



Picture: Panel discussion von CT and IATA

f. l. t. r.: Bernhard Dietrich (CENA), Michael Schneider (IATA), Prof. Karl-Rudolf Rupprecht (FSAS-IAT), Lars Kröplin (LUFTHANSA), Hanna Kleber (CT), Mathias Jakobi (IATA)

SOCIAL

Panel discussion "Climate protection in air transportation" with IATA

On May 11, 2022, a panel discussion on the current topic of "Climate Protection in Air Transport" initiated by Corps touristique together with IATA took place at the HOLM (Home of Logistics & Mobility) in Frankfurt in summery temperatures. The event was moderated by the President of CT, Hanna Kleber. Participating in the panel discussion were Bernhard Dietrich, Head of the Competence Center for Climate and Noise Protection in Air Transport (CENA Hessen), Lars Kröplin, Head of Corporate Responsibility Strategy (Lufthansa), Prof. Karl-Rudolf Rupprecht, Department of Aviation & Tourism (IAT) at Frankfurt University of Applied Sciences, as well as Mathias Jacobi (Area Manager) and Michael Schneider (Assistant Director Environmental Programs) of IATA.

Sustainable fuels or compensation? This topic will remain important in the future and will still pose major challenges to the industry. Meanwhile, the panel discussion made it clear that different approaches to solutions are being advanced to achieve zero emissions in the long term. CT President Hanna Kleber thanked the panelists for the lively exchange and the guests in the audience for their questions and lively participation. The moderator concluded with an invitation to discuss progress on the topic again in a year in the same setting. [Website](#)

CT-Meeting with GumGum

Ad overload, data protection and irrelevance - these are the problems of today's online advertising. Kristoffer Gärtner shows how advertisers can reach advertising consumers in a cookieless world even without personal data. Emphasis is placed on the right environment,

appealing advertising formats and attracting attention. Yuri Libot then shows implemented campaign examples and skins from the tourism sector.

[GumGum - SKIN DESKTOP - Südtirol](#)

[GumGum - SKIN DESKTOP - Zillertal](#)

[GumGum - SKIN DESKTOP - Eurowings](#)

[GumGum - SKIN DESKTOP - Australia & Etihad](#)



STUDIEN UND UPDATES

Vacationers are spending more money this summer

In a recent online survey by Counter vor9, a clear majority of the travel agencies surveyed confirmed that customers are spending more money on their trips this year than before Corona. The main reason, according to most travel professionals, is increased prices. [Reise vor9](#)

World Travel and Tourism Council expects strong recovery in German tourism industry

The World Travel and Tourism Council (WTTC) believes a strong recovery in the German travel and tourism industry is likely next year, according to a new report. Based on the latest Economic Impact Report (EIR), the tourism sector's share of gross domestic product is expected to increase by as much as 2.5 percent compared to 2019. The key factor here is that this growth is expected to increase by a further 1.3 percent annually for the period from 2022 to 2032.

Accordingly, around half a million new jobs could be created in the travel sector by 2032. [WTTC](#)

Guests increasingly value sustainability

Sustainable tourism offerings are well rated and in demand by guests. This is evidenced by the quarterly evaluation of the Trust You rating platform. According to the results, travelers are also willing to spend more money on sustainability. [Reise vor9](#)

Why so many airlines are merging right now

Jet Blue and Frontier Airlines are fighting over Spirit Airlines; in South America, the Colombian airline Avianca is taking over its domestic competitor Viva and founding the holding company Abra together with the Brazilian Gol. In India, the Tata Group has taken over the ailing state-owned Air India, and in Korea, market leader Korean Air is buying its biggest competitor Asiana. And in Europe, the sale of the new Italian airline ITA Airways is pending. After the forced Corona shutdown, there is more movement than there has been in a long time. [Süddeutsche](#)

German vacationers book trips to EU destinations

Germans want to spend this year's vacation at home or in other EU countries. In doing so, they expect travel providers to offer high safety standards, a money-back guarantee and flexible rebooking options. According to an Emarsys survey, more than half of the German citizens surveyed want to take a vacation this year despite the effects of the Corona pandemic. About one-fifth of respondents have already booked a trip, with 22.8 percent still undecided. 13.6 percent of trips are still in the planning phase. [FVW](#)

