

## FROM STRATEGIES TO REALITY - EXPERIENCE FROM AMEROPA-REISEN GMBH

Conference “Beyond the Eco-Niche: Mainstreaming  
Sustainable Tourism“

INVENT

Innovative  
Marketing Concepts  
For Sustainable Tourism

[www.invent-tourismus.de](http://www.invent-tourismus.de)

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28th September 2005

*Claudia Schiese, AMEROPA-REISEN GmbH*  
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Federal Ministry  
of Education  
and Research

## AMEROPA-REISEN GMBH – FACTS AND FIGURES

- **Founded:** 1951 in Frankfurt am Main
- **Headquarters:** Bad Homburg v. d. H.
- **Owner/shareholder:** DB Fernverkehr AG (German Rail)
- **Capital:** 2,557,000 euros
- **Employees:** 120
- **Managing Directors:** Martin Katz, Walter Krombach
- **Revenue:** 100 million euros
- **Booked guests (2004):** 459,500
- **Product distribution:** Via 7,400 travel agencies & DB ReiseZentren (German Rail)

## AMEROPA-REISEN GMBH – PROGRAMS/BROCHURES

### **Summer:**

Holidays in Germany & Europe  
City & Short Trips  
France a la Carte  
German Wine Country & More

### **All seasons:**

Wellness in Germany & More  
Holidays in Saxony & Saxony-Anhalt  
Fascinating Trips by Rail and Ships  
Glacier-Express and More  
Weekend Fun Trips/Club Tours &  
Party Trains  
Biking, Hiking & More

### **Winter:**

Winter Holidays  
Christmas & New Year's Eve  
City & Short Trips  
France a la Carte

### **Special Offers:**

Rail & Bed  
Last Minute Trips by Rail  
Last Minute Trips by Car  
Events & Highlights  
Sports Trips

## INVENT ACTIVITIES OF AMEROPA-REISEN

- INVENT partner since the onset of the project
- Integration of the tour operators' point of view
- Supporting the development of sustainable strategies for Mecklenburg-Western Pomerania and Northern Italy including target group selection
- Development of exemplary offers:
  - **Mecklenburg-Western Pomerania:**
    - ⇒ offer for **Nature and Outdoor Holidaymakers**
  - **Northern Italy:**
    - ⇒ Southern Tyrol: offer for Nature and Outdoor Holidaymakers
    - ⇒ **Adria: offer for Fun and Action Holidaymakers**

## THE FUN AND ACTION HOLIDAYMAKERS FOCUSING ON THE ADRIATIC REGION



- Focus on the Northern Adriatic Region (Lido de Jesolo)
- Club and disco scene exists
- AMEROPA hotels available for this specific target group
- Accessibility by rail is established
- Occupancy rate of hotels is low (problem: quality standards of the hotels)
- Decline of visiting German guests

# THE FUN AND ACTION HOLIDAYMAKERS

## APPROACH

- Check whether the area is suitable for the target group
- Selection of suitable hotels in co-operation with the product manager
- Check which additional attractive add-ons could also be included  
⇒ “Jesolo-Card“
- Creating an almost all-inclusive package including low-priced rail travel overnight (competitive with flights)

# INVENT

## TOURISMUS

# THE FUN AND ACTION HOLIDAYMAKERS

## FEEDBACK FROM GROUP DISCUSSIONS

- Test of the offer in group discussions with target group representatives
  - Actually no commercialisation by AMEROPA, because:
    - The assets of the destination would be attractive for the target group, but they do not know them
    - An image-campaign focusing on the fun and action offer of the destination would be necessary.
    - A tour-operator on its own can not push such an image-campaign for a destination
- ➔ Synergic marketing efforts of destination and tour operators would be necessary

## THE NATURE AND OUTDOOR HOLIDAYMAKERS FOCUSING ON THE MÜRITZ REGION



- Inland developing tourism region (alternative to coast)
- Optimum prerequisites to address the target group
- Target group does not yet go on holidays in this region
- Pilot project on sustainable tourism already exists
- Accessibility by rail is established
- White spot on the AMEROPA tourism map
- But: specific offers for the target group are missing

