



CT-Speakers Lunch February 2024 with Prof. Dr. Harald Zeiss (Inatour) and Carina Bauer (IMEX)

Market Trends & Relevant News

Business travel faces a new record year worldwide - [Read more](#)

Good prospects for the global business travel market: According to the Global Business Travel Association (GBTA), spending on international business travel is expected to reach USD 1.5 trillion for the first time in 2024, surpassing the peak of USD 1.4 trillion in 2019.

Destinations with the most overtourism recommended not to visit in 2024 - [Read more](#)

CNN Travel, Condé Nast Traveler and Fodor's, reference publications for thousands of travelers around the world, have welcomed the new year by pointing out the destinations with the most problems related to overtourism. Venice, Athens, Mount Fuji, Barcelona or Amsterdam are some of the places mentioned. In the case of CNN Travel, this publication offers several recommendations to avoid crowds if you finally decide to travel to a number of places. Condé Nast Traveler, on the other hand, talks about "the destinations you should not visit in 2024".

Travel industry optimistic about meeting environmental targets - [Read more](#)

According to a survey by IT service provider Amadeus, the travel industry is optimistic that it will achieve the goal of net zero emissions by 2050. According to the survey, 89% of decision-makers are convinced that the industry can achieve its goal. Of these, 36 percent believe that this is feasible without adjustments, while 53 percent insist on accelerating progress.

Study: How the young generation books and travels - [Read more](#)

Young Germans, the so-called Generation Z (Gen Z), are primarily looking for authentic experiences when they travel. When researching before a trip, Gen Z particularly relies on their social environment. At least that's what a representative study by Holidaycheck claims.

DATE	LOCATION	SPECIAL GUEST/SPEAKER
April: 16.04.2024 10 am 12 pm	Frankfurt, Villa Merton	Jahreshauptversammlung for the Destinations only followed by BCN (Burda Community Network)
April: 17.04.2024 10 am – 3pm	Frankfurt, Hamburger Allee 45 at KLEBER office	Workshop for Destinations only / Christopher Ripp / I3DEnergy GmbH
May: 7.05.2024 12 pm	Frankfurt, Villa Merton	CMT Stuttgart Forum Anders Reisen (Petra Thomas)
June: 4.06.2024 12 pm	Frankfurt, Villa Merton	Messe München FUR Reiseanalyse
July: 9.07.2024 12 pm	Speicherstadt, Frankfurt	Ad Alliance
August (Date tbd)	Frankfurt (Location tbd)	CT Summer Party
September: 10.09.2024 12pm	Frankfurt, Villa Merton	ADAC & Dertour
October: 08.10.2024 12 pm	Frankfurt, Villa Merton	Die Zeit, Editor in Chief Giovanni di Lorenzo
November: 5.11.2024 12 pm	Frankfurt, Villa Merton	n.n. Travel Data Analytics (Roland Gassner)
December: 3.12.2024 6 pm	Frankfurt, Villa Merton	CT Christmas Party

TRADE FAIRS 2024

MESSE	DATUM	LOCATION
ITB	5.-7.03.2024	Berlin
Ferien	14.-17.03.2024	Wien
IMEX	13.-16.05.2024	Frankfurt
Touristik & Caravaning	20. – 24.11.2024	Leipzig
Berlin Travel Festival	Date tba	Berlin
CMT	18. – 26.01.2025	Stuttgart
Reisen & Caravaning Hamburg	06.-09.02.2025	Hamburg

OTHER EVENTS:

IATA Cocktail Reception at ITB 5.30 pm	05.03.2024	Berlin
--	------------	--------