

traditionally different



January-December 2022

Bavarian Connection USA Full-Year Report

Agenda

Bavarian Connection USA Full-Year Report 2022

- 01 Bavarian Connection USA 2022
- 02 B2B: Travel Trade Marketing Activities
- 03 B2C: Consumer Facing Marketing Activities
- 04 PR: Press Activities (excluded from Bavarian Connection Package)
- 05 Contact details



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01

Bavarian Connection USA 2022

Einsteiger Package

Bavarian Connection USA 2022

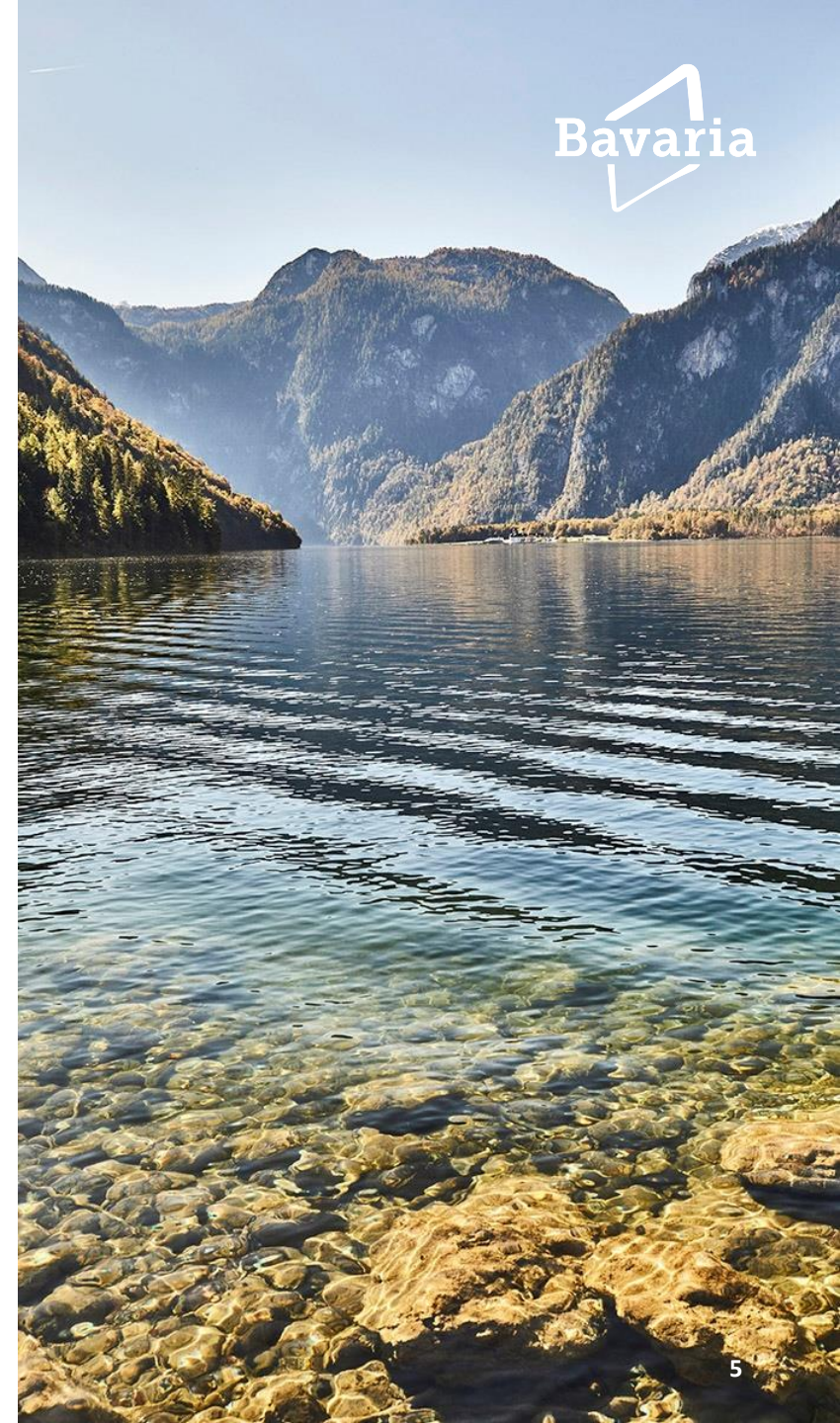
Einsteiger Package



Bavarian Connection USA

Networking & Partner Management

- **Destination familiarization and partner visits:**
 - April 2022
 - GTM: Oberammergau, Zugspitze, Füssen for GTM 2022
 - Munich hotel partner visits: Platzl Hotels and Geisel Privathotels
 - August 2022
 - Lindau and Lake Constance region, German Alpine Road
 - Aschaffenburg
 - Munich hotel partner visit: LOUIS Hotel
- **Reports:** 2 annual PDF reports reviewing the year's activities, market trends and insights.



Bavarian Connection USA

Networking & Partner Management

- **Monthly U.S activity update email**
 - Includes activity results, key learnings, market insights, travel industry feedback and special inquiries exclusively for Bavarian Connection Partners
- **Bavarian Connection Digital Networking Event**
 - Exclusively for Bavarian Connection Partners, update on campaigns, events, activities, current U.S market trends and insights. Takes place 3x a year.
- **Digital Market Update USA**
 - Launched to provide travel insights and trends from the US market and open to all the Bavarian tourism industry. Includes keynote speaker from U.S. Takes place 3x a year.
- **Offline Bavarian Connection Networking Events**
 - When/wherever possible



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02

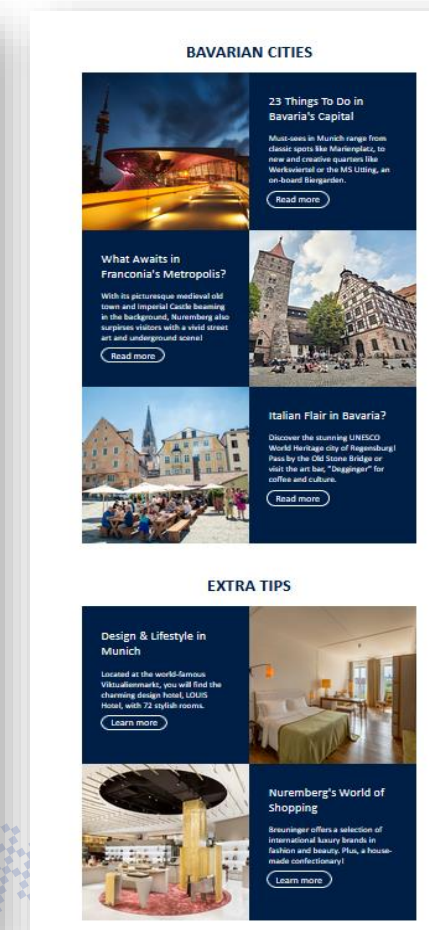
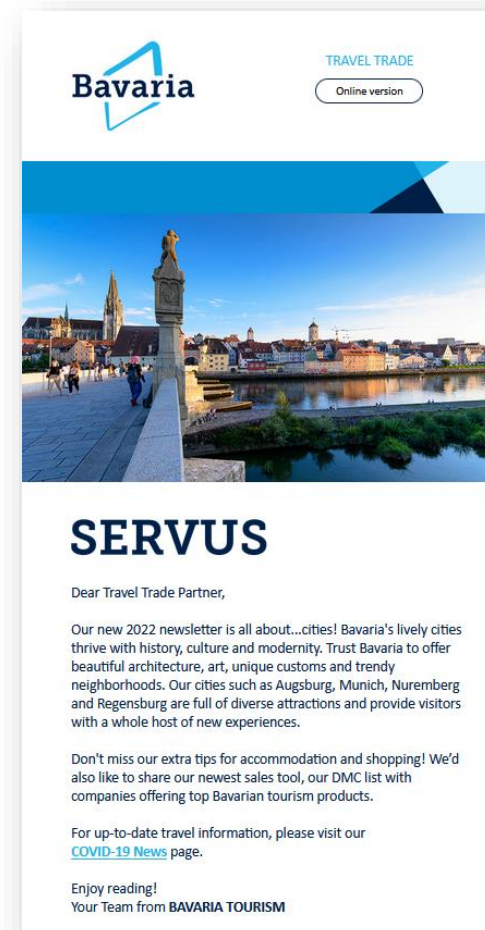
B2B

