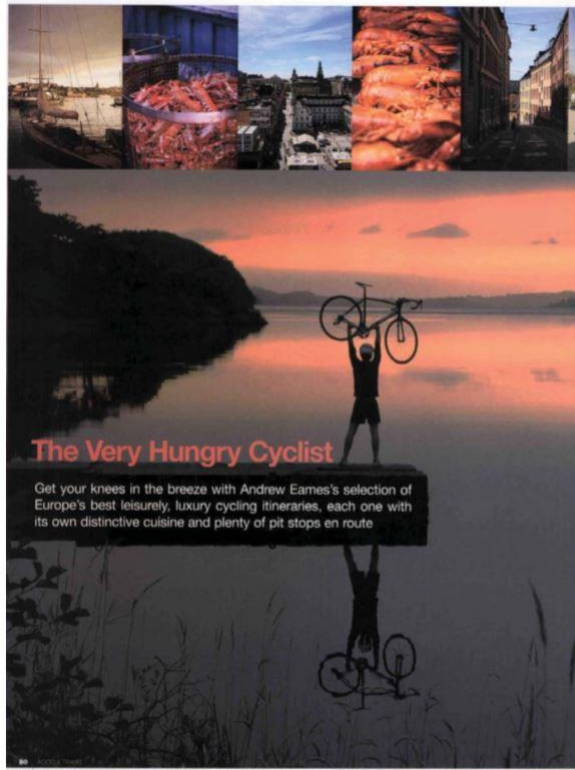
25 MILLIONEN

WIE?

PITCHDOKUMENT

“ Bregenz is worth a visit any time, thanks to its medieval streets for strolling, cafes for lingering and the Pfander mountain behind for oh-wow views.
- The Telegraph, March 2018 ”

FOOD *and* TRAVEL MAGAZINE



AUFLAGE
30.000

WIE?
PITCHDOKUMENT

“Lake trout are a feature of many waterside restaurants, but perhaps the best place to sample them is on the terrace of the elegant garden restaurant at Schloss Wartegg.”

- Andrew Eames, Food & Travel Magazine, July 2018

THE IRISH TIMES

Shore leave

The Lake Constance region is a cross section of Europe where cultures blend into each other, writes **Shilpa Ganatra**

On my list of things I didn't expect to see in the Lake Constance region is one of the largest Fabergé eggs in the world. Yet here I am, in the darkened confines of the Treasure Chamber of the Principality of Liechtenstein, standing face to shell with the 1901 Apple Blossom egg, made of nephrite jade, delicately decorated in red and green gold branches that wind their way across its swell, and encrusted with diamonds at its floral centre.

"They're pink diamonds – one of the rarest types you can get," points out Prof Rainer Vollkommer, director of the chamber, which displays precious items of the royal family and Liechtenstein's private collectors. "That and the size means it's one of the most valuable Fabergé eggs. We're very proud to have it here." It's reported to be worth a cool €34 million.

The bigger surprise is that it's not the only artefact in this highly secured room that impresses your museum-avoiding reporter. There's a selection of the country's only artefact in this highly secured room that impresses your museum-avoiding reporter. There's a selection of the country's

Vaduz is Liechtenstein's capital, housing 5,500 of the country's population of 38,000. Overlooked by the prince's residence in the rugged Alps, its pristine parliament, government offices and cathedral are lined up next to each other on one street like a full-sized toy town, just with priceless art and treasure. It's the richest country in the UN after Monaco, perhaps explaining why Liechtenstein is more wondrous than I expected. But on a relaxed whistle-stop tour around its shores, it seems that's Lake Constance all over.

The lake is in the heart of Europe, squeezed between Switzerland to the west, Germany to the north and Liechtenstein and Austria to the east. All but Germany are landlocked, so it's no surprise Lake Constance is central Europe's version of the seaside, busy with families on weekend breaks and cyclists in their segregated lakeside lanes, taking on part of its 275km route. Lake Constance's small islands are a draw too – Reichenau, or "vegetable island", is known for its produce, while Mainau doubles as a botanic garden.

But coming from an island country, the serene lake, while beautiful, isn't worth a holiday in itself. Lake Constance's USP is its access to a cross section of Europe, with each country's histories, architecture and quirks blending into the others. That's why Liechtenstein comes the day after exploring Konstanz, a picturesque lakeside city that's just an hour's drive away, in Germany.

Managing to stay intact during the World Wars, Konstanz's old town has a silhouette that speaks of narrow lanes lined by centuries-old buildings, all surrounding the spire of the seventh-century Konstanzhouette that speaks of narrow lanes lined by centuries-old buildings, all surrounding the spire of the seventh-century Konstanz-

to each other on one street like a full-sized toy town

university students and tax-free shoppers over from Switzerland, which is all of four kilometres away.

Next on the agenda is the picturesque town of Bregenz, best known for its summer festival, a tradition since 1946. Its opera on the lake has to be seen to be believed. Amble up the waterside promenade, punctuated by busking bands and beaches of people taking in the scene, and the outdoor stage comes into view. It's impossible to miss – it's about the size of an apartment block and floating in the water. Such is the work involved that the opera and dramatic set change on every other year. This year Bizet's *Carmen* continues, with its stage of playing cards tumbling into the water from Carmen's fag-ashed hands.

Previous set designs sound like a fever dream: for *Tosca* the stage was a huge eye whose mechanical iris turned into a platform (it features in the James Bond film *Quantum of Solace*); for *Aida* a fractured Statue of Liberty reassembled during the performance, with part of the stage under the lake, so it looked as if the performers were walking on water.

Each night over summer 7,000 ticket holders curl around the stage in open-air seating. It says plenty about the town's civilised nature that for the rest of the year the arena is left open as a meeting spot for locals, who eat picnics, use it as a rest stop during walks, and come to see the sun set over the lake.

Certainly, a party town it is not, but these lakeside sunsets and wide pedestrianised areas make Bregenz a charming town for a

man sparkling wine, by way of apology. ("Bubbles smooth over every problem," my wise companion notes.)

It's worth the wait. The menu is large, delicious and excellent for vegetarians, as suggested by the *spätzle*, a refined version of mac'n'cheese that's ubiquitous around Lake Constance. And no flying visit to Austria is complete without a taste of their *Apfelstrudel* to finish.

The next morning, still on a Carmen and carb high from the night before, I'm speeding along in a train to St Gallen, the final stop on this whistle-stop tour.

On this occasion the difference between Austria and Switzerland is stark: the cow-spotted country fields of Switzerland are notably hucious and green, like vast swathes of cricket fields that aren't for walking on. No wonder Swiss chocolate tastes so good.

