

SAXONY. STATE OF THE ARTS.



Saxony Travel Dreams: Saxony launches international cross-media communication campaign

7. Mai 2020 - In 2019, more than 2.2 million international overnight guests came to Saxony, making the region the by far most popular destination in eastern Germany. Things will, of course, be different in 2020. However, Tourismus Marketing Gesellschaft Sachsen (TMGS) as the federal state's tourism marketing organisation continues to engage with its international guests, despite tourism's current deep crisis: The "Saxony Travel Dreams" campaign will provide inspiring content on the region's international communication channels to create excitement for future travel and introduce the best of Saxony to new travellers. "It is now more important than ever to keep in touch with international markets and provide our most important source markets with information on an ongoing basis. As we are specifically tasked to also market Saxony outside Germany, this English-language communication campaign supports our local holiday regions and tourism service providers, making sure that memories of Saxony are kept alive in the minds of our international guests," says TMGS managing director Veronika Hiebl on the launch of the region's campaign, which puts travel dreams about Saxony on an international footing.

The initiative is built around the English-language website www.saxonytraveldreams.com, communication measures on Facebook, Instagram and Twitter as well as blog posts and newsletters. The #SaxonyTravelDreams hashtag aims at engaging potential guests in the core source markets of the Netherlands, Poland, Czech Republic, UK, Italy, Russia, USA and China. The promotion of the cross-media campaign will be supported by the TMGS's international offices and German National Tourist Board partners. "They are important ambassadors for tourism in Saxony as, over the years, they have built extensive networks among the media as well as tour operators and travel agencies," says Veronika Hiebl.

#SaxonyTravelDreams works with inspiring information and virtual content experiences, including beautiful images of cities and landscapes, videos, stories about Saxon traditions and handicraft, art and culture as well as typical regional food.

The new online hub also provides updates on current developments regarding COVID-19 in Saxony and links to key English-language information sites.

About Tourismus Marketing Gesellschaft Sachsen mbH

Tourismus Marketing Gesellschaft Sachsen mbH has been marketing Saxony as an attractive travel destination in Germany and abroad since 2000. Using the slogan "Saxony. State of the Arts", it positions the region as a top cultural destination, focusing on arts, culture and city breaks as well as family, wellness and active holiday. Corresponding holiday packages can be booked via reservation systems and tour operators. Saxony's main source markets are Germany, Poland, the Netherlands, Switzerland, Austria, Czech Republic, USA, UK, Russian Federation, China and Italy.

Please contact:

Tourismus Marketing Gesellschaft Sachsen Bautzner Str. 45-47, 01099 Dresden, Germany, phone: +49-351-491700, fax: +49 -351-4969306, info@sachsen-tour.de, www.saxonytraveldreams.com; www.visitsaxony.com, www.facebook.com/SaxonyTourism, www.instagram.com/SaxonyTourism, #saxonytraveldreams, #visitsaxony