

**NORTHRHINE-WESTPHALIA
 EVALUATION TOURISM CONCEPT 2000 – 2005**



Source: www.nrw-tourismus.de

Client: NRW Tourismus e.V., Cologne
 Year: 2005
 Location: Cologne (Northrhine-Westphalia), Germany

Brief Description:

In the year 2000, tourism concept (Kommunikationskonzept 2000 – 2005) was adopted in Northrhine-Westphalia. Its aim was to set out the strategy for the touristic development of the region in the years to come. It was stipulated to commission an extern consultant with assessing the concept after five years. The focus was to evaluate the present strategy and to give recommendations concerning the organizational structure and further steps for a successful development of tourism in Northrhine-Westphalia up to the year 2010.

Wenzel Consulting Aktiengesellschaft was contracted with this assessment in March 2005. The results were presented during a members' meeting in December 2005.



Tasks:

- Customer Analysis:
 - Evaluation of tourism in Northrhine-Westfalia from the customers' point of view
Target: Review of how widely tourism in Northrhine-Westfalia is known and review of its image along with a presentation of changes over time
- Analysis of the Current Situation:
 - Evaluation of the measures implemented on the basis of the concept adopted in the year 2000 while taking account of the estimates provided by association members, the board and external tourism experts
Target: The effect of the association internally (in relation to members) and externally (in relation to third parties) in regard to how the regions were able to distinguish themselves by core topics and the status of the implementation of the three-level model
- Recommendations for Action:
 - Pronouncement of recommendations for action and strategic options for optimizing the organizational structure
Target: Review of the previously established instruments and implementation strategies in regard to penetrative success as well as the initiation of measures to optimize marketing by themes and the three-level-model