



Bild: CT-Meeting mit WetterOnline

SOCIAL

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The monthly CT meeting took place on April 12. Guests are Senior Sales Consultant at WetterOnline Matthias Weiler, WetterReporter Marco Kaschuba, WetterContent-Producer Thomas Wenninger and Prof. Dr. Roland Conrady from the University of Applied Sciences Worms.

"Everywhere you go you always take the weather with you" is the refrain of the musical interlude by Shasha and Alex Auer, which introduces those present and Zoom viewers to the infotainment program with WetterOnline. Afterwards Mathias Weiler starts with the lecture "Travel inspiration times differently - bright spots of the weather communication". Marco Kschuba shows that weather is always and everywhere and what impact an editorial contribution has on the right timing with storytelling components. Thomas Wenninger emphasizes that WetterOnline's editorial infotainment is not intended to advertise or persuade, but to inspire.

Afterwards, Prof. Dr. Roland Conrady presents tourism trends and new personality and skill profiles of tourism professionals. He deals with the related issue to solve the 'war for talents'. A lively discussion emerged from the very interesting lecture. As a follow-up event, CT will organize a workshop on the attractiveness of tourism as a career field and also its value chain. The date will be announced in due time.

Annual General Meeting

Following the CT meeting, the annual general meeting took place. The president presented the annual financial statement 2021, audited by the tax office Scholtyck Bad Homburg. Treasurer Matthias Lemcke and honorary member Werner Giersch did the proper audit. Michaela

Hempel, board member read the letter of Mr. Giersch and made a motion for discharge. The motion was passed unanimously.

The board has made a motion to increase the membership fee for 2023 (Ordinary members 400 Euro; Extraordinary members 550 Euro). The motion was approved with one rejection (Dominican Republic) and 2 abstentions (Tunisia and Ireland). The resolution was passed by a majority as participants also voted in favor of the motion via Zoom.

Union der Wirtschaft – meeting with tourism delegates in the Bundestag

Claudia Müller as tourism coordinator of the German government knows very well about issues of development policy and tourism. A very harmonious meeting with politicians to evaluate a constructive cooperation. Corps Touristique is a member of the advisory board of the think tank and represents the interests of foreign tourism boards in Germany.



STUDYS AND UPDATES

Business travel: Almost three quarters want more sustainability

According to a survey of 1,000 business travelers in Germany by TravelPerk, almost three-quarters of respondents think the government should invest more in offering sustainable means of transport. In addition, 57 percent of respondents believe that short-haul flights of less than 400 kilometers should be abolished. Subsidies for the aviation industry from the federal government are rejected by 54 percent. The last two survey results are astonishing simply because, according to the study, the airplane is the preferred mode of transportation for 43 percent of business travelers, followed by the car (39%). Only 15 percent regularly travel by train for business. One possible explanation for this is that, surprisingly, only 21 percent of business trips take place within Germany. In comparison, every second business trip leads to other European countries (50%). [TravelPerk](#)

Ukraine war does not dampen booking growth so far

Germans are finally looking to travel again after two years of pandemic despite the Ukraine war, data from market researchers Travel Data & Analytics (TDA) for March shows. The minus

to the pre-Corona period melts to about one third. Last-minute business is fueling hopes that the industry can continue to catch up. [Counter vor9](#)

This is how the travel year 2022 will be

More and more countries are lifting their travel restrictions. This also gives travelers from Germany hope for a rollicking vacation year in 2022, a trend that online travel agent Opodo has taken as an opportunity in its latest study and, together with independent survey institute OnePoll, asked how Germans feel about traveling after the past two Covid-19 years.

Visiting friends: Nowhere do we feel more at home than with the people we hold dear. The results show the longing to see loved ones again in a boisterous vacation atmosphere after the past Covid-19 years is great: more than 40 percent of respondents said they wanted to share time with their loved ones while traveling. The Millennials and Gen Z generations in particular like to combine vacations with quality time with friends and family.

