

Market Trends & Relevant News

ITB

ITB Review CEO Deborah Rothe – [Read more](#)

Digital expert Roman Borch offers an exclusive review with Deborah Rothe, Director of ITB Berlin, in this week's Travelholics podcast. The International Tourism Exchange (ITB) Berlin 2024, the world's leading trade fair for the travel industry, closed its doors on 7 March after three eventful days. With almost 100,000 visitors and 5,500 exhibitors from all over the world in the 27 exhibition halls at the Berlin Radio Tower, ITB set new standards. The ITB Congress was held in parallel to the trade fair, with over 24,000 guests, 200 sessions and 400 renowned speakers from the tourism industry providing valuable dialogue and in-depth insights.

Review IATA Event at ITB

Hanna Kleber has been the moderator of the event “Mastering Transformation within the New EU Border Control Landscape (ETIAS & EES)” (on Tuesday, 05 March 2024 at Blue Stage)



Speakers have been Alexandre Costa Goncalves, ETIAS Team Leader, Frontex/ ETIAS Central Unit Division; Marie-Caroline Laurent, Director General, Europe, CLIA; Mathias Jakobi, Manager Central Europe, IATA; Thorsten Schmidt-Look, Projektgruppe Smart Borders BPOL, Bundespolizeipräsidium; Dr. Ira Fernández-Lázaro, Senior Executive Strategic Planning & Passenger Experience Aviation Management, Flughafen Düsseldorf GmbH;

With the introduction of the European Travel Information and Authorization System (ETIAS) and the Entry Exit System (EES), the travel industry is facing a significant transformation of EU border controls that affects both carriers and travelers alike. This panel discussion, initiated

with an informative keynote by Frontex, provides a comprehensive introduction to the functioning and benefits of these new systems, as well as their impact on carriers and travelers. The subsequent round of discussions aims to achieve transparency regarding the implementation of the systems through collective dialogue and to thoroughly explore the resulting consequences for the travel industry. The goal is to develop a detailed understanding of the necessary adjustments to the new regulations and at the same time lay the groundwork for a smooth travel experience in the future.

Net Zero: „Travel without destroying the environment“ – [Read more](#)

At the ITB in Berlin, Jeremy Sampson from the Travel Foundation called on the travel industry to make a consistent course correction towards climate neutrality. "The world is decarbonising - with or without us," said Jeremy Sampson, CEO of the Travel Foundation, a foundation that works together with leading tourism organisations to improve the impact of tourism. His study "Envisioning Tourism in 2030 and Beyond" models a path to climate neutrality. The model is dynamic, but feasible - however, it involves a great deal of effort. The massive global growth in tourism will lead to an enormous increase in emissions if the approach remains business as usual, emphasised Sampson at ITB Berlin: "We need to let the climate-friendly sectors grow - and curb the climate-damaging ones." The main point here is the regulation of air travel.

The German Travel Market 2023 – (Study enclosed)

The new DRV data collection on developments in the travel industry has been published: The review of the year 2023 shows impressively: Spending on travel and holidays is at a record high and package holidays account for almost half of sales:

Travel spending (services booked in advance) is up by 27 per cent and stands at 79 billion euros.

- An increase of 14 per cent compared to the pre-corona record year 2019
- The share of tour operator travel is just over 47 per cent.
- 54.6 million travellers (previous year: 47.8 million) on holiday trips of five days or more
- The proportion of the population travelling is 77.1 per cent and the average trip duration is 13.3 days.
- 22 per cent of long holiday trips are to Germany; the proportion of long-distance trips is 9.3 per cent.
- Cruises are booming again: 3.7 million travellers on rivers and oceans - just like in 2019.
- Travel agencies sell over 50 percent of organised trips.

Comeback of travel agencies – [Read more](#)

Travel agencies gain more and more importance at young generation. The unsettling times of Corona seem to be incredibly inspiring the love of advice, especially among the generally not

very stress-resistant target group of 25 to 34-year-olds. 34 percent of them would like to book their next vacation through a travel agency.

Other CT relevant News:

New Partnership of Corps Touristique and asr (Allianz selbständiger Reiseunternehmen) launched at ITB.



Anke Budde (President asr), Hanna Kleber (President CT), Winfried Schulz (Finance asr)

CT President Hanna Kleber is delighted about the cooperation between the Corps Touristique (CT) and asr: "The CT is pleased to enter into a cooperation with the asr, which should make it easier for our members to communicate with the asr network. The Corps Touristique stands for cosmopolitanism and freedom of travel. We would like to give the affiliated travel agencies the opportunity to maintain a lively exchange via asr and to learn from each other. Foreign tourism

as a whole (which accounts for 78% of all German holiday trips) is also an important economic factor in the respective countries."

COTTM 2024 brochure now available – [Read More](#)

According to the latest forecast from the China Tourism Academy, the number of outbound tourists from China will reach 130 million in 2024.

COTTM 2024 is one of the best, most cost effective marketing vehicle to meet China's leading tour operators.

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	Outdoor Active (Vincent Beckmann) Travel Data Analytics (Roland Gassner)
December: 3.12.2024 6 pm	Frankfurt, Villa Merton	CT Christmas Party

TRADE FAIRS 2024

MESSE	DATUM	LOCATION
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