



# SAARLAND

## Developing a Tourism Destination



## LOCATION

- smallest federal state in southwest Germany
- border triangle France, Luxemburg, Germany
- area of 2.569 km<sup>2</sup> - 30 % forest
- population 1 million
- six counties
- capital city Saarbrücken



LANDMARK  
*the saar river bend*



*Völklinger Hütte World Cultural Heritage Site*





*Bostalsee Lake*



*National Park Hunsrück-Hochwald*



*UNESCO Biosphere Reserve Bliesgau*



*Baroque Heritage of Saarbrücken*



*Culinary Delights*

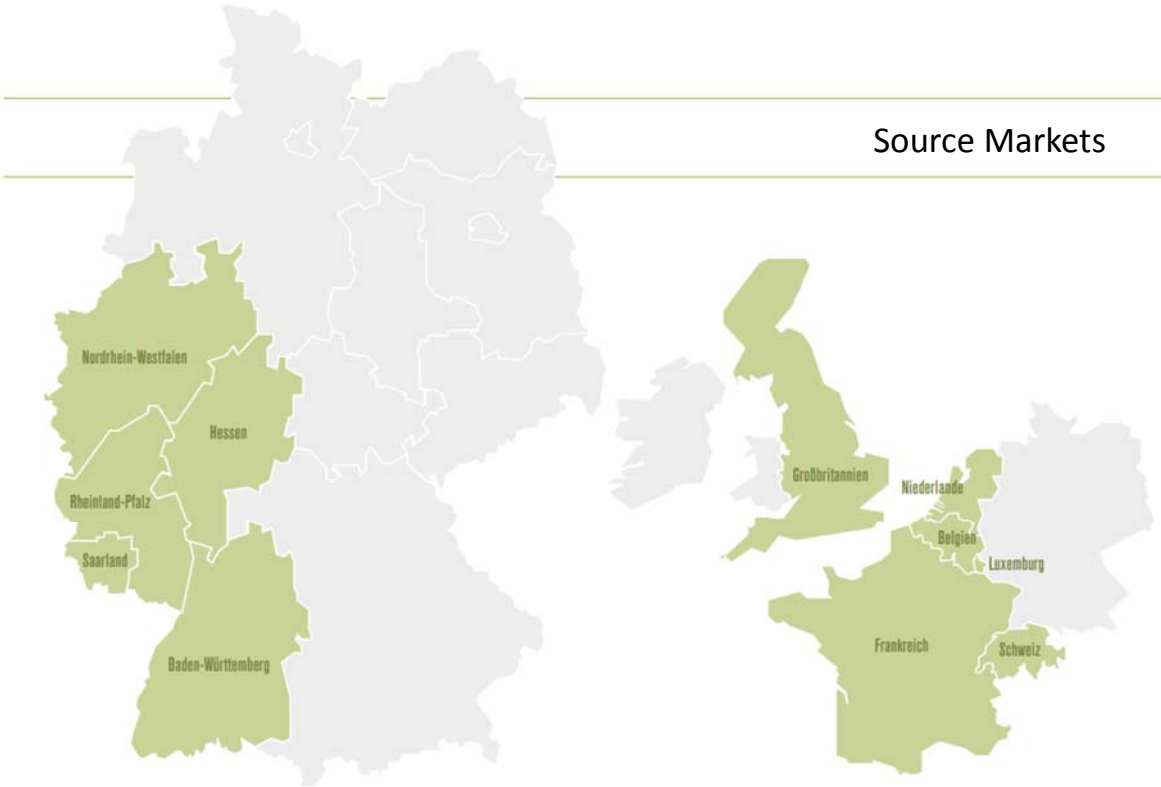
## TOURISM IN SAARLAND

# FACTS AND FIGURES



Source: Data Statistisches Amt Saarland 2018

# FACTS AND FIGURES



## FACTS AND FIGURES



Hiking 40 %



Nature Holidays  
37 %



Biking 34 %



Culinary Travel 32 %



Family Holiday  
31 %



Visiting Industrial  
Heritag Sites 29 %



City Trips 29 %



Cultural Travel 27 %



Wellness 24 %

### Travel Topics

Why do guests  
want to visit  
the Saarland ?