Travel Trade Marketing Activities

U.S Trade Newsletter

March 24, 2022

- **Subject:** City Travel in Bavaria: Hot Tips for Spring 2022
- **Featuring:** Breuninger, LOUIS Hotel, Munich, Nuremberg, Regensburg
- **Recipients:** 47,803
- **Opening rate:** 20%
- **Click rate:** 5%
- **Link:** [here](#)

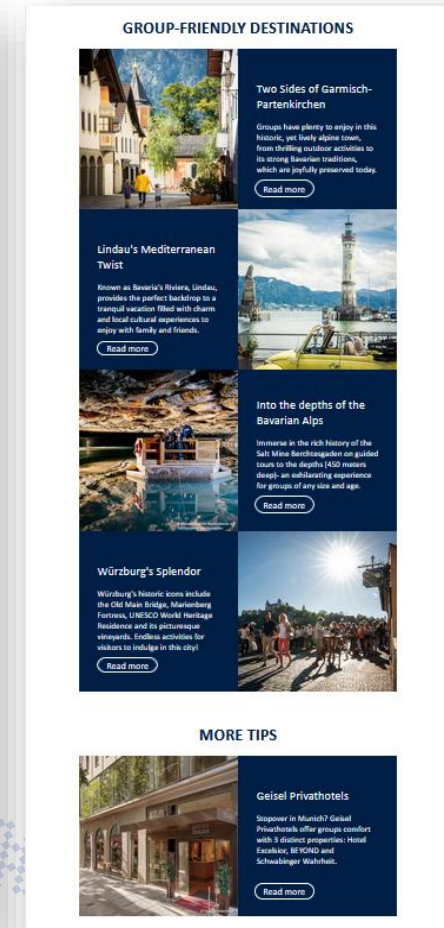


U.S Trade Newsletter

May 24, 2022



- **Subject:** Groups Vacations Bavarian Style
- **Featuring:** Garmisch-Partenkirchen, Geisel Privathotels, Lindau, Salt Mine Bertchtesgaden, Würzburg
- **Recipients:** 43,773
- **Opening rate:** 20%
- **Click rate:** 2%
- **Link:** [here](#)

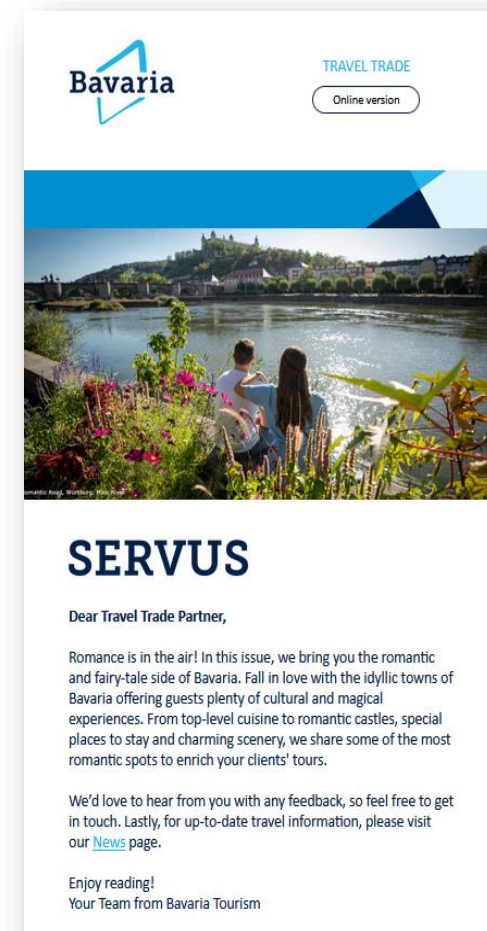


U.S Trade Newsletter

July 20, 2022



- **Subject:** Head Over Heels with Bavaria
- **Featuring:** Rothenburg ob der Tauber, Füssen, Platzl Hotel
- **Recipients:** 43,371
- **Opening rate:** 19%
- **Click rate:** 4%
- **Link:** [here](#)

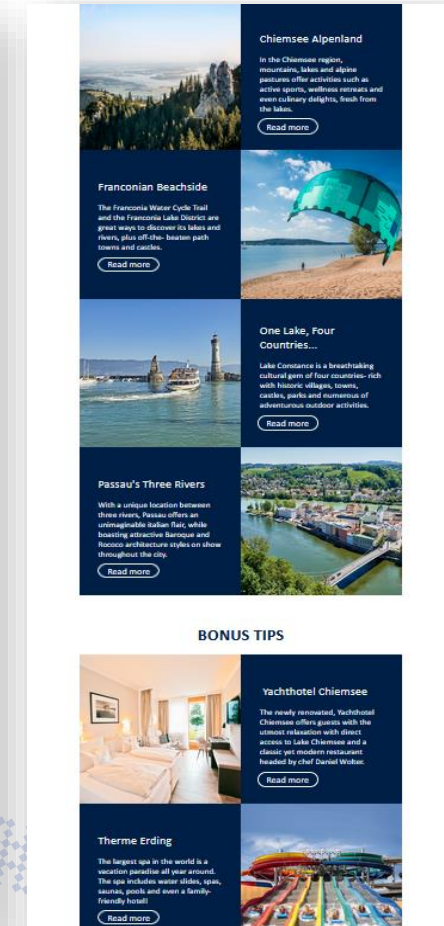
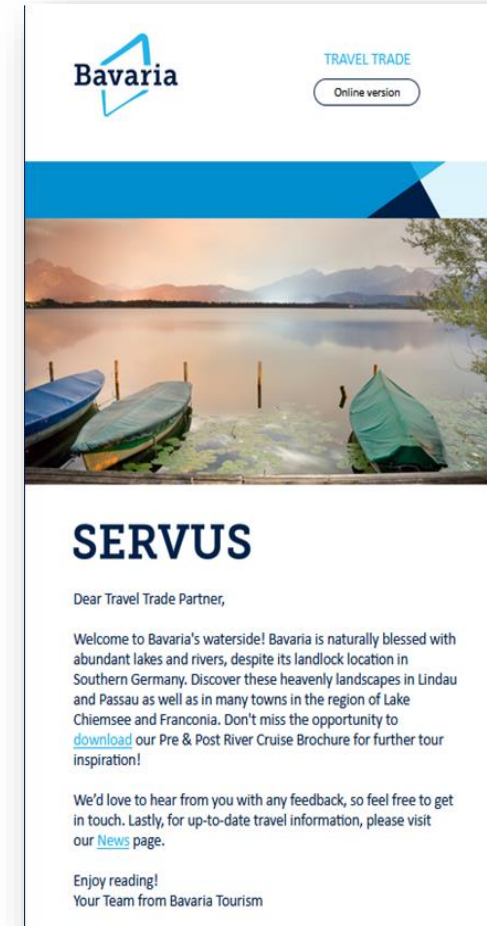


