

Germany

The travel destination



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.

Results

Articles

+33.6K

PV

+29.6K

UV

Instagram posts

+9K

Engagement

Facebook Posts

+37K

Engagement