Study examines how sustainable tourism is in Europe

The University for Sustainable Development Eberswalde (HNEE) has published a study with an overview of Europe-wide activities. The summary of the report, "European Tourism Going Green," after looking at sustainability of tourism stakeholders in 21 countries, is that many are showing positive development. "However, there is still a lot of potential to make tourism in Europe more sustainable and innovative," says Heike Dickhut of HNEE. The report is available for free download. [Destinet](#)

Travel professionals believe organized travel will comeback

Two out of three travel industry decision makers surveyed expect travel to return to pre-pandemic levels by the end of 2024, according to a study commissioned by IT services provider Sabre. The rest do not expect this to happen until 2025 or even later. Travel agency managers in particular believe organized travel will become increasingly important in reducing the complexity of travel for customers. They also expect domestic and regional travel to remain important. [FVW](#)

Travel agency sales continue to grow in April

The tourism business is recovering visibly. This is shown by the development of sales in April. In the process, the sales gap compared to the pre-Corona year 2019 is also narrowing, as the latest Tats travel agency mirror shows. The total invoiced sales of the agencies included in the Tats-Reisebüro-Spiegel were up almost 395 percent in April compared to the same month in 2021. Tourism, including cruises, came in at a dizzying 1140 percent increase - but not necessarily a surprise given the lockdown that prevailed in April a year ago. Air travel recorded an increase of a good 392 percent, while other sales rose by just over 85 percent compared with March 2021. As positive as this development is, however, the revenues now achieved do not yet reach those of the pre-Corona year 2019. However, the gap is narrowing. [FVW](#)

CURRENT TOPICS

ITB becomes a pure B2B trade show

Many exhibitors and destinations - including the Corps Touristique - have long wished for it: an ITB without end-customer days. Now Berlin is complying with this wish: From 2023 on, the trade show, which already starts on Monday evening with the opening ceremony, will only address the trade audience. [FVW](#)

Hartmann sees politicians as having a duty for the relaunch

Germany needs a plan for the next Corona wave, the climate targets must not slow down the economy, and the industry must catch up in digitalization - BTW President Sören Hartmann outlined the challenges facing the tourism industry at the summit in Berlin. [FVW](#)

Many companies are cutting business travel budgets

In an SAP-Concur study, two-thirds of travel managers report cut budgets as a result of the Corona pandemic. Limited financial resources are cited as the most common barrier to more sustainable corporate travel programs. Nearly half of executives say they wanted to reduce carbon emissions, but only 14 percent are investing in green concepts. [SAP Concur](#)

Air travel is missing the Tesla

By 2050, aviation wants to fly emission-free. How is that going to happen? Sustainable fuel or offsetting? In a discussion with Iata, there were different approaches - for example, a new method for calculating CO2 emissions. The industry is looking to sustainable fuel, or Sustainable Aviation Fuel (SAF). But even that is still a question of production capacity. Today, 100 million liters of SAF are available, but 450 billion liters will be needed in 2050. Until then, compensation must be made in parallel with technological developments, even if readiness among customers can still be developed. [FVW](#)

Hesse becomes a pioneer in climate protection in aviation

Construction of the world's largest pilot plant for synthetic kerosene is to begin this year at the Frankfurt-Höchst industrial park. This was announced by Economics and Transport Minister Tarek Al-Wazir in Wiesbaden in April. "Together with the company Ineratec and our Hessian Competence Center for Climate and Noise Protection in Aviation, we have succeeded in designing a pilot plant at Industriepark Höchst. We are thus taking a major step forward here in Hesse to enable climate neutrality in the transportation sector as well, and strengthening the site in its transition to climate-friendly business." [Wirtschaft Hessen](#)

The most important risk factors in business travel

Business travel services provider BCD has provided an outlook on the key risk factors that may affect business travel in the near future. In addition to price increases, climate change and geopolitical factors are among the most important influences. The Travel Risk Outlook Report outlines seven risk categories that may impact business travel: Economic Forecasts, Climate Change and Extreme Weather Events, Geopolitical Developments, Personal Risk, Cybersecurity, Health Risks, and Changing Work Styles. [Reise vor9](#)