U.S Trade Newsletter

September 13, 2022



- **Subject:** Dive into Bavaria's Waterside
- **Featuring:** Chiemsee Alpenland, Franconia, Bodensee, Passau, Erding
- **Recipients:** 43,020
- **Opening rate:** 19%
- **Click rate:** 2%
- **Link:** [here](#)

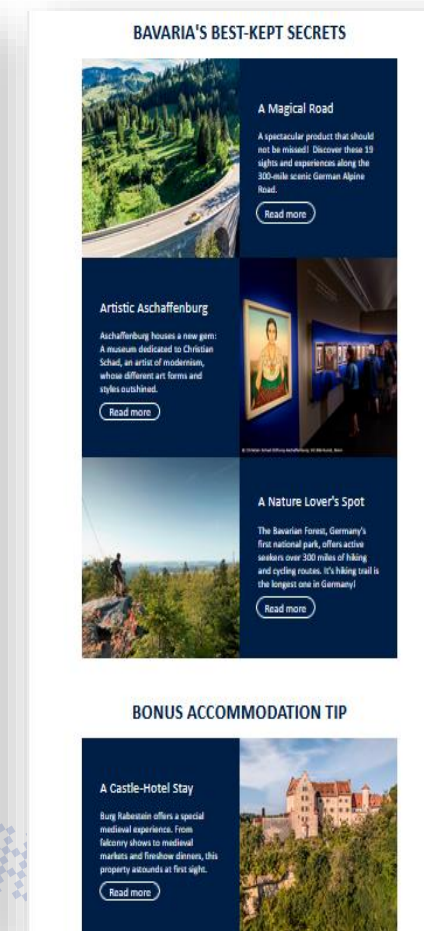


U.S Trade Newsletter

November 22, 2022



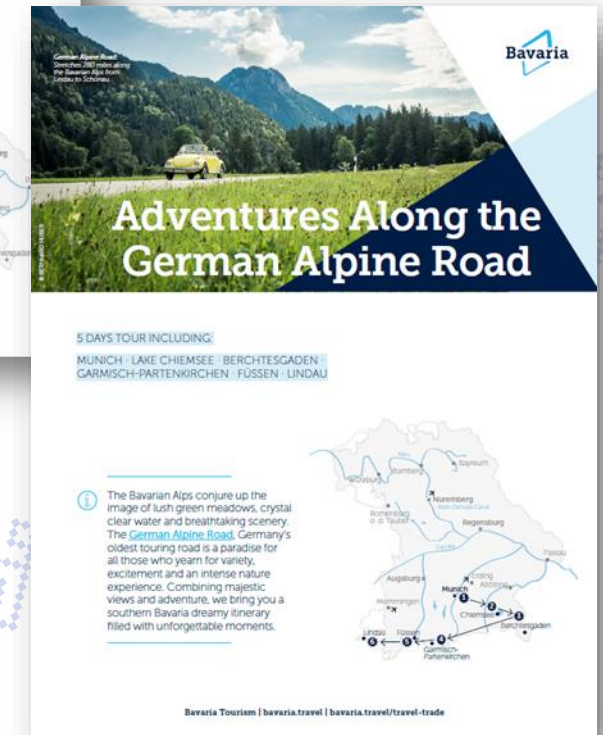
- **Subject:** Bavaria's Best-Kept Secret
- **Featuring:** German Alpine Road, Aschaffenburg, Burg Rabenstein
- **Recipients:** 42,879
- **Opening rate:** 19%
- **Click rate:** 4%
- **Link:** [here](#)



Bavaria Sample Itineraries

Re-launched: March 2022

- **Objective:** To provide travel trade with Bavaria sample tours in a detailed itinerary format to facilitate training and sales efforts.
 - Curated 5 themed itineraries that range from: history, culinary, religious, adventure, wellness and outdoors.
 - Destination and experience focused on all Bavarian Connection 2022 partners.
 - Dedicated landing page on Bavaria.travel for easier distribution to contacts. Click [here](#).
 - Included in TravelPulse's [Bavaria Microsite](#) campaign as downloadable material from April 1-June 30.



B2B Conferences 2022

Digital & In-Person

- ETOA North America Marketplace, March 1 (digital)
- Germany Travel Mart, May 1-3 (Oberammergau, Bavaria)
- GNTTO Marketplace, October 16-20 (Mid-west U.S)
- Signature Travel Conference, November 8-11 (Las Vegas, NV)
- NTA Exchange Conference, November 13-16 (Lake Tahoe, NV)
- USTOA Conference, November 28- December 2 (Austin, TX)

**Please refer to the half-year report 2022 for notes and takeaways of the first 2 events of the year.*



B2B Conferences

Key Takeaways

■ GNT0 Roadshow & Marketplace, Mid-West (Detroit, Minneapolis, Chicago)

- Met with over 150 travel advisors across the 3 cities during tradeshow receptions and participated in 1:1 meetings with 17 top-level tour operators at marketplace. Networking resulted in invitation from Rail Europe for a Bavaria webinar in January 2023.
- American travelers are interested and have a high intent to travel and looking to explore Europe in 2023. Many had planned itineraries for some of their clients in Bavaria already. Themes: Christmas markets, multigeneration trips, honeymoons, etc.
- A handful of new agents emerged since COVID-19. There were many interested in knowing more about Bavaria so they can sell it and add it their offerings list.
- Affluent travelers are spending more and open to visiting more destination that offer a mix of city and countryside outside their traditional bucket list destinations.

■ Signature Travel Network

- Met with around 150 advisors in groups of 3's over 2 days, 7-minute meetings, table split with Baden-Baden (focus Southern Germany).
- Advisors were a mix of those who sold FIT, groups and pre/post river cruise tours and luxury.
- A good amount of family travel was discussed, especially multi-generational.

Key Takeaways

■ NTA Travel Exchange Conference

- Held 15 1:1 meetings with U.S tour operators selling custom groups, a big focus on groups, most tours cater to clients ages 50+.
- Many want to sell more of Germany for their repeat customers/visitors because they sell Germany/Bavaria in wider Europe packages- they think they would have good interest for a sole and more detailed Germany tour; big interest in being connected with DMCs.
- A few operators took groups to Oberammergau this year- and would be eager to operate a few more to Germany in the coming year(s) as the experience was great for many of them, minus a few hiccups such as flight issues etc.

