Horwath HTL™

Hotel, Tourism and Leisure

TREND STUDY TOURISM

A special study for tourism trends and relevant markets

2021

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1 Introduction

Over the last two decades, international tourism has experienced steady growth. While 674 million people travelled at the turn of the millennium, this figure had already risen to 1.5 billion by 2019. Declines were only recorded during the first SARS pandemic in 2003 (0.4 percent decrease) and during the international financial crisis in 2009 (four percent decrease). This development means that in some countries, tourism has become the most important economic force. According to the EU Commission's Tourism Report, Croatia is the "front-runner" among the EU countries; there, income from tourism amounts to about 25 percent of the gross domestic product (GDP) and about a quarter of the total workforce is employed in this sector. The EU countries Cyprus, Greece and Portugal are also strongly dependent on tourism, with the travel industry accounting for about 20 percent of GDP. In comparison, the tourism sector in Germany is underrepresented: about twelve percent of total employment is within the tourism industry - and the share of just under one tenth of the country's total economic output is also below that of the holiday countries in Europe.

This industry is a wide-ranging economic sector for many countries, including business and leisure travel as well as events. The value chain covers many areas and thus includes direct and indirect service providers. Despite - or because of - this booming development, tourism is also confronted with challenges: the industry is caught between unrestrained growth and fundamental changes. For example, the consequences of mass tourism/overtourism or the effects of travel on the climate are being critically discussed and partly questioned. In addition, there is also a change in business travel tourism due to the ever-closer merging of work and leisure. All these statements result in trends for tourism and markets that will be relevant for travel in the future and will be analysed in the following.

In the middle of structural and value change in tourism comes the Corona pandemic at the beginning of 2020, which brought with it a complete shutdown of the entire tourism value chain. The concrete consequences of this development are not yet foreseeable, but it is to be expected that the Corona crisis will be a trend accelerator for sustainable and reflective travel and thus, despite the major economic consequences, opportunities will also arise at least for sub-sectors of the tourism industry. Although the Corona crisis is a turning point for the industry and leads to structural change, there will not be a complete turnaround from one day to the next. The tourism industry will recover - at least in the medium term - and start up again as soon as possible (unlike, for example, after a natural disaster or a war). Therefore, established trends and developments will remain largely the same for the time being from the current point of view but must now always be interpreted against the background of the Corona crisis.

2 Methodology

This trend analysis is based on research, the evaluation of various travel analyses and trend research as well as the experience of Prof. Dr. Christian Buer and Horwath HTL. In a first step, the tourism trends are analysed and then relevant markets in tourism are identified.

By identifying significant and relevant development processes in tourism, an overview of travel behaviour of the Germans is given, and an outlook is created on how holiday tourism is likely to continue. By presenting the data of the different segments of tourism, a comprehensive picture is created which allows to describe the tourism trends as well as the relevant markets. The basis of this evaluation is formed by various empirical studies. In this context, a trend is understood as an instrument for describing changes and currents that are reasonably assumed to continue in the future. Basis for statements about trends are developments that are visibly measurable in the past and present. The further course of a trend can usually be estimated approximately but can only be influenced partially or not at all.

- Different aspects are examined to develop tourism trends:
- Tourism analysis
- Trend sustainability vs. overtourism
- Tourism 2025
- Excursus: Tourism trends against the backdrop of the Corona pandemic

The following tourism sectors are analysed for the investigation of the relevant markets:

- Health and wellness tourism
- Sustainable tourism - Eco-tourism
- Cycle tourism
- Hiking tourism
- Conference and event market
- Camping tourism

For the elaboration and analyses, the following sources are used for research:

- Aalborg University Denmark „Digitalization in Tourism – in depth analysis of challenges and opportunities", 2018
- ADAC Reisemonitor „Trendforschung im Reisemarkt 2019", ADAC Medien und Reise GmbH Anzeigenmarketing
- ADAD Tourismusstudie: „Die Corona-Pandemie und ihre Wirkung auf die Reiselust der Deutschen"
- ADFC Allgemeiner Deutscher Fahrrad-Club „ADFC Radreiseanalyse 2020"
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- Bayerisches Zentrum für Tourismus „Prognostizierte Szenarien zur Erholung des Tourismus"
- Bulwiengesa/Freitag, Dierk (ZIA Ausschuss Hotelimmobilien) „Der Hotelimmobilienmarkt
- Bundesministerium für Wirtschaft und Technologie – Innovativer Gesundheitstourismus in Deutschland, 2011
- Bundesministerium für Wirtschaft und Technologie „Grundlagenuntersuchung Freizeit- und Urlaubsmarkt Wandern", Forschungsbericht Nr. 591
- Deutscher Reiseverband „Der Deutsche Reisemarkt: Zahlen und Fakten 2020", Stand: März 2021
- Deutscher Tourismus Verband – Zahlen, Daten & Fakten, 2018
- Deutsches Wanderinstitut e.V.: Megamarkt Wandern, 2011
- Deutscher Wanderverband und Deutsche Zentrale für Tourismus e.V. – ITB Fachforum Wandern 2020
- Deutscher Wanderverband – Wandertourismus und Digitalisierung 2018
- Deutscher Wanderverband, Grundlagenuntersuchung Freizeit und Urlaubsmarkt Wandern, 2010 + Folgestudie 2014
- Europäische Kommission „Tourism and transport in 2020 and beyond"

