

Press release

ITB 2006: UNESCO- German World Heritage Sites Association promotes the Genius Loci

The UNESCO – German World Heritage Sites Association was represented for the fifth time in a row at the International Tourist Bourse (ITB) in Berlin from the 8th until the 12th of March 2006. With ten other partners – among which were the 2006 FIFA World Cup Germany, the Federal Ministry of Economy and Technology, the German Tourist Association, the German Hotel Association and the International Bus Tourism Association RDA – this years presentation took place at the German Centre for Tourism.

Horst Wadehn, chairman of the German World Heritage Association: “As we presented ourselves together we were able to establish new contacts with the consultant visitors. The unique pallet of offers was very attractive and interesting for the public, especially to get some kind of idea and to inform oneself unerringly about the latest travel trends.”

More and more people tend to choose their next holiday depending on the cultural activities that are offered at the destination. These “special interest tourists” are interested in a wide range of cultural activities: The better known the destination is for its cultural amplitude, the more attractive it gets. This concluded the association within the scope of its presentation of the 31 World Heritage Sites nationwide. Whether they had questions about activities, people, development or political and cultural values or surprises, the interest of the visitors of the Genius Loci of a particular culture or nature site was manifold and undamped at the exhibition. “We are confident that the tourist value of the World Heritage Status will continually rise in the future”, so Wadehn.

The ITB is regarded to be an impulse and up-to-date platform of the tourism industry. 2006 a new record was established concerning representatives and visitors: 10.856 companies represented the latest trends and offers of the tourism industry, an increase of 4.3 percent compared to the previous year. The attendance of the previous year with 142.351 visitors was outnumbered this year with 162.823 visitors.