■ USTOA Conference

- A total of 27 1:1 meetings were held with tour operators and other partners such as, airlines, DMCs, hotels, etc.
- Based on the presented research, there is big anticipation of significant growth in travel sales and passenger numbers for 2023.
- Tour operators, specifically Tauck, Sky vacations, Collette, were eager on adding new activities to their Bavaria programs.
- Many operators will either remove Neuschwanstein Castle from their itineraries completely or will only include a photo stop due to the difficult ticket process for large groups. They are looking for alternative experiences.
- Threat to travel in the next 3 years related to the cost-of-living expenses/financial stability, other health crisis and war in Europe

B2B Webinars

Key Takeaways

- **GNTO webinar with Rothenburg ob der Tauber:** February 8, 2022
 - 150+ attendees, recording [here](#)
 - Participants wanted to know more about the travel requirements to enter Germany as well as the current restrictions. Bavaria content covered included: city, nature and waterside and places to stay.
- **Tradesco Tours webinar with GNTO and Miller Incoming:** June 30, 2022
 - 103 attendees, recording [here](#)
 - Participants were interested in Christmas markets and events taking place in Bavaria. Bavaria content covered included: connectivity, city and countryside, events/festivals, places to stay.
- **KeyTours Vacations webinar:** September 28, 2022
 - 40 attendees, recording [here](#)
 - Presentation was focused on festivals and events throughout Bavaria. Participants were interested in Oktoberfest information such as tent reservations, tracht, hotel bookings during this time, and off the beaten path destinations recommendations.

B2B Webinars

Key Takeaways

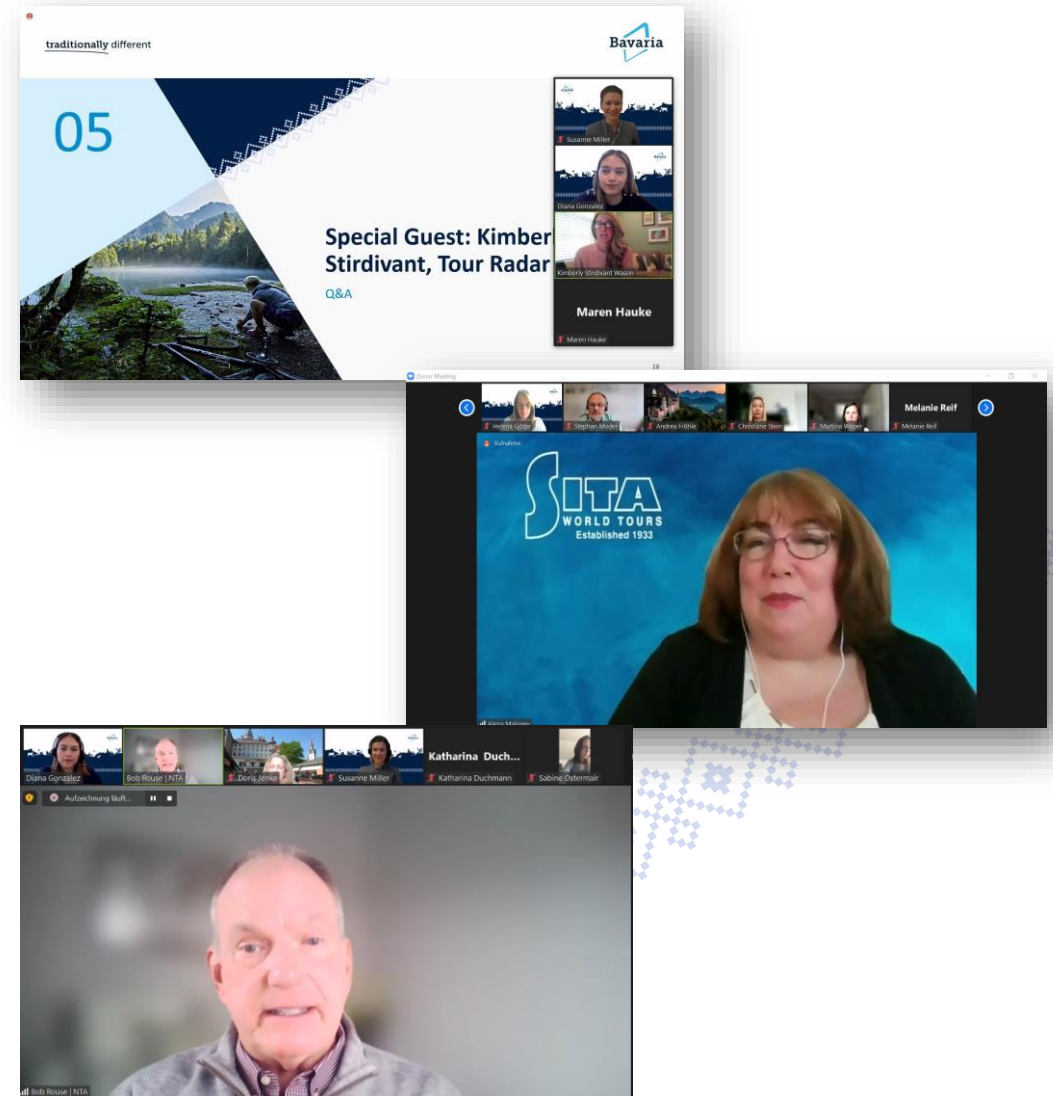
- **GNT0 webinar with MUC Airport:** October 4, 2022
 - 80+ attendees, recording [here](#)
 - Presentation was focused on events and festivals throughout Bavaria. Participants were interested in amenities at Munich airport as well as the number of Christmas markets across Bavaria and the opportunity for rail travel and tours in winter.

- **SITA World Tours:** October 5, 2022
 - 30 Attendees, recording [here](#)
 - Presentation was focused on city, countryside and Bavarian celebrations. Participants were interested to know more on the best time to visit Bavaria as well as the best time to go to the Bavaria Christmas Markets.

Market Updates USA

3x a year

- **Objective:** Designed specially for all Bavarian partners interested in the U.S market. These meetings have provided updated analysis with insights and trends of the market with keynote speakers and experts from the U.S tourism industry.
- **Meetings held in 2022**
 - **March 3:** 55 attendees
 - Guest speaker: Kimberly Stirdivant Wason, Partnership Director, Tour Radar
 - **June 8:** 24 attendees
 - Guest speaker: Alena Maloney, Business Development Manager, East Coast, SITA World Tours
 - **October 26:** 25 attendees
 - Guest speaker: Bob Rouse, NTA, Vice President Communications



American Airlines FAM Trip

October 13-19, 2022

- **Objective:** Invite top travel trade to experience Bavaria first-hand so they can better understand and sell Bavaria to their clients. Further, it was crucial to build a relationship with top U.S Airline: American Airlines.
- **Attendees:** 8 travel advisors, 2 AA sales manager
 - (Audley Travel, Exeter International, Trafalgar, Avanti Destinations, etc)
- **Location:** Munich & German Alpine Road (Chiemsee, Garmisch-Partenkirchen, Füssen, Lindau) Erding
- **Themes:** Bavarian traditions, nature, culinary
- AA will offer attendees incentives for booking Charlotte-Munich flight for their clients
- Holiday Follow-Up Postcards were mailed to each participant to stay top of mind