- Europäisches Institut für Tagungswirtschaft, Meeting und Eventbarometer 2017, 2016 und 2012
- European Travel Commission „European Tourism – Trends and Prospects", Quarterly Report Q3/2020
- Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR) – Reiseanalyse 2020: Erste ausgewählte Ergebnisse, 2019, 2018, 2016, 2015
- Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR) – Reiseanalyse Trendstudie: Tourismustrends 2020 und Urlaubsreisetrends 2025
- Frauenhofer-Institut für Arbeitswirtschaft und Organisation (IAO) „Arbeiten in der Corona-Pandemie – Auf dem Weg zum New Normal", Juli 2020
- Frauenhofer-Institut für Arbeitswirtschaft und Organisation (IAO) „Future Meeting Space – Die zukünftige Rolle von Business Events im Kommunikationsmix von Organisationen"
- Hotelverband Deutschland (IHA) – „Der Deutsche Hotel Technologie-Markt 2002 – Markteinblicke, Analysen und Experteninterviews"
- Kompetenzzentrum Tourismus des Bundes 2019 „Online-Panel Q2/19 – Overtourism in deutschen Destinationen"
- Meeting und Eventbarometer „Auswirkungen des Corona-Virus auf den deutschen Veranstaltungsmarkt"
- Meeting und Eventbarometer Deutschland 2017/ 2018, 2018/ 2019, 2019/2020
- NIT Institut für Tourismus- und Bäderforschung in Nordeuropa „Urlaubsreisetrends 2025 – Wie die Deutschen reisen werden und was das für Produktentwicklung und Vermarktung eines Ortes bedeutet" von Martin Lohmann
- Project M „Gesundheitstourismus – Kompetenzanalyse der Heilbäder und Kurorte in Deutschland"; August 2014
- Project M „Innovativer Gesundheitstourismus in Deutschland", April 2011
- Project M „Wanderstudie - Der deutsche Wandermarkt 2014"
- RA Reise Analyse „Erste ausgewählte Ergebnisse der 50. Reiseanalyse zur ITB 2020"
- RA Reise Analyse „Modul 2015: Gesundheitsorientierter Urlaub: Trends, Produktanforderungen, Potenziale", 2015
- Reise vor 9 „Naturerlebnis wird auch beim Wellnessurlaub wichtiger", Newsletter vom 15.3.2021
- Roland Berger GmbH „Hotellerie 4.1. – Auswirkungen der Digitalisierung auf die Hotellerie", Juli 2019
- Skift Research and McKinsey & Company „The travel industry turned upside down", Report vom 22.9.2020
- Stiftung für Zukunftsfragen „Freizeitmonitor 2019" und „Freizeitmonitor 2020" von Ulrich Reinhardt
- Stiftung für Zukunftsfragen „Tourismusanalyse 2020" und „Tourismusanalyse 2020" von Ulrich Reinhardt
- Trendscope, Radreisen der Deutschen, 2010
- Umweltbundesamt „Die Auswirkungen der Digitalisierung und Big Data-Analyse auf eine nachhaltige Entwicklung des Tourismus und dessen Umweltwirkung – Abschlussbericht", Umwelt, Innovation, Beschäftigung 07/2019
- Umweltbundesamt „Nachhaltigkeit im Tourismus: Entwicklungen, Ansätze und Begriffsklärung – Themenpapier", Texte 22/2019
- Umweltbundesamt „Tourismus und Umwelt – Datenbankauszug aus der Umweltforschungsdatenbank UFORDAT: Forschungsprojekte von 2005 bis 2017", Dokumentationen 03/2018

- Verband Deutsches Reisemanagement e. V. (VDR) „Barometerumfrage zum Coronavirus/Covid 19“
- Wanderbares Deutschland „Qualitätswege“
- Zeit online „Eine neue proaktive Zielsetzung für Deutschland zur Bekämpfung von SARS-CoV-2“; 18.1.2021
- Zentraler Immobilienausschuss e.V. (ZIA) „Ergebnisprotokoll Hotelimmobilien“ vom 18.11.2020
- Zukunftsinstitut GmbH „Der neue Resonanz-Tourismus“
- Zukunftsinstitut „Tourismus nach Corona: Alles auf Resonanz!“ von Anja Kirig

Remarks:

The illustrations have been translated into English and adapted to Horwath HTL's layout for consistency.

3 Excursus: Tourism trends against the backdrop of the Corona pandemic

3.1 Tourism during the pandemic

For global tourism, the years 2020 and 2021 are marked and influenced by the occurrence of the Corona pandemic. The SARS-CoV-2 (severe acute respiratory syndrome coronavirus 2) infection, colloquially known as the corona virus, causes the novel respiratory disease COVID-19. The virus was first discovered in December 2019 in the city of Wuhan in the People's Republic of China and triggered the global corona crisis at the beginning of 2020. The WHO (World Health Organisation) officially declared the virus a pandemic on March 11th. By August 2021, more than 204 million infections had been confirmed worldwide, with around 4,31 million people officially dead and 183 million considered recovered. Hotspots include Europe, the USA, Brazil and India.

To contain the outbreak of the virus and its associated consequences, public life was shut down worldwide, and with it the entire tourism value chain. Restaurants, hotels, beaches, amusement parks, swimming pools and many other facilities were shut down or closed in an unprecedented shutdown. Affected by this development are, for example, tour operators, travel agencies, hoteliers, aviation companies, but also taxi drivers, event organizers, trade fair companies, restaurants or souvenir shops. In addition, the German Foreign Office issued a worldwide travel warning. Tourism, as one of the most affected sectors, now must face the consequences of these developments and thus faces new challenges both in the short and long term. Repeated accommodation bans and restrictions, where it is not possible to accommodate private guests, and accommodation bans from risk areas, as well as restrictions on global travel, have a significant impact on tourism.

This is visible, among other things, in travel expenditure, which has plummeted by 54.1 percent, as the following figure shows.

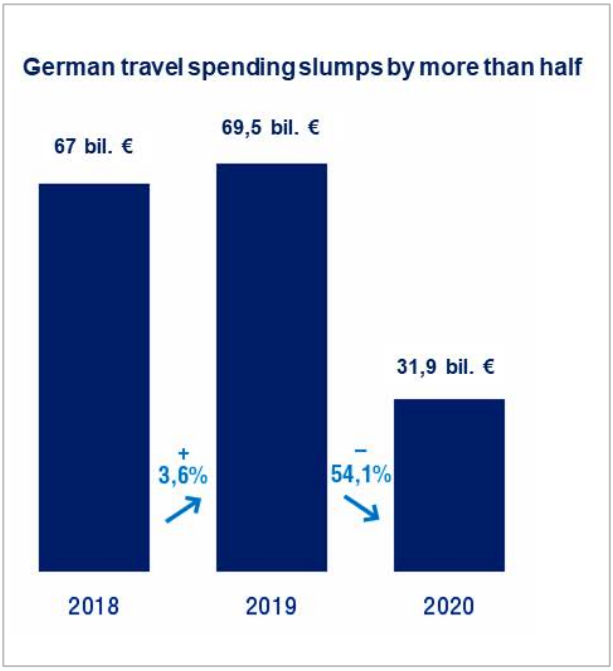

Figure 1: German travel expenditure in 2020 (Deutscher Reiseverband, Der Deutsche Reisemarkt 2020)

Of the approximately 52,000 accommodation establishments statistically recorded, only about 60 percent were open at all in December 2020. Compared to the same month last year, this is another quarter less. A similar picture of the crisis can be seen in the decline in turnover of tour operators and travel agencies. With a slump of around two-thirds by 22.9 billion euros to 12.5 billion euros, the impact of the pandemic on the travel industry becomes clear.

Figure 2: Development of tour operator and travel agency turnover in Germany (Deutscher Reiseverband, Der Deutsche Reisemarkt 2020)

The frequency of holidays in 2020 also experienced a slump from March onwards. Only 37 percent of Germans took a holiday of more than five days. In other words: 63 percent of Germans stayed at home in the first year of the Corona crisis.