Recharging: For the vast majority of German respondents (81 percent), vacations are all about wellness, self-care and relaxation. As recently as 2020, this figure was only 10 percent in the survey results, far behind a classic beach vacation (38 percent) or an active vacation in the unspoiled expanses of nature. Others, on the other hand, need the thrill and are also looking for new challenges when traveling (42 percent). [Tageskarte.io](#)

Germany remains number one business travel destination

Even in the crisis, Germany remains the most important business travel destination within Europe. This is shown by the latest Meeting and Event Barometer. At the same time, the events and meetings industry expects demand to rise in the coming years. The development of hybrid events shows that live events nevertheless have a future. For these, the proportion of attendees who participated in the event on site rose from 12.4 percent in 2020 to 33.7 percent last year. [FVW](#)

Germans' desire to travel continues unabated

Around 80 percent of Germans long for a vacation, and for 65 percent, safety and flexibility are top priorities when traveling. And for 40 percent, vacation planning helps them take their mind off Corona. Among younger people (18 to 35 years old), almost three-quarters appreciate traveling much more than before since Corona, according to a survey of 1,000 Germans conducted by insurance company Hanse Merkur in early March. [FVW](#)

Germans want to go abroad again

This was the result of a Yougov survey published on Wednesday. The client was the Bavarian leisurewear manufacturer Schöffel in Schwabmünchen. According to the survey, 34 percent of the 2029 respondents want to spend their vacations in Europe, 10 percent outside Europe. A total of 48 percent answered that they wanted to spend their main vacation in their own home region or at least in Germany. The survey was therefore representative, but according to Schöffel, only "outdoor enthusiasts" were asked - in other words, people who hike, cycle or otherwise enjoy being out in the fresh air. [FVW](#)

Generation Z has high expectations of service on the road

One in three wants to spend more money on travel this year than before the pandemic. This is particularly true of young people between the ages of 18 and 24, where one in two has a higher travel budget than before Corona. At the same time, 80 percent of Generation Z respondents expect faster and more flexible customer service. They expect better support when booking and at the vacation destination, according to a Yougov survey of 2,000 Germans. [Hogapage](#)

Positive forecast for global tourism

Based on a joint survey, market researchers from Statista Q and ITB predict a 48 percent year-on-year increase in global tourism to a sales volume of 586 billion euros. In 2023, the industry will exceed the pre-crisis level by five percent with 696 billion euros, according to the optimistic forecast. [Tip-Online](#)

CURRENT TOPICS

UNWTO suspends Russia

The United Nations World Tourism Organization has decided to suspend Russia because of the Russian war on Ukraine. The country's membership will be suspended with immediate effect, the UN specialized agency announced after a vote by the majority of its member countries. With this, the UNWTO preempts Russia, which wanted to avoid expulsion through voluntary withdrawal. [Tip Online](#)

High prices threaten demand for vacation flights

In the wake of rising air fares, it can be assumed that part of the potential clientele for vacation flights will be lost, believes Eric Heymann, mobility expert at Deutsche Bank Research. In the short term, the oil price is the decisive factor for ticket prices, in the medium term the EU regulation on climate protection. Airlines have largely exhausted cost-cutting measures such as optimized flight schedules, larger aircraft and the abolition of free catering. There is therefore no way around higher prices. [FAZ](#)

Ukraine war, lockdowns in China, embargo - the economic risks for the German economy

Economic output in the first quarter grew by 0.2 percent, as announced by the Federal Statistical Office. The Corona pandemic and disrupted supply chains had caused gross domestic product (GDP) to fall by 0.3 percent in the fourth quarter of 2021. The slight growth in the first quarter was mainly due to higher investments, the Wiesbaden-based statisticians explained. However, foreign trade is putting the brakes on growth: "Since the end of February, the economic impact of the war in Ukraine has been affecting economic development." The full impact of the war, however, would not become apparent until the second quarter. [Handelsblatt](#)

Fake valuations remain a huge problem

Three out of four purchase decisions are made on the basis of valuations. But what if more and more of them are fake? Holidaycheck manager Georg Ziegler (photo) is fighting in court against agencies that sell reviews, and winning. But the fake providers carry on blithely. [Counter vor9](#)

Rising prices deal heavy blow to consumer climate

Consumer sentiment again deteriorated significantly in April, according to the GfK Consumer Climate Index. Consumers are currently even more pessimistic than they were during the first Corona lockdown in the spring of 2020. This applies to expectations regarding the economy and income as well as propensity to buy. GfK consumer expert Rolf Bürkl cites "the Ukraine war and high inflation" as reasons. [GfK](#)

Hybrid business events are on the rise

Trade fairs, conferences, congresses and events are increasingly taking place on site again in Germany, the latest Meeting & Event Barometer shows. However, the key figures for 2021 also confirm that hybrid and virtual formats are here to stay, as is sustainable event planning. [Hotel vor9](#)

Business climate brightens surprisingly in April

"After the initial shock of the Russian attack, the German economy is showing resilience," says Ifo President Clemens Fuest. In April, executives assessed the business situation and outlook for the coming six months somewhat more optimistically than recently. The business climate improved significantly in the hospitality industry in particular. [Ifo](#)

