



Image: Christopher Amend presents ZEITmagazin Wochenmarkt

## SOCIAL

### **CT-Meeting mit Christoph Amend und Anke Wiegel from ZEIT**

On February 15, the monthly CT meeting took place at Villa Merton with Editorial Director of ZEITmagazin Christoph Amend and Anke Wiegel, Senior Consultant Travel & Tourism at ZEIT. Christoph Amend introduced the new ZEITmagazin weekly market and told about the success of the magazine. DIE ZEIT achieved a record circulation for the seventh year in a row in Q4 2021, cracking the 600,000 mark in paid circulation for the first time! DIE ZEIT also has a lot to offer in terms of travel environments. In addition to the weekly travel pages and regular special publications, the ZEITmagazin Spezial Reise will be published on April 21 and the Zeit-Reisen magazine Reiseträume on May 25. Afterwards, André Großfeld, star chef at Villa Merton, recreated a menu from the ZEITmagazin Wochenmarkt for those present.

### **ITB Berlin Kongress 2022**

From March 8 - 10, 2022, the digital meeting of the global travel industry took place virtually. Trade fair start in challenging times: The world is already looking back on two years of the Corona pandemic - now the terrible war in Ukraine is overshadowing world events. ITB Berlin has been providing the international travel industry with an important stage since 1966 and, just like tourism, stands for international understanding, cultural exchange and peace. With the digital ITB Berlin Convention, which took place online from Tuesday, March 8 to Thursday, March 10, the world's leading travel trade show launched its adapted event concept. High-profile experts addressed the most pressing issues facing the global tourism industry. [Presseportal](#)



## STUDIEN UND UPDATES

### **Travel agency sales pick up in February**

Travel agency business is coming back, but the 350 percent increase over February last year says little. That's because compared to 2019, total travel agency invoiced sales were still down 55 percent, but better than the previous month's minus 70 percent, according to the latest Tats Travel Agency Mirror. [Countervor9](#)

### **Business travel on the rise again according to business travel association**

After the slump in business travel over the past two years, the German Travel Management Association (VDR) expects numbers to rise again this year. "Face-to-face interaction with business partners and customers remains important and cannot be permanently replaced," says VDR President Christoph Carnier. [Hotelvor9](#)

### **Tourism balance of the past year: Summer 2021 shows Germans' desire to travel**

The good news for the German travel industry with its more than 2,300 tour operators, around 10,000 travel agencies and numerous online travel portals: Consumers are planning to spend significantly more money on vacations and travel this year than they did in 2021 - according to recent surveys by GfK. This puts the desire to travel at the top of the list, ahead of visits to restaurants or the purchase of furniture. "The need to travel and the desire for relaxation are definitely back among Germans," says Norbert Fiebig, President of the German Travel Association (DRV), looking optimistically ahead to the coming vacation season. The fact that the desire to travel is picking up noticeably is a positive sign for the industry after two economically very challenging years. "At this stage, however, it remains to be seen to what extent the war in Ukraine will have an impact on travel behavior," says Fiebig. [DRV](#)

### **Tourism analysis 2022: The return of German wanderlust**

Germans want to travel again: That is probably the most important statement of the 38th tourism analysis by the Stiftung für Zukunftsfragen. The only difference is that Corona may have permanently changed the way people travel. These are results that should cause German tourism experts to breathe a sigh of relief after some tough years: "Germany, the world champion in travel, is back," Ulrich Reinhardt summed up at the end of his presentation of the Reiseanalyse 2022. This

is the 38th time that the Stiftung für Zukunftsfragen has presented the comprehensive, representative study. 19 percent of respondents worry about contracting Corona on vacation. Because of such fears, Germany as a destination continues to rank highly among travelers. [FVW](#)

## **Survey: Women in the event industry**

For International Women's Day 2022, tw tagungswirtschaft, m+a report and IMEX Group are publishing a survey regarding women in the events industry. From March 8 to March 25, women and men alike may reflect their perspective in the survey. The results will be presented in the Research Pod at the IMEX Show in Frankfurt, among other events. We look forward to everyone who participates. [tagungswirtschaft](#)

