



Image: Heather Gough reports on IMEX plans for 2022

## SOCIAL

### **Successful CT Meeting with Heather Gough, IMEX Sales Director**

On January 24, the monthly CT meeting was held at Villa Merton with IMEX Director of Sales, represented by Heather Gough and Director of Sales, Kelly Maguire. Heather Gough reported on IMEX America, which was held in Las Vegas in November 2021. The appreciation of show attendees give hope to the feasibility of IMEX in Frankfurt in 2022, for which a new date has been found. It will now be held at the show from May 31-June 2, 2022. Heather Gough motivates to participate and also invites to bring customers/hosted buyers.

### **Business Day becomes ITB networking platform**

Unlike last year, there will be no digital trade show this year; only the ITB Convention will be streamed. As an alternative, however, the Business Day on March 17 will bring suppliers and visitors together virtually. According to the ITB, the event will complement the congress, which will be held purely digitally from March 8 to 10, 2022, as well as two planned networking events in European cities that have not yet been announced. The Digital Business Day on March 17 will play a key role. As a networking platform, it will offer participants one-on-one meetings as well as audio and video meetings and automated speed dating. Buyers and media can attend free of charge. Suppliers use the platform for networking, customer retention and new customer acquisition, it says. They pay 29 euros. Tickets will be available from mid-February in the ITB online ticket store. [FVW](#)



## STUDYS AND UPDATES

### **Edelman Trust Barometer 2022: Trust in decline**

The balance sheet two years after the outbreak of the global corona crisis is clear: the leap of faith that the government in particular received at the beginning of the pandemic, catapulting it to an all-time high, has been lost. But it is not only the government that finds itself in a vicious circle of mistrust, because: Germans' trust in the institutions of government, media, business and NGOs is back to pre-pandemic levels, putting it in the distrust zone. [PR-Journal](#)

### **Industry analysis 2021: The signs point to crisis for healthcare, pharmaceuticals and aviation**

For some companies, the signs point to crisis, not only in economic terms but also in terms of their standing in the public eye. Hospitals and other medical facilities, aviation and the leisure, sports and hobbies sector are particularly affected. Being in the public eye is good in principle, but the tone must also be right. The current "Crisis Map of PR," published by the IMWF Institute for Management and Economic Research in Hamburg, shows who is doing well in the public eye and who is not. [PR-Journal](#)

### **Domestic and long-haul flights 2021 losers in air traffic**

More than 73 million passengers used Germany's main airports in 2021 - 67.6% fewer than the all-time high in 2019. Domestic German traffic reached just over one-fifth, long-haul one-fourth, and intra-European traffic just over one-third of the 2019 passenger volume. [Destastis](#)

### **VDR barometer survey: business travel only in exceptional cases**

Omikron put the brakes on business travel significantly in January. More than three-quarters of companies now only allow their employees to travel when circumstances absolutely require it. According to the latest VDR Barometer, 77.2 percent of the companies surveyed now only approve business travel in special cases such as "business-critical appointments." This is a significant increase compared to last October. Compared to pre-pandemic 2019, only a fraction of business travel continues to occur. While 28.8 percent of Barometer participants in October 2021 still stated that up to half of all business trips had taken place compared to 2019, only 14.1 percent could confirm this for 2021. [Business Traveller](#)

## Consumer climate stabilizing

Consumer sentiment in Germany halts its downward trend at the start of 2022. Both economic and income expectations and propensity to buy improve in January compared with the previous month. GfK forecasts the consumer climate for February 2022 to be -6.7 points, 0.2 points higher than in January this year (revised -6.9 points). These are results of the GfK consumer climate study for January 2022. "Despite rising incidences and inflation, consumers are showing some optimism again at the beginning of the year," says GfK consumer expert Rolf Bürkl. After two consecutive declines, consumer sentiment is on the rise again. [GfK](#)

## Lockdowns cause severe damage

In an analysis, the Cologne-based Institut der deutschen Wirtschaft (IW) concludes that the loss of value added amounts to 350 billion euros. A large part of this was due to shortfalls in private consumption, partly as a result of lockdown measures. According to the IW, the losses in private consumption and investment were offset by strong stimulus from government consumption - as a result of economic stimulus packages and pandemic-related additional spending. Exports also provided noticeably positive economic stimulus. However, this could not have prevented the high loss of value added. The German government expects somewhat weaker economic growth in Germany this year.

economic growth in Germany. Gross domestic product is now expected to grow by 3.6 percent. In the fall, the previous government had still assumed 4.1 percent growth this year. [FVW](#)

## Austria: Overnight stays at 1970 level

Domestic tourism again suffered massive losses in the second corona year 2021. This is made clear by the preliminary data from Statistics Austria. According to the data, overnight stays fell by almost 19% to 79.57 million compared to 2020. That was 48% less than in the year before the pandemic (2019). This means that the industry has fallen back by around 50 years: in 1970, 79.52 million guests had booked into guesthouses, hotels and vacation apartments. [Tip-online](#)