Compared to the previous year, this is a decrease of around 40 percent (2019: 61 percent). This means that the travel balance in the first Corona Crisis year to date is lower than at any time in recent decades. In June 2020, the restrictions were partially lifted. Even if foreign destinations tried to attract German holidaymakers with discounts and hygiene concepts, a large part of the population - in line with the government recommendations - decided to stay in their own country, where the hotels were largely fully booked in the summer months of 2020. In late summer, however, the second Corona wave emerged, and accommodation and travel bans characterized the last quarter of 2020 for tourism.

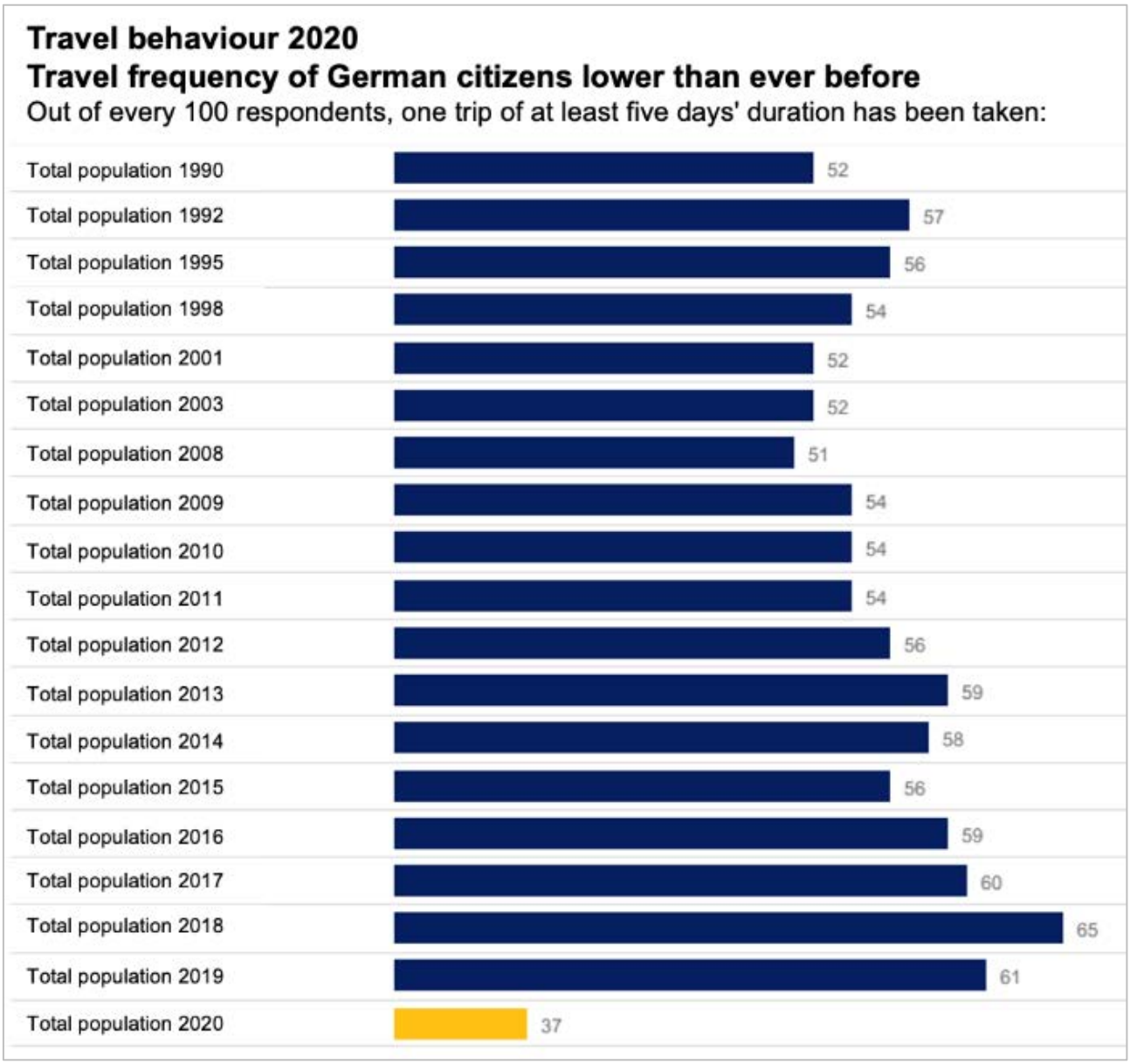

Figure 3: Travel Balance 2020 (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

In Germany, accommodation establishments recorded a total of 302.3 million overnight stays by domestic and foreign guests in 2020. According to preliminary calculations by the Federal Statistical Office (Destatis), this represents a decline of 39 percent compared to 2019. Specifically, the number of overnight stays by domestic guests fell by a good third (33.4 percent or 270.3 million), while overnight stays by foreign guests, at 32 million, were around 65 percent lower than in 2019. Further information on the effects of the pandemic on the individual trends and markets can be found in the respective chapters.

However, it can be observed that both the different regions and accommodation establishments are affected differently by the absence of guests. For example, overnight stays in hotels, inns and guesthouses are declining in the summer half-year 2020 (40 percent decrease in overnight stays, of which 31 percent are due to the absence of domestic tourists and 72 percent to the absence of guests from abroad). In contrast, providers of holiday homes and flats can report a slight increase of one percent in overnight stays. The decline of 41 percent (1.8 million) in foreign overnight stays compared to the previous year can be compensated by an increase of five percent in domestic guests to about 33 million. An analogous picture can be seen in the overnight stays at campsites, which can record an overall increase of about six percent.