Gigantic additional revenue: State can expect tax trillion for first time

Despite the weaker economy, Finance Minister Lindner can expect higher tax revenues. In 2025, revenues could exceed one trillion euros for the first time. When Christian Lindner (FDP) presents a tax estimate for the first time as federal finance minister this Thursday, the FDP politician will immediately face a dilemma. He will have to explain why the state is swimming in money, yet there are no funds for additional spending. Communicating this message well will be a challenge even for a skilled rhetorician like Lindner. After all, despite the Ukraine war and the slowing economy, the state can surprisingly count on gigantic additional revenues. Lindner's officials in the Federal Ministry of Finance, in their submission to the Working Group on Tax Estimates, forecast 232 billion euros in additional revenue for the state as a whole by 2026, compared with the last forecast from last November. [Handelsblatt](#)

Companies are cautious about bookings for the fall

The number of attendees at meetings and events rose again in Germany in 2021. However, there were increases primarily in virtual and hybrid events. Josephine Gräfin von Brühl, head of the MICE Portal, explains in an interview how the industry is developing in the current year and what the trends are. [FVW](#)

Sabre President Ekert: "Travel industry recovers faster than expected"

"The travel industry is recovering very quickly," states Kurt Ekert after his first months as President of Sabre. According to a study by the company, organized travel in particular should now take off. Just under six months after taking over as President of Sabre, ex-CWT CEO Kurt Ekert gives an initial summary. According to him, the travel industry is recovering faster than expected. While the restart was initially driven primarily by vacation travel, the business travel segment is now also making a strong comeback. [FVW](#)

Demand, costs and debt grow at Lufthansa

Lufthansa is pleased about rising demand, but is also struggling with higher costs for fuel and fees. Liquidity worries no longer plague the Group, but recently the mountain of debt also increased by one billion to 16.7 billion euros. The net financial debt is more than three times the equity, which puts Lufthansa in a much better position than its European competitors.

[Handelsblatt](#)

Confidence grows in the hospitality industry

Easter went well, and there is a mood of optimism. After the abolition of the Corona requirements, demand in the hospitality industry is picking up again significantly, according to a recent survey by the Dehoga Bundesverband. 43.2 percent of establishments report good to very good Easter business, according to the survey, although rising energy costs are increasingly burdening hoteliers and restaurateurs. Sales in April were still 17 percent below the pre-crisis level in April 2019. In the previous month of March, however, the loss was much more serious with a minus of 27.5 percent compared to March 2019. So things are clearly on the up. This is particularly true of private demand. The positive trend is also evidenced by Easter business, which was pleasing in large parts of the industry. 43.2 percent of entrepreneurs rate it as good to very good, while 33.2 percent are satisfied. [FVW](#)

E-bikes drive bike tourism

The travel industry is increasingly benefiting from sustainable tourism with e-bikes. One tour operator describes her experiences. Bike tours are only suitable for flat routes. That was once upon a time. With the boom in electrically assisted bikes, new possibilities are opening up in terms of routes and offers. Inge Hauer, managing director of the tour operator Landpartie Radeln & Reisen, also notes this to fw|TravelTalk: "We experience that the number of guests who want to travel with an e-bike has increased in recent years. More and more guests now privately own an e-bike and no longer want to do without the convenience on organized tours." [FWW](#)

EVENTS 2022

DATE	LOCATION	GUESTS
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 as of 16h
September: 13.09	Frankfurt	Funke Media presentation
October: 11.10	Frankfurt	Messe München stellt sich vor
November: 15.11	Frankfurt	Falstaff
December: 06.12	Frankfurt	Christmas party

EVENTS 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: Climate neutrality 2045 - what are we doing to ourselves
August: 19.08	Kronberg	40th Golf Tournament of the German Economy Schlosshotel Kronberg

FAIRS 2022

EXHIBITION	DATE	LOCATION
Bustouristik	7.11.2022	Wiesbaden
Touristik & Caravaning	16. – 20.11.2022	Leipzig
CMT	14. – 22.01.2023	Stuttgart
oohh!	08.-12.02.2023	Hamburg