Source: insepktour GmbH. Destination Brand 16

## ECONOMIC EFFECTS



31,10 Mio. + 8,40 Mio. = 39,50  
daytrips                      overnight stays                      Mio.



days spent



95,60 €

expenses per  
overnight staying  
guest and day



1,40 Mrd.

gross revenue



33.000

employees in  
tourism

# TOURISMUS ZENTRALE SAARLAND

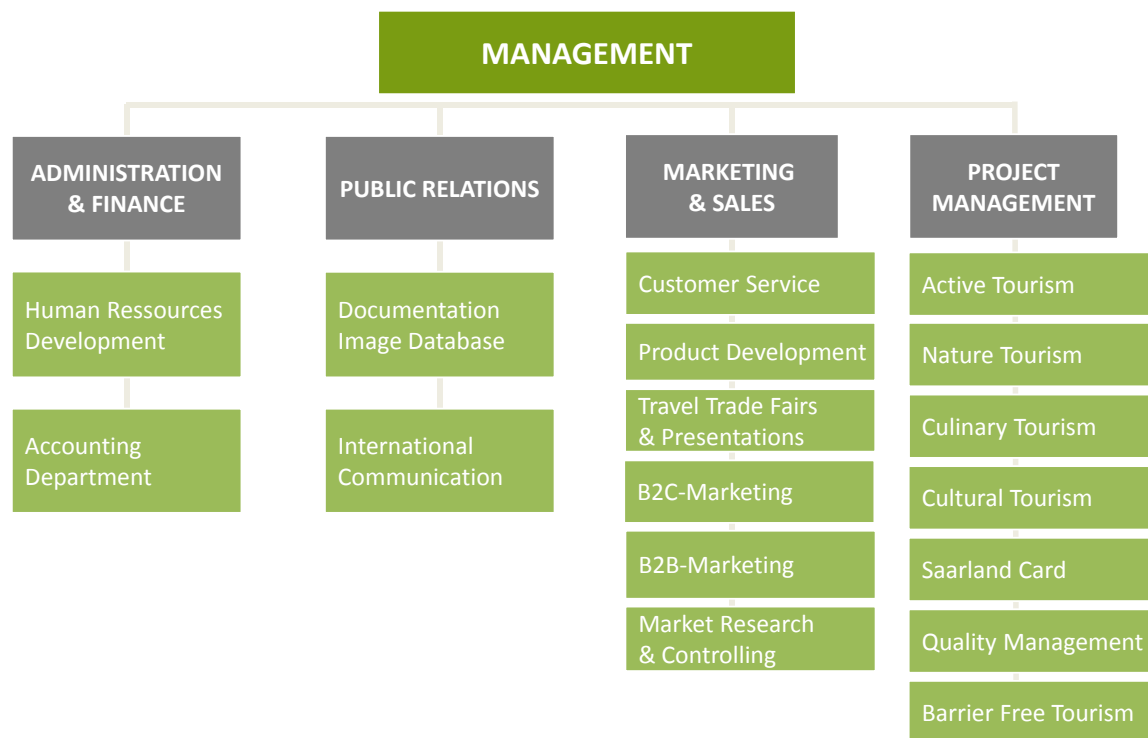
*the state's tourism board*



*that's us*



# ORGANISATIONAL CHART



## WHAT WE DO

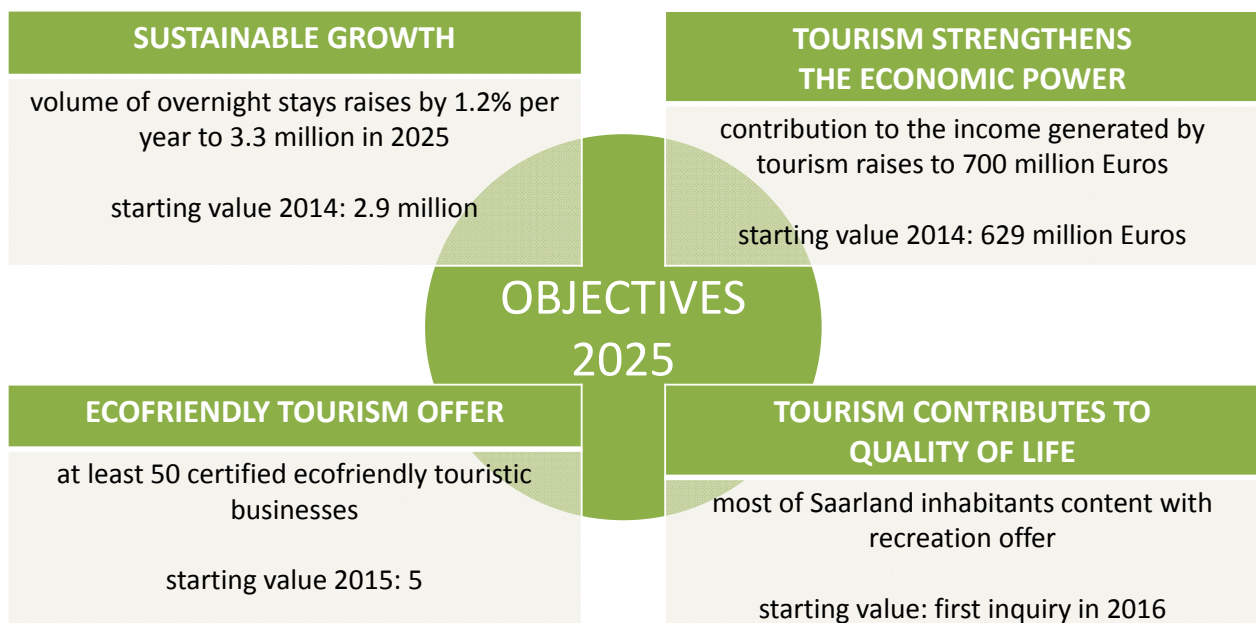
- contact person for all touristic concerns
- consultant for all political and municipal institutions and associations
- agent for travel agencies and tour operators
- representant for Saarland on federal level

## KEY OBJECTIVES AND CORE TASKS

- coordinating touristic services and products for Saarland
- increasing brand awareness
- shaping the general conditions (project management)
- marketing & communication
- connecting and bundling all ressources of touristic manpower (creating synergies)

# TOURISM STRATEGY 2025

## MEASURABLE GOALS



## CROSS-SECTIONAL TASKS

- sustainability
- quality
- contribution to quality of life
- increasing value added per guest
- extend season
- barrier free products
- protect natural and cultural heritage



