



Barnim County

*Paul Wunderlich* HAUS



## Barnimer Land

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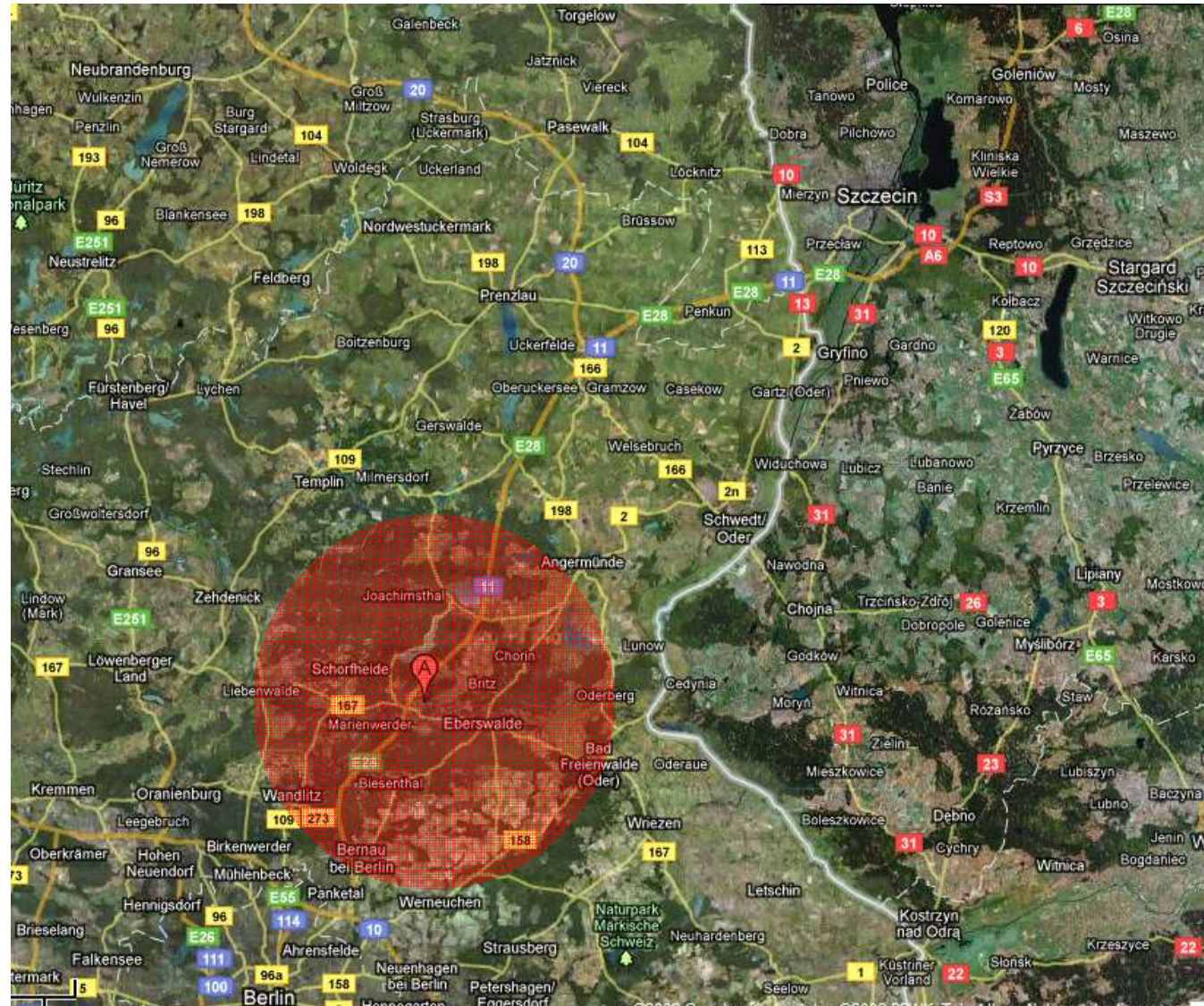
Marketing a Tourist  
Destination  
in the Berlin  
Metropolitan Area