Known as "the white town" because of its embroidery trade, St Gallen is an hour from Bregenz, as well as Zurich Airport. Aside from the appeal of its turret-topped buildings, Pipilotti Rist's installation art in the business district, and the abundance of excellent linens, the draw of St Gallen is that it's Ireland's continental sibling.

The town is named after the Irish monk of the sixth century, who founded a hermitage where the Unesco-protected Abbey of St Gall stands today. In the faithfully preserved Baroque wonder that is its library, the most precious artefacts are Irish manuscripts of the seventh and eighth centuries, which makes these writings older than the Book of Kells.

They might not sparkle as much as the Fabergé egg, but, like many of the delights around Lake Constance, they're another unexpected gem.



■ The town of Bregenz is best known for its summer festival; this year its opera on the lake is Bizet's *Carmen*, the floating set for which features a stage of playing cards tumbling into the water from Carmen's fag-ashed hands

AUFLAGE

61.000

UMVs

14 MILLIONEN

WIE?

EINZELPRESSEREISE HERBST 2017

“Lake Constance's USP is its access to a cross section of Europe, with each country's histories, architecture and quirks blending into the others. That's why Liechtenstein comes the day after exploring Konstanz, a picturesque lakeside city that's just an hour's drive away, in Germany.

- Shilpa Ganatra, Irish Times, July 2018

”



News The Essential Daily Briefing

travel news

This week's best deals, new products and experiences. By **Sophie Lam**



ATTRACTION

FLIGHTS OF FANCY

A new birdwatching centre will open on 13 October on Lake Constance, a crucial wetland habitat for more than 300 species of migratory bird that sits between Germany, Austria and Switzerland. The NABU Lake Constance Centre will offer tours of the lake's nature reserves with birding experts, where visitors might see mute swans, golden eagles and white-headed ducks, among others.

nabu-wollmatingerried.de

AUFLAGE

250.000

WIE?

PRESSEMITTEILUNG: NEUERÖFFNUNG
– NABU ZENTRUM

“

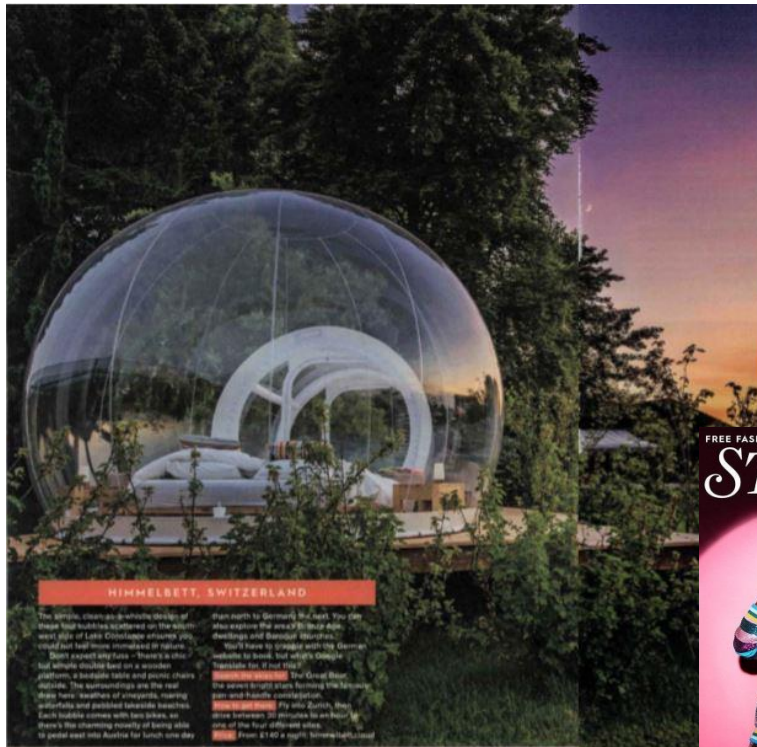
The NABU Lake Constance Centre will offer tours of the Lake's nature reserves with birding experts.

- Sophie Lam, iNews, August 2018

”

STYLIST

MAGAZINE



AUFLAGE
400.000

WIE?
PITCHDOKUMENT

“ The surroundings are the real draw here: swathes of vineyards, roaring waterfalls, and pebbled lakeside beaches. ”
- Lizzie Pook, Stylist, April 2018

**SUNDAY
Mirror**

9 OF THE BEST cycle tours

Cycle-touring comes in all shapes, sizes and destinations. Here's our selection of some of the best, for all levels of ambition...

BY **ANDREW EAMES**

4 LAKE CONSTANCE, GERMANY/ SWITZERLAND/ AUSTRIA

10 nights from £1,299pp

This giant, limpid freshwater lake in central Europe is shared by three countries, and lassoed by a 160-mile cycle path. Its north shore is counterpaned in vineyards and health

resorts, its water is busy with yachts and steamers, its islands known for orchards and flower gardens, and its southern shore has abbeys and waterfalls. In between, the cycle-path ticks off a procession of postcard-pretty villages, whose café-lined waterfronts offer a magnificent view of the distant Alps, and there's always somewhere for a quick dip. Accommodation is a mix of old coaching inns and luxury lakeside mansions. Ten nights to complete the circuit, with five different hotels and eight dinners, from £1,299pp.

headwater.com

AUFLAGE

480.000

WIE?

PITCHDOKUMENT

“...the cycle-path ticks off a procession of postcard-pretty villages, whose café-lined waterfronts offer a magnificent view of the distant Alps, and there's always somewhere for a quick dip.”

- Andrew Eames, the Sunday Mirror, June 2018

luxurious magazine

Lake Constance, One
Lake, Four Countries, Four
Days



In the heart of Europe, lies one lake, surrounded by four countries. The Lake Constance region, lovingly called 'Bodensee' by the locals, borders Germany, Austria, Switzerland and is just a short hop from the Principality of Liechtenstein.

UMVs

WIE?

47.500 GRUPPENPRESSEREISE MAI 2017

“ I would have loved to have stayed longer to discover so much more of what Lake Constance has to offer...I know we all complain about the lack of time, but saying 'No one has time, you have to make time,' has begun to resonate a little more after this amazing trip.
- Sabi Phagura, Luxurious Magazine, May 2018 ”



THE TIMES

Q We are a family of five with children from 12 to 16 years old hoping to have a two-week summer holiday in Germany, close to the Alps and some pretty lakes, well south of Munich. We are looking for a nice villa, with a pool if possible, but have been unable to find anything. Charlotte Lamont, via email

A Lake Constance would be an idyllic base for a family summer holiday, but you won't find many villas with pools there because everyone swims in the lake where the water is of drinking quality. Try the Ferienwohnpark Immenstaad holiday park (ferienwohnpark-immenstaad.de) in Immenstaad, on the German side of the lake. Its largest holiday homes are old-fashioned, but well-equipped and comfortable, sleep five and start at €125 (£111) a night. There's a programme of free activities for children in July and August and the closest airport is Friedrichshafen.