## FIELDS OF ACTIVITIES

SUPERORDINATE		THEMATIC	
1	Tourism Awareness	6	Valorisation of Cultural Highlights
2	SME Networks	7	Expansion of Nature Tourism Offers
3	Professional Investor Management	8	Quality Assurance of Active Tourism
4	Appearance of Villages & Cities	9	Professionalisation MICE
5	Brand Strategy	10	Exploit Potential in Medicine Tourism

# TARGET GROUP

## BEST AGER

- over 60 years old
- no children aged under 18 living in household



## COUPLES AND SINGLES

- 35-59 years old
- no children aged under 18 living in household



## FAMILYS

- 19-59 years old
- at least one child aged under 18 living in household



**PRODUCT DEVELOPMENT**

*this is how we do it*

# PRODUCT DEVELOPMENT

- supply and demand
- strengths and weaknesses
- opportunities and threats



## MARKET RESEARCH

- numerous evaluations per year (market position, target group analysis, consumer behavior, statistics etc.)
- analysis of USP's (natural and cultural heritage and tourist offers deriving from those basic offers)
- analysis of destination's **BRAND CORE:**

- neighborhood to France, french flair
- delightful (culinary delights)
- close to nature, unspoilt
- hospitable, sociable, down-to-earth
- not overcrowded (insider tip)
- authentic and credible
- diversified and surprising