Note:
*Additional activity
outside of Bavarian
Connection package.*



Virtuoso Chairman's Event 2022

November 3- 6, 2022

- **Overview:** Alongside other industry partners (**Geisel Hotels, Munich Tourism, GNTO** etc.) Bavaria Tourism hosted the 2022 Virtuoso Chairman's Event in Munich
- **Attendees:** 180 top sales agency owners from all over the world plus the Virtuoso Team led by CEO Matthew Upchurch
- Bavaria Tourism organized day fam trips to surrounding destinations: Dachau, **GaPa, Nuremberg, Regensburg** and hosted a lunch at Xaver's
- Further program highlights included a Bavarian Night at Franziskaner in Munich, as well as events at Hotel Bayerischer Hof, Sofitel, Mandarin Oriental, Kempinski Hotel, and Rocco Forte The Charles



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03

B2C

Consumer Facing Marketing Activities

GNTO German.Local.Culture: Matador Network

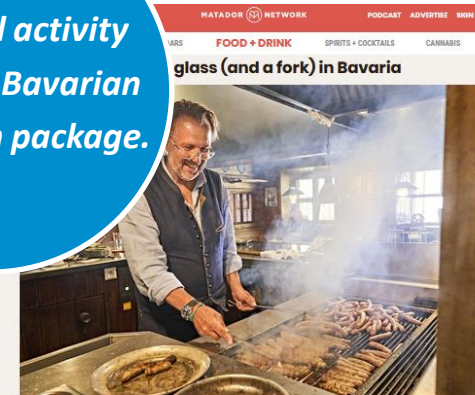


November 7, 2022- January 31, 2023

- **Objective:** Bring awareness and inspiration of Bavaria via Germany-wide high impact campaign with GNTO and Matador Network
- **Campaign Timeline:** 3 months
- **Campaign Title:** German.Local.Culture
 - 3 Germany articles with inclusion of Bavaria (German Alpine Road, Franconia, Würzburg, Bavarian Forest, Bavaria insiders: Florian Blickenberger and Silvia Beyer)
 - 1 display ad running on site
- **Results:** TBC, campaign still in progress

Note:

Additional activity outside of Bavarian Connection package.



The state of Bavaria is well known as an epicurean destination, but its northern region of Franconia has its own diverse list of culinary specialties. The local 1,200-year-old white-wine-making tradition still produces some of the country's best, most notably from the Silvaner grape. The white wine is often sold in unique bocksbeutel bottles: pot-bellied, flat bottles with a short neck.

Then there are the hundreds of breweries creating more than 2,000 varieties of beer, including specialties like Bamberg's *Schlankerla Rauchbier*, a "smoked beer" whose malt is exposed to the smoke of burning beechwood.

Delectable Franconian main dishes include crispy *Schäuferle* (pork shoulder), Franconian *Sauerbraten* (marinated pot roast), *Aischgründer* carp (usually baked or steamed), and *Klöße* (dumplings). Visitors will also undoubtedly come across *Nürnberger Rostbratwürste*: small, thin sausages traditionally served three at a time in a sandwich known as a *Drei im Weggli*. Travelers with a sweet tooth will love Nuremberg's *Lebkuchen* (gingerbread), which dates back centuries and is traditionally enjoyed during the Christmas market season along with a glass of *Gluhwein* (mulled wine).

Explore More



TASTE: Mountains and meat seem like natural bedfellows, but times they are a-changing. The first-ever **vegetarian mountain hut** in the Alps — the Hündeleskopfhütte near Pfronten, located between Lindau and Füssen — eschews Schnitzel and roasted pork in favor of delicious vegan zucchini lasagna and cheese *spätzle*, all based on traditional family recipes.

CRAFT: The art of goldsmithing has been popular in Bavaria for centuries, and local jewelry designer **Florian Blickenberger** has committed to keeping this tradition alive in his own way. His unique designs are directly inspired by Bavarian landscapes — sparkling lakes and spectacular mountains — making them ideal local keepsakes.

GREEN: The **Bavarian Forest National Park**, located two hours east of Munich, is Germany's first national park. It protects extensive woodland areas, mountain peaks, crystal-clear mountain streams, and Lake Rachelsee, the park's only glacial lake. A popular highlight is the 1,300-meter treetop walk, with its 44-meter tower and glorious views.

FLAIR: Würzburg offers an idyllic setting amidst photogenic vineyards and architectural splendors that reflect its long history. Built in the middle of the 18th century by Balthasar Neumann and with an iconic ceiling fresco by Tiepolo, the **Würzburg Residence** is one of the most lauded European royal courts of its time, and has been a UNESCO World Heritage Site since 1981.



2. The high road through the Bavarian Alps



Lindau on Lake Constance along the German Alpine Road. Photo: Reinhold Huber/Artelia Images

The Alps of Bavaria are — literally and figuratively — a high point in regards to outdoor beauty. The rugged peaks, peppered with lush green meadows and crystal clear mountain lakes, can be explored in a variety of ways, but one of the most memorable is the German Alpine Road. Germany's oldest tourist route stretches for almost 300 miles through southern Bavaria, from the harbor town of Lindau on Lake Constance, to Schönaun on Lake Königssee and the breathtaking Berchtesgaden National Park.

Along the way, don't miss the world-renowned Neuschwanstein and Herrenchiemsee castles, the Rococo splendor of the Pilgrimage Church of Wies (a UNESCO World Heritage Site), and the striking Baroque architecture of the monastery of Ettal Abbey. Memorable towns such as Oberammergau, Füssen, and Garmisch-Partenkirchen also dot the route.

Explore More



04

PR

Press Activities

*Excluded from Bavarian Connection Package

Travmedia IMM 2022

January 27, 2022

- Key angles of interest: culinary, sustainability, wellness, road trips and luxury
- Successful meetings with 25 travel writers from a variety of publications:
 - Travel + Leisure
 - National Geographic Traveler
 - Washington Post
 - Chicago Tribune
 - Food & Wine and many more..



BayTM Press Campaign 2022



Key Takeaways

- **Objective:** As a separate activity from the Bavarian Connection 2022 package, in 2022 BayTM continues with awareness and inspirational focused press campaign for Bavaria-wide via GNT0 USA. The main goal is Bavaria to remain top of mind and generate interest and stories as a travel destination post COVID-19 recovery.
- **Press activity includes:**
 - 2 Exclusive e-newsletters
 - 2 Virtual press conferences
 - 1 Press release
 - 2 in-person press events: New York City & Washington D.C- October 2022
- **Takeaway:** As COVID-19 travel restrictions have fully lifted in 2022 and Americans start traveling again, travel destinations become a competitive market; so, remaining consistently active under the Germany umbrella is crucial.

Exclusive Newsletters

2022

- Release date: February 3, link [here](#)
- Theme: Welcome to Bavaria's New Digital Home: Bavaria.Travel
- Recipients: 2,046
- Opening rate: 59%
- Article click rate average: 4%

- Release date: October 19, link [here](#)
- Theme: Bavarian Traditions Explained
- Recipients: 1,854
- Opening rate: 75%
- Article click rate average: 3%



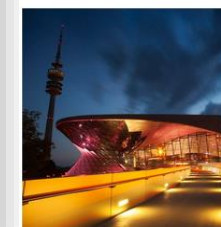
New Listicles

For many travelers, Bavaria is a [bucket list](#) destination! What might first come to mind is Oktoberfest and the fairytale-like [Neuschwanstein Castle](#). Alongside these, Bavaria offers plenty of more choices with a diverse flair that should be included in everyone's bucket list. How about discovering these [8 themed routes](#) for cultural lovers? Or what about [13 monastery breweries](#) worth visiting and tasting?