Travel doctor



AUFLAGE

430.000

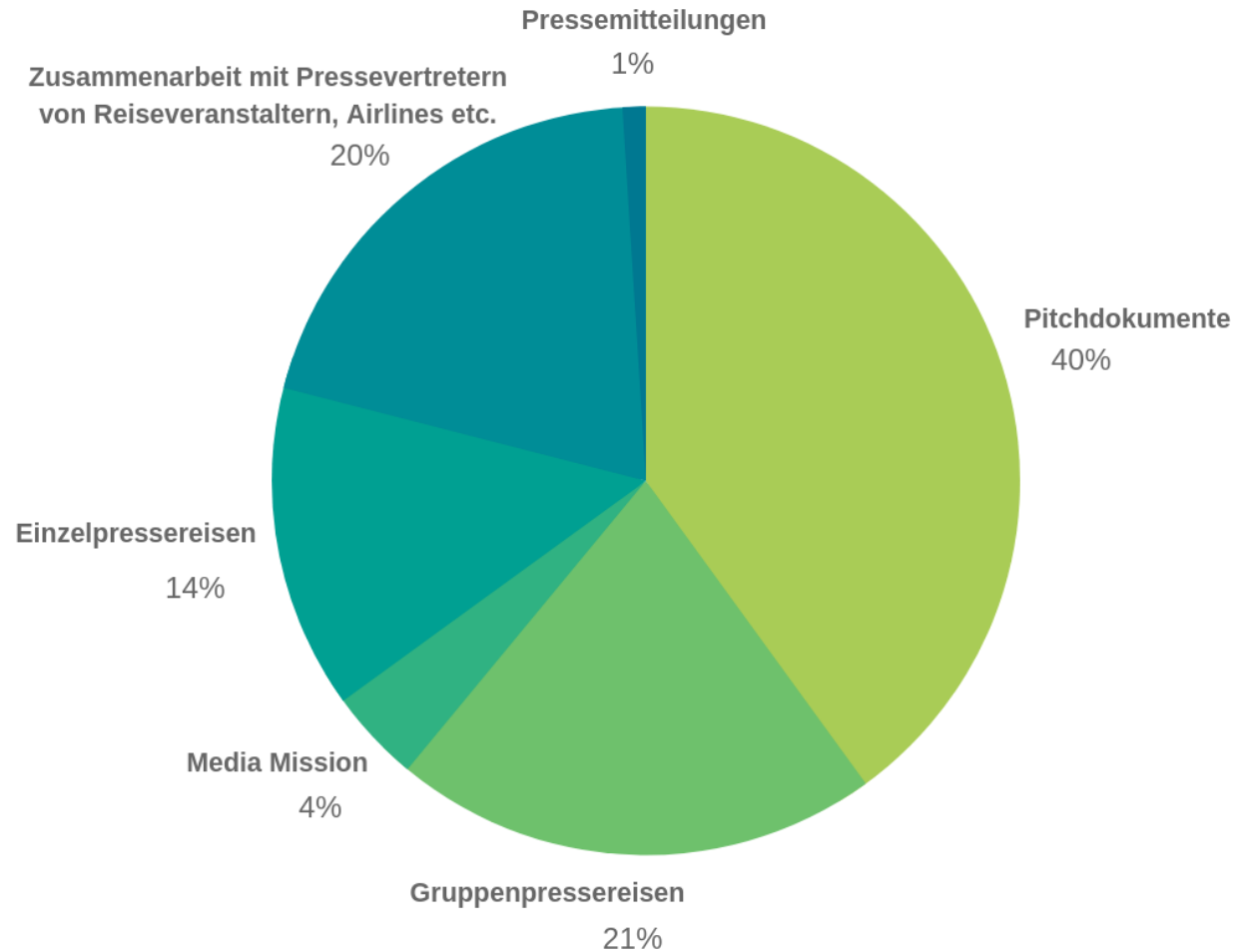
WIE?

PITCHDOKUMENT

“ Lake Constance would be an idyllic base for a family summer holiday... ”
- Julia Brookes, The Times Travel Doctor, March 2018

PRESSEAKTIVITÄTEN

WAS FUNKTIONIERT BESONDERS GUT IM BRITISCHEN MARKT?



JANUAR – OKTOBER 2018

69

ARTIKEL
DAVON 23 IN
NATIONALEN
TAGESZEITUNGEN



6.2M

LESER



1.36M

UNIQUE
MONTHLY
VIEWERS



14.5K

POSTS, LIKES,
SHARES IN
SOZIALEN
NETZWERKEN



37%

ZIEL WUNSCH-
PUBLIKATIONEN

10% GEPLANT
37% ERREICHT



FEEDBACK VON JOURNALISTEN

Do you think that the Lake Constance region, with its four countries and one lake, has potential for UK & Irish guests?

“Yes, I think it has. I think the strongest USP is the opportunity to see so many countries in such a small amount of time. And although these countries are all Germanic, they are very different. I'd also put food and drink, especially wine, to the forefront. I had no idea there were vineyards around the lake.”

-Wibke Carter, Press & Journal

“Of course! It has great appeal for the more cultured crowd with a bit more cash to splash, who aren't interested in the whole Spanish Costa Del Sol scene. A big market to target, in my opinion.”

– Kris Griffiths, Luxury Lifestyle Magazine

“It definitely has potential for Brits. From a UK point of view, Lake Constance is currently perhaps overshadowed by lakes such as Garda and Como. But there is so much at Lake Constance to entice British guests. That's why press trips such as ours are so important. They help raise awareness and bring to light hitherto lesser known delights such as Lake Constance.”