## Ifo business climate recovering

Sentiment among companies brightened at the beginning of the year. The Ifo Business Climate Index rose to 95.7 points in January, following 94.8 points (seasonally adjusted) in December. Although companies assess the current situation slightly worse, expectations rose significantly. "The German economy is starting the new year with a glimmer of hope," commented Ifo President Clemens Fuest on the business climate index, which has risen for the first time in six months. [Ifo](#)

## Large companies want to do without many business trips

Larger companies in Germany mostly do not expect business travel to return to pre-Corona pandemic levels, even in the longer term. According to a survey of a good 150 companies with more than 500 employees by the auditing and consulting firm PwC, 61 percent expect domestic business travel to be largely replaced by digital formats in the next five years. [ZEIT](#)

## CURRENT TOPICS

### Inflation in Germany at 4.9 percent in January

Inflation in Germany fell below the 5 percent mark at the start of the new year. In January, the inflation rate was 4.9 percent, as the Federal Statistical Office announced in an initial estimate on

Monday. Analysts, however, had expected a much lower increase in consumer prices compared to the same month last year of 4.4 percent. In December, the inflation rate had still been 5.3 percent. [ahgz](#)

## **EU vaccination certificate without booster only valid for nine months**

Without a booster shot, EU vaccination cards now lose their validity after nine months, previously after one year. After this period, travelers without booster shots are treated as unvaccinated. With a third vaccination, the EU vaccination certificate initially remains valid indefinitely. The EU also wants to make travel easier and abolish tests at entry; however, member countries can decide otherwise. [Tagesschau](#)

## **Cheap flights are not the problem**

The German government wants to make flying environmentally friendly with minimum prices and eco-fuels. But extremely cheap tickets account for less than one percent of all flight bookings; they are used by airlines primarily as a lure. Minimum prices therefore have little ecological benefit; they are more likely to increase capacity utilization than to cause flights that would otherwise not take place. More harmful to the climate are expensive tickets, for example in business class. This is because they require more space on board per passenger and thus increase per capita CO2 emissions. [Zeit](#)

## **Genting subsidiary Dream Cruises also files for insolvency**

Following the MV shipyards and their parent company Genting Hong Hong, the Genting subsidiary Dream Cruises has now also filed for insolvency in the wake of the turbulence. The shipping company originally wanted to take delivery of the "Global Dream" cruise ship built in Wismar. [NDR](#)

## **With the turn of the year came the turnaround**

Cumulative bookings for the current winter and the coming summer remain at November levels in December. However, the turnaround has already begun. Overall vacation travel bookings remain relatively quiet in December, notes Travel Data Analytics. December 2021 volume was 45 percent below December 2019 sales, and overall bookings for winter and summer 2022 remain at November levels. [FVW](#)

## **Around 100 trade fairs postponed or canceled**

Another difficult Corona year is looming for the trade show industry. According to the Association of the German Trade Fair Industry (Auma), more than one in four of the 390 trade shows for 2022 have been relocated or canceled. This means that the economic damage to the industry this year already amounts to five billion euros. [FVW](#)

## **Mexico's vacationer paradise Cancún is becoming increasingly dangerous**

News of shootings in resorts such as Playa del Carmen, Tulum and Cancun is bad news for the tourism industry, which has been battered by Corona. Experts see signs that the international mafia has set its sights on Mexico's Caribbean coast as an operating platform. "The combination of beaches, bars and lax immigration controls has contributed to this," says mafia expert Eduardo Guerrero. [Tagesspiegel](#)



## **Oil spill in the Gulf of Thailand - danger for vacation island**

Around 160,000 liters of crude oil have leaked from an underwater pipeline off the coast of Thailand. According to official information, the leak has already been closed. The navy is trying to contain the spread of the oil slick, which is threatening the vacation island of Ko Samet in the Gulf of Thailand. There is growing concern about an oil spill. [ZEIT](#)

## **Travel fair Free in Munich canceled**

Another travel trade show is cancelled: Free was originally to be held this year together with the "Munich Auto Days" from February 16 to 20. A date for 2023 has now been set. Messe München is thus complying with the wishes of most exhibitors, for whom participation in the trade show would involve intensive planning. In addition, only a limited number of visitors would have been admitted. This had led to considerable uncertainty, so that numerous exhibitors had withdrawn their participation in recent days. The next edition of Free in combination with the Munich Auto Days is scheduled to take place from February 22 to 26, 2023. [FVW](#)

## **What the PCR test deficiency means for vacationers**

The laboratory personnel who evaluate the PCR tests can no longer keep up with their work. In the future, the reliable PCR tests may only be available to certain groups. If the PCR tests are indeed no longer available to everyone, this could mean that vacationers or business travelers will also no longer be able to take advantage of them, at least not at the public testing centers. As a countermeasure, the federal and state governments therefore want to use PCR tests in a more targeted manner. This means that only older people, those who are considered at risk or those who work in the healthcare sector will be tested. However, this has not yet been implemented. [FVW](#)

