



CT-Meeting at Media Impact in Berlin  
Foto: Stefanie Herbst

## SOCIAL

### **CT-Meeting at Media Impact in Berlin**

On June 21, 2022, the meeting of Corps Touristique at Media Impact took place in the new Axel Springer building in Berlin. The event was moderated by the President of CT, Hanna Kleber and Media Impact's Director for Finance & Tourism, Luxury & Lifestyle Marcus Brendel. First Marcus Brendel presented the sustainability strategy at Media Impact, then the editorial teams of TRAVELBOOK, WELT/WELT AM SONNTAG and ICON introduced themselves in their own program items. Lisa Schardt, Product and Business Manager at TRAVELBOOK interviewed Nuno Alves, Editorial Director and Larissa Königs, Editorial Director. The interview was about travel journalism with impact and the TRAVELBOOK award on 15.09, to which guests are cordially invited. Afterwards, Judith Umlauf, Director Brand WELT AM SONNTAG together with WELT & WELT AM SONNTAG Editor-in-Chief Thomas Exner and Heiko Rudat dealt with the topic of how to discover the WELT in a sustainable way. Then Inga Griese, Editor in Chief at ICON, and Carola Curio, Director Luxury, addressed the extent to which travel is a luxury for the ICON GROUP.



## STUDIES AND UPDATES

### **Strong decrease in business travel predicted**

In forecasts, a decrease of 25 to 50 percent is expected for business trips, Matthias Schultze from the German Convention Bureau reported at the hotel real estate congress. On the other hand, there is pent-up demand for events, which the hotels can only partially cover due to the concentration of dates and lack of staff. Hybrid formats have come to stay, noted Claus-Dieter Jandel of Deutsche Hospitality. [AHGZ](#)

### **Every fourth person chooses vacation destination because of low costs**

According to Yougov, one in four Germans say low costs, such as for flights, hotels or activities, were the deciding factor in choosing the destination of their last vacation. Only U.S. Americans (23%), Moroccans (22%) and Italians (16%) say this less often. The international average from 24 markets is 31 percent. [Hotel vor9](#)

### **GenZ packing bags - YouGov Travel & Tourism Report 2022**

Fifty percent of GenZ in Germany say they want to spend a vacation abroad within the next twelve months. This is the highest figure in an international comparison. On the other hand, it is primarily the GenZ of the United Kingdom (44 percent) who would like to spend the most money. These are the findings of the current Travel & Tourism Report 2022 "Youth of today, travel of tomorrow" by international data and analytics group YouGov. The study analyzes the behavior, expectations and perceptions of 18- to 24-year-olds (Generation Z) in relation to travel. The Global Travel Profiles data used in this study is based on interviews with n=25,918 adults aged 18 and older in 25 countries in April 2022. All interviews were conducted online and the results are nationally representative, it says. [YouGov](#)

### **Majority of Germans plan multiple and longer trips**

58 percent of Germans want to travel with their families more often than before, and 62 percent are planning longer vacations. These are the findings of a survey conducted by Hilton among 1,000 Germans with children up to the age of 16. According to 54 percent of

respondents, this planning should include experiences that immerse them in the local culture. While travel within Germany has been the trend in recent years, the survey data shows otherwise: 59 percent of Germans plan to travel abroad, while 33 percent prefer a domestic destination. Germans' vacation plans show that travel in 2022 will largely be about relaxation. For example, 70 percent of respondents said that a stay near the beach, is particularly important to them on a family vacation. [Hotel vor9](#)

## CURRENT TOPICS

### **Berlin Travel Festival returns**

The Berlin Travel Festival replaces the private visitor weekend of ITB and will be the largest public travel trade show for Berlin and Brandenburg in the future. From November 25-27, 2022, the Berlin Travel Festival will return as a live event under one roof with the BOOT & FUN, ANGELWELT and AUTO, CAMPING, CARAVAN leisure and travel trade shows. With the new concept, Messe Berlin is bundling a date for private visitors\* who can thus concentrate on one point in time and find all leisure offers, supplemented by the topics of boats, caravanning, camping and fishing, practically under one roof. [Infos](#)

### **Silver for Switzerland - Youtube advertising in comparison**

The Swiss commercial with Roger Federer and Anne Hathaway passes big brands and renowned companies on the best list of Youtube commercials and takes second place. The spot "The unbeatable Grand Tour of Switzerland" convinces with a symbiosis of breathtaking scenery and slapstick. Congratulations Switzerland for this well-deserved award! [Top 10 youtube ads](#)

### **Iata annual meeting: Clear rules for CO2 offsetting missing**

Aviation continues to be in the grip of pandemic shockwaves worldwide. The International Air Transport Association (Iata) felt the same when it had to postpone its annual meeting, which was actually scheduled to take place in Shanghai, at short notice. Topics: Sustainability, air travel chaos, business travel. [FVW](#)

