

GERMAN CHRISTMAS MARKETS PRESENTED THROUGH A NEW APP



The DZT (German Central Association of Tourism) together with its long-standing partner, the Deutsche Bahn (German Railway) and 32 partner cities are launching a 'Christmas app' on the market. With the new app, visitors can discover the German Christmas markets and receive information about opening hours, ticket prices as well as specialties typical for the given city.

Furthermore, the app offers tips about Christmas shopping, traditional customs, and presents as well as New Year's Eve in Germany. The mobile app for Android and iOS devices is currently available in German, English, Dutch, French and Italian.

More than 50 Christmas markets in 32 German cities are waiting to be discovered by the visitors. The app is distributed via the store of DZT and offers direct access to the contents of the city pages in the DZT area under the Germany tourist board website as well as a multilingual Christmas movie.

"The amount of mobile visitors on our website steadily increases and currently is 9.7 percent. From that, solely 76 percent access our issue-specific content in 29 languages via iOS devices (Apple), approximately 20 percent via Android devices. Especially for these target groups, we would like to concentrate on the contents more strongly and even without direct access to the internet, make it usable and retrievable via a mobile device," said Petra Hedorfer, Chairman of the Board of the DZT.

The Deutsche Bahn offers information for travelers exploring the country by train. The journey directly to downtown and to the most beautiful Christmas markets is possible starting at 39 Euro with the Europe Special, from many European metropolises such as Paris, Amsterdam or Brussels, there are fast and comfortable connections multiple times a day with the ICE.

"We are happy to be able to present this internationally popular topic 'Christmas Markets in Germany' in the form of this app, together with the DZT. Besides extensive information and tips about the Christmas markets, travelers can also find the most important pieces of information for the journey with the DB", explains Birgit Bohle, Chairman of the Board of the DB Vertrieb GmbH.

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