



Supported by:



Federal Ministry
for Economic Affairs
and Energy

on the basis of a decision
by the German Bundestag

Germany
The travel destination



www.germany.travel

**The future of
the internet
will be video.**

Some interesting facts

The number of **total online video starts** for Q2 2014 stands at **38.2 billion, an increase of 43%** compared to the same time-period in 2013.

It is estimated that as much as **90% of all consumer web traffic** will be accessing **online videos by 2017**.

YouTube is the **second most visited website in the world** for a reason.

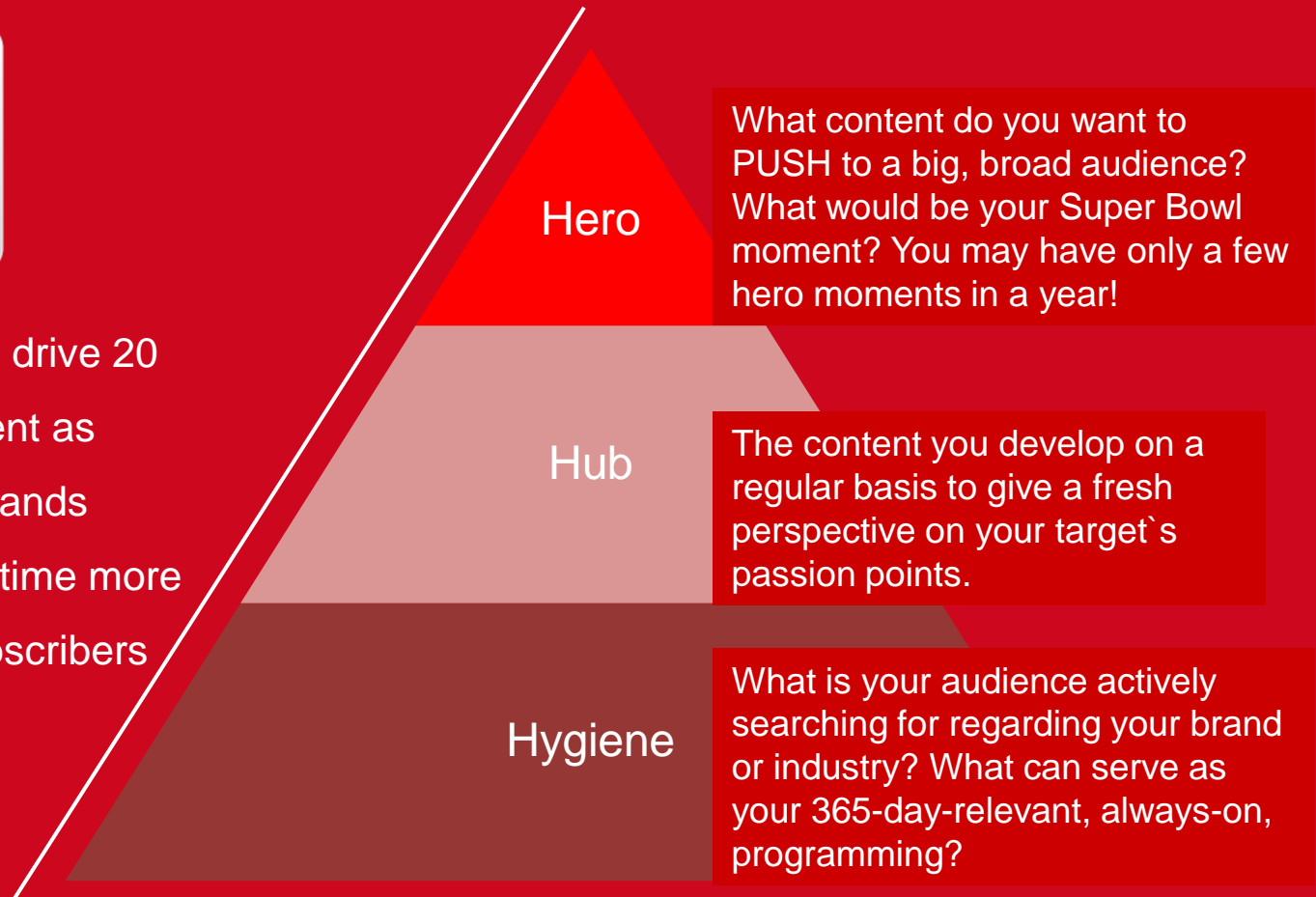
Larger mobile screens are helping to **boost mobile video consumption**.

