

# Christoph Engl

Managing Director

## The Tourism Expert and Association Strategist

Christoph Engl's vast know-how of practical brand development and brand management in international tourism is recognized throughout the industry and puts him in high demand as a brand expert. Numerous decision makers in tourism, city, or location marketing or the hotel sector, such as the states of Kärnten, Thüringen, the Münsterland e.V., the tourism region Salzburger Land, the Motel One chain or the Hotel Weisses Rössl, trust in his brand expertise gained during his years as CEO of Südtirol Marketing AG. In that position he was instrumental in introducing the umbrella brand Südtirol, which is considered an international Best Practice for the development of a cross-sector regional brand. The legal scholar looks back on an exceptional career: He first worked in several employer associations of South Tyrol, before becoming the director of the region's 5,000-member hotel and restaurant owners' association. Now he applies this experience for the benefit of his clients, such as the Handelsverband Bayern (Bavarian Trade Association) or IHK Südthüringen (South Thuringia Chamber of Industry and Commerce).

## The Brand Expert

### Sector Focus



Public Sector,  
Destination, Tourism  
& Logistics



Ecology & Organics

### Brand Consulting Focus

- Destination Branding - Brand management for destinations and tourism
- Brand architecture
- Umbrella brand system – Strategies, implementation, and governance
- Employer Branding – How to find not the best employees, but the ones who fit best

## The Speaker:

Christoph Engl is a sought-after lecturer at international conferences and congresses, and with his industry expertise helps to elevate individual sectors and topics to their next level of development. He is considered a speaker par excellence, who introduces his audiences to the topic of brand management in a stimulating and enriching way. In fact, he now enjoys a proper fan community.

### Lecture Focus:

- Destination Branding – From geography to meaning
- Clarity and Positioning – How cities and regions can gain brand significance
- Destination marketing is replacing tourism marketing
- Brands lead – and follow no-one:  
Why topics become more important than products in a sector
- Recommendation over information – Why trust is the new currency of communication

Brand  
Trust

BRAND STRATEGY  
CONSULTANTS



## Publications

- Destination Branding – von der Geographie zur Bedeutung
- ITB-Thesenmanifest – The Big Five Shifts in the Tourism Sector

## The Author:

Christoph Engl is the author of the first text book answering the question of how destinations can build attractiveness and how important this is for brand formation. The book was awarded the ITB Prize for the best tourism textbook 2017. On his journey through the world of destination brands, the sector and brand expert takes on a number of different perspectives, which is why the book offers valuable insights not only to professionals but to anyone interested in tourism. Since early 2014, Engl has been a regular columnist for FOCUS Online, and he is a jury member for Geo-Saison's selection of the best hotels in Europe.

## Contact

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