[Bucket list favorites](#)



German Alpine Road © erlobe bayern - Bernhard Huber

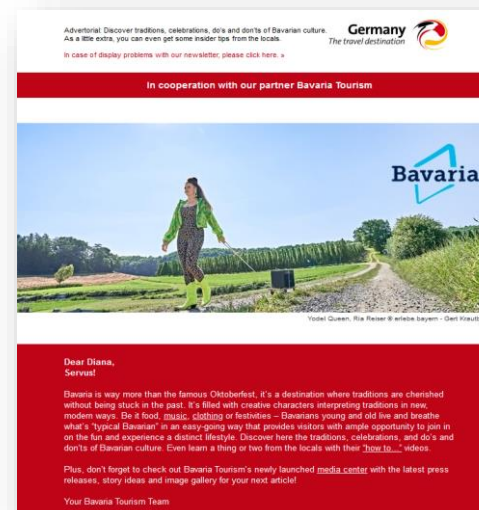


BMW World, Munich © erlobe bayern - Thomas Linke

City Checks

[Bavarian cities](#) like Munich and Nuremberg are world-renowned for their vibrant rich culture and history. Nonetheless, Bavaria has plenty of cities with similar qualities that are waiting to be discovered. Small city gems like [Edingen](#), known as Germany's comic capital or [Passau](#), city with Italian flair, which houses the largest cathedral organ in the world, should not be missed.

[More cities](#)



Hiking Franconia's Wine Region

Not only is beer a vital part of Bavarian culture but wine also takes its fair share. Bavaria's northern region, [Franconia](#) is well known for its wines mostly grown on the banks of the Main River. [Wine, growing](#) is a tradition going back hundreds of years ago and the charming landscape is perfect for a hike exploring the best vineyards of the region.

[Explore the vineyards](#)



© erlobe bayern - Thomas Linke



© erlobe bayern - Bernhard Huber

14 Historic Taverns and Inns

This special historic list highlights where to experience genuine Bavarian conviviality, coziness and hospitality in none other than the centuries-old taverns. [Taverns and inns](#) in Bavaria have existed for generations and are venues for family celebrations, and balmy cheerful evenings among friends. What better place to enjoy a true Bavarian meal than at a tavern that has more than 500 years of experience?

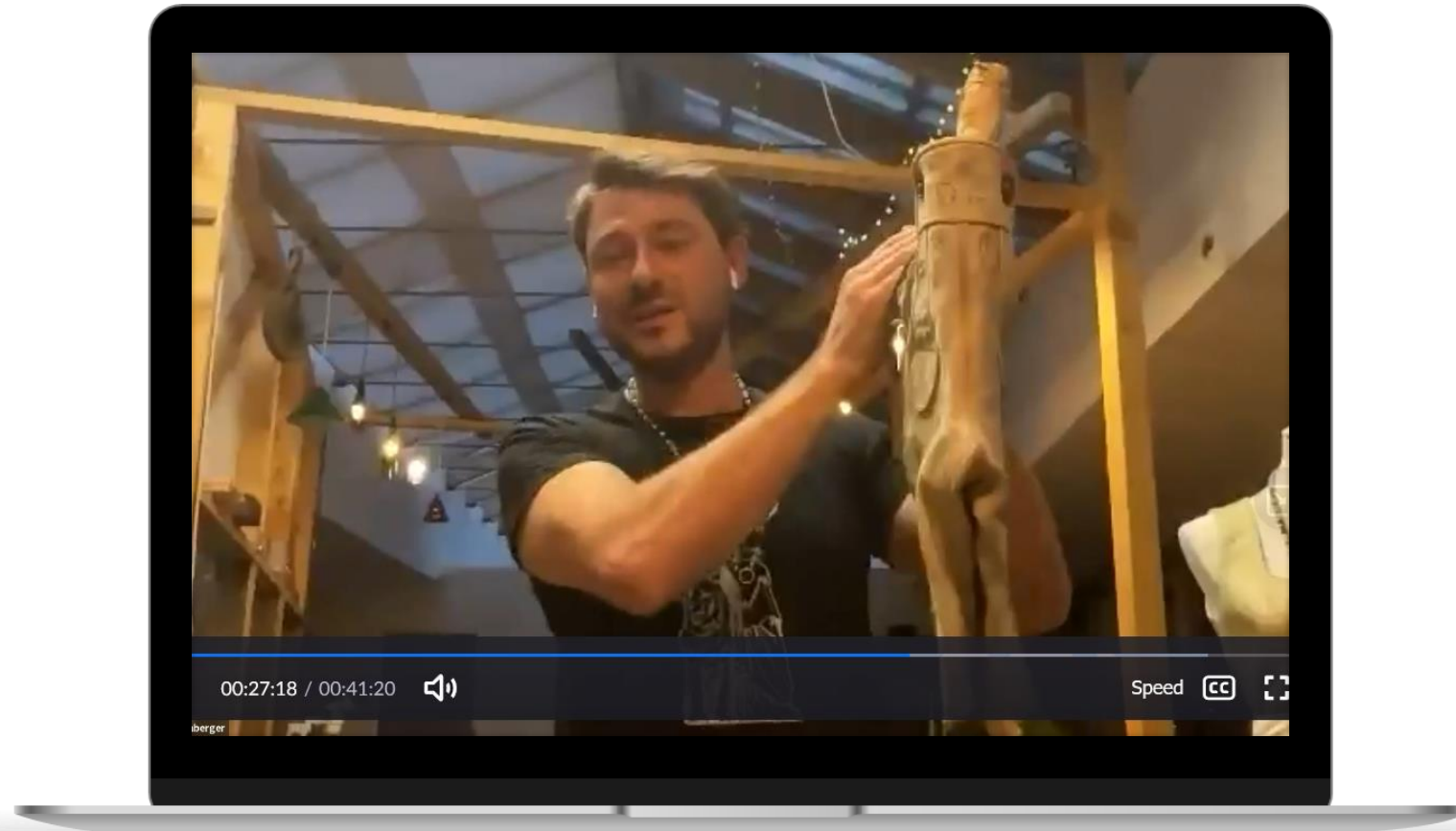
[Discover these gems](#)

Digital Press Conference

Date: April 7, 2022



- **Themes:** Culture and handcraft, Bavarian insiders, Bavarian traditions
- “Meet the Locals” press conference with Jewelry Designer and Bavarian insider, Florian Blickenberger from the Chiemsee Alpenland region. He provided a look into his showroom/boutique and inspiration for creating jewelry and traditional Bavarian pieces
- **44 U.S media attendees**
- Media was very engaged during presentation and admired Florian’s designs
- Link [here](#) (Password: v7dm5fF=)