Online video is becoming the **norm for accessing news, sport, entertainment, resources, and advice**.

It`s not just about viral videos - consistent content is key



- YouTube subscribers drive 20 time more engagement as Facebook likes for brands
- Subscribers watch 2 time more content over non-subscribers





Why video is important for DMOs

After watching a video 64% of users are more likely to buy and 52% are more confident in their purchase decisions

Page one listing on Google search increase by 53 time with video



65% visit the website after viewing a video

87% of Social Media users follow their brand`s videos

On average a visitor will stay 2 minutes longer on a website when they watch a video

The campaign: Germany reunified. 25 years on.

25 exciting perspectives on
Destination Germany.

25 perspectives that have taken shape
in the **25 years** since the fall of the
Berlin Wall.

Approach: The locations, cities and
places tell their story.
They invite travelers to explore them
and their stories.

**Berlin Design and
architecture**
industrial heartland to
cultural attraction
Mother Nature at her
best **Tourism for all**
Cross-border projects
Leisure and recreation
Urban visions

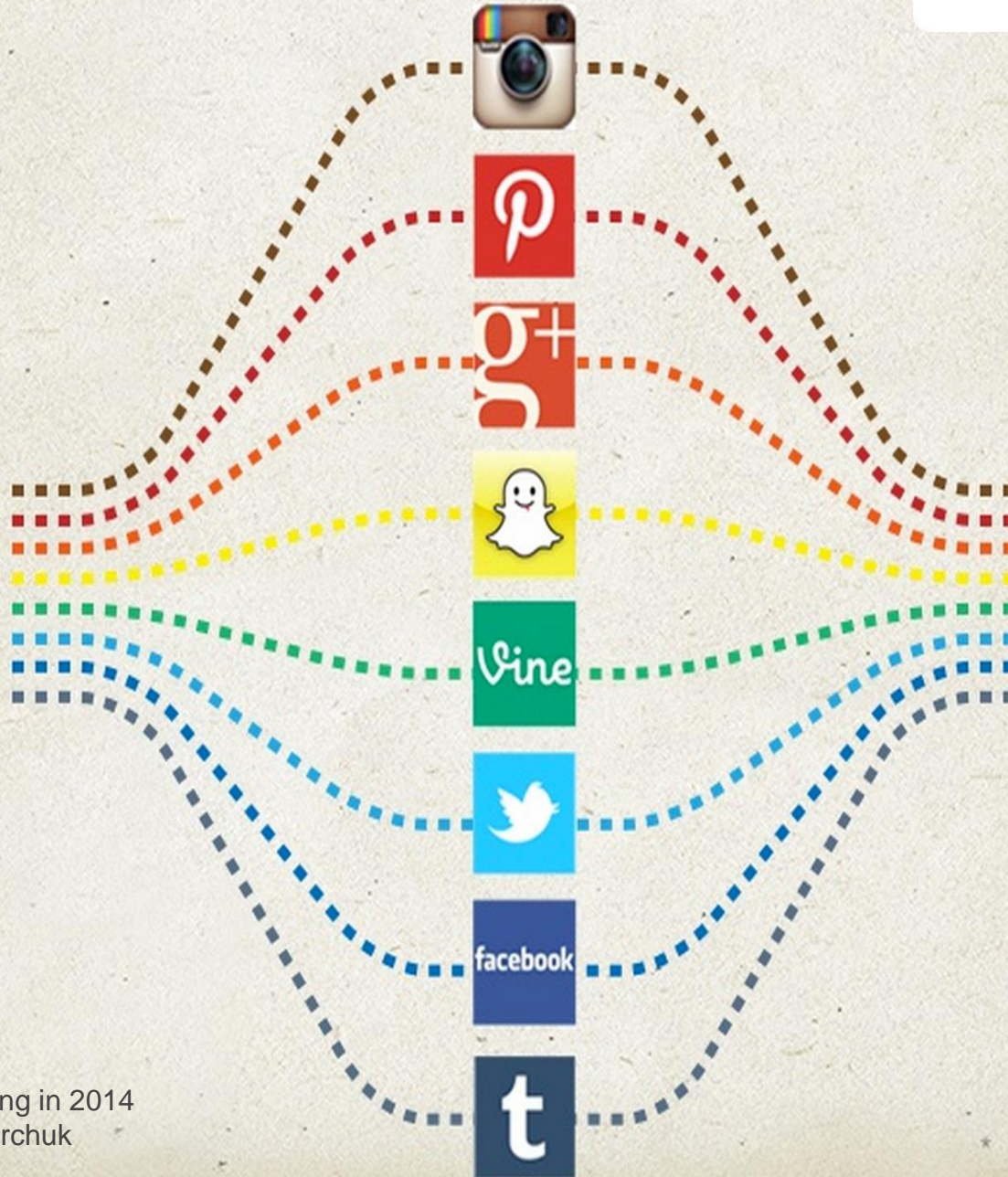
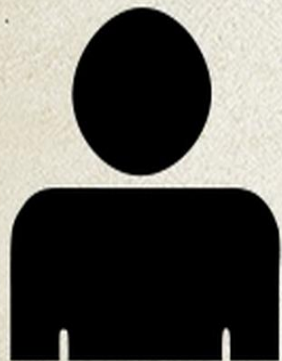


