



Photo: FUNKE MEDIENGRUPPE represented by Oliver Blumentrath and guest of honor Reiner Meutsch, founder of Fly and Help.

## SOCIAL

### **IMEX Germany: New dates announced**

The IMEX Group has today confirmed that it has secured new dates for IMEX in Frankfurt 2022. The change allows the team to stage the 20th anniversary of its market-leading trade show from Tuesday 31 May – Thursday 02 June, giving the global meetings, incentive travel, and events industry an additional five weeks to prepare.

The increase in Omicron cases across Europe and around the world together with current regulatory uncertainty caused Chairman, Ray Bloom, and CEO, Carina Bauer to review their plans, together with their host venue, city, and industry partners. They have taken the opportunity to accept new dates offered by Messe Frankfurt, meaning the show could return to its more familiar timings in late spring.

IMEX in Frankfurt takes place 31 May – 2 June, with a dedicated day of tailored education on Monday 30 May for specialist groups such as corporate, association, and agency buyers. [IMEX](#)

### **Messe Berlin adjusts its concept for ITB Berlin 2022**

With great regret informs the ITB, that the in-person edition of ITB Berlin 2022 will not take place as originally planned. Owing to the latest developments and accompanying directives as a result of the coronavirus pandemic, Messe Berlin is unable to afford its exhibitors and partners the necessary planning certainty with the holding of an in-person ITB Berlin in early March. The current situation surrounding the pandemic, as well as the tightened travel restrictions and limits imposed on the numbers that can take part in large events made Messe Berlin take this step.

Particularly in these times, the industry needs orientation, inspiration and dialogue. With the livestreamed convention and Digital Business Day as well as our new regional travel events during the year, we are offering the industry a wide range of fascinating content and new business opportunities in 2022. In March 2023 ITB Berlin will be back again with an in-person event. [ITB](#)

## CMT will not take place

CMT and the subsidiary shows cannot be held as scheduled at Messe Stuttgart from 15 to 23 January 2022. Due to high infection rates the Baden-Württemberg State Government banned trade fairs and exhibitions. [CMT](#)



## STUDIES UND UPDATES

### Coronavirus Wave Weighs on ifo Business Climate

Sentiment at German companies has clouded over for Christmas. The deteriorating pandemic situation is hitting consumer-related service providers and retailers hard. The ifo Business Climate Index fell from 96.6 points in November to 94.7 points in December. Companies assessed their current business situation as less positive. Pessimism regarding the first half of 2022 also increased. The German economy isn't getting any presents this year. [ifo](#)

### Companies now allow travel only in exceptional cases

The emerging opening of the country does little to change the way companies travel. Three quarters allow business travel only in justified exceptional cases. There is no change in sight, according to a survey by the business travel association VDR. At least the proportion of companies that ban travel altogether is slowly declining. Most travel managers are convinced that business travel will increase again after the Corona crisis. [Countervor9](#)

### Travel agencies and tour operators expect strong summer business

German travel agencies and tour operators expect a strong summer business for the coming year. More than half of all current bookings are already for the coming summer months, reported the German Travel Association (DRV) on Wednesday from a survey of its members. However, only every tenth business expects a summer turnover at or above the level of the pre-Corona year 2019. A majority of 54 percent considers further financial assistance from politicians beyond March 2022 necessary to secure the economic existence. This is primarily due to the uncertainties surrounding the new Corona variant Omikron. [Tageskarte](#)

## Industry expert expects 20 percent fewer travel agencies

In the course of the Corona crisis, every fifth stationary travel agency will disappear, believes Markus Heller, head of the management consultancy Dr. Fried & Partner. But not all market exits are to be equated with insolvencies, explains the tourism professional in the Reise vor9 podcast. The "hard" insolvencies were particularly noticeable at the beginning of the pandemic, when tourism companies could not cope with the sudden loss of revenue, says Heller. [Countervor9](#)

## CURRENT TOPICS

### Lufthansa reshuffles the Group's top management

Lufthansa announced numerous changes in the Group's top management. Among them, Jens Ritter will become the new head of Lufthansa Airlines on April 1. Jens Ritter, currently a member of the Executive Board and COO of Eurowings, will replace Klaus Froese as CEO of Lufthansa Airlines. Froese is returning to the cockpit after more than six years on the executive board and will fly the new Boeing 787 as captain for Lufthansa in the future. Ritter, 48, is also a pilot. For four years he headed operations at Austrian Airlines, and since April he has been responsible for operations on the management board of Eurowings. [Countervor9](#)