# PRODUCT DEVELOPMENT

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# STRATEGY - EXAMPLES



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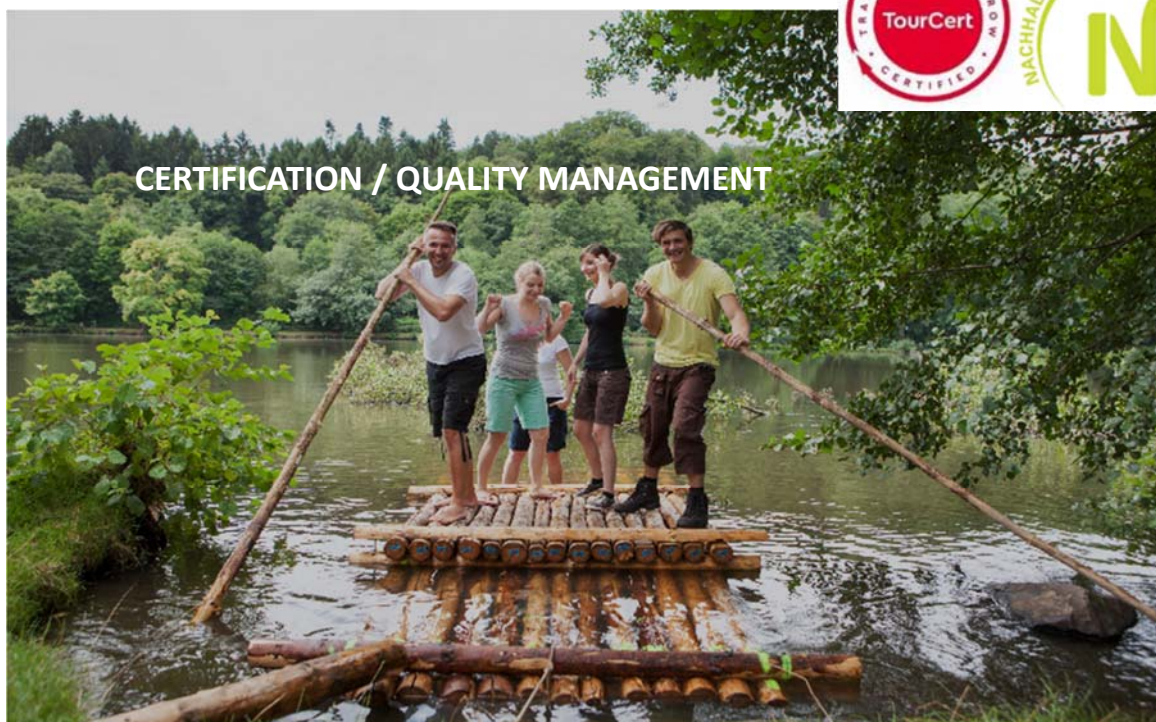
INVESTMENT



## STRATEGY - EXAMPLES



## STRATEGY - EXAMPLES





# PRODUCT DEVELOPMENT



# MARKETING – SECTORS AND SPECIAL INTERESTS



## EXAMPLE: HIKING



### INFRASTRUCTURE

- strategic move: *quality!*
- 67 certified premium hiking trails, highest density of premium trails in Germany
- 65 certified hiking friendly accommodations
- trail keeper to assure quality of hiking experience



## EXAMPLE: HIKING



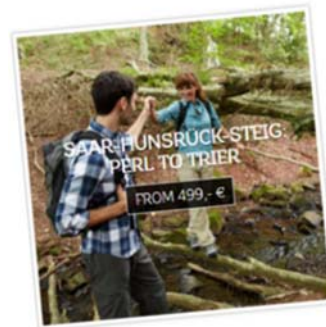
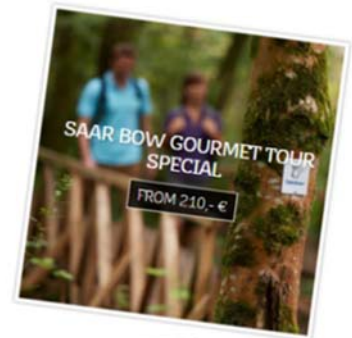
### OFFERS

- combination with other sectors
- target group: best agers, couples & singles, families
- Saarland Touren App providing information on all trails etc. including a „defects detector“ service
- Wandercent („hiking cent“): guests hiking on Saar-Hunsrück-Steig trail can donate 2 or 5 € via SMS to support hiking trail maintenance



# HIKING – SALES

- **PACKAGING** own products and products in co-operation with partners
- distributor for hotel's packages (provision 10 %)
- booking service for individual guests and group requests
- **SALES** via online booking portal
- cooperation with travel agencies and tour operators



# HIKING – MARKETING

ADVERTORIAL

## 5 GUTE GRÜNDE FÜR DEINEN WANDERURLAUB IM SAARLAND

- ÜBERRASCHEND VIEL NATUR
- MEHR PREMIUM GEHT NICHT
- TREKKING-FEELING AUF DEM SAAR-HUNSRÜCK-STEIG
- ZEIT ZUM GENIEßEN
- SICHER UNTERWEGS

### Wandern van Moezel naar Saar

- 3 Ausflüchten mit einzigartigem Landschaftsbild
- Wandertour
- Touring bei der archaischen Stadt von der Romanen Villa Berg

**112,- €**

### SAAR-HUNSRÜCK-STEIG

Der Saar-Hunsrück-Steig auf einer Streckenlänge von 410 Kilometern ist der Steig mit Trekkingcharakter über weite Strecken. Er verbindet das Naturschutzgebiet Saar-Hunsrück und Saarwald-Naher sowie dem Naturschutzgebiet Saarschleife. Der kürzere Rundwanderweg ist insgesamt 111 Tages- und Halbtagesetappen mit Premiumqualität. Der Saar-Hunsrück-Steig ist ein Naturerlebnis.