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## Location



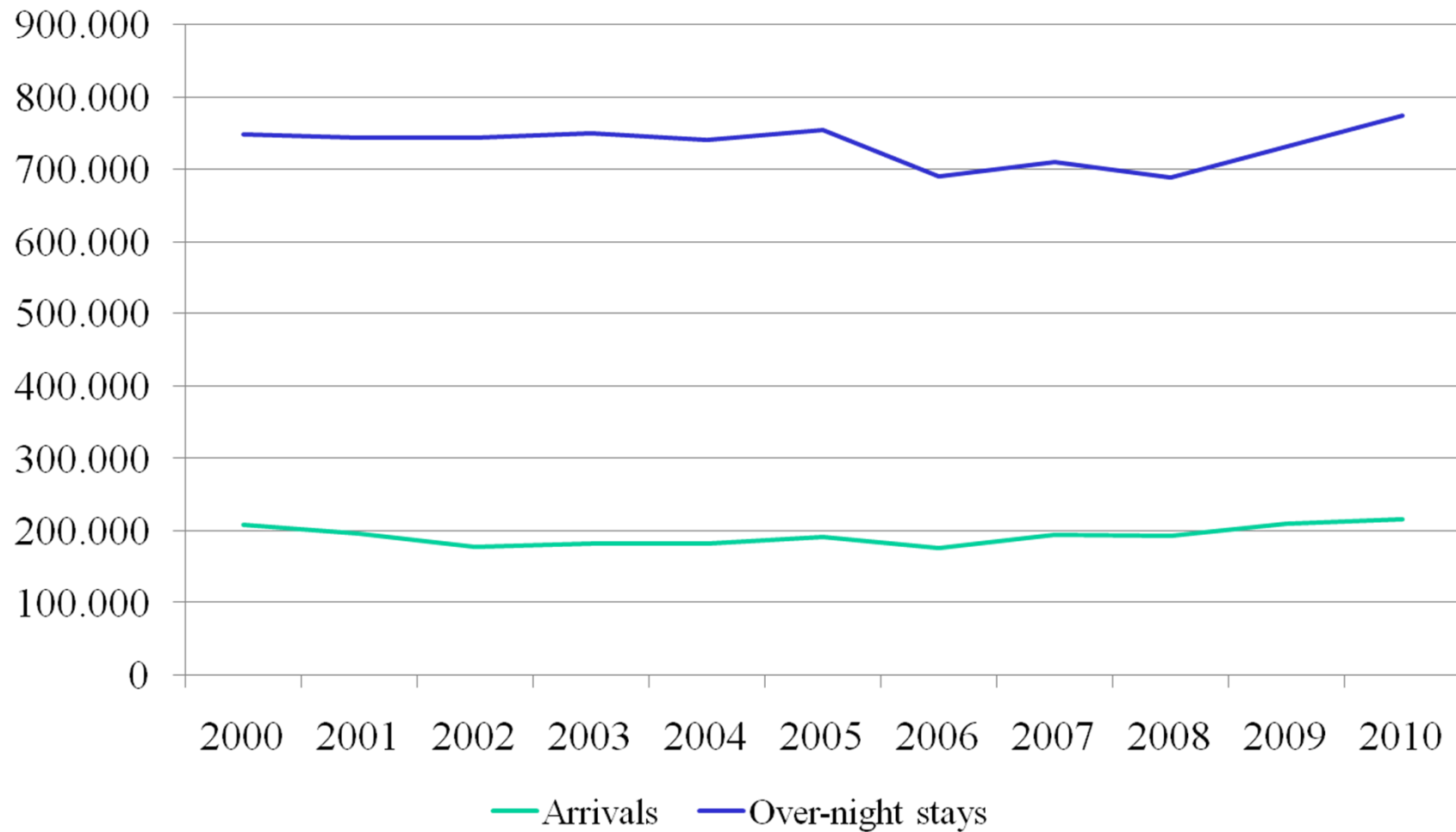


## Facts and Figures:

<b>Area:</b>	1.470 km <sup>2</sup> (52% wooded areas and water bodies, 60% under nature/landscape protection)
<b>Population:</b>	177.000 inh.
<b>Pop. density:</b>	8.300 m <sup>2</sup> per inh. (Berlin: 260 m <sup>2</sup> per inh.)
<b>Gross sales of the tourism sector:</b>	280 mio. €/a
<b>GDP share of tourism sector:</b>	5 %
<b>Length of waterways:</b>	100 km
<b>Length of cycling trails:</b>	700 km
<b>Length of hiking trails:</b>	1.000 km



## Facts and Figures:





## Marketing Strategy:

### What it is based on:

#### State Tourism Marketing:

- ‚Strategic Marketing Plan of the TMB 2008-2012‘
- ‚Principles for the Further Development of Tourism in the State of Brandenburg‘
- yearly marketing plan of the TMB
- yearly marketing themes of the TMB

#### Own Sources:

- ‚Tourism Marketing Concept for the Barnimer Land Destination‘
- Study about Value Generation from Tourism (2008)
- market research
- survey of one-day visitors

#### Third Party Sources:

- ‚Tourism Barometer‘ of the Association of Local Savings Banks in the New Länder



## Marketing Strategy:

### What its elements are:

- Principles
  - focus on selected themes
  - clear definition of responsibilities among the actors
  - inner-regional communication within the destination area
  - cooperation concerning supra-regional marketing
- Image Strategy
  - *„Experience nativeness from up close“*
- Marketing Area Strategy
  - main marketing areas
  - secondary marketing areas
  - marketing areas abroad
- Target Group Strategy
  - length of stay
  - socio-demographic characteristics
  - motives for visit



## Marketing Strategy:

### Selected Marketing Themes and Highlights

#### *BARNIM natural*

- Barnim nature park
- Biosphere reserve Schorfheide-Chorin
- Lake Werbellin
- glacial landscape
- Eco-village Brodowin
- Chorin Monastery
- etc.

