

BTHVN2020 in China, Japan and the USA

The Beethoven Jubiläums GmbH has signed a cooperation agreement with the DZT, the “Deutsche Zentrale für Tourismus e.V.” (German national tourist board), for joint marketing efforts of the anniversary abroad. In 2020, the German national tourist board puts a worldwide campaign of topics regarding the Beethoven anniversary into practice. In doing so, they are strategically placing relevant content in more than 50 markets and are in the planning stages of further substantial activities in defined key markets.

In the light of this cooperation Ralf Birkner, commercial director of the Beethoven Jubiläums GmbH, held a keynote speech in China and Japan in January for travel journalists and representatives of the tourism branch, presenting the highlights of the anniversary year 2020. In February the Beethoven Jubiläums GmbH and the German national tourist board will introduce the vast program of BTHVN2020 in New York City/NY.

Ralf Birkner, commercial director of the Beethoven Jubiläums GmbH: “For years now the German national tourist board, NRW Tourism, the Tourismus & Congress GmbH and us have been promoting Bonn and the region as an attractive travel destination for the Beethoven anniversary – nationally and internationally. We are already sensing a strong demand which is bound to increase in the future, and clearly displays that our joint efforts bear fruits.”

BTHVN 2020

Beethoven Jubiläums GmbH
Loggia am Stadthaus 2. OG
Thomas-Mann-Str. 4
D-53111 Bonn
www.bthvn2020.de/en

PRESS CONTACT
Ms. Tiffany Künster
P: +49 163 951 6015
pressoffice@bthvn2020.org



Ralf Birkner, commercial director of the Beethoven Jubiläums GmbH presenting the highlights of the Beethoven anniversary year 2020 in Beijing/China. (Picture source: Deutsche Zentrale für Tourismus/ German national tourist board)

About Beethoven Jubiläums GmbH: *The federal government, the land of North Rhine-Westphalia, the city of Bonn and the Rhein-Sieg-district instructed the Beethoven Jubiläums GmbH, founded by the Beethovenhaus, to coordinate the 250 year anniversary as a national event with international appeal, and to shape the anniversary regarding content and to anchor the brand regionally. The contentional range spans more than 300 promoted projects. The overview of the anniversary year can viewed in the events calendar on www.bthvn2020.de/en.*