

PRESS RELEASE

@golakeconstance brings the Four-Country Region to an international audience

- New social media channel @golakeconstance strengthens Lake Constance's international presence
- Reels, Stories and inspiring content showcase the diversity of the Four-Country Region

Constance – Four countries, one lake and countless ways to experience it: With the launch of the new international Instagram and Facebook channel @golakeconstance, the International Bodensee Tourismus GmbH (IBT) is expanding its digital presence for international audiences. The English account presents Lake Constance as a cross-border destination and inspires travellers to discover the Four-Country Region.

Inspiration and the region's diversity are at the heart of @golakeconstance. Through Reels, Stories and carousel posts, the channel takes its international community to special places around Lake Constance, showcasing everything from nature and outdoor experiences to cities, culture, culinary highlights and excursion destinations. At the same time, the content highlights one of the destination's unique features: the opportunity to experience four countries in a single trip.

The channel's content strategy is based on IBT's latest source market analysis and is designed to reach potential visitors in the key international markets of the USA, Italy, the UK, France and the Netherlands, addressing each market with the most relevant themes and travel interests. The new channel complements IBT's existing international marketing activities and aims to engage potential visitors during the inspiration and travel-planning stages of their journey.

"With @golakeconstance, we are creating a central digital inspiration channel for our international visitors. We want to show just how close four countries are here and how diverse a trip to Lake Constance can be. The different formats allow us to share the stories and experiences of our region in a contemporary and engaging way," says Nina Hanstein, CEO of International Bodensee Tourismus GmbH.

Discover and follow:

Instagram: [@golakeconstance](https://www.instagram.com/golakeconstance)

Facebook: [@golakeconstance](https://www.facebook.com/golakeconstance)

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About Internationale Bodensee Tourismus GmbH – Tourist Board of Lake Constance:

Internationale Bodensee Tourismus GmbH (IBT GmbH) is the cross-border destination management and marketing organisation for the four-country region of Lake Constance. Representing the interests of nine shareholder organisations from Germany, Austria, Switzerland and the Principality of Liechtenstein, IBT GmbH promotes the region as a shared tourism destination. Its flagship product for visitors and residents alike is the Bodensee Card^{PLUS}, which brings together more than 160 attractions and tourism partners across four countries, encouraging cross-border travel and experiences. www.bodensee.eu/en

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