– James Rampton, The Travel Magazine

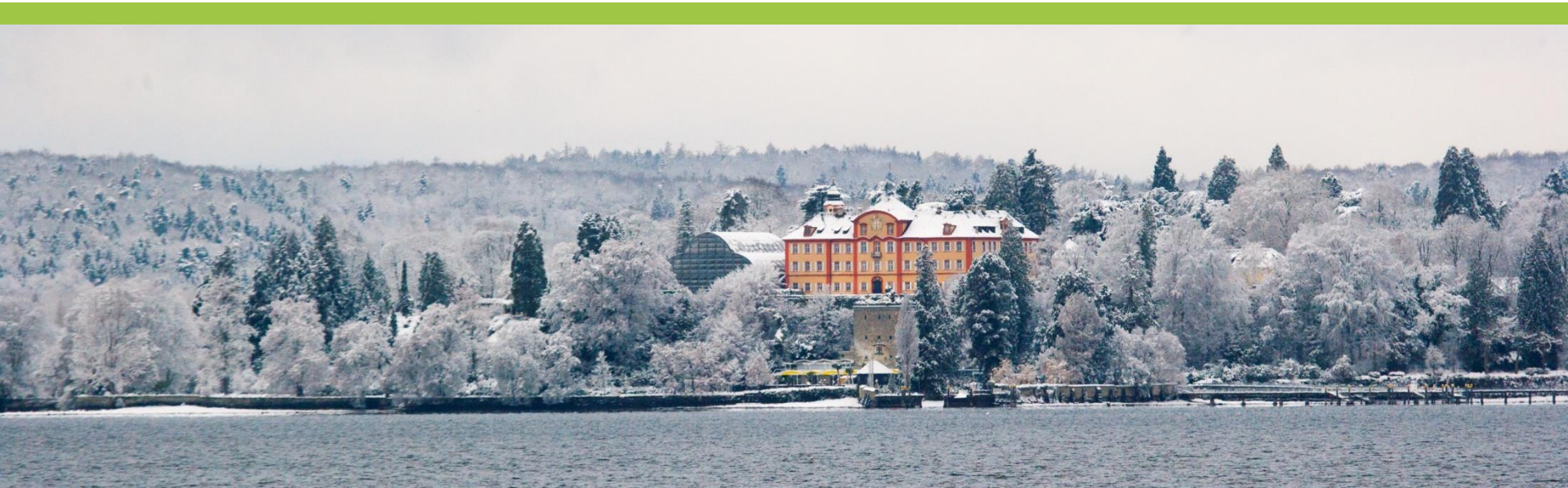


FEEDBACK VON JOURNALISTEN

“ The trip was excellent! Absolutely no trouble getting round whatsoever and it was a stunning place to spend a week!

It's a beautiful part of the world. The fact that it spans a number of countries makes it interesting to hop from one to the next and the transport links around the region were excellent. It's **definitely somewhere I'd go again** and recommend to friends.

- *Rory Benson, Manchester Evening News* ”



FEEDBACK VON JOURNALISTEN

“ From a UK point of view, Lake Constance is currently perhaps overshadowed by lakes such as Garda and Como. **But there is so much at Lake Constance to entice British guests.** It would certainly appeal to guests intrigued by the following areas: culture, history, landscapes, gardens, mountains, gastronomy, vineyards, breweries, opera, flowers, flying and boating. These are all aspects that would lure Brits to Lake Constance.

-James Rampton, the Travel Magazine



FEEDBACK VON JOURNALISTEN

“ The scenery was great [and it was] so easy to get around. [The region is] **very good for families**. [The highlights for the UK market will be] the scenery, the wealth of attractions, nature and the ease of travel. **Food was a real highlight for me.**

- *Robin McKelvie, the Scotsman*

”



FEEDBACK VON JOURNALISTEN

“ The most fantastic thing about the trip was driving in and out of different countries...I know that sounds odd but being a travel-lover and living in London, it's still a strange concept to me, **to be able to easily pass through four countries** in one day. I think that's a unique aspect of the area, and one that's quite **Brexit-proof**, as it **gives travellers more Europe for their money!** ”

- Shilpa Ganatra, Irish Times



FEEDBACK VON JOURNALISTEN

“ My personal highlights were having breakfast on the terrace with panorama of the lake - very 'French Riviera'; also the Hohentwiel, for the same reasons of combining the water with a memorable dining experience; beer fans - of which there are many here - will love the Tett nang museum and tastings, while oenophiles will enjoy the wine trail. So **there's a lot to offer Brits here. I'm glad to have experienced them.** ”

-Kris Griffiths, Luxury Lifestyle Magazine

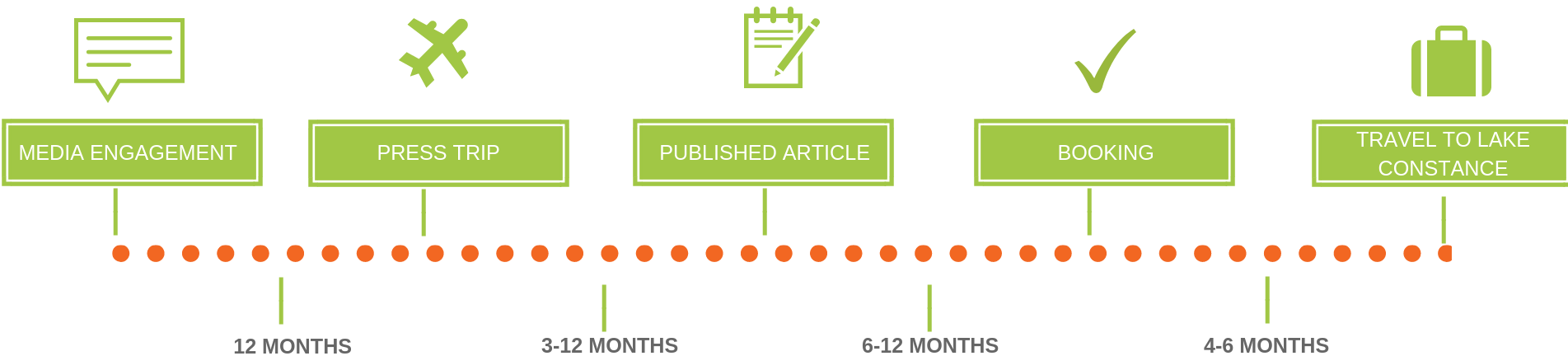


WIE GEHT ES NUN WEITER?

- **Positive Resonanz** und **großes Interesse** am Bodensee unter Journalisten!
- **ABER!** Marktaufbau braucht Zeit und **die ersten drei Jahre** sind entscheidend für den späteren Erfolg
- 2018 war unser erstes “richtiges Jahr”



VON DER ERSTEN KONTAKTAUFNAHME ZUR REISE



TOTAL PROCESS: 2-3 YEARS

JETZT DRANBLEIBEN!

WAS FUNKTIONIERT?

- ✓ 'Four Countries, One Lake'
- ✓ Einzelpressereisen = große Artikel in qualitativ hochwertigen Medien
- ✓ Gute Fotos = gute Chancen auf Artikel
Gute Geschichte & schlechte Fotos = kein Artikel
- ✓ Media Mission Bodensee =
Ideal zur Markt- & Positionierungsrecherche
- ✓ Ein Thema plus Alleinstellungsmerkmal (USP)
z.B. Lama Trekking Liechtenstein

The Telegraph **Bella**



INDEPENDENT

- ✓ Familien und Reisen mit Kindern

THE SCOTSMAN **THE COURIER**
& Advertiser
The SUNDAY POST



*An example of successful, high-impact
photography, picked up by Stylist and Bella*

WAS MUSS VERBESSERT WERDEN?