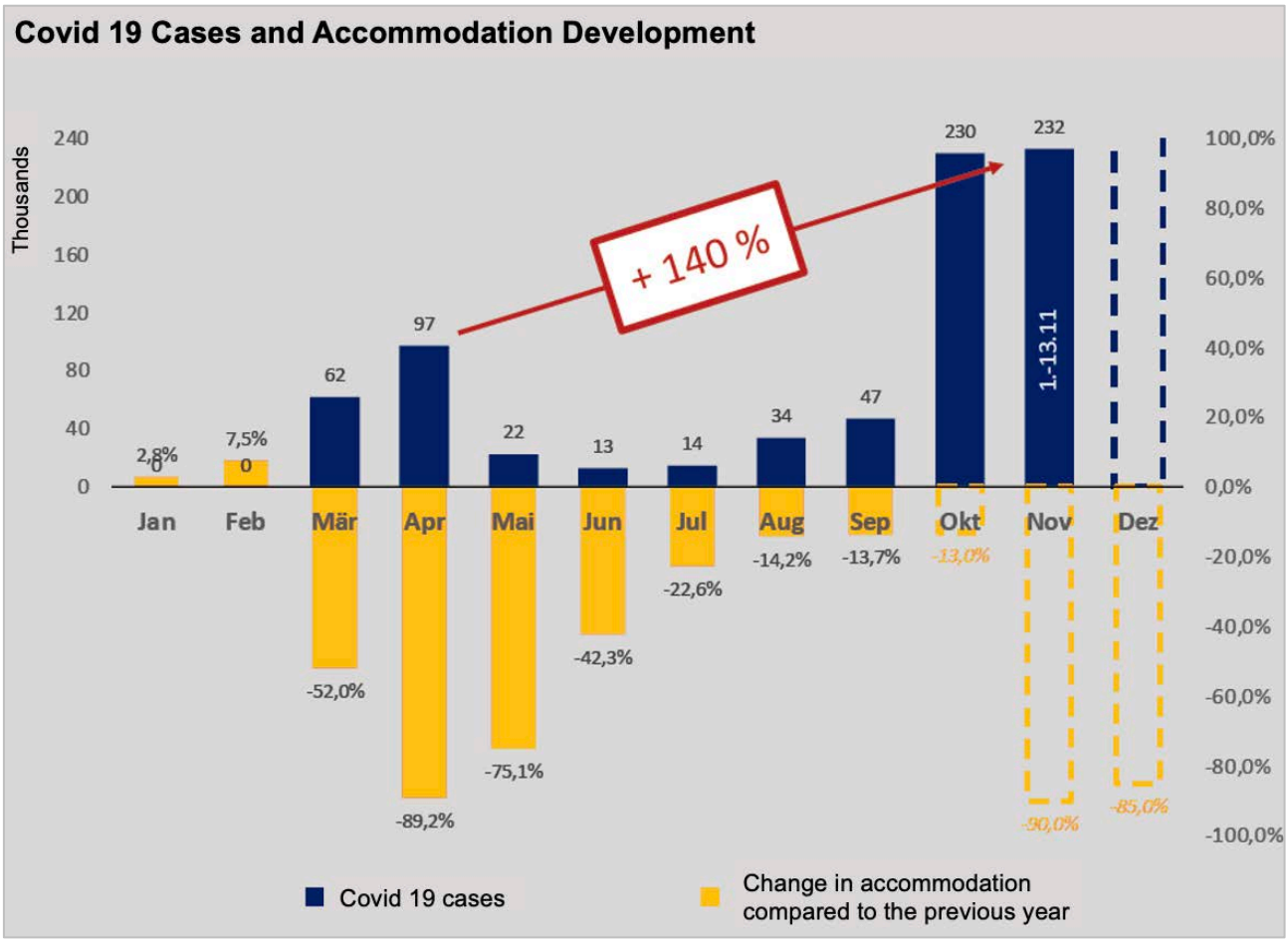

Figure 4: Developments in overnight stays depending on the Corona cases (bulwiengesa/ Dierck Freitag ZIA Ausschuss Hotelimmobilien)

When looking at the regions, overnight stays in Mecklenburg-Western Pomerania (minus five percent) and Schleswig-Holstein (minus six percent) are declining the least, while they are declining the most in the cities of Berlin (minus 68 percent) and Hamburg (minus 54 percent). The explanation lies in the absence of major trade fairs and business trips, while the rural regions benefit from the fact that summer holidays are deliberately taken at home rather than abroad.

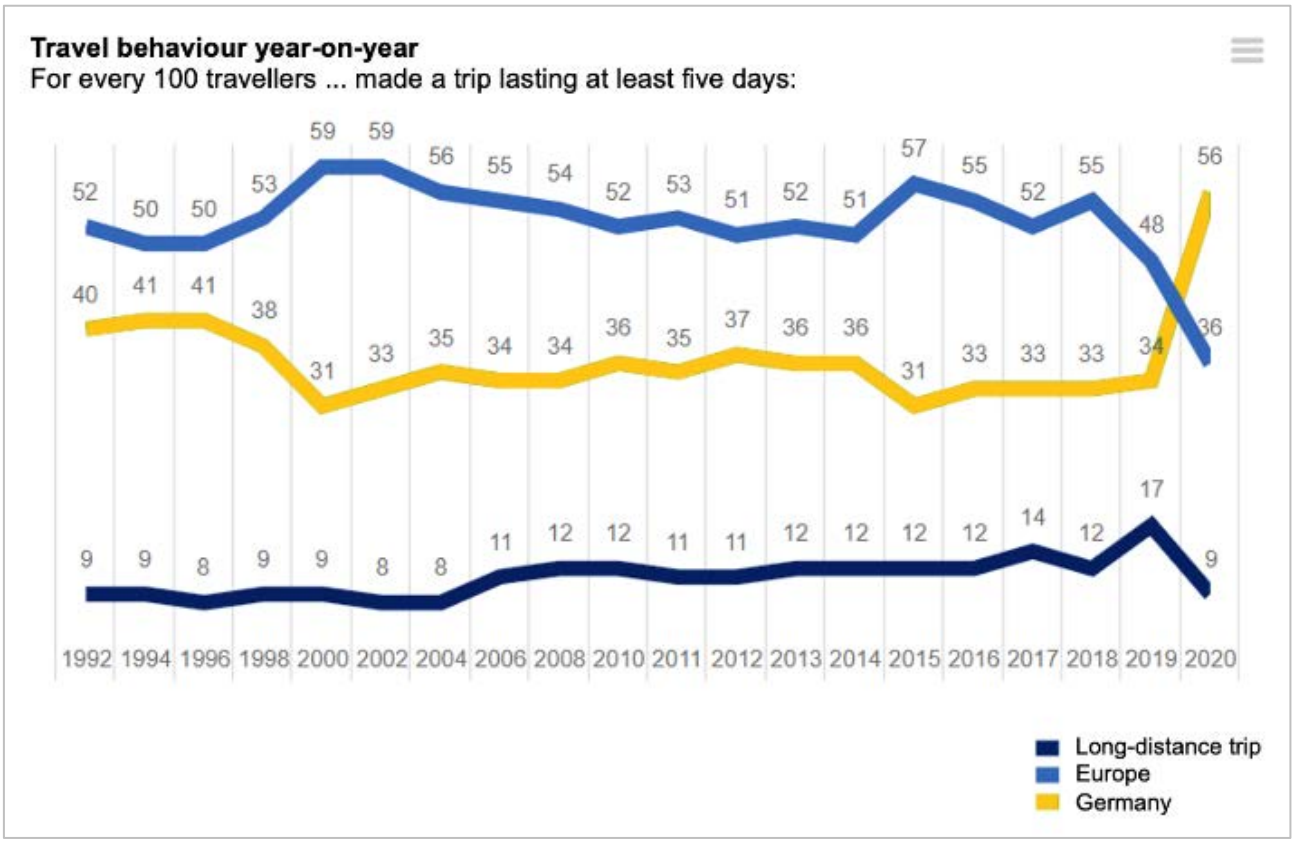

Figure 5: Travel balance in relation to the travel destination (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