### The travel industry looks ahead to the new year

The German Travel Association (DRV) expects strong summer business in the coming year and anticipates that people willing to travel will make up for vacations postponed or cancelled due to the pandemic next year. Nevertheless, uncertainty is high and the full recovery of the travel industry with its approximately 10,000 travel agencies and 2,500 tour operators will still take some time, according to the industry association: "The new year remains challenging for the travel industry in view of the ongoing Corona pandemic," says DRV President Norbert Fiebig, summing up the results of the latest DRV business survey. [DRV](#)

### Desire for travel high worldwide

The results of a special study conducted by IPK International during the Covid-19 pandemic show a renewed increase in travel intentions. According to the study, 80 percent of respondents worldwide are currently planning to travel abroad in the next twelve months. Sun & beach vacations are in high demand, as are city breaks and nature-oriented types of vacation. The high vaccination rate among foreign travelers, combined with the willingness to accept well-founded Covid 19 measures in the future, means that a comprehensive international recovery is possible next year, at least on the demand side. [tophotel](#)

### Further major trade fairs canceled due to Corona

Due to the pandemic, the Frankfurt trade fair company is now also canceling its spring trade fairs. This includes the world's leading trade fair Ambiente, which was actually scheduled for mid-February. Already last year, Ambiente could not take place. [FVW](#)

## GfK sees sustainability as top trend for the new year

Sustainability is and will remain the most important trend in 2022, according to GfK's experts in their annual review and preview for the coming year: 74 percent of Germans are concerned about environmental pollution, 69 percent fear climate change. More than two-thirds (68 percent) demand that companies behave as environmentally consciously as possible, for example by using environmentally friendly materials. For younger Millennials in particular, social sustainability is also becoming an increasingly important factor. [HORIZONT](#)

## Corona hits air traffic in Germany particularly hard

The bottom line is that there were hardly any more flights in European air traffic last year than in the first crisis year of 2020. Once again, the local airlines and airports were among the hardest hit. With just over one million takeoffs and landings, the number of flights in Germany last year was only around 50 percent of the number in 2019, the year before the crisis, according to a detailed analysis by the aviation safety organization Eurocontrol. Less air traffic again resulted in significantly lower environmental impacts. Low-cost carrier Ryanair remained the largest operator in Europe despite a drop of 1,000 daily flights. Lufthansa (down 59 percent), Easyjet (down 64 percent) and SAS (down 61 percent) were among the major airlines with particularly large numbers of flight cancellations. [FVW](#)

## Large majority does not believe in normalization in 2022

According to a recent survey, people in Germany are more pessimistic about the further development of the Corona than they were a year ago. A large majority doubts that summer vacations will be possible everywhere again next year. [FVW](#)

## Hamburg cancels leisure trade fair "Oohh" 2022

Oohh Freizeitwelten brings together five specialty trade shows under one roof, including Reisen Hamburg, Rad Hamburg, Caravaning Hamburg and Kreuzfahrtwelt Hamburg. The fair was originally scheduled to take place from February 9 to 13, 2022. The makers are planning the next edition of the Hamburg leisure fairs from February 8 to 12, 2023.

## Date postponement 40th Day of Bus Tourism in Wiesbaden

The uncertain situation in the pandemic with persistently high infection and hospitalization figures and the accompanying official restrictions have forced the host Wiesbaden Congress & Marketing to postpone the major industry meeting for the first time, namely to November 7, 2022. The organizers and host deliberately did not want to hold a hybrid conference at the 40th "Tag der Bustouristik". Since face-to-face networking, communication and exchange of experience as well as personal appearances are the focus at an anniversary. [FVW](#)

## MESSEN 2022

| MESSE          | DATUM                     | LOCATION        |
|----------------|---------------------------|-----------------|
| Bustouristik   | 7. November 2022          | Wiesbaden       |
| Reisen Hamburg | 09.02.2022 – 13.02.2022   | Hamburg         |
| ITB            | 9.03. 2022 – 13.03. 2022  | Digital         |
| IMEX           | 26. 04. 2022 –28.04. 2022 | Frankfurt a. M. |