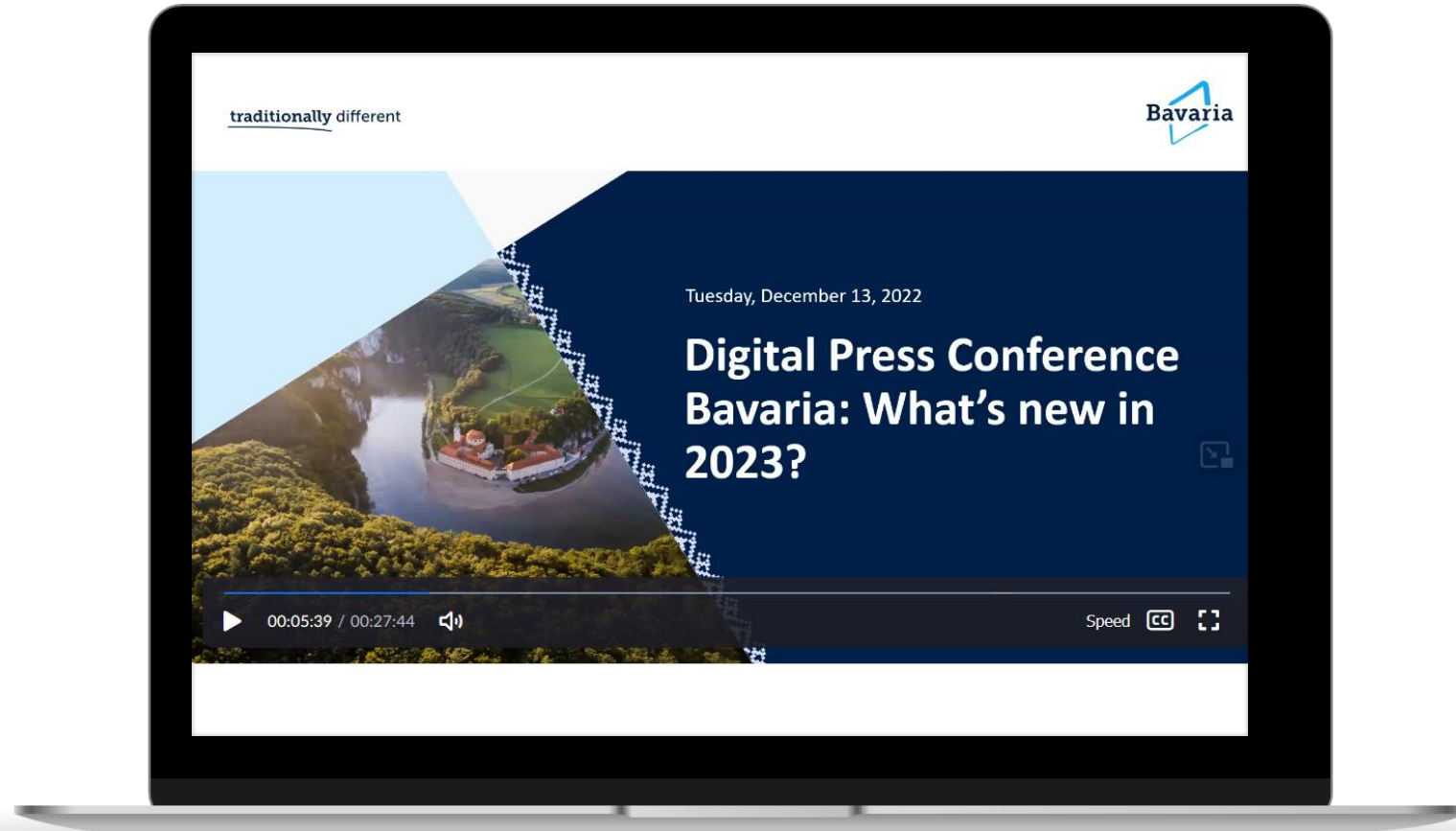


Digital Press Conference

Date: December 13, 2022



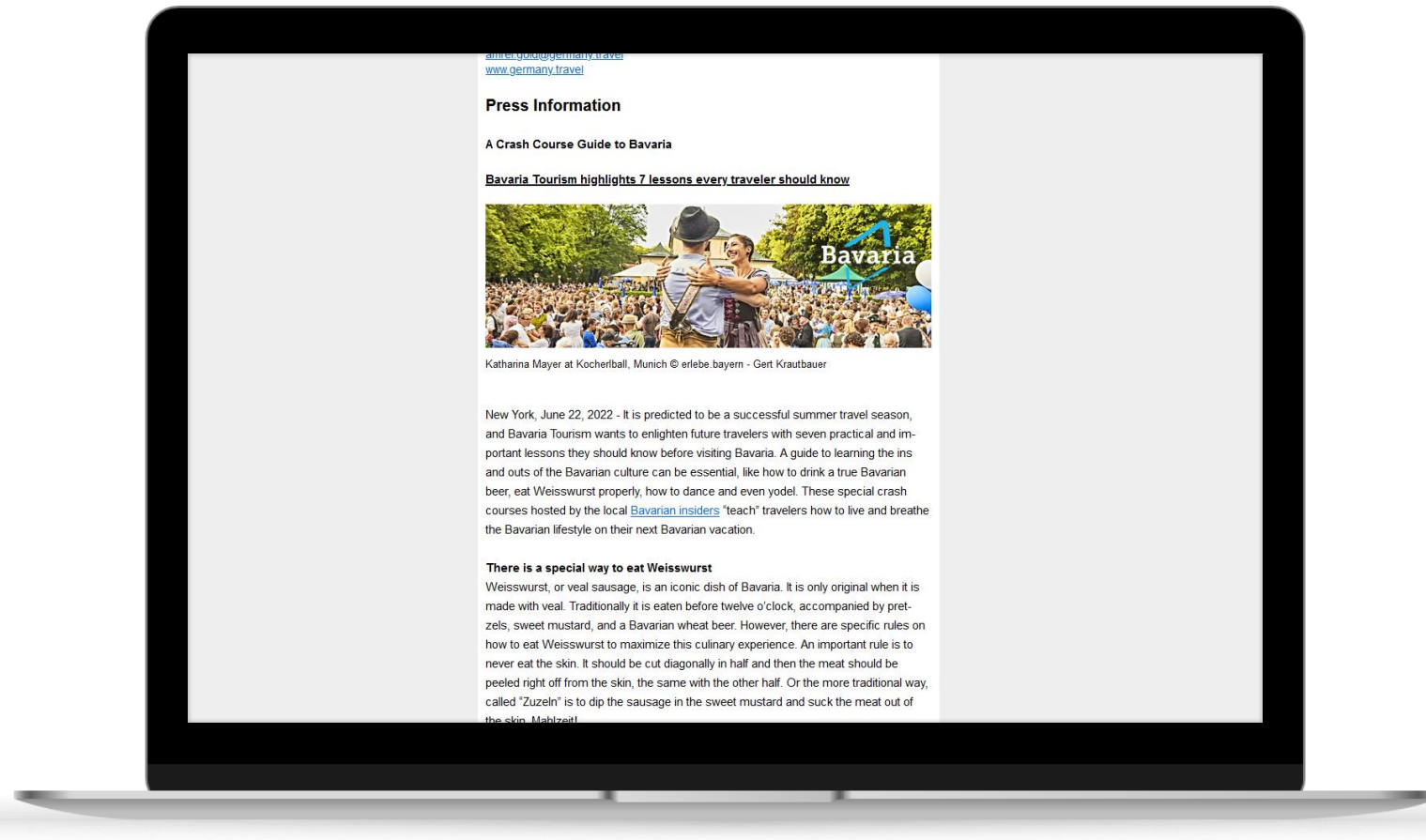
- **Themes:** What's new in 2023?
- Presentation on new Bavaria Insiders, plus, new stories and anniversaries for 2023 throughout Bavaria's cities, towns and regions
- **28 U.S media attendees**
- Media was interested in new hotel openings throughout Bavaria as well as best time to visit the local vineyards
- Link [here](#) (Password: *f*PkmDs7*)