Another factor is the decrease in business travel. Through Corona, digital meetings and home offices have proven themselves, so that around 60 percent of companies are permanently limiting business trips and on-site meetings. Even though personal contact will still play an important role, 90 percent of the 500 companies surveyed in a study conducted by the Frauenhofer Institute state that they will in future question business trips more according to their necessity. If business tourism does indeed decline in the post-Corona era, tourism will lose an important revenue stream. Even though the share of business travel at Frankfurt Airport has been declining over the past decade (from 40 percent to around 35 percent in 2019), the Corona crisis will accelerate this trend. This is also confirmed by the figures of the barometer survey on the Corona virus by the German Travel Management Association (VDR), in which around 65 percent of companies state in April 2021 that they expect a 30 percent decline in business travel to Corona.

3.2 Trends for Tourism in the Post-Corona phase

Based on these developments, Horwath HTL Germany sees two trends for tourism in the future, which will be reinforced and/or accelerated by the pandemic:

- Ground-based travel
- Sustainable tourism

3.2.1 GROUND-BASED TRAVEL

In the 2019 Tourism Trend Study published by the Zukunftsinstitut, Prof. Dr. Christian Buer already refers to the trend of ground-based travel, i.e. it should be possible to reach the destination without using the aircraft, both for the younger and the older generation. A new view of people's needs is essential here. People's longing for connection and community is growing, from which the new basic need for resonance is derived: the tourism of the future must succeed in creating a friendly offer of quality of life and functioning relationships (resonance spaces). This aspect will be reinforced by the pandemic and accelerate the trend.

There is a particular opportunity for domestic tourism in Germany (especially the North Sea, the Baltic Sea, the Black Forest and Lake Constance), as it is likely to increase and regain popularity in the coming years due to the trend towards ground-based and sustainable travel. In the course of this,

it is the responsibility of the industry to steer the tourism flow in such a way that less well-known and popular destinations (e.g. the often unfamiliar "Hinterland") are also marketed and, if necessary, a corresponding infrastructure is established. This effect is reinforced by stricter (health) controls on foreign travel by the government and a possible tendency to travel to destinations where businesses have been damaged and to support them as a sign of solidarity. A certain independence and autonomy from external factors will increase. The issue of "contact" in the Corona aftermath will be associated with the risk of becoming infected and ill for a longer period. Aspects such as BYOD (bring-your-own-device), i.e. the use of existing technology with one's own devices to experience a certain degree of independence on holiday, will lead to the hotel concept having to be less service-intensive. Accordingly, guests will be able to take advantage of services in the hotel (e.g. check-in/check-out) independently and autonomously with their own existing technologies. In addition, there will be a change in the demand for service: a distinct selection of services will be replaced by "do-it-yourself" offers, which guests will be able to access through greater self-awareness. However, this individualization has its limits in terms of flexibility, and people are still looking for a holiday in the community according to the motto "share when desired". A certain flexibility is expected from holidaymakers. The normal luxury of a constant and all-embracing service offer will disappear.

The exit restrictions, which were set due to the Corona crisis from March 2020, also bring a return to original values such as family and closest friends. People are in closer contact with each other in a new way and wish to create shared and enjoyable experiences with their closest contacts, for example with a joint holiday. It can therefore be assumed that family holidays or holidays in small groups will increase and that there will be greater demand for corresponding accommodation (flats, studios, holiday flats).

3.2.2 SUSTAINABLE TOURISM

Considering the type of holiday, it can be assumed that in the future accommodation that has a spacious area integrated into nature to maintain distance from other guests on the one hand and to be able to spend a sustainable holiday (back-to-nature recreation) on the other will gain in popularity. Strengthening sustainable tourism will be a great opportunity of the Corona crisis. The demand for this kind of travel existed even before the pandemic and was sometimes further triggered by corresponding movements (e.g. Fridays for Future) towards more sustainability. In addition to a focus on harmonious coexistence with nature, this form of holiday will also bring with it a greater sense of adventure on the one hand and, on the other, more undemanding thinking in terms of full-time service and luxury standards. Travelling will be perceived as more exclusive and thus also as a greater pleasure. Deceleration and relaxation are achieved through exercise (hiking, cycling, etc.). This is also expressed in the furnishings of the accommodations, which are puristic and at the same time equipped with high-quality products. Regional products - both in the furnishings and especially in the food - are a prerequisite. Sustainable sources of energy, upcycling, waste separation and the use of recyclable materials instead of disposable products (e.g. toothbrush tubs) are standard for sustainable travel. This trend in travel is also demanded by the World Tourism Organization (UNWTO): in this way, environmental resources are to be used and biodiversity is to be preserved and strengthened. The effects on ecosystems caused by the Corona crisis (e.g. clean water in the canals in Venice, dolphins near the beaches of Sardinia) must now be largely preserved and further built upon.

3.2.3 CONCLUSION

The global infectious event poses new challenges for the tourism industry. It is expected that up to 20 percent of hosts and tourism service providers - especially after the disproportionate growth of the past decade - will not survive the crisis. Furthermore, there is a risk of a further shutdown as long as the crisis is not largely overcome (through the widespread availability of vaccines or medicines). Situations may also arise again in the subsequent period that require such or similar measures, for example, due to viral mutations that ignite new foci of infection. In addition, there is an initially expected decrease in international tourism, which will certainly affect internationally popular holiday regions in Germany, such as the Black Forest. Whether the increase in national tourism will cushion this in the short term remains to be seen. The scenario of solidarity to travel to tourist

regions in the home country is contrasted with the choice to travel to areas that have had no or only few Corona cases.

The impact of the Corona virus and its aftermath on tourism will also depend on how long the crisis drags on and takes root in people's minds. Nevertheless, it can be assumed that the tourism industry will recover at least in the medium to long term. After the long phases of renunciation, people will long to broaden their horizons, to experience something and consequently book a trip at home or abroad again.

4 Tourism Trends

4.1 Tourism analysis

For an overview of tourism, the trend drivers of tourism demand of the past decade (2010-2019) are first presented, and a look is taken at the travel analysis of the past full season and then at the Corona crisis year 2020. This includes travel planning, travel behaviour, travel destinations, travel duration and travel costs of holidaymakers. Due to the Corona crisis, short-term trends are difficult to predict. However, it can be assumed that the industry will recover in the medium to long term and that the trends identified provide an overview and direction for the future.

