

traditionally different



January-June 2022

Bavarian Connection USA Half-Year Report: Einsteiger

Agenda

Bavarian Connection USA Half-Year Report 2022

- 01 Bavarian Connection USA 2022
- 02 B2B Marketing Activities
- 03 B2B Events & Conferences
- 04 PR (excludes 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

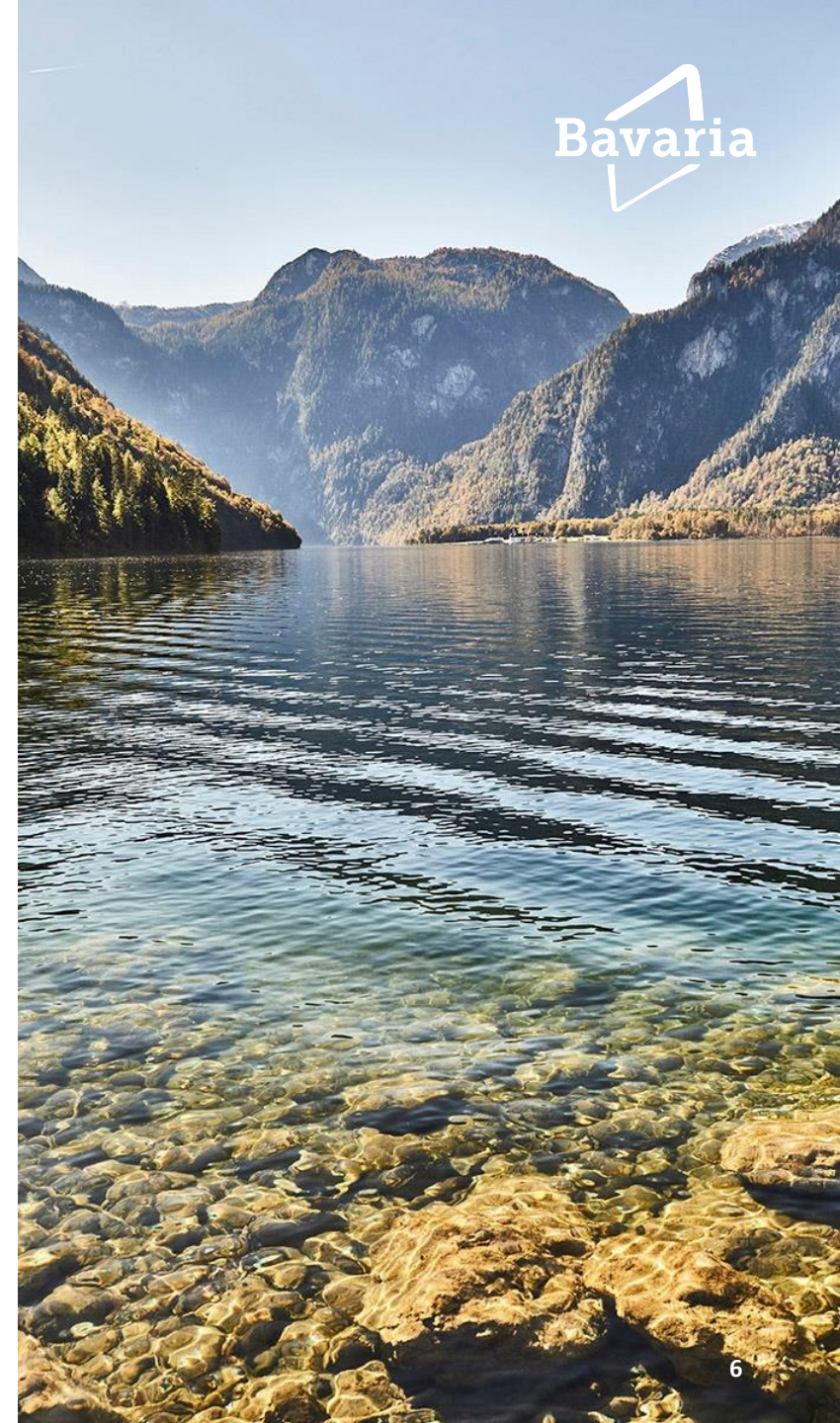
- **Monthly U.S activity update email**
 - Includes activity results, key learnings, market insights, travel industry feedback and special inquiries exclusively for Bavarian Connection Partners
- **Bavarian Connection Digital Networking Event**
 - Exclusively for Bavarian Connection Partners, update 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



