Press Release

German National Tourist Office, Gulf Countries (GNTO) appoints Yamina Sofo as its new Director

Dubai, United Arab Emirates - 26 April 2020

The German National Tourist Office, Gulf countries (GNTO), the local affiliate of the German National Tourism Board (GNTB), has appointed Yamina Sofo as its new Director Sales & Marketing.

In her new capacity, Yamina Sofo will provide leadership and strategic direction to the Gulf region team, manage a wide range of marketing campaigns and activities as well as work closely with the local and overseas trade partners and industry stakeholders to promote ‘Destination Germany’ as a year-round travel destination throughout the Gulf region.

Speaking on her appointment, Sofo commented: “I am excited to assume my new role, promoting ‘Destination Germany’ that upholds a prominent reputation in this region. I’m proud to say that Gulf region is among the Top 20 of the most important source markets to Germany and the third largest source market outside Europe. Due to its diversity, Germany is one of the preferred travel destinations for the GCC nationals, whether for wellness and recreation, nature and sightseeing or simply for entertainment and shopping - offering high quality services, great value for money, luxury accommodation and facilities as well as environmentally-friendly transportation links throughout the entire country.”

Commenting on the recent lockdown, Yamina said: “In spite of the lockdown, the German National Tourist Board (GNTB) has launched “#DiscoverGermanyFromHome”, a joined communication campaign on all social media channels worldwide to communicate inspiring, empathic and informative content with tomorrow’s travelers in an engaging and interactive way.”
Originally from Germany, Yamina Sofo brings to her new role more than 17 years of experience in hospitality, travel and tourism sectors, covering sales & marketing, licensing & standards management, research & development as well as event management in the UK and UAE.

In her most recent role, she served as ‘Tourism Promotion & Marketing Expert’ for the Department of Tourism Development, Ajman Government - UAE.

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About GNTB

The German National Tourist Board (GNTB) is Germany’s national tourist board with its headquarters in Frankfurt am Main. It represents Germany as a tourist destination on behalf of the Federal Ministry of Economics and Energy (BMWi) and is supported by the latter based on a resolution passed by the German Bundestag. The GNTB develops and communicates strategies and products to further enhance the positive image of German travel destinations abroad and promote tourism to Germany. To this end, it maintains 31 country representations worldwide. Further information can be found in our online press center at www.germany.travel/presse.

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