4.1.1 TREND DRIVERS OF TOURISM DEMAND IN THE PAST DECADE

The Holiday Travel Trends 2020 of the Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR) specifically forecast the trends in the field of holiday travel. A total of ten main trends in tourism demand were seen for the second decade of the current century, which are shown graphically in Figure 6 and have largely been confirmed.

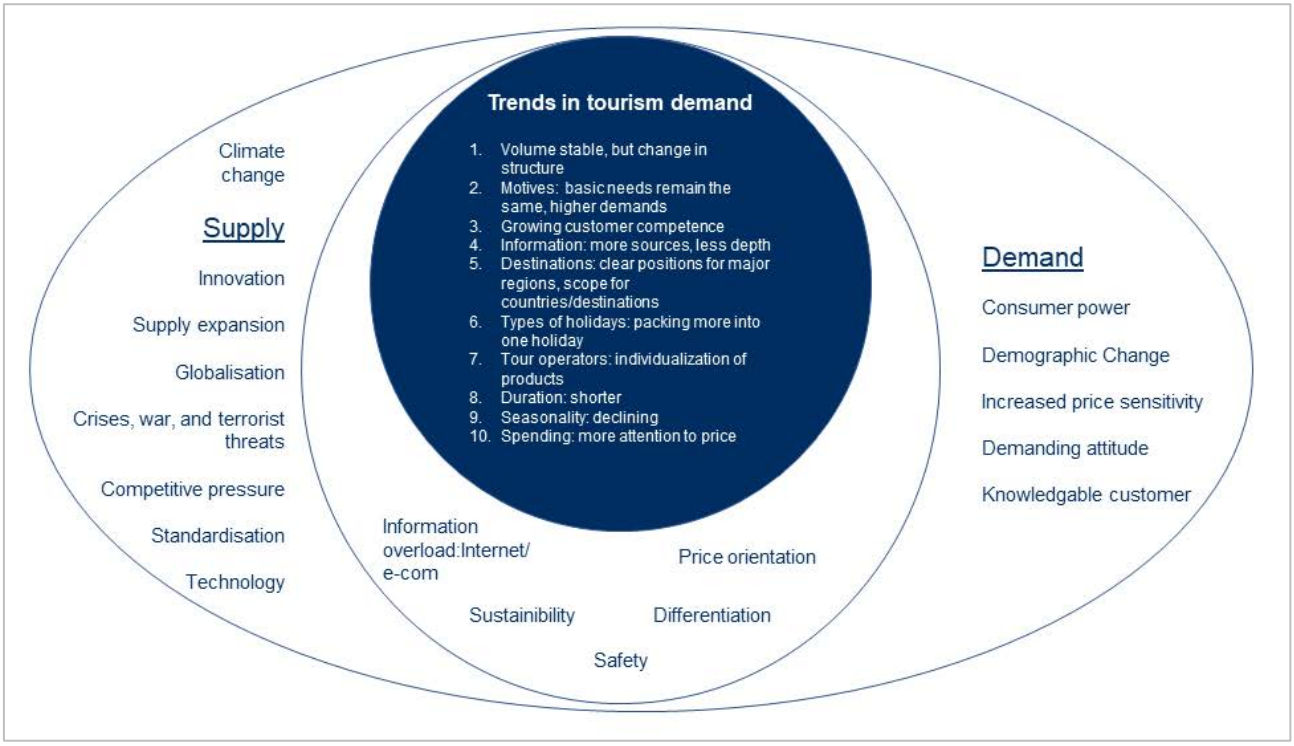

Figure 6: Trend drivers in tourism demand (Tourismustrends 2020, RA Trendstudie FUR 2008)

The weighting of target groups has shifted, which is partly due to the demographic change towards an older society. Regarding the motives for holiday trips, the basic needs that should be fulfilled have remained the same. However, the demands in the type of offer and in the implementation have increased significantly. Travel volumes have continued to grow and the nearly exhausted market will reach its maximum capacity in the next decade if the travel market recovers to pre-Corona levels.

The classic holiday destinations remained mostly abroad, such as Spain, Italy, Turkey and Austria. In terms of domestic destinations, the federal states in the far north (Mecklenburg-Western Pomerania) and in the south (Bavaria and Baden-Württemberg) were again in the top ranks. Other destinations that were previously more in the background also experienced growth, but these did not have a significant impact on the main markets.

Information was gathered from more and more sources, which was also accompanied by a faster and more superficial process. Through the sum of the various sources, however, a comprehensive overall picture emerged, which ultimately led to the decision.

Sales via the internet continued to grow. The trend away from package tours and towards individual products, however, continued to demand professionally experienced sales staff.

The types of holidays remained broadly diversified and fulfilled more and more functions. The activity at the destination did not increase, but the focus was more on tranquillity.

The duration of the trip decreased, but the frequency increased.

There was also a slight decline in the seasonality factor, which led to more evenly distributed holiday trips, partly due to the demographic change towards an older population that has time all year round.

The level of holiday spending was maintained, and holidaymakers demanded more and more services at the same or lower price.

The trends that have been filtered out will continue to develop after the recovery from the Corona pandemic or will be accelerated by the crisis.

4.1.2 TRAVEL BALANCE

Looking at the travel behaviour of German citizens, 61 percent of Germans took at least one holiday trip lasting five days or more in the 2019 travel season. This means that compared to the previous year, the overall travel intensity has fallen by one percent (2018: 62 percent) but remains stable. Couples without children (72 percent) and families (70 percent) made up the largest groups last season.