## **Study: Voluntary CO2 compensation does not work**

A recent study, for which more than 63,000 flight bookings in Europe were examined, brought to light that only four percent of all bookings included any financial compensation at all for CO2 emissions. Despite lip service paid to the contrary by many customers, the actual willingness to pay is on average one euro, according to the sobering findings. [Science Direct](#)

## **Cruises currently remain slow sellers in travel agencies**

According to the Tats Travel Agency Mirror, cruise orders were down 82 percent in January compared to 2019, with overall tourism orders hovering 60 percent below the level of two years ago. Air travel sales are down three-quarters this month compared to January 2019, and other sales are down 61 percent compared to 2019. [Reisevor9](#)

## **These are the influencer trends in 2022**

Tiktok will become even more important as a stage for influencers. The platform achieves the highest engagement rate of all social media channels, report influencer specialists Socialpubli. Research shows that micro-influencers are more effective than established ones and videos are getting shorter. [PR Daily](#)

## **AKTUELLE THEMEN**

### **Update: Russian companies not at IMEX**

Carina Bauer, CEO IMEX Group and Ray Bloom, Chairman IMEX Group, comment as follows: "It is with a heavy heart that we have taken the decision today - as a direct result of the current political situation - to exclude Russian companies from participating in IMEX in Frankfurt 2022. The world is in an exceptional situation and our deepest sympathies go out to all those affected and especially to the people of Ukraine. We all wish for a quick and peaceful resolution of this conflict." [IMEX](#)

### **Meta can envision travel sales in the metaverse**

Jan Starcke, Travel Industry Lead at Meta, believes the digital experience world Metaverse, which the Facebook group is tinkering with, is suitable for offering and also booking travel there. The Metaverse doesn't exist yet," Jan Starcke makes clear at the outset. It will take ten to 15 years to realize the vision of the Facebook group Meta for a digital world, says Starcke during the talk at the digital ITB. [FVW](#)

## **Pandemic: traffic lights agree on draft Corona rules**

After the planned end of most Corona requirements in Germany on March 20, basic protection rules and further intervention options for regional outbreaks are to remain in place. This is provided for in a draft of a new nationwide legal basis agreed upon by Health Minister Karl Lauterbach (SPD) and Justice Minister Marco Buschmann (FDP). This is to allow the states to continue to impose crisis measures locally or at the state level. The federal government justified the plans amid rising infection figures again. From first countries, patient protectors, but also the co-governing Greens came calls for additional safeguards. [Tophotel](#)

## **Ukraine war hits Europe's Mediterranean travel destinations**

Athens, Paris, Madrid, Rome After two years of bitter losses, it looked until recently as if the European tourism industry could finally tick off the pandemic. According to data from tourism consultancy Mabrian, flight capacities to destinations in Greece, Portugal, Italy and Spain are back to pre-crisis levels this year. France alone is still 19 percent below. However, the war in Ukraine is likely to curb many people's desire to travel again. Carlos Cendra, head of marketing at Mabrian, says: "The new instability is jeopardizing the recovery of European tourism," he says. [Handelsblatt](#)

## **Travel agencies between hope and fear**

The past few weeks went well at the counter, but now Russia's war of aggression on Ukraine threatens to stop German citizens' desire to travel. But it is still far too early to make a forecast, say travel agency sales experts. The reluctance is palpable. It feels out of place to speculate on the outlook for the summer of travel on days when Russia's war of aggression on Ukraine is claiming lives and when a democratically governed country is desperately fighting for its freedom and independence. [Reisevor9](#)

## **PR and advertising in times of war**

It's a fine line between aid, actionism and symbolic acts, is how journalist Thomas Koch describes the situation of advertisers. Edeka caught a shitstorm for the post "Freedom is a food". The railroad or mobile phone providers with free services would have fared better. Either provide concrete help or better radio silence on the channels, says the author. [Wirtschaftswoche](#)

