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Panel “Destinations adaptation to and mitigation of climate change”

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German National Tourist Board

Supported by:
Federal Ministry
of Economic
and Energy
on the basis of a decision
by the German Bundestag

Germany
The travel destination
www.germany.travel

Quality tourism strategy:

Tourism that creates and maintains spaces worth living in harmony with nature and culture, contributes to the quality of life of all people - visitors and locals alike - and positively shapes the image of Germany abroad.

Challenges

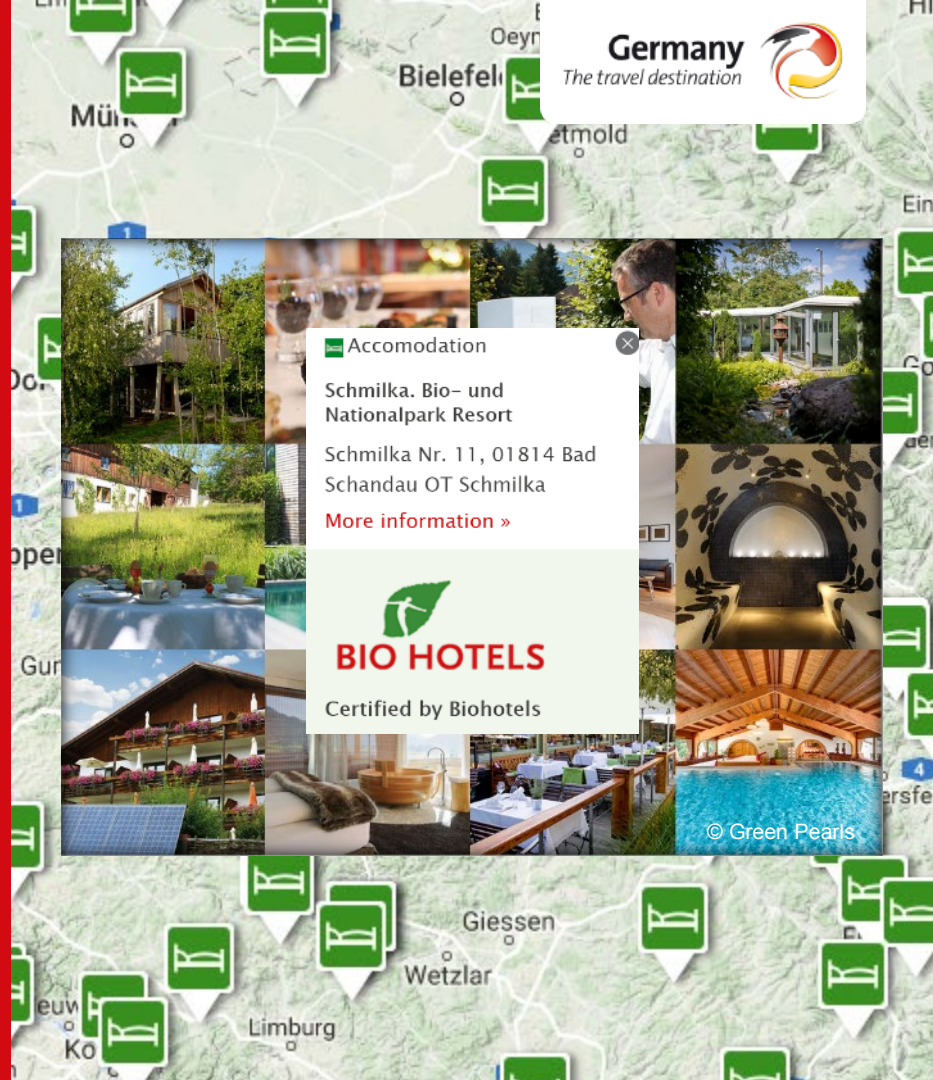
- **Political and strategic guidelines**
- **Knowledge and motivation**
- **Digitalisation**
- **Networking (within tourism and beyond)**
- **Quality proof (certification)**
- **Visibility of sustainable products and services**

Green Travel Map Germany

Certified accommodation at a glance

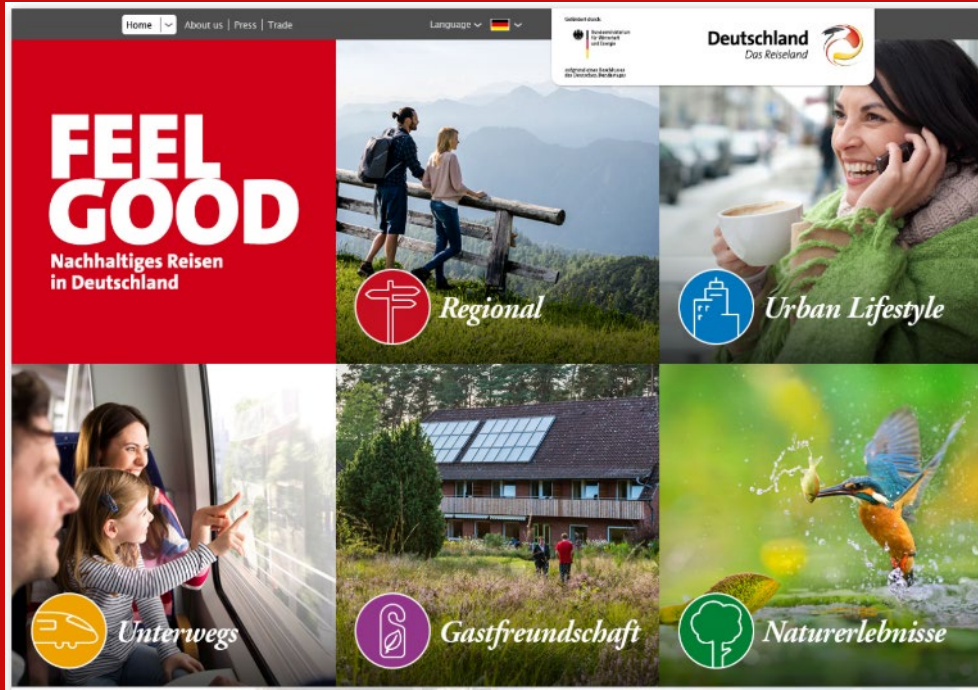
- Easy access to sustainable accommodation in whole Germany
- From EcoCamping up to star rated hotels
- Planning service for travelers, tour operators, travel agents, booking services and journalists

➡ www.germany.travel/sustainability



Campaign „Feel good“ 2020

Make sustainable tourism offers visible!



Highlights of sustainable tourism
in Germany

4 sectors:
Tourism regions
Cities / Villages
Mobility
Accommodation

Microsites and Social Media campaign

Focus on benefits for the client