Press Release

Date: June 2022

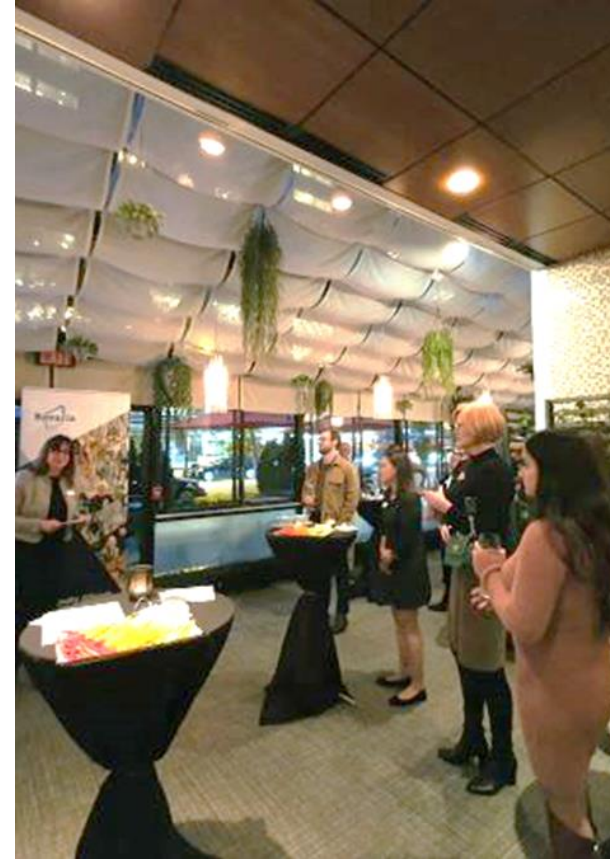
- **Release Date:** June 22, 2022
- **Theme:** Seven Practical and Important Lessons from Bavaria: A Crash Course Guide to Bavaria
- **Recipients:** 1,918
- **Opening rate:** 76%
- **Click rate:** 4%
- Link [here](#)



Press Events USA

Washington D.C & New York

- **Objective:** Bring awareness, inspiration and presence of Bavaria as a destination, Bavaria insiders, sponsored partners and its media stories to U.S.-based press in top media markets: New York City and Washington D.C.
- **Sponsor Partners:** Franconia, Munich and Rothenburg ob der Tauber
- **Washington D.C, October 12:** 30 press attendees: freelancers and on staff from Washington Post
- **New York, October 13:** 26 press attendees: freelancers (USA Today, Fodor's, Forbes) and one staff from Conde Nast Traveler
- **Results:** Potential press visit from Conde Nast Traveler staff writer in Spring 2023



Press Events

New York




Press Coverage 2022

Half-Year 1: Click on image for article link


FASHION ▾ LIFESTYLE ▾ BEAUTY ▾ TRAVEL ▾ ABOUT ▾ SHOP ▾ SPECIAL DEALS ▾ AESTHETIC PROCEDURES

Discover Bavaria: Oberammergau, Fussen, Garmisch-Partenkirchen and more!

by Tanya Foster | Jun 5, 2022 | Lifestyle | 2 comments



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amphitheater with the actors and singers being on an open stage. If you are looking to attend, click [HERE](#). The play runs through October 2 and there are still tickets available. The amphitheater seats 5,000 persons per play and it's played five times each week with Monday and Wednesday being off. Most people book a 2 or 3 day tour package which includes accommodations and your theater tickets. Click [HERE](#) for details. I highly recommend it and we will absolutely be back in 2023! 6/1/21 The Passion Play is performed in German. Ask for an English translation book.

The tourist town of Oberammergau is also known for its woodcarving. The streets of central Oberammergau are home to dozens of woodcarver shops, with pieces ranging from religious subjects, to toys, to humorous pieces. It's also known for 'Lichtmalerei' frescoes of traditional Bavarian themes, fairy tales, religious scenes or architectural drawings found on many homes and buildings. This technique was used by painter Franz Seraph Zwickl (1745-1792). Several of the famous painted houses that you can see are the Plautiahaus, Jukes House, Hansel and Gretel House and the Little Red Riding Hood House. The NATO school is also in Oberammergau which a lot of people don't know.

While staying in Oberammergau we enjoyed eating out daily, getting fresh baked goods from the local bakery (Bäckerei Brändwieser) each morning, taking the chairlift up the Kolbensteil and riding the Alpine Coaster down (Super Fun!), hiking the Kofel mountain, taking the gondola up the Luder mountain (highest mountain in Oberammergau), shopping, going to the Oberammergau Museum, hiking and bike riding. It's a walking town with everything easily accessible. We just loved staying in [this house](#) and feeling like locals. It also gave everyone the freedom to come and go as they wished.

Some of our favorite restaurants were Hotel Alta Post (our favorite spot for delicious schnitzel), Piccola Toscana (operated by a lovely couple from Tuscany!), Delice (Greek food), Zur Tini, Berni (bar and food), Pizzeria Wanger and daily ice cream at Paradiso Ice Caffe. There are lots of great hotels in Oberammergau so if you are looking to book I suggest you check out Hotel Gold, Hotel Wolf (dog friendly), Hotel Alta Post, Hotel Willibach and Hotel Neustein. If you are looking for a fantastic Sea & Greenhouse, check out my post from 2015 by clicking [HERE](#).

Schloss Linderhof and Ettal



A Crash Course Guide to Bavaria

DESTINATION & TOURISM | [BAVARIA TOURISM](#) | JUNE 28, 2022



Franconia region. (photo by Bernhard Huber)

WHY IT RATES: Bavaria is known for having some of Europe's most stunning landscapes and diverse history and culture. —Codie Liermann, Managing Editor

It is predicted to be a successful summer travel season, and Bavaria Tourism wants to enlighten future travelers with seven practical and important lessons they should know before visiting Bavaria. A guide to learning the ins and outs of the Bavarian culture can be essential, like how to drink a true Bavarian beer, eat Weisswurst properly, how to dance and even yodel. These special crash courses hosted by the local Bavarian insiders "teach" travelers how to live and breathe the Bavarian lifestyle on their next Bavarian vacation.

There Is a Special Way To Eat Weisswurst

Half-Year 2: Click on image for article link



Why we love it: Around 2,500 lights adorn the massive Christmas tree that towers over Munich's Marienplatz, fronting the Neo-Gothic town hall. But there's more to do than snap pictures for your friends back home. At this **cheery market**, festive activities like a Krampus Run (where around 300 runners dressed in the scary costumes treat through the city) and a *Christkindl* train with mulled wine offered on board are popular with both locals and visitors. Though it's only been held in Marienplatz since 1972, the market's roots are rumored to date back to the 14th century. Plan to stick around once you've downed your brew: Bavarian Advent music is performed live every evening at 5.30 p.m.



traditionally different



Thank You.

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