- x Infos auf Englisch bereitstellen
 - Beispiel Webseite Bubble Hotels
- x Budget für Mietwagen Einzelpressereisen
 - Engländer reisen ungern mit öffentlichen Verkehrsmitteln
- x 'Why Now?'
 - Beispiel Pressemitteilung Bodenseegärten
- x Fokus – alle Partner werden im Laufe des Jahres berücksichtigt, aber nicht alle gleichzeitig!



"I say to hell with it. If it can't be said in English, it ain't worth saying at all."

WAS BRITISCHEN JOURNALISTEN WICHTIG IST



Echte Neuigkeiten: Geburtstag, Jubiläum, Neueröffnung, interessante Statistik



Birdwatching/Nature: NABU Zentrum
Neueröffnung = Artikel in iNews, August 2018



Angepasst an Jahreszeit, Schulferien etc.



Pfingstferien mit Familie am Bodensee =
Artikel in The Times, März 2018



Informationen auf Englisch (auch auf der Webseite) , sodass wir den Link an die Publikation zur Recherche weitergeben können



Wine Hiking: Dank Unterstützung durch die IBT sind die Infotafeln jetzt auch auf Englisch erhältlich = Pressereise The Times, Oktober 2018



Relevant für eine bestimmte Zielgruppe (nicht die breite Masse ansprechen)



Kulinarische Fahrradreisen am Bodensee =
Artikel in Food & Travel, July 2018



“Ungewöhnlich & unerwartet” z.B.:
Ungewöhnliche Hotels, für die Destination einzigartige kulturelle Ereignisse, interessante Menschen



The Bubble Hotels = Artikel in Stylist und Bella Fasching = Daily Mail, Huffington Post, High50 Bregenzer Festival = Telegraph, Times, Irish Times



WARUM IN DEN BRITISCHEN MARKT INVESTIEREN?

TROTZ BREXIT?!

Juni 2016: Brexit Votum

Urlaubsausgaben der Briten
(für Reisen außerhalb Großbritanniens):

- 2016: £43,9 Milliarden
- 2017: £45,7 Milliarden (+4%)
- 2022: £53 Milliarden (+ 21%)

Großbritannien ist der fünftgrößte Reisemarkt
der Welt

UND: EU-Länder sind Hauptreiseziele für
Britten

ABER: Briten buchen immer kurzfristiger



HERB
DABVINGEN
„Jillhammer
NORWAY



TROTZ FALLENDDEM PFUND?

4 Gründe, warum der britische Markt für
den Bodensee ideal ist

**Briten legen nun größeren Wert auf ein gutes Preis-
Leistungsverhältnis:**

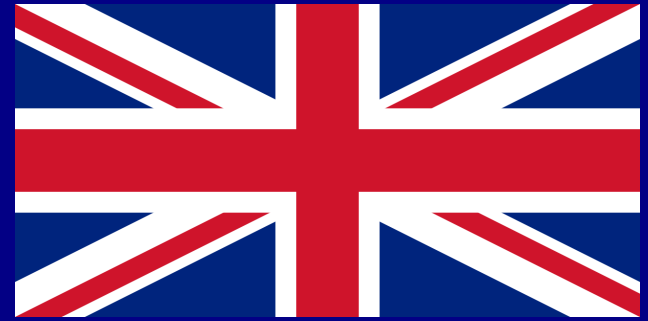
- Siehe Preisvergleich später!
- 4 Countries, 1 Lake in einem Urlaub

**Unsere Zielgruppen sind Familien und ältere, aktiv &
kulturinteressierte Reisende:**

- Ältere Reisende in England sind besser betucht als
jüngere Generationen und der Bodensee bietet genau
die Reiseerlebnisse an, die diese Zielgruppe sucht
(Aktivreisen, Genuss, Kultur)
- Familien: das am schnellsten wachsende
Reisesegment in Großbritannien

**Briten reisen “come rain or shine” – 9. September 2001;
Finanzkrise 2008, Brexit 2016**

**Sichere Destinationen sind wichtig (nicht Türkei, nicht
Ägypten)**



**KEEP
CALM
AND
TRAVEL
THE WORLD**

...UND WENN SIE EINMAL HIER SIND, GEBEN SIE IHR GELD GERNE AUS

Urlausausgaben im Vergleich:

- Quelle: DZT (Deutsche Zentrale für Tourismus)
 - Briten: €131 pro Tag
 - Italiener: €123 pro Tag
 - Franzosen: €121 pro Tag

Wichtig auch:

Briten gehen im Urlaub häufiger als andere Nationalitäten in Restaurants und Gasthäusern essen.

Mitgebrachtes Essen und “Belegte Brote” sind eine Seltenheit.

Das führt zu mehr Ausgaben in der Region und zu einem Beitrag für die lokale Wirtschaft.



WARUM DER BRITISCHE MARKT EIN WACHSTUMSMARKT FÜR DEUTSCHLAND IST

2016/17 Zuwachs an
Übernachtungen



Prognose:
6,9 Millionen
zusätzliche
Übernachtungen
aus dem
britischen Markt
bis 2030



Der britische Markt
hat für Deutschland
das größte
Wachstumspotential -
weltweit



Deutschland ist das
Kulturreiseziel Nr.1

–

Die meisten
Kulturreisenden
nach Deutschland
kommen aus UK
und den USA



13% aller britischen
Kultururlauber
wählen Deutschland



-DZT London 2018

***Diese Trends für Deutschland versprechen ein großes
Potential für den Bodensee***

WAS BRITISCHE REISENDE BEI EINEM URLAUB IN DEUTSCHLAND AM MEISTEN INTERESSIERT



Natur



Aktiv



Genuss



Städtereisen

GENAU WAS DER BODENSEE ZU BIETEN HAT!

*ABTA ist der größte Reiseverband GROSSBRITANNIENS, der Reisebüros und Reiseveranstalter vertritt

Wachsende Besucherzahlen und Übernachtungen

Die jüngsten Zahlen zeigen:

Es kommen immer mehr britische Gäste und sie bleiben länger

	2017 Jan - Juni	2018 Jan - Juni	in %
Besucherzahlen	15.888	16.623	+ 4,6%
Übernachtungen	34.495	37.542	+ 8,8%
Dauer	2,2	2,3	+ 4,0%

**ohne Lindau*



GUTE NACHRICHTEN AUS ENGLAND FÜR DEN BODENSEE

- Mehr Gäste
- Sie bleiben länger
- Und sie geben im Urlaub mehr Geld aus als Gäste aus anderen Quellenmärkten
- Alle Prognosen – siehe DZT – deuten darauf hin, dass der britische Markt in Zukunft weiter wachsen wird



IRLAND

Obwohl relativ klein, ist der irische Outbound-Reisemarkt einer der stärksten in Europa.

Warum?

- Anstieg des Lebensstandards und erhöhte Kaufkraft, was zu höheren touristischen Ausgaben führt.
- Die Iren zählen zu den meistgereisten Europäern.