Bavarian Connection USA

Networking & Partner Management

- **Destination familiarization and partner visits:**
 - April 2022
 - GTM: Oberammergau, Zugspitze, Füssen for GTM 2022
 - Munich suburbs
 - Munich hotel partner visits: Platzl Hotels and Geisel Privathotels
 - Upcoming Summer 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.



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02

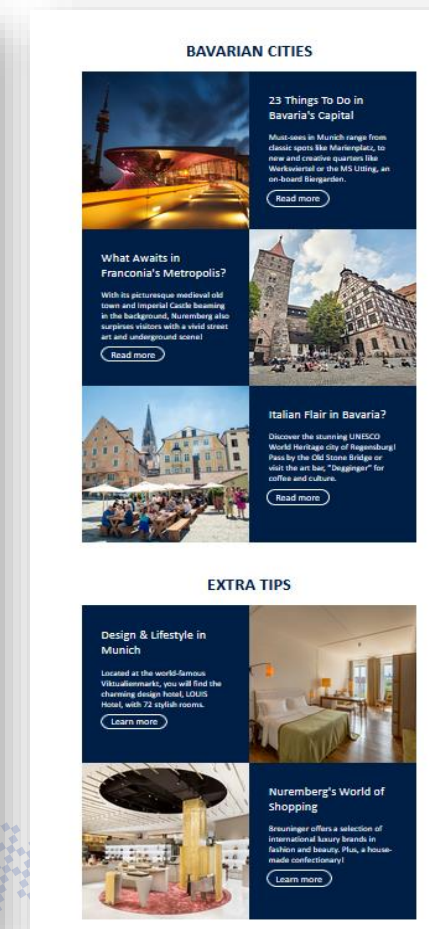
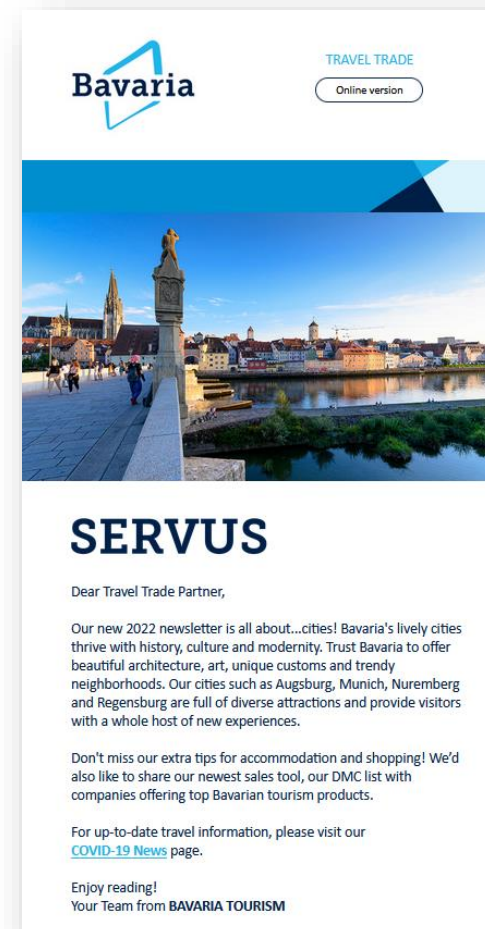
B2B

