



Promoting Düsseldorf as a Tourist Destination: Marketing Düsseldorf

Gilbert Esambili Akeh

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This thesis has been written as a result of the growing interest of the Düsseldorf Marketing and Tourism in knowing the wants and needs of the Dutch weekenders in order to prepare a proper marketing strategy to attract the Dutch weekenders. Düsseldorf has in the past few years experienced growing increase of Dutch visitors in the city. Even though a proper marketing strategy had not been put in place and a promotion campaign to attract the Dutch weekenders, yet Düsseldorf still attracted many Dutch visitors. As a result of such increase in the number of Dutch visitors coming in, Düsseldorf Marketing and Tourism wants to increase the number of arrivals of Dutch weekenders. The report looks to answer first of all the main research question which is what are the needs and wants of the Dutch weekenders when they are in search of a weekend (or short break) holiday destination? And then sub questions like- What are the needs and wants of the Dutch weekenders? How appealing is Düsseldorf as a tourist destination in the eyes of a Dutch weekender? What is the potential target segment for Düsseldorf Marketing and Tourism? How Düsseldorf is currently promoted to the Dutch market?

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