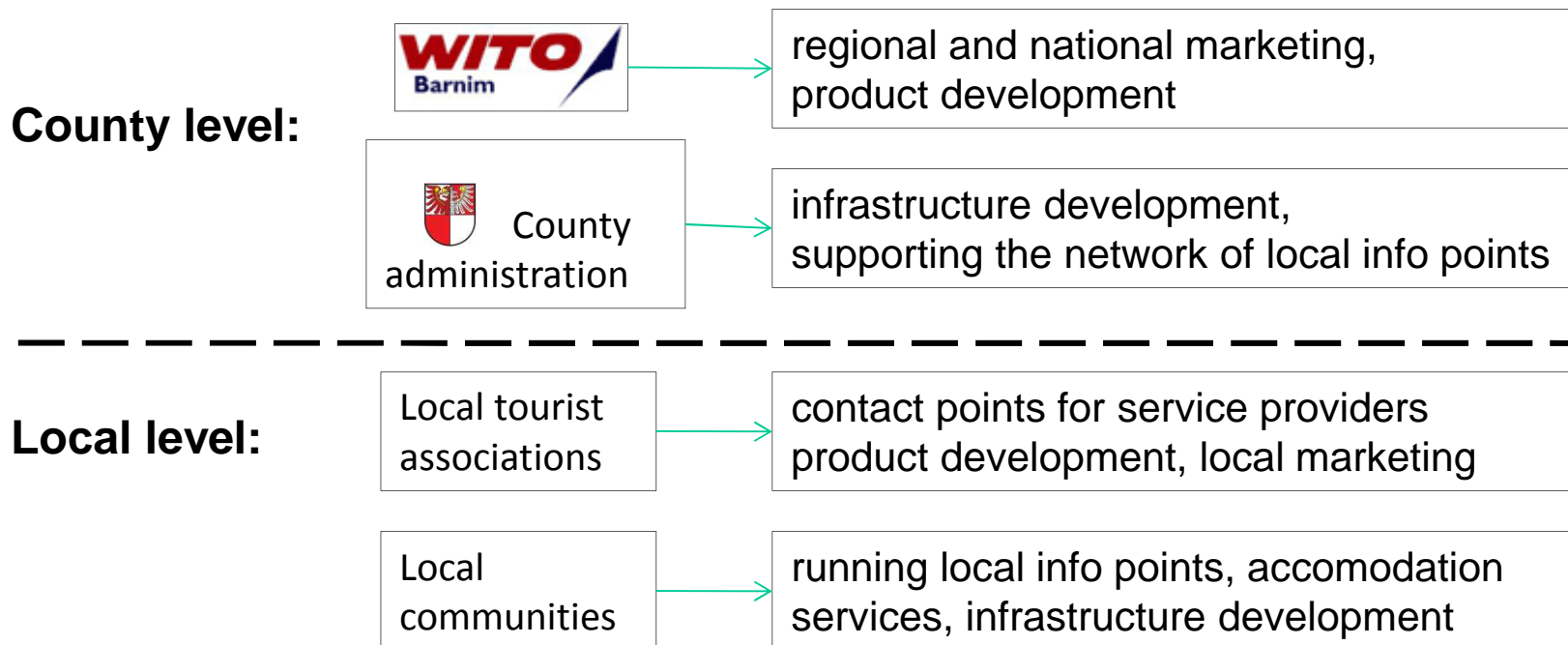
#### *BARNIM historical*

- Finow Canal
- ‚family park‘ in Eberswalde
- Niederfinow ship lift
- museum of aviation history
- ‚Heidekrautbahn‘ (a traditional rail line connecting the county to Berlin)
- Chorin Monastery
- etc.



## Marketing Strategy:

Who the actors are involved in its implementation:





## Marketing Plan 2011:

### Its elements:

- internal communication/marketing activities inside the Barnimer Land, e.g.
  - info tours for service providers and info points personnel
  - county tourism conference
  - running a digital platform for information exchange between the regional partners
- cooperation with external organisations
- trade fairs/promotional activities
- publications
- running a website ([www.tourismus.barnim.de](http://www.tourismus.barnim.de))



# Marketing Plan 2011:

## Trade Fairs

Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
<b>CMT Stuttgart 2011</b>											
	15.- 23.01.		Prospektservice								
<b>boot Düsseldorf 2011</b>											
	22.- 30.01.		Prospektservice								
<b>Reisen Hamburg 2011</b>											
	09.- 13.02.		Prospektservice								
<b>ITB Internationale Tourismus Börse Berlin 2011</b>											
		09.- 13.03.									
<b>Reisemarkt Ostbahnhof (Koordination durch die WITO)</b>											
			02.04.								
<b>Brandenburg-Tag in Berlin Spandau</b>											
			30.04.								
<b>Promotionaktion in Kooperation mit VBB zum Event „48h Werbellinsee“</b>											
				14. bis 15.05.							
<b>Erlebnismesse „Mensch und Gesundheit“</b>											
				21. bis 22.05.							
<b>Eröffnung Zisterziensertour</b>											
				28.05.							
<b>Eröffnung Werbellinkanal</b>											
				17.06.							
<b>5. VW-Käfer, Bulli- und Buggytreffen</b>											
				17. bis 19.06.							
<b>Radtheater – Sternfahrt nach Schwedt/ Oder</b>											
				25.06.							
<b>RDA-Workshop Köln 2011</b>											
				01.07.				Prospektservice			
<b>19. Brandenburgischer Tourismustag in Potsdam</b>											
								16.09.			
<b>Reisemarkt Ostbahnhof</b>											
								24.09.			
<b>Reisemesse Potsdam (Anmeldung durch WITO)</b>											
									12.-13.11.		