JAHR	ANZAHL AUSLANDSREISEN	ZUWACHS
2016	4.275.200	-
2017	4.613.400	338.200
2018	4.752.600	139.200

Irland = wichtiger Quellmarkt für den Bodensee

2 Pressereisen: Irish Sun & Irish Times

THE IRISH TIMES

Shore leave

The Lake Constance region is a cross section of Europe where cultures blend into each other, writes **Shilpa Ganatra**

Vaduz is Liechtenstein's capital, housing 5,500 of the country's population of 38,000. Overlooked by the prince's residence in the rugged Alps, its pristine parliament, government offices and cathedral are lined up next to each other on one street like a full-sized toy town, just with priceless art and treasure. It's the richest country in the EU after Monaco, perhaps explaining why Liechtenstein is more wondrous than I expected. But on a relaxed whistle-stop tour around its shores, it seems that Lake Constance all over.

The lake is in the heart of Europe, squeezed between Switzerland to the west, Germany to the north and Liechtenstein and Austria to the east. All but Germany are landlocked, so it's no surprise Lake Constance is central Europe's version of the seaside, busy with families on weekend breaks and cyclists in their segregated lakeside lanes, taking on part of its 275km route. Lake Constance's small islands are a draw too – Reichenau, or "vegetable island", is known for its produce, while Mainau doubles as a botanic garden.

But coming from an island country, the serene lake, while beautiful, isn't worth a holiday in itself. Lake Constance's USP is its access to a cross section of Europe, with each country's histories, architecture and quirks blending into the others. That's why Liechtenstein comes the day after exploring Konstanz, a picturesque lakeside city that's just an hour's drive away, in Germany.

Managing to stay intact during the World Wars, Konstanz's old town has a silhouette that speaks of narrow lanes lined by centuries-old buildings, all surrounding the spire of the seventh-century Konstanz-

to each other on one street like a full-sized toy town university students and tax-free shoppers over from Switzerland, which is all of four kilometres away.

Next on the agenda is the picturesque town of Bregenz, best known for its summer festival, a tradition since 1946. Its opera on the lake has to be seen to be believed. Amble up the waterside promenade, punctuated by busking bands and beaches of people taking in the scene, and the outdoor stage comes into view. It's impossible to miss – it's about the size of an apartment block and floating in the water. Such is the work involved that the opera and dramatic set change on every other year. This year Bizet's *Carmen* continues, with its stage of playing cards tumbling into the water from Carmen's flag-ashed hands.

Previous set designs sound like a fever dream: for *Tosca* the stage was a huge eye whose mechanical iris turned into a platform (it features in the James Bond film *Quantum of Solace*); for *Aida* a fractured Statue of Liberty reassembled during the performance, with part of the stage under the lake, so it looked as if the performers were walking on water.

Each night over summer 7,000 ticket holders curl around the stage in open-air seating. It says plenty about the town's civilised nature that for the rest of the year the arena is left open as a meeting spot for locals, who on picnics, use it as a rest stop during walks, and come to see the sun set over the lake.

Certainly, a party town it is not, but these lakeside sunsets and wide pedestrianised arcades make Bregenz a charming town for a

man sparkling wine, by way of apology. ("Bubbles smooth over every problem," my wise companion notes.)

It's worth the wait. The menu is large, delicious and excellent for vegetarians, as suggested by the *quartz*, a refined version of mac'n'cheese that's ubiquitous around Lake Constance. And no flying visit to Austria is complete without a taste of their *Apfelstrudel* to finish.

The next morning, still on a Carmen and carb high from the night before, I'm speeding along in a train to St Gallen, the final stop on this whistle-stop tour.

On this occasion the difference between Austria and Switzerland is stark: the cow-spotted country fields of Switzerland are notably lush and green, like vast swathes of crooked fields that aren't so well-tended. No wonder Swiss chocolate tastes so good.


Known as "the white town" because of its embroidery trade, St Gallen is an hour from Bregenz, as well as Zurich Airport. Aside from the appeal of its turret-topped buildings, Pipilotti Rist's installation art in the business district, and the abundance of excellent linens, the draw of St Gallen is that it's Ireland's continental sibling.

The town is named after the Irish monk of the sixth century, who founded a hermitage where the Unesco-protected Abbey of St Gall stands today. In the faithfully preserved Baroque wonder that is its library, the most precious artefacts are Irish manuscripts of the seventh and eighth centuries, which makes these writings older than the Book of Kells.

They might not sparkle as much as the Fabergé egg, but, like many of the delights around Lake Constance, they're another unexpected gem.



■ The town of Bregenz is best known for its summer festival; this year its opera on the lake is Bizet's *Carmen*, the floating set for which features a stage of playing cards tumbling into the water from Carmen's flag-ashed hands

A person wearing a blue long-sleeved shirt, black shorts, a black helmet, and a backpack is riding a red bicycle on a path through a green field. A large tree with green leaves is on the left. In the background, a city skyline is visible under a hazy sky. A large green curved shape separates the image from the text on the right.

WER IST DER “NEUE” BRITISCHE REISENDE UND WAS IST IHM WICHTIG?

WARUM DIE BRITEN DEN BODENSEE LIEBEN

SEHR GUTES PREIS-LEISTUNGS VERHÄLTNIS:

Der Bodensee ist von Großbritannien und Irland in nur 1,5 Stunden Flugzeit zu erreichen.

Potenzial, vier Länder in einem Urlaub zu besuchen.

Erschwingliche Eintrittspreise für Attraktionen im Vergleich zu Großbritannien – durch die Bodensee-Erlebniskarte noch zugänglicher.

Gut ausgebaute Infrastruktur (Fähre, Bus, Bahn).

Viele kostenlose Aktivitäten: Radfahren, Wandern, Baden.

Gutes Essen: lokale Märkte und Cafés, die ein preiswertes und familienfreundliches Essen anbieten.

Hotelübernachtung



LONDON = €157 BODENSEE = €100/120

Bier



LONDON = €5.50 BODENSEE = €3.60

Abendessen für zwei



LONDON = €53 BODENSEE = €35

Eintrittspreise



LONDON = €30* BODENSEE: €21**

*Tower of London / ** Insel Mainau

REISETRENDS

ERLEBNISREISEN & DIE VERBINDUNG ZU KULTUR, ORT und MENSCH

Reisen wie ein Einheimischer – lokale Küche genießen, aktiv die Region erkunden, die Seele baumeln lassen

Neue Fähigkeiten erlernen & Studienreisen – Weinlese, in einer Käserei vorbeischaun, Bier brauen, Segeln und Surfen lernen usw.