## THE NATURE AND OUTDOOR HOLIDAYMAKERS APPROACH

- Analysis of the existing offers and their suitability for the target group
- Two workshops in the region with tourist service providers for the development of new offers
- Creation of two packages with inclusive and exclusive rail transportation and two add-ons as an added value in co-operation with selected service providers:
  - Offer package 1 "to experience a national park"
  - Offer package 2 "wet-wet-wet: family fun "
- Test of the offers in group discussions with target group representatives
- Revision of the offers and commercialisation

# THE NATURE AND OUTDOOR HOLIDAYMAKERS

## EXEMPLARY OFFER FOR THE MÜRITZ REGION

Pick up desires of the target group in the title

### Aktuell



### Natur aktiv erleben im Müritz-Nationalpark

#### Mecklenburgische Seenplatte, Klink/Müritz, Müritz-Hotel\*\*\*

Mehr als 100 größere Seen verleihen der Region ihren einzigartigen Charakter. Erkunden Sie diese besondere Landschaft auf über 600 Kilometer Rad- und Wanderwegen. Der weitgehend intakte Lebensraum ist berühmt für seine See- und Fischadler und für Tausende von Kranichen, die hier im Frühjahr und Herbst rasten.

Das Hotel mit seinen 412 Zimmern liegt auf einem 45 ha. großen Parkgrundstück mit 400 m Sandstrand, Hallenbad, Restaurants, Friseur, Shop, Massagepraxis, Fahrrad-, Strandmöbel-, Bootsvermietung, Fahrradabstellraum und vielem mehr. Doppelzimmer für 1-2 Personen mit Dusche/WC, Sat-TV.

Termin: vom 2.9. – 30.9.2005

Leistung: 3 Übernachtungen mit Frühstück und Bahnfahrt, bei täglicher Anreise

Inklusiv: 2 geführte Rangertouren mit dem Bike (inkl. Tourenfahrrad je ca. 2-3 Stunden) zu den Kranichrastplätzen, zur Hirschbrunn und vielem mehr. Die Müritz-Card mit vielen Vergünstigungen beim Einkaufen, bei Besichtigungen und beim Restaurantbesuch in der Region.

Preis pro Person:

Transfer vom/bis Bahnhof Waren: inklusive  
Verlängerungsnacht/Person: 35 €  
Einzelzimmerzuschlag: 17 €/Nacht

**247 €\***

Leistung: LB6901

Target group related description of the region

Flexible arrival possible

Touring bike instead of hired bike

Including two biking tours in the national park

Including travel by rail (> 300 km)

# INVENT

## TOURISMUS

# THE NATURE AND OUTDOOR HOLIDAYMAKERS CHANNELS OF DISTRIBUTIONS

**Aktuell**

**Natur aktiv erleben im Müritz-Nationalpark**



**Special offers**

Das Hotel mit seinen 412 Zimmern liegt auf einem 45 ha. großen Parkgrundstück mit 400 m Sandstrand, Hallenbad, Restaurants, Fiseur, Shop, Massagepraxis, Fahrrad-, Strandmöbeln und mehr. Das Hotel ist ein beliebter Treffpunkt für Familien und Paare im Sommer und Herbst.

**AMEROPA-REISEN GmbH - Microsoft Internet Explorer**

Termin:

Leistung:

Inklusiv:

Preis pro Person:

Detaillierte Informationen zur Reise sind auf unserer Website verfügbar.

**Internet**

**Catalogue**

Mecklenburg/Brandenburg Deutschland

**Hotel am Müritz-Nationalpark \*\*\*+5**

Ortsbeschreibung siehe Seite 111.

**Fahrtziel Natur**

**Spätkern**

**Familienurlaub**

**Co-operation**

**Fahrtziel natur**  
Erholen. Erleben. Erhalten.

... noch begünstigter mit zum AMEROPA-Bahnpreis ab 69 €

INVENT  
Innovative  
Vermarktungskonzepte  
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## LESSONS LEARNT

- Implementation of sustainability is feasible even for a medium-sized tour operator
- Sustainable elements can be integrated in the offers and packages in a way that they are attractive for all customer types  
⇒ so the integration of the principles of sustainability into marketing strategies of tour operators is a viable option
- Gaining more knowledge regarding the attractiveness of packages or offers for individual travellers and about their presentation at PoS
- Important: talk the same as the target group language - especially with new target groups
- Science inspires practitioners to think “off the beaten track”; this helps the process of innovation
- Practitioners demand science to keep in touch with reality

## THANK YOU FOR YOUR TIME AND ATTENTION

- For further information:

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