Germany
The travel destination



#Germany25Reunified







The Power of Artistic Visual Travel Storytelling

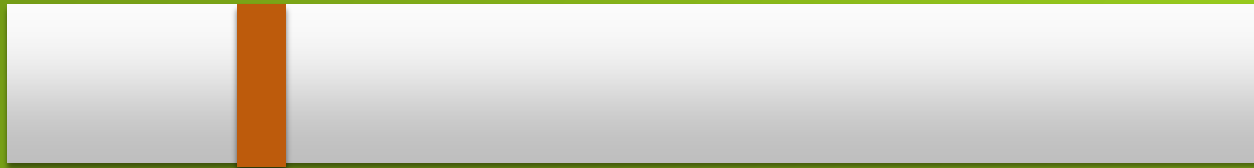


The art of capturing and transmitting the essence, emotions and feel of an authentic travel experience, through an (audio) visual representation that creates a emotive arousal



Artistic Visual Travel Storytelling

Inspiration



Information

artistic



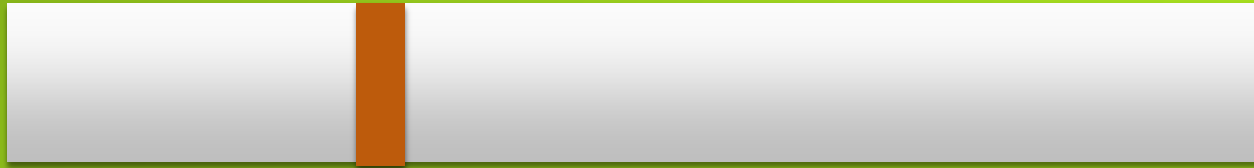
concrete

user
generated



self
generated

light
to consume



demanding
to consume



The New Traveler

mass
convenience
known
standardised
price oriented
looks for information
online



niche
adventure
unknown
authentic
conscious
shares
inspiration
mobile





Trends in travel communication
(already since a while ago)

Advertising
Selling
Convince
Scripted
Predictable
Actors
Telling yourself
TV, Print, Online



Storytelling
Flirting
Inspire
Spontaneous
Unpredictable
Regular people
Told by others
Mobile, social



Likeability of Sharing
good content makes itself travel



Impact = quantity X quality

formula of content



10 ingredients

for a good plate of visual
storytelling



Germany
The travel destination



It's all about

1. Emotion



Germany
The travel destination



add some
2. Art



3. Surprise

like a kid in the candy store





4. **T** **oW** Factor
I want must to go
here



5. Real experiences
not staged, lived





Never before has the human race been better at spotting a
fake.

Getty Images Director of Visual Trends, Pam Grossman, confirms:

“The viewer’s eye has become a lot more
sophisticated,”

and what it wants—above all—is something **real.**

source: NewsCred + Getty Images present The Power of Visual
Storytelling Oliver Rossi

6. Spontaneity
the surprise of the moment





7. Relevance



Germany
The travel destination



8. Authentic
“I can feel the truth of your
experience”





9. Free

Facilitate, not dictate



10. Others telling your story
= stronger





StoryTravelers

Caspar Diederik

caspar@storytravelers.com
+393297721022 / +31654215470
cd.diederik (skype)

facebook.com/storytravelers
@storytravelers
storytravelers.com



Thank you!