Travel Trade Marketing Activities

BayTM B2B Newsletter

March 24, 2022

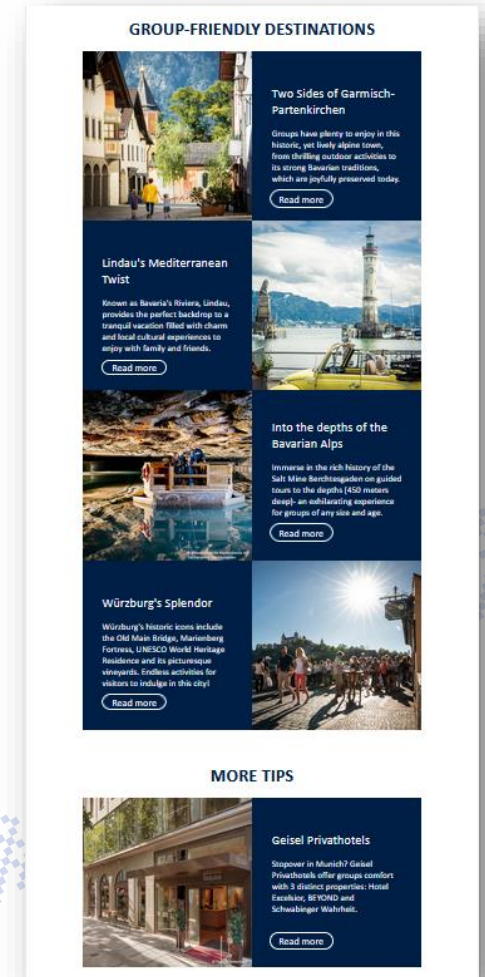
- **Subject:** City Travel in Bavaria: Hot Tips for Spring 2022
- **Featuring:** Breuninger, LOUIS Hotel, Munich, Nuremberg, Regensburg
- **Recipients:** 47,803
- **Opening rate:** 20%
- **Click rate:** 5%
- **Link:** [here](#)



BayTM B2B Newsletter

May 24, 2022

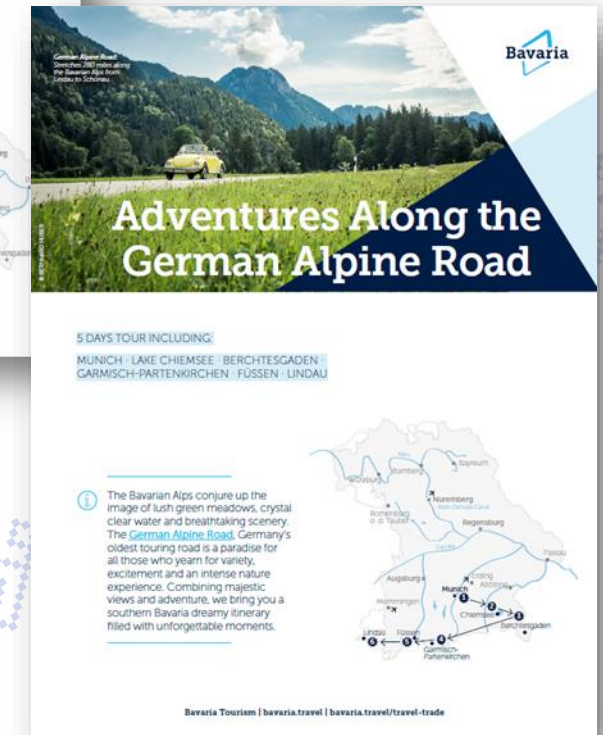
- **Subject:** Groups Vacations Bavarian Style
- **Featuring:** Garmisch-Partenkirchen, Geisel Privathotels, Lindau, Salt Mine Bertchtesgaden, Würzburg
- **Recipients:** 43,773
- **Opening rate:** 20%
- **Click rate:** 2%
- **Link:** [here](#)



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](#).
 - It was included in TravelPulse's [Bavaria Microsite](#) campaign as downloadable material from April 1-June 30. Campaign generated 296,258 total impressions.



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 in 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 in included: connectivity, city and countryside, events/festivals, places to stay.
- **GNTO webinar with MUC Airport:** Scheduled for October 4, 2022

03

B2B

Travel Trade Events and Conferences

B2B Conferences 2022

Digital & in-person

- ETOA North America Marketplace, March 1 (digital)
- Germany Travel Mart, May 1-3 (Oberammergau, Bavaria)

Coming up later in the year...