More and more consumers want to cut back on consumption

According to a consumer survey, just under a third of Germans are planning to cut back on non-essential spending. 44 percent would be prepared to change their vacation plans or even cancel them completely. 50 percent of consumers would cut back on restaurant visits and clothing and accessories if necessary. 46 percent of respondents would hold back on major purchases such as a new car or furniture. [FVW](#)

WTTC predicts 126 million new jobs in tourism

The World Travel and Tourism Council sees the global travel industry growing at an annual rate of 5.8 percent through 2032. This means that tourism growth will be more than twice as high as that of the global economy. Within ten years, 126 million new jobs are expected to be created; the travel industry will then account for more than eleven percent of global value added, according to the forecast. [WTTC](#)

Tourism and hotel industry invest more in advertising again

Travel and tourism companies in Germany invested 95 and 153 percent more in advertising in the first quarter than in the same period last year. Advertising sales by the hotel and catering industry rose by 25 percent year-on-year. Hotels and restaurants spent 89 million euros, tourism companies 71 million euros and tourist offices 64 million euros. [Meedia](#)

What the EU plans to do with tourism

"Transition paths" - that's what the EU calls its biggest transformation program for Europe's economy to date. It starts with the tourism industry. Tourism, of all things! Two years ago, the European Union (EU) decided on its new economic strategy: as many sectors as possible are to become greener, more digital and more resistant to crises in a massive tour de force. Now the EU has launched the project, which is one of the most ambitious in its existence, with the first "transition path": for tourism. The concrete measures range from a fairer legal regime for short-term rentals to break Airbnb's monopoly to the possibility of booking a trip digitally intermodally - i.e., a one-way ticket for the entire route. There are two main reasons that the EU is beginning its economic transformation in tourism. "First, this industry has been particularly hard hit by the consequences of the pandemic, and second, it is characterized by a relatively complex ecosystem," the EU Commission says. [FVW](#)

WHO warns against rapid relaxations

The World Health Organization (WHO) is calling on countries to continue rigorously testing people for the virus after relaxing Corona protective measures. "The pandemic is certainly not over," Kate O'Brien, director of WHO's Department of Immunization, said Monday in Geneva. New virus variants could continue to develop, she said. Loosening leads to new waves of infection, O'Brien said. That is not always immediately clear, she said, because many countries now test much less. She called on governments to carefully relax protective measures while monitoring how death rates evolve. [FVW](#)

Good prospects for leisure hotel industry

Rainer Willa, CEO of the consulting firm Hotelpartner, reported at the AHGZ Status Quo forum on four- and five-star hotels rates that were through the roof. At present, style, design, concept and good ratings are particularly important, he said. This allows prices that are "in some cases even better than 2019." For business hotels, on the other hand, he is pessimistic, saying people have become accustomed to video conferencing. "Business travel will only return 60 percent in the long term," Willa said. [AHGZ](#)

DATES 2022

DATES	LOCATION	GUESTS
May: 05.05	Online	Ad Alliance Session Travel um 12:30h
May: 11.05	HOLM/ Flughafen Frankfurt	Panel discussion together with IATA: Climate protection in air transport (14 - 17h)
May: 24.05 new	Frankfurt	The GumGum Mindset Matrix: Cookieless Future - reaching advertising consumers without personal data
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	CT-Summerparty/Antenne Frankfurt in the Skyline Lounge from 16h
September: 13.09	Frankfurt	Funke Media presentation
October: 11.10	Frankfurt	Messe München
November: 15.11	Frankfurt	tbd
December: 06.12	Frankfurt	Christmas party

DATES WIRTSCHAFTSCLUB RHEIN-MAIN e.V.

June: 09.06	Frankfurt	Ben Hodges, Lieutenant General (rtd.) US Army: Ukraine. Where do we go from here? International Impact of the War
July: 13.07	Frankfurt	Prof. Dr. Dr. h.c. Franz Josef Radermacher: Climate Neutrality 2045 - What are we doing to ourselves?
August: 19.08	Kronberg	40th Golf Tournament of the German Economy, Schlosshotel Kronberg

FAIRS 2022

MESSE	DATUM	LOCATION
IMEX	31.05.2022 -02.06.2022	Frankfurt am Main
Bustouristik	7.11.2022	Wiesbaden
Touristik & Caravaning	16. – 20.11.2022	Leipzig
CMT	14. – 22.01.2023	Stuttgart
oohh!	08.-12.02.2023	Hamburg