

Mission statement of the Tourismus GmbH Nördlicher Schwarzwald

1. Together with our partners and actors in the region, we form the Tourism Destination of the Northern Black Forest!

We actively promote tourism as an economic factor in a constructive and open communication with our partners and regional actors. It is our common goal to competitively promote the Northern Black Forest. To achieve this, we are constantly working on the further development of the tourism services and their modern implementation into the markets.

2. We are a driving force and service provider at the same time!

We are working sustainably, in a market and future-oriented approach. Our task is to provide convincing and innovative impetus, to motivate and to coordinate the resulting projects. We accompany our partners' projects, support and promote them.

3. We are providing an authentic and unmistakable profile for the Northern Black Forest!

In creating subject- and target group-oriented services which reflect the uniqueness of the Northern Black Forest, we are providing a clear, authentic and pointed profile. At the same time, a positive and modern appearance as a cooperating tourism and economic unit is very important to us. We identify with the region of the Northern Black Forest and work with confidence, motivation and enthusiasm on the implementation of our tasks.

4. We meet our partners, guests and colleagues at an equal basis!

In our daily work, openness and respect are a matter of fact for us. We foster a friendly, open-minded and authentic relationship with our partners, guests and colleagues. If necessary we will confront ourselves also with controversial discussions.

5. Our resources are our treasures! It's our highest goal to treat them responsibly!

The unique and valuable resources of the Northern Black Forest are one of the main matters of heart to us. Protecting them, caring for and dealing with them in the most responsible way determine our daily actions.

Our corporate and future-oriented actions strengthen our identity. At the same time they represent the driving force for our innovations. Sustainability secures the quality of these innovations and has the highest priority in all our work processes. In this way, we are also a convincing model to other actors in the region.