### **Consumer climate plunges to record low**

Consumer sentiment in Germany hit an all-time low in July, both in terms of economic and income expectations and propensity to buy. According to GfK, high inflation is causing the purchasing power of private households to melt away. "Above all, the eight percent rise in the cost of living is weighing heavily on consumer sentiment," says GfK consumer expert Rolf Bürkl. [Counter vor 9](#)

### **Interview with Bernd Fritzges: "Industry faces its biggest change"**

Meetings and events are currently booming. But for the time after the catch-up effect, Bernd Fritzges, head of the Association of Event Organizers (VDVO), predicts a completely new mice world. [FVW](#)

## **Flight chaos: "Hart aber fair" roundtable discusses controversy**

The chaotic situation at the airports, cancelled and cancelled flights are currently causing a stir. During the "Hart aber fair" talk show on ARD, a colorful panel discussed causes and ways out. The output was manageable. The good news up front: people want to travel again. "There is a great need to catch up," reported Ute Dallmeier, managing director of several Lufthansa City Centers, in the "Hart aber fair" talk round, which dealt with the current flight and impending vacation chaos. [FVW](#)

## **That was IMEX Frankfurt 2022**

From May 31 to June 2, the international events industry met for the 20th time at the Messe Frankfurt locations. From major carriers such as Lufthansa, to well-known hotel chains such as Marriott, Accor or NH Hotels, to global technology providers and international destinations, a total of 3,400 venues, services and representatives from more than 170 countries were showcased at Messe Frankfurt. In its 20th year, the fair attracted more than 40 new booths and announced several market entries, for example a new Convention Bureau of Ethiopia or the new B2B supplier Transcend Cruises. Seminars, practical workshops and expert forums, receptions at exhibition stands as well as the exclusive CIM Clubbing provided the perfect framework for networking during the four days of the fair. "IMEX Frankfurt this week represented a microcosm of global market activity. We are in the early stages of recovery in our sector, but have every reason to be optimistic" said Carina Bauer, CEO of IMEX. [Tip-Online](#)

## **SPECIAL EVENTS**

### **Archaeological Sensations**

Dr. Zahi Hawass, world-renowned Egyptian archaeologist and Egyptologist, as well as former Minister of Antiquities, will give two lectures in Germany in July 2022 to present to the world the latest archaeological discoveries in Egypt. The lecture will present for the first time the recent discoveries: The Lost Golden City (named the world's most important discovery of 2021 by well-known newspapers and magazines), along with the excavations in the Valley of the Kings. Hawass also reports on important discoveries at the Teti Pyramid and Gisir el-Mudir near Sakkara in search of Imhotep, the architect who built the Step Pyramid. Last but not least, Dr. Hawass talks about the latest work in the Pyramid of Khufu to find hidden chambers.

[Archaeological Sensations Tickets, Mo, 11.07.2022 um 16:30 Uhr | Eventbrite](#)

[Archaeological Sensations Tickets, Di, 12.07.2022 um 17:30 Uhr | Eventbrite](#)



## DATES 2022

| DATE             | LOCATION                        | GUESTS  |
|------------------|---------------------------------|---|
| July: 12.07      | Frankfurt,<br>Speicherstraße 53 | Ad-Alliance   |
| September: 6.09  | Frankfurt                       | CT-Summerparty/Antenne Frankfurt at the Skyline Lounge, 16h |
| September: 13.09 | Frankfurt                       | Funke Media   |
| October: 11.10   | Frankfurt                       | Messe München   |
| November: 15.11  | Frankfurt                       | Falstaff  |
| December: 06.12  | Frankfurt                       | Christmas Party   |

## TERMINE WIRTSCHAFTSCLUB RHEIN-MAIN e.V.

**NEW:** Due to lack of use of the offers, the membership of the Corps Touristique in the Wirtschaftsclub Rhein-Main e.V. will be terminated at the end of the year 2022.

|               |           |  |
|---------------|-----------|--|
| July: 13.07   | Frankfurt | Prof. Dr. Dr. Dr. h.c. Franz Josef Radermacher:<br>Climate Neutrality 2045 - What are we doing to ourselves? |
| August: 19.08 | Kronberg  | 40th Golf Tournament of the German Economy Schlosshotel Kronberg   |

## MESSEN 2022

| FAIR                   | DATE             | LOCATION  |
|------------------------|------------------|-----------|
| Bustouristik           | 7.11.2022        | Wiesbaden |
| Touristik & Caravaning | 16. – 20.11.2022 | Leipzig   |
| Berlin Travel Festival | 25. – 27.11.2022 | Berlin    |
| CMT                    | 14. – 22.01.2023 | Stuttgart |
| oohh!                  | 08.-12.02.2023   | Hamburg   |