- GNTA 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)



Key Takeaways

■ ETOA North America Workshop

- Met with over 15 tour operators from U.S and Canada, a mix of new, small and large tour operators focused on FIT and escorted group including: Globus, Tenon Tours, Uniworld, Holiday Vacations, Custom Travel Network, etc.
- Many were interested in working more closing in Germany and Bavaria with a DMC to provide their guests with more destination options.
- At that time, there was very little concern from clients about the war in Ukraine, according to these specific tour operators.
- Special interest of most of their clients focused on culinary, road trips, culture and history.

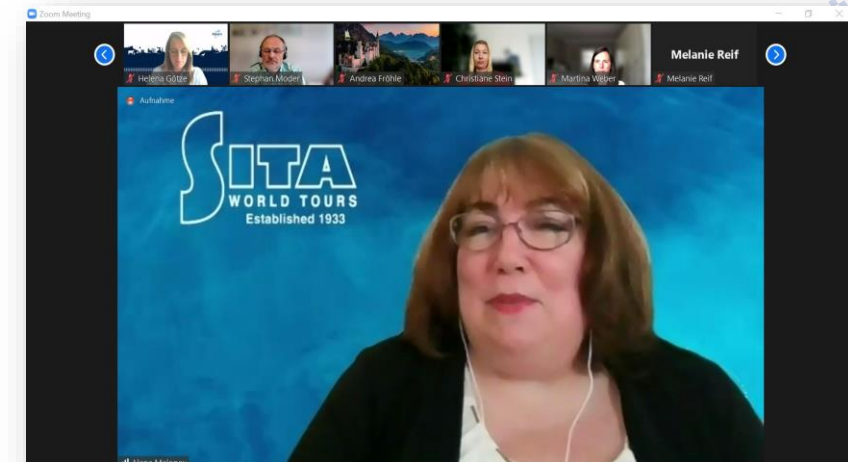
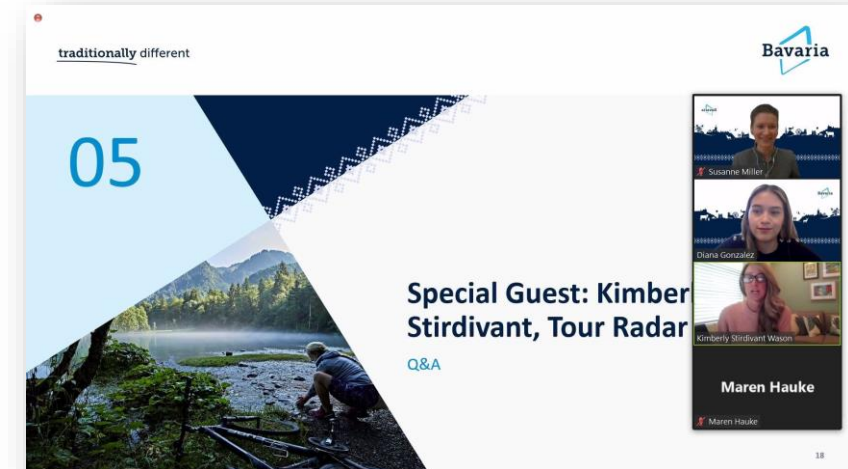
■ Germany Travel Mart, Oberammergau & Zugspitze Region

- Met with over 25 tour operators with a strong focus on selling Bavaria such as Globus, Tauck, Goway, VBT Bicycling Vacations,
- Main themes of discussion included: sustainability-related activities and accommodation, rail travel routes, new nature routes for cycling/light adventure, and immersive experiences.
- War in Ukraine and political turmoil had small impact of some of their businesses, but concern did arise with some clients.
- Many operators were interested in adding southern Bavaria to their itineraries

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 tourism industry.
- **Meetings held in 2022**
 - March 3: 55 attendees
Kimberly Stirdivant Wason, Partnership Director, Tour Radar
 - June 8: 24 attendees
Alena Maloney, Business Development Manager, East Coast, SITA World Tours



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.

