

## **About**

The German National Tourist Board (GNTB) is the central organisation for marketing Germany as a travel destination. We aim to communicate the beauty, diversity, romance and vibrancy of the country to people of all ages in Germany and abroad. \*

# **Campaign Objective**

Promote the destination of Germany to encourage the GCC nationals to visit it.

## **Target Audience**

Females and males across GCC.

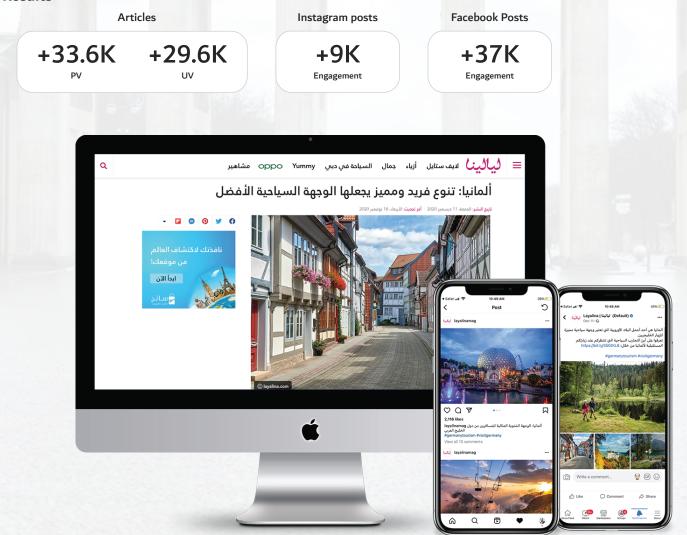
#### **Markets**

GCC.

## Solution

- · Published SEO articles on Layalina.
- · Launched Social media posts over Layalina Facebook and Instagram.





• https://www.germany.travel/en/about-us/about-us.html

- Source: Google analytics.
  Source: Facebook and Instagram.