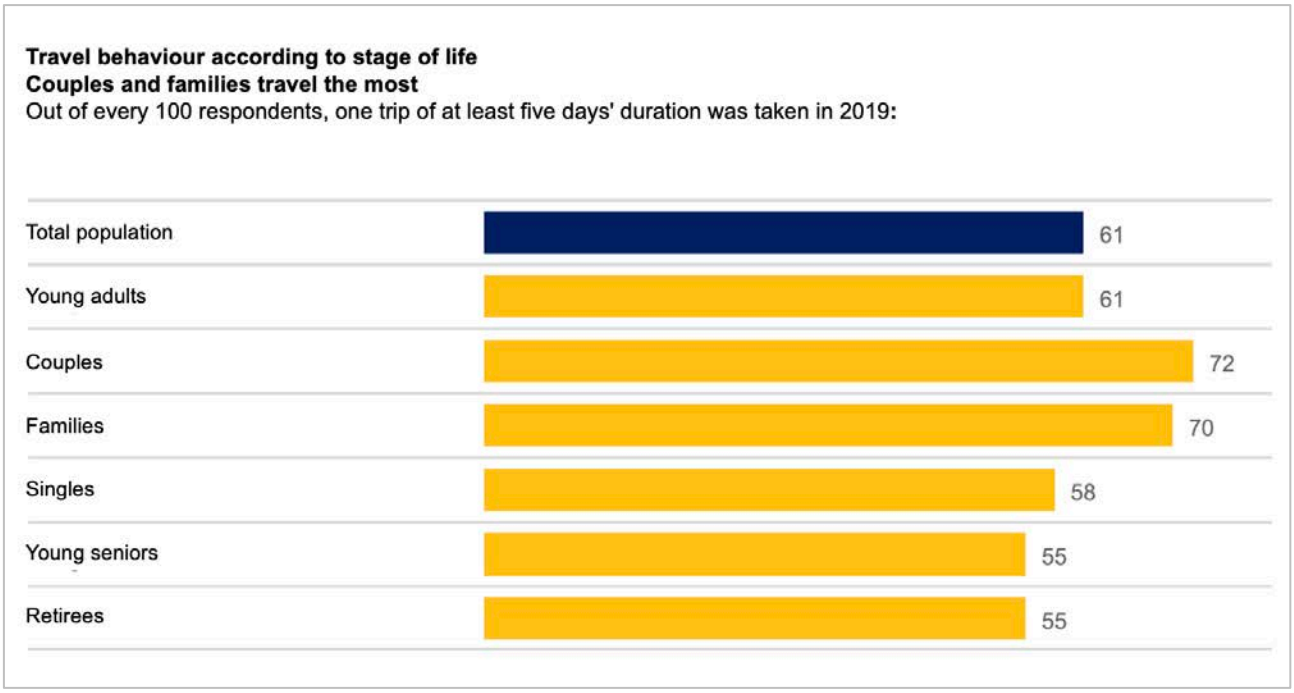

Figure 7: Travel balance by life stages (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

Figure 8 shows the high number of people making multiple holidays: 21 percent of Germans have been on holiday twice and another 40 percent at least three times or more. However, almost 40 percent of the respondents have not taken a longer holiday (five days or more).

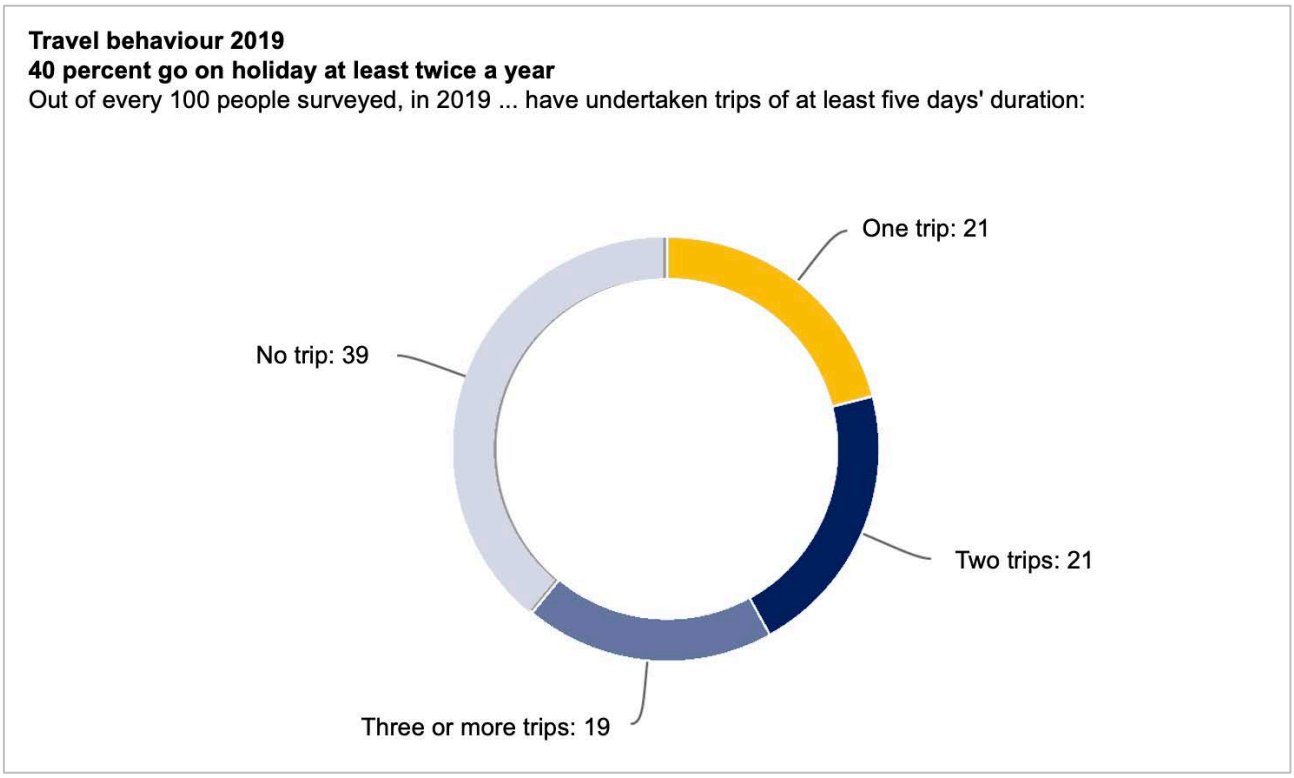

Figure 8: Travel behaviour 2019 (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

As already explained, the current travel balance is not linear to the past years but experiences a clear slump. In 2020, the first year of the crisis, only about one in three Germans took a trip, compared to 61 percent in the previous year. Among travellers, the number of trips has decreased in 2020. While 19 percent travelled once (compared to the previous year: 21 percent), the share of citizens who travelled twice (12 percent) halved compared to the previous year, and the share of those who packed their suitcases a third time dropped to just under a third (six percent) of the figure from 2019 (19 percent).