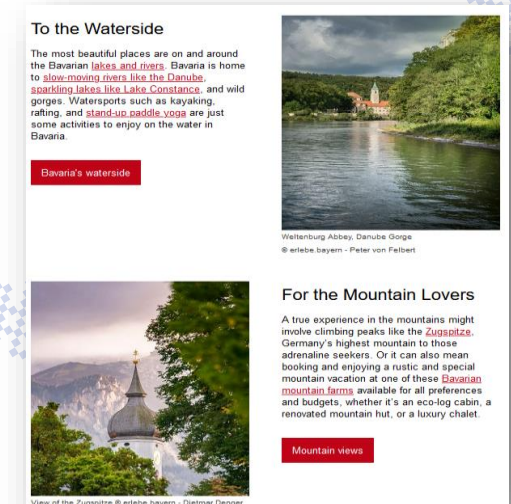
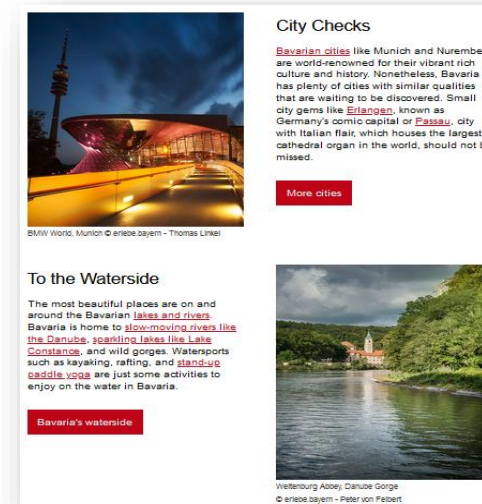
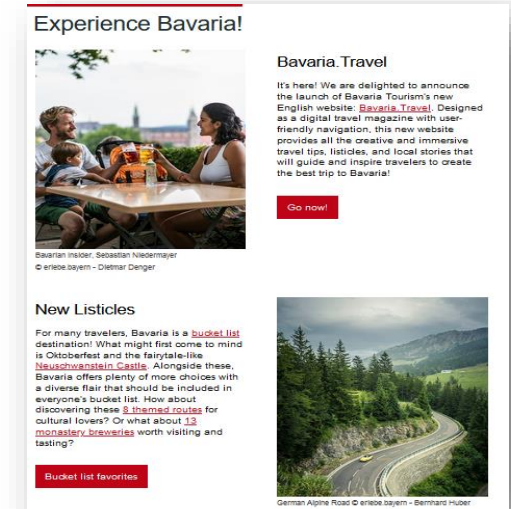
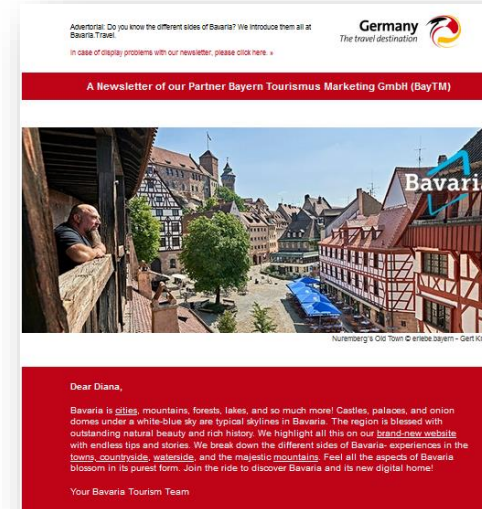
- **Press activity includes:**
 - 2 Exclusive e-newsletter
 - 2 Virtual press conferences
 - 1 Press releases
 - 2 in person press events: New York City & Washington D.C- October 2022