### BAUMWIPFELPFAD SAARSCHLEIFE

Durch Buchen, Eichen und Douglasien schlängelt sich der Baumwipfelpfad im Mettlach-Ortsteil und erreicht nach circa 600 Metern eine Höhe von 23 Metern. Hier angekommen schaut sich der Pfad über die Baumkronen hinweg in die Lüfte und misst im 42 Meter hohen Asta-Turm, der einen atemberaubenden Blick ins Tal der Saarschleife freigeht. Die maximale Steigung von 6% ermöglicht es auch Rollstuhlfahrern, Familien mit Kinderwagen und Menschen mit Gehbehinderung, die 20 Höhenmeter leicht zu bewältigen.

[www.baumwipfelpfad-saarschleife.de](http://www.baumwipfelpfad-saarschleife.de)

### ROUTES DIE WE NIET SNEL ZULLEN VERGETEN...

TOERISME SAARLAND GEBIET  
 Postfach 10000, 66111 Saarbrücken  
 Tel. +49 89 884 57200 | info@tsa.de

[www.toerisme-saarland.nl](http://www.toerisme-saarland.nl)

# HIKING – MARKETING

The screenshot shows the website for the Nahequelle-Pfad. The main content area features a large image of a stone building on a hillside. Below it, a green banner reads "WE'RE IN LOVE ... with the Saar Bow!" and "The Saar Bow is Germany's most beautiful river for two loam hikers who have over the years developed a wonder of the Saar-Maerle, as it's called in German, beautiful each time!".

The right sidebar contains a detailed description of the Nahequelle-Pfad, including a map, a table of statistics, and a list of nearby points of interest. The statistics table is as follows:

Statistik	Ergebnis
Landeshöhe	★★★★★
Schwierigkeit	leicht
Länge	≈ 12 km
Aufstieg	1.087 m
Abstieg	1.087 m
Steuer	0 %
Weniger Punkte	+ 444 m
Weniger Punkte	+ 444 m

Marketing strategy callouts on the right side of the image include:

- INSPIRING
- EMOTIONALIZING
- INFORMATION
- BOOKING
- USABILITY
- RESPONSIVE DESIGN
- FR, NL, EN
- www.urlaub.saarland
- www.visitsaarland.co.uk

# HIKING – MARKETING

The screenshot shows a Facebook post from 'Urlaub im Saarland' posted on August 30. The post text reads: "Jeder Wanderer hat seine eigenen Gründe in die Wanderstiefel zu schlüpfen und loszuziehen. Wir sagen Euch, warum sich gerade das Saarland ganz besonders dafür eignet!". The post includes a photo of two hikers on a trail.

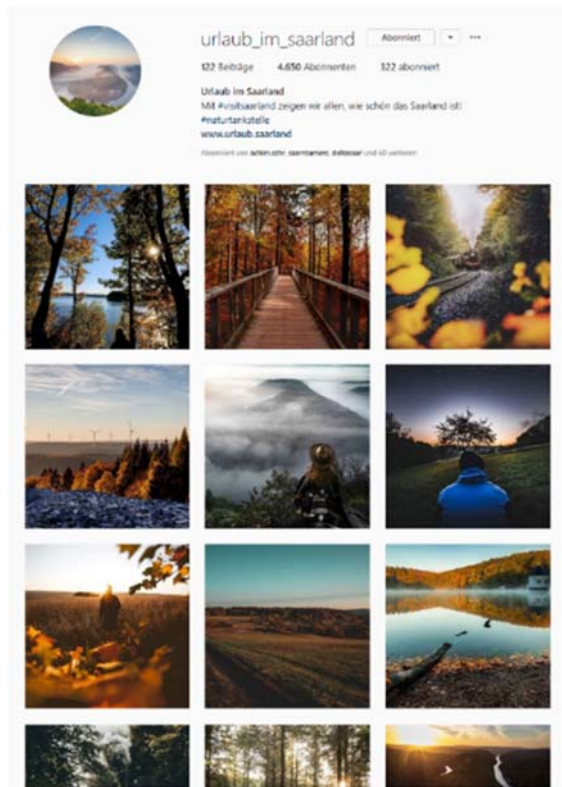
The Facebook interface shows the following performance metrics:

- 44.899 Erreichte Personen
- 1.039 Reaktionen, Kommentare und geteilte Inhalte
- 1.695 Klicks auf Beiträge
- 0 Fotoauftritte, 1.058 Link-Klicke, 637 Andere
- 3 Beiträge verbergen, 0 Alle Beiträge
- 0 Als Spam melden, 0 Seite gefällt

Marketing strategy callouts on the right side of the image include:

- increasing brand awareness
- improve customer loyalty
- opening up new target groups
- adds
- posts
- raffles

# HIKING – MARKETING



#visitsaarland

focus: nature adventures

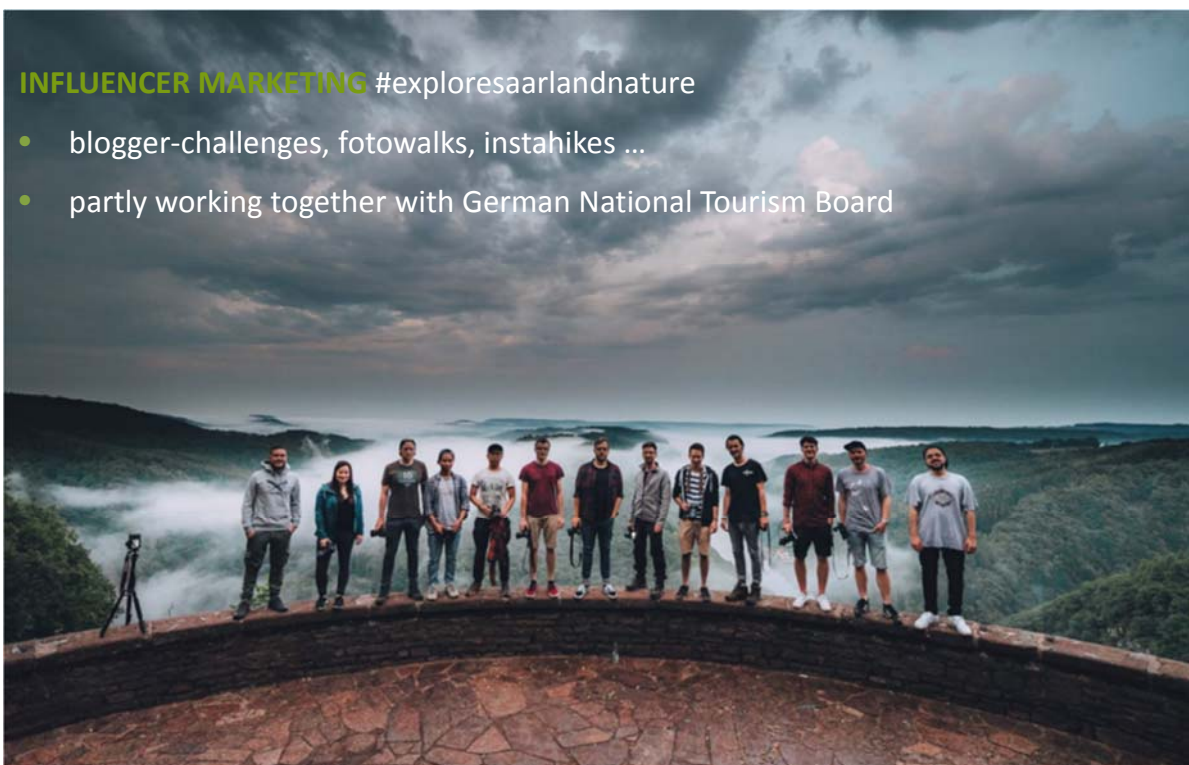
instagram stories

promoting posts

# HIKING – MARKETING

**INFLUENCER MARKETING** #exploresaarlandnature

- blogger-challenges, fotowalks, instahikes ...
- partly working together with German National Tourism Board