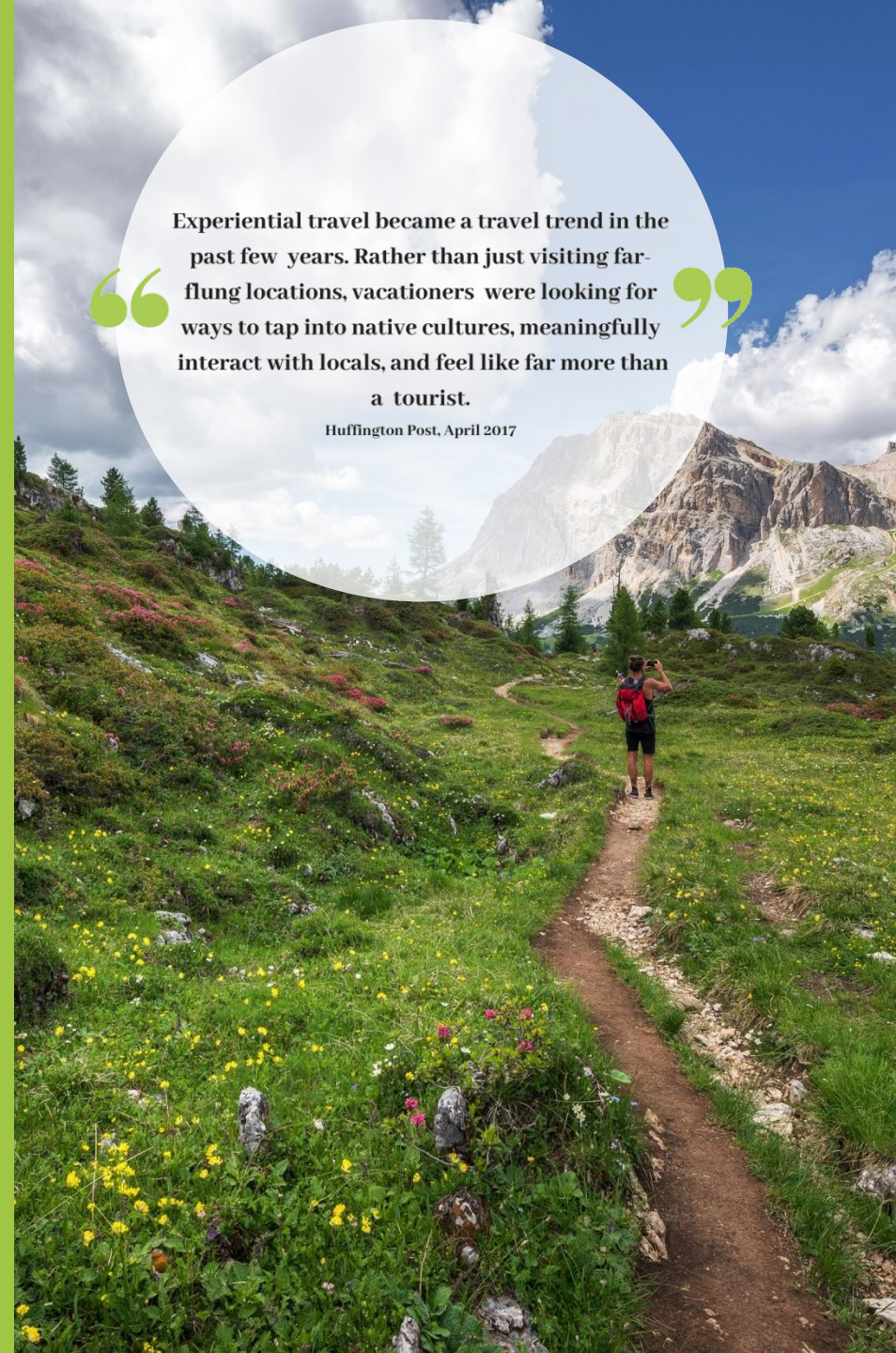
Dies muss auch Journalisten ermöglicht werden (nicht nur zuschauen)

“

Experiential travel became a travel trend in the past few years. Rather than just visiting far-flung locations, vacationers were looking for ways to tap into native cultures, meaningfully interact with locals, and feel like far more than a tourist.

Huffington Post, April 2017

”



REISETRENDS

AKTIVREISEN/WELLNESS

Rasanten Wachstum an anspruchsvollem Aktivurlaub.

Wellnessreisen wachsen um 50% schneller als normale Reisen, da britische Reisende den Urlaub als Chance sehen, um gesündere Lebensgewohnheiten zu entwickeln.

Briten machen 17 Millionen Wellness- und Gesundheitsreisen pro Jahr.

Der Bodensee ist ideal für diese Art von Urlaub:

Radfahren, Wandern, Winteraktivitäten, Wassersport und Vogelbeobachtung...



British holidaymakers are getting much more active on holiday, as beach breaks move down from fourth position to fifth, being overtaken by wildlife holidays (fourth) and walking (third). The popularity of city breaks (most popular) could be indicative of the busier lives we lead.

ATO Travel Trends Report 2015

REISETRENDS

NACHHALTIGES REISEN

Nachhaltige Reiseangebote werden für Gäste aus Großbritannien immer wichtiger:

Trendforschungsbericht der ABTA:
77% aller Gäste möchten mehr über Nachhaltigkeitsprojekte in der Zielregion wissen und buchen dementsprechend.

Journalisten gehen immer mehr dazu über, in ihren Artikeln Destinationen und Hotels zu bewerben, die zeigen können, dass sie nachhaltig wirtschaften.

Was kann der Bodensee tun:

Eine Kampagne entwickeln, die alle nachhaltigen Projekte in der Vierländerregion hervorhebt.

Mit diesen Informationen können wir wiederum die britischen Medien angehen, uns um „grüne“ Auszeichnungen bewerben usw.



In a recent research report surveyed by the UK's largest tour operator, UK holidaymakers revealed the importance of responsible tourism:

“Nearly 50% of UK holidaymakers say ‘giving back’ to a holiday destination is important to them.”

Research Report, TUI UK & Ireland



WIE GEHT ES WEITER?