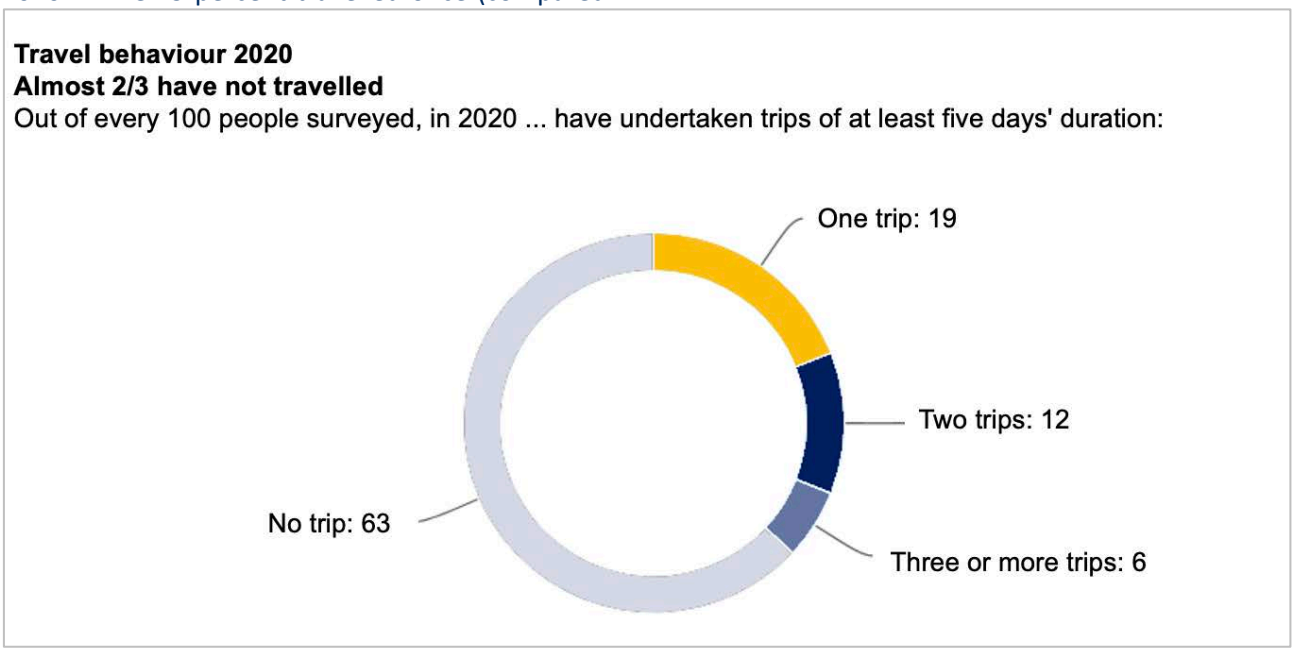

Figure 9: Travel behaviour 2020 (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

4.1.3 TRAVEL PLANNING

In the run-up to their trip, most holidaymakers use different sources to gather information and inspiration. Both online and offline sources are used. Destination websites are mentioned most frequently, followed by brochures and catalogues as well as advice from travel agencies and the websites of accommodation providers. OTAs (Online Travel Agencies) bring up the rear. A trend that has emerged since 2015 is that online sources are gaining in importance overall and at the same time travel agency advice is maintaining its level, while the provision of information via print is declining. It should be noted that social media channels such as Facebook or Instagram - except for the "up to 30-year-olds" age group - only play a subordinate role overall.

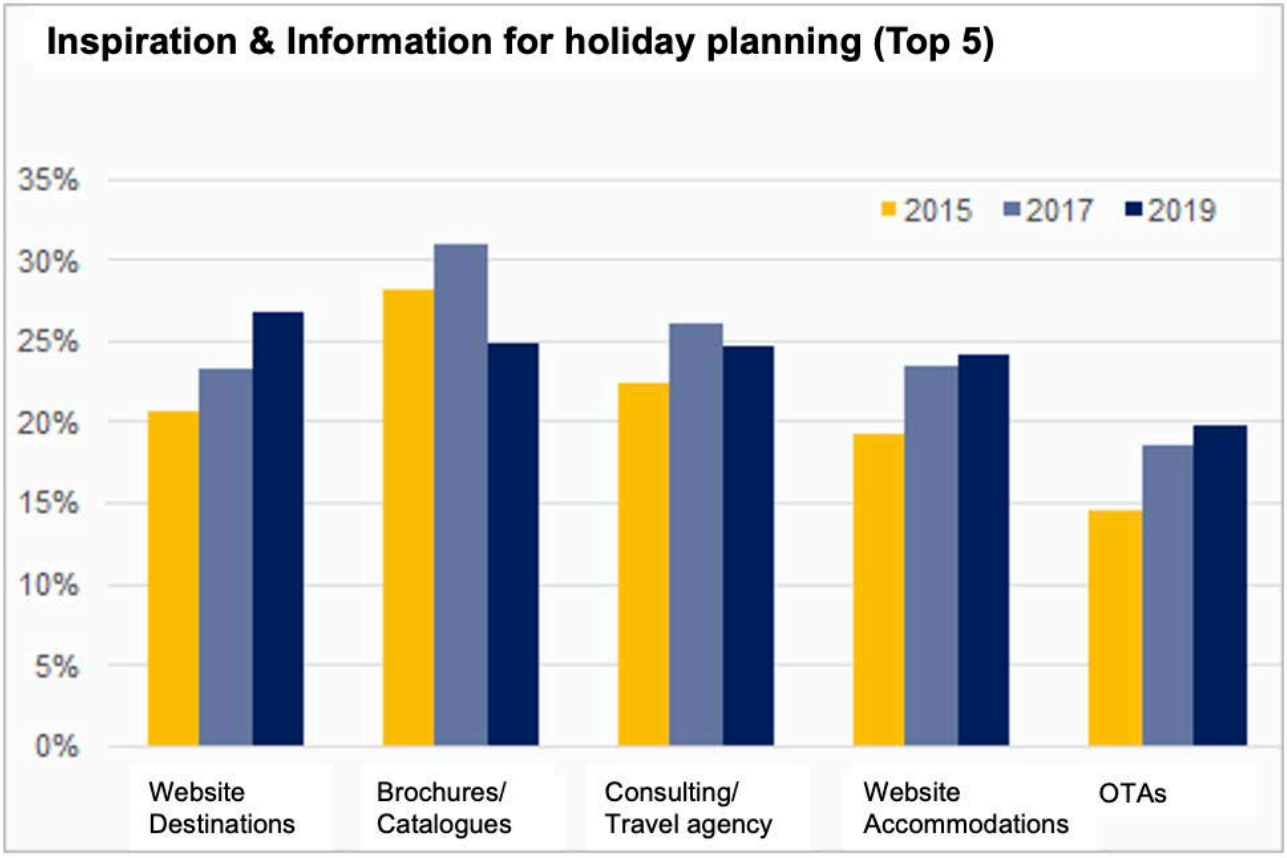

Figure 10: Inspiration and information for holiday planning (Reiseanalyse 2020, FUR)

In addition to the question of the medium for obtaining information, it is also of interest to know with which content the holidaymakers can be addressed. Here, the field is broad and different "inspiration types" can be identified.

Just under a third (32 percent) of holidaymakers are primarily looking for an experience value at the destination. 27 percent are interested in neutral facts such as prices, accommodation, and weather, while another 22 percent want to find entertaining and brief information about their holiday destination. Twelve percent are receptive to more in-depth storytelling (marketing method to better illustrate information and tacit knowledge in the form of stories, symbols, metaphors or other means of rhetoric) about the country and people.