- **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

February 2022

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

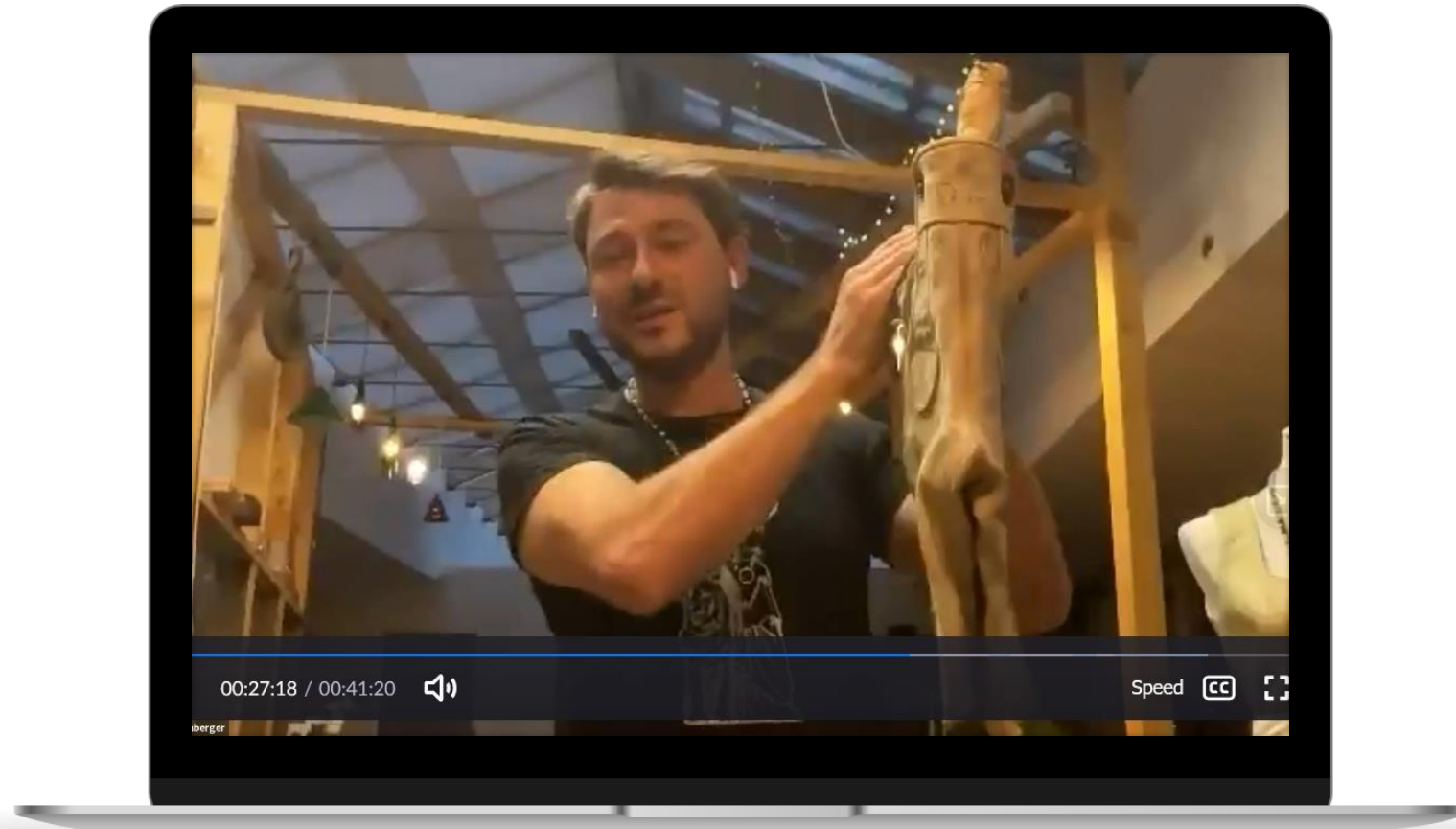


Digital Press Conference

Date: April 7, 2022



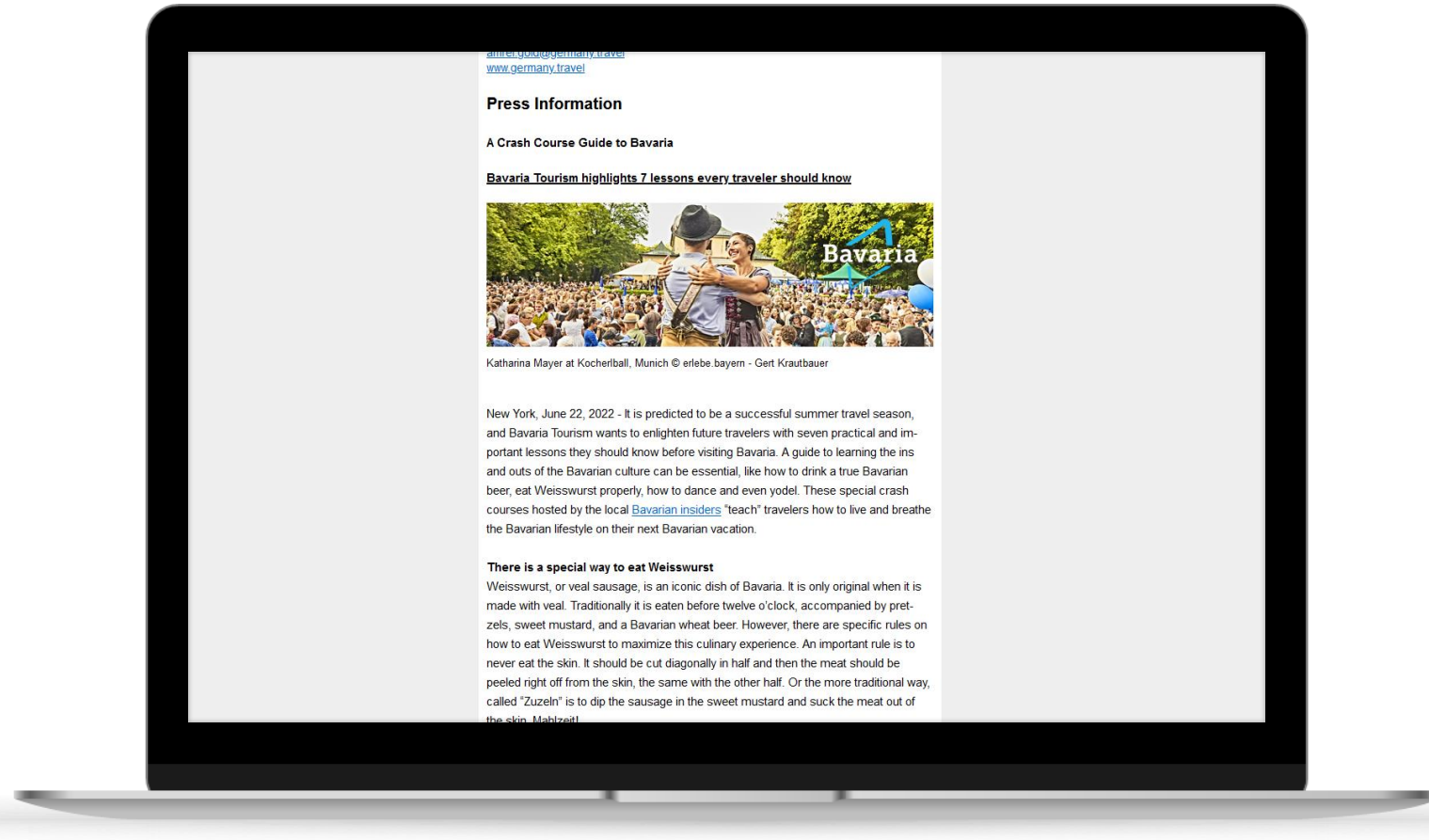
- **Themes:** Culture and handcraft, Bavarian insiders, Bavarian traditions
- “Meet the Locals” conference with Jewelry Designer and Bavarian insider, Florian Blickenberger from the Chiemsee Alpenland region. He provided a look into his showroom/boutique and inspiration for creating jewelry and traditional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



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 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 'Luttenmalerei' 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 Zwick (1745-1792). Several of the famous period houses that you can see are the Plautzhaus, 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 seeing out daily, getting fresh baked goods from the local bakery (Bäckerei Brändwieser) each morning, taking the chairlift up the Koblenzthal 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 Neumann. If you are looking for a fantastic Set & Breakfast, 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

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Thank You.

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