## HIKING – MARKETING



## HIKING – MARKETING

- ... and many more marketing activities within our marketing assignment such as video productions, more social media (twitter, youtube...) public relations, press service, writing a travel blog ([www.reiseblog.saarland](http://www.reiseblog.saarland)), cooperation with economic partners, press and travel agents, newsletter, presentation at trade fairs within Germany and abroad, roadshows etc. to promote Saarland as hiking destination

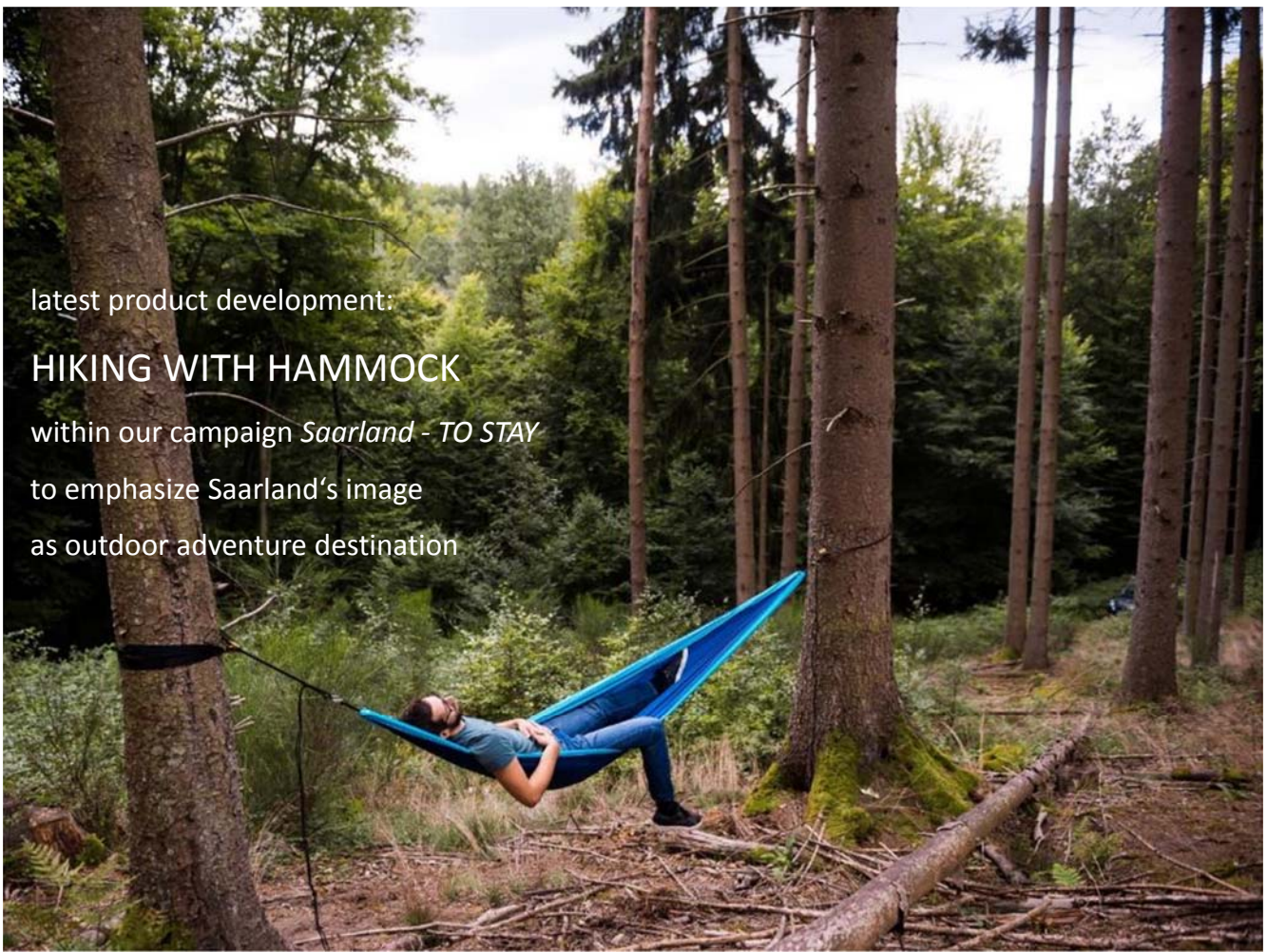


# PRODUCT DEVELOPMENT



# PRODUCT DEVELOPMENT

- evaluations visualize the next steps
- we need to keep the product cycle going in order to be successful
- our **product development** and **marketing activities** as well as **new ideas** to develop the Saarland as tourism destination are based on **the region's cultural and natural heritage, information, knowledge, reliable partners, small budget and creativity**



