

PRESS RELEASE

ITB BuchAward for Christoph Engl, BrandTrust Destination Branding is the best Tourism Textbook 2017

Berlin/Nuremberg, January 2017: The ITB, the world's largest travel expo, honors the best books on tourism each year. The expert jury has made its choice: In the category Tourism Textbook, the winner is "Destination Branding – von der Geografie zur Bedeutung" (From Geography to Meaning) by BrandTrust Managing Partner Christoph Engl. The awards ceremony will be held in Berlin in March at the ITB 2017.

His many years of practical experience as the director of Südtirol Marketing and his applied knowledge as an advisor for cities and regions were incorporated into the book: Christoph Engl has been instrumental in shaping and building the brand Südtirol over a period of 13 years. For four years, he has been a member of the executive board of the management consultancy BrandTrust and supports European destinations and cities with developing sustainable positioning and brand strategies.

The book is at once instruction manual and inspiration: Ten basic recipes show how destinations become desirable, attractive travel motifs, how effective perception management works, and how the power of the brand helps with both.

The awards ceremony will be held in Berlin in March at the ITB 2017.

About BrandTrust

BrandTrust is the leading management consultancy for effective brands in the German-speaking Region. In 11 Industry Competence Centers, the teams of consultants advise market-leading clients on the development and implementation of regional and global brand strategies aimed to systematically and sustainably increase the profitability and growth of their brands. Many of our clients are Fortune 500, DAX 30, M-DAX, ATX und SMI companies in Germany, Austria, Switzerland, and Northern Italy. BrandTrust is active across the globe and, in addition to its main locations in Nuremberg and Vienna, operates offices in Zurich and Ljubljana.

<http://www.brand-trust.de>

Destination Branding: Von der Geografie zur Bedeutung

UVK Verlagsgesellschaft

312 pages, EUR 44,00

ISBN 978-3-86764-725-0

Press Contact

Birgit Heinhöfer, PR-Büro Heinhöfer

Tel. +49 (0)911/ 300 349-30, Mobil: +49 (0)173/ 93 555 85

info@pr-heinhoefer.de