## **Expedia survey sees high willingness to spend on vacation**

According to a new survey by Expedia Group, people will spend more on travel this year, opting for purpose-driven, sustainable travel and making flexibility a top priority. Most (81%) planned to take at least one vacation with family and friends in the next six months, and the majority want to travel often, with more than three-quarters (78%) expressing interest in frequent short trips. [Countervor9](#)

## **Slight recovery after the low in sentiment**

The omicron mutant and stricter entry regulations continue to depress sentiment in the travel trade. In January, the climate index improved from 88.1 to 94.3. At just under 85 (December: 78.3), the assessment of the situation is still well below this level, although the assessment of expectations has improved to 106.1. This continues the upward and downward trend of recent months. [FVW](#)

## **The ten richest people in the world have doubled their wealth in the pandemic**

The fortunes of the super-rich are growing faster than ever before, and some are even taking trips into space: Oxfam believes that the Corona pandemic has exacerbated social inequalities. While the fortunes of the ten richest billionaires have doubled, more than 160 million additional people are

living in poverty, according to a report presented by the development aid organization shortly before the start of a digital conference of the virtual World Economic Forum. [Manager](#)

## Ulf Sonntag is new head of NIT

He thus takes the helm from Martin Lohmann, who has led the institute's fortunes for 30 years - since 1991. Sonntag himself has worked at the NIT for 20 years, since 2006 as head of market research and as authorized signatory. "Together with our great team, we will continue to research current and fundamental topics in tourism," Sonntag says. "With reliable findings, we want to contribute constructively to a tourism future for the benefit of guests, hosts and society." Martin Lohmann will continue to serve as the NIT's scientific director in a dual capacity until the end of June 2022. [FVW](#)

## Arabian Travel Market changes trade fair start

The largest travel trade show in the Middle East, the Arabian Travel Market, will start on a Monday this year instead of Sundays as in the past. This is the organizers' response to the new weekend rule in Dubai. ATM Director Daniell Curtis of organizer Reed Exhibitions commented that they are confident that exhibitors and visitors alike will benefit from the changed start date and the timing adjustment to other international markets. The travel show will now be held at the Dubai World Trade Center from May 9 to 12, 2022. [FVW](#)

## DER Touristik announces wide range of training courses for Expis

The tour operator is planning numerous campus training formats in 2022 to inform travel sales staff about the current situation in the destinations and to make them fit to provide advice. At DER Touristik, sustainability and system training are also on the agenda. Furthermore, in addition to the Dertour Academy in Ireland, live events will also be held in Hamburg, Turkey, the Maldives, as well as in Orlando and the Bahamas. [Touristik Aktuell](#)

## These consumer trends will determine 2022

One of the most important trends that is likely to become more entrenched in the coming year is sustainability. 74 percent of Germans are concerned about environmental pollution, and 69 percent fear climate change. People believe that companies should play a role in solving these epochal problems: According to GfK data, over two-thirds (68 percent) demand that they behave as environmentally conscious as possible. [HORIZONT](#)

## DATES 2021

DATES	LOCATION	GUESTS
February: 15.02	Frankfurt	Die Zeit – Christoph Amend, Editorial Director des ZEITmagazins, stellt exklusiv das neue Magazin ZEITmagazin Wochenmarkt vor und gibt einen Ausblick auf die nächste Ausgabe des 05.04 Anke Wiegel, Senior Consultant Travel & Tourism
March: tb	Zoom	Annual Meeting
April: 12.04	Frankfurt	Weather reporter Marco Kaschuba and weather content producer Thomas Wenninger from WetterOnline provide insight into successful production, emotional storytelling and the dovetailing of PR and media in the weather environment.
May: 10.05	Frankfurt	Messe München and guest speaker Prof. Dr. Martin Lohmann on current trends in tourism
June: 21.06	Berlin	Media Impact invites to the Axel Springer building. The cross-media brand combines BILD, WELT and travelbook, among others
July: 12.07	Frankfurt	Ad-Alliance
September: 6.09	Frankfurt	Antenne Frankfurt/Holiday Radio invites you to the CT Summer Party in the Skyline Lounge from 4 p.m. onwards
September: 13.09	Frankfurt	Funke Media presentation
October	Berlin	
November	Frankfurt	
December	Frankfurt	Christmas party

## DATES WIRTSCHAFTSCLUB RHEIN-MAIN e.V.

February: 08.02	Frankfurt	NetLunch: Henry Martin, Paul Koch Haushaltswaren GmbH: Practical report on the delivery situation in China
May: 11.05	Frankfurt	Carsten Knop, Editor F.A.Z.: How F.A.Z. Navigates Social Change

## FAIR 2022

<b>FAIR</b>	<b>DATE</b>	<b>LOCATION</b>
IMEX	31.05.2022 – 02.06.2022	Frankfurt am Main
Bustouristik	7. November 2022	Wiesbaden