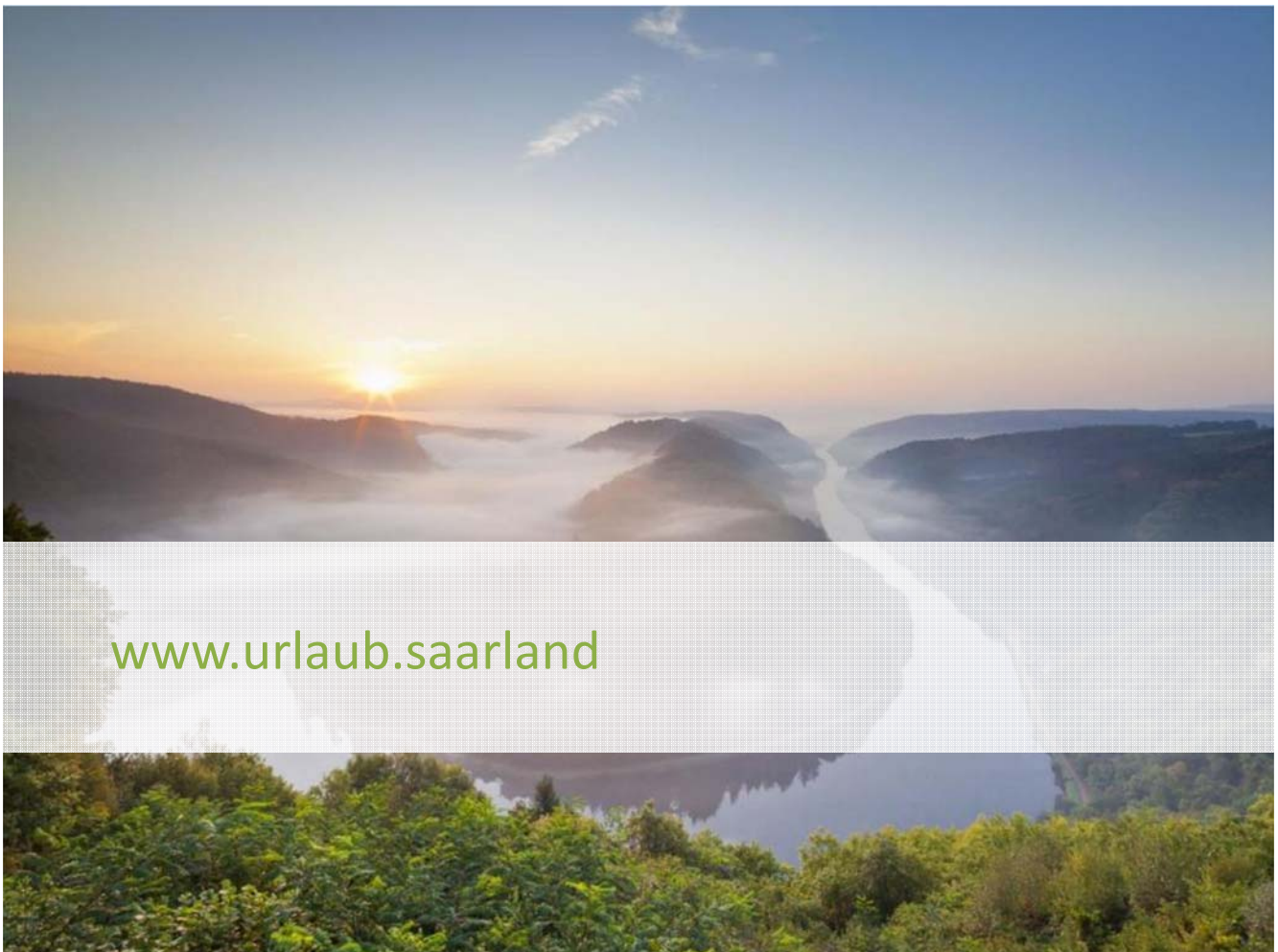
latest product development:

## HIKING WITH HAMMOCK

within our campaign *Saarland - TO STAY*

to emphasize Saarland's image

as outdoor adventure destination



[www.urlaub.saarland](http://www.urlaub.saarland)