## **Podcast: What the Ukraine war means for tourism**

No one knows whether and in what way the war in Ukraine will escalate after Russian troops invade. But assumptions can be made based on experience with past crises. We talk about this with Martin Lohmann (photo), scientific director of the Research Institute for Tourism NIT in the Reise vor9 podcast. Martin Lohmann, scientific director of the Tourism Research Institute NIT, has been studying the effects of crises on travel behavior since 1986. The findings on this, which are published among other things in the annual travel analysis of the Forschungsgemeinschaft Urlaub und Reisen (FUR), are based on extensive data. [Countervor9](#)

## **Air passenger volume recovery by 2024**

Geneva - The International Air Transport Association (IATA) projects that total travelers will reach 4.0 billion in 2024 (with connecting cross-sector trips counted as one passenger), exceeding pre-COVID 19 levels (103% of 2019 totals). Expectations for the shape of the near-term recovery have shifted slightly, reflecting the evolution of government-imposed travel restrictions in some markets. However, the overall picture presented in the latest update of IATA's long-term forecast is unchanged from expectations in November, prior to the Omicron variant. However, the impact of the Russia-Ukraine conflict had not yet been taken into account. [IATA](#)

## What readers think about fw|TravelTalk

In November 2021, fw|TravelTalk, with the support of market research company Innolink Germany, surveyed more than 500 readers to find out how satisfied they are with the new magazine, the joint web presence fw.de and our various newsletters. They are proud that in this particular year of 2021, which has been marked by the pandemic, they have met the reading needs of their readers so well, and in many cases these readers have given them the title of "leading tourist medium". They were particularly pleased with the good and very good marks they received from counter staff. Because the results showed: This target group evaluates the offers even better than the remaining readership. [FVW](#)

## Expedia boss sees no threat in virtual reality vacations

In the so-called Metaverse, which Facebook CEO Mark Zuckerberg wants to build, vacations will be possible in a virtual reality in the future, making real vacations partly superfluous. Expedia CEO Peter Kern doesn't think too much of it: "Maybe in 100 years we'll all be human batteries sitting around with headsets on, but for the foreseeable future we have a pretty good sense that people want to be out in the world." [GeekWire](#)

## ITB will tour Europe

In addition to the ITB Berlin Digital Convention on March 8-10 and the Digital Business Day on March 17, ITB plans to tour Europe with an initial two B2B presence events. The two networking events are to be the prelude to a whole series of events in other European countries. [trvlcounter](#)

## Leipzig Book Fair cancels for third year in a row

Booked out: The Leipzig Book Fair will also be cancelled in 2022, the organizers announce. Reason for the decision are cancellations of publishing houses and exhibitors. As a result, the quality of the fair can no longer be guaranteed. The events "Leipzig liest", the Manga-Comic-Con and the Antiquarian Book Fair will also not take place. Until the very end, the fair team "struggled to make it happen," says book fair director Oliver Zille. [turi2.de](#)

## EVENTS 2022

DATE	LOCATION	GUESTS
March: 15.03	Frankfurt	CEO Axel Schmiegelow, Head of Content Leonie von der Beeck and Director of Partnership Marketing Rüdiger Peters present the ittravel Group
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 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
Juli: 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 Präsentation
October	Berlin	
November	Frankfurt	
December	Frankfurt	Christmas party

## DATES WIRTSCHAFTSCLUB RHEIN-MAIN e.V.

DATE	LOCATION	GUESTS
March: 15.03	Frankfurt	Astrid Hamker, President of the CDU Economic Council: Economic and fiscal policy challenges in the current legislative period
April: 07.04	Frankfurt	Gerhard Heilemann, Managing Director Theo Förch Group: "Innovation and digitalization"
April: 12.04	Frankfurt	Dr. Toralf Haag, CEO Voith GmbH & Co. KGaA: Decarbonization and digitalization in mechanical and plant engineering using the example of Voith

Mai: 11.05	Frankfurt	Carsten Knop, Editor F.A.Z.: How F.A.Z. Navigates Social Change
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## FAIRS 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