PR PLAN: OKTOBER – DEZEMBER 2018

OKTOBER	NOVEMBER	DEZEMBER
<ul style="list-style-type: none"> ✓ Feedback and follow-up on group press trip ✓ Individual Media Visit: Fiona Sims, The Times (23rd – 26th October) ✓ Individual Media Visits: Junno Seidler, Lodestars Anthology (18th – 21st October) ✓ Continue to follow-up and arrange two Christmas Market individual press trips ✓ NABU – opening 13th October 	<ul style="list-style-type: none"> ✓ Produce tailored Lemongrass Press Day report ✓ Individual Media Visit: Ed Hutchings, Bird Watching (22nd – 25th November) ✓ 2018 review discussions 	<ul style="list-style-type: none"> ✓ Individual Media Visit: Baldwin Ho, Candid Magazine (29th – 2nd December) ✓ Individual Media Visit: Jeannine Williamson (TBC)
<ul style="list-style-type: none"> ✓ Lemongrass Press Day 30 October ✓ Pitch: UK half term – focus on holiday pass, winter activities, cultural and activities calendar 	<ul style="list-style-type: none"> ✓ Inclusion in Lemongrass' quarterly thematic newsletter: Theme to centre around winter attractions within the destination. 	<ul style="list-style-type: none"> ✓ UK Christmas holiday ✓ Spring activities for families (long-lead publications) ✓ New year wellness pitching around active and outdoor experiences in the region
<ul style="list-style-type: none"> ✓ Planning ahead for 2019; news, projects and strategy planning ✓ Promoting the “low season” autumn, winter and spring 		

AUSBLICK

ZIELSETZUNGEN FÜR 2019

- ✓ Auf den Erfolg der Presseberichterstattung 2018 aufbauen – vor allem in nationalen Tageszeitungen
- ✓ Saisonverlängerung stärken
- ✓ Vielfalt an Angeboten am Bodensee vermitteln: Kultur, Aktiv, Wellness, Familien, Genuss, Gärten, Vogelbeobachtung usw.
- ✓ Koordination der Pressearbeit mit Reiseveranstaltern in UK
- ✓ 4 Countries – 1 Lake



AUSBLICK

BEREITS GEPLANTE PRESSEREISEN FÜR 2019

Danielle Mustarde - DIVA | Frühling 2019 – *Radfahren*

Liz Schafer – The Moment | Frühling 2019 – *Wellness & Thermalbäder*

Sally Peck – The Telegraph | Frühling 2019 – *Familienreisen*

Alex Preston – Vogelbeobachter, Autor und freier Journalist für The Telegraph | Date TBC – *Natur- & Familienreisen*

Mike MacEacheran – bekannter Reisejournalist für The Telegraph, Lonely Planet, Observer | *300 Jahre Liechtenstein*

Harriet Marsden – The Independent | *4 Countries, 1 Lake*



INDEPENDENT

TheObserver



The Telegraph



QUARTER 1, 2019

Key Deliverables

Annual Strategy Meeting
X 1 Media Mission to host in February/March 2019
X 1 Press Release (Liechtenstein's 300th anniversary)
X 1 individual media visit on active winter activities
Tailored and ongoing pitch programme
Inclusion in Lemongrass' thematic newsletter

Campaign Tactics



Host Annual Strategy Meeting to secure a comprehensive and flexible strategic PR plan and calendar for 2019



Identify Lake Constance ambassadors



Develop USPs that Lake Constance can offer visitors who are passionate about 'fit travel' to tie in to media's 'New Year New You'. Continue to communicate activities that fall within 'Four countries, one lake'



Host x 1 individual media visit with focus on Lake Constance as a go-to active destination for 'fit travel' / winter activities



Build key messaging around Liechtenstein's 300th Anniversary celebrations with press release - identify opportunities to communicate these to key target media as a reason to visit the Principality and the region of four countries



Secure and coordinate x 1 individual media visit with focus on Liechtenstein's 300th Anniversary -- already in conversation with travel writer.



Work with Lake Constance and partners to identify sustainable credentials and news from across the region -- develop positioning around this and devise plan to build credentials through accolades and recognition

QUARTER 2, 2019

Key Deliverables

- X 1 Press Release (family)
- X 1 Individual media visit
- Tailored and ongoing pitch programme
- Inclusion in Lemongrass' thematic newsletter

Campaign Tactics

Looking ahead to school holidays, focus on engaging with targeted demographic groups including families and older adventurers through dedicated, personalised pitching



Secure and coordinate x 1 top-tier family journalist/influencer to showcase the vast family-friendly activities on offer during half-term and positioning as good value for money (outside of German/Swiss holidays) – already in conversation with The Telegraph.



Host x 1 top-tier individual media visit based on cycling (DIVA Magazine – – already secured)



Develop competition with family publication to promote the Lake Constance region, e.g. Family Traveller magazine



Draft and distribute a press release that is family-focussed, dependent on new attractions, accommodation and activities in order to promote half-term holidays OR at the beginning of April to promote spring half term holidays



IBT hosts second Media Mission in the UK (e.g. London); inviting journalists from target contact list to hear first-hand the latest news



Collaborate and maintain relationships with key tour operators specialising in active holiday packages



Research local and national charities for potential partnership to promote Lake Constance as a sustainable / eco-friendly destination.





QUARTER 3, 2019

Key Deliverables

- X 1 Press Release on sustainability / conservation / nature activities
- X 1 individual media visit (culinary)
- Tailored and ongoing pitch programme
- Inclusion in Lemongrass' thematic newsletter

Campaign Tactics

- ✓ Develop pitching to communicate Lake Constance as destination full of cultural experiences using examples of unique activities, opportunities to learn new skills, participation in traditions and interaction with locals
- ✓ Host x 1 individual media visit with foodie influencer to embark on culinary tour mid-end of September
- ✓ Use strong imagery to create feature in key media that appeals to travellers who are culture enthusiasts
- ✓ Target UK travel trade media as part of tour operator engagement to support in educating travel agents on the destination
- ✓ Secure interviews / profiles / commentary with Lake Constance ambassadors in top tier media to highlight the authenticity and personalised experience of the region)

QUARTER 4, 2019

Key Deliverables

X 1 Press Release
X 2 Individual media visits
X 1 Group press trip in October
Tailored and ongoing pitch programme
Inclusion in Lemongrass' thematic newsletter

Campaign Tactics

- ✓ Conduct a thorough review of 2019 and start to strategically look ahead to 2020
- ✓ Identify Lake Constance's sustainability USPs and communicate these comprehensively to key media e.g. eco-hotels, sustainable attractions
- ✓ Secure and coordinate x 1 individual media visit which incorporates an itinerary that introduces journalist to sustainable initiatives highlighting the mindfulness of the region
- ✓ Draft and distribute press release focussed on winter activities and Christmas markets – dependent on news
- ✓ Secure and coordinate x 1 individual media visit centred around winter in Lake Constance – drawing on experiential, active
- ✓ Host a group press trip focused on the cultural experience around Lake Constance for five carefully-selected journalists (whereby they are introduced to local ambassadors)



An aerial photograph of a city and a large body of water, likely Lake Geneva. The city is visible on the left and right sides of the image, with a dense urban area and some green spaces. The water is a deep blue color. A large, semi-transparent green circle is overlaid on the left side of the image, containing the text. The text is in a bold, sans-serif font, with the first line in black and the second line in white. A green curved line separates the two text blocks.

DANKE 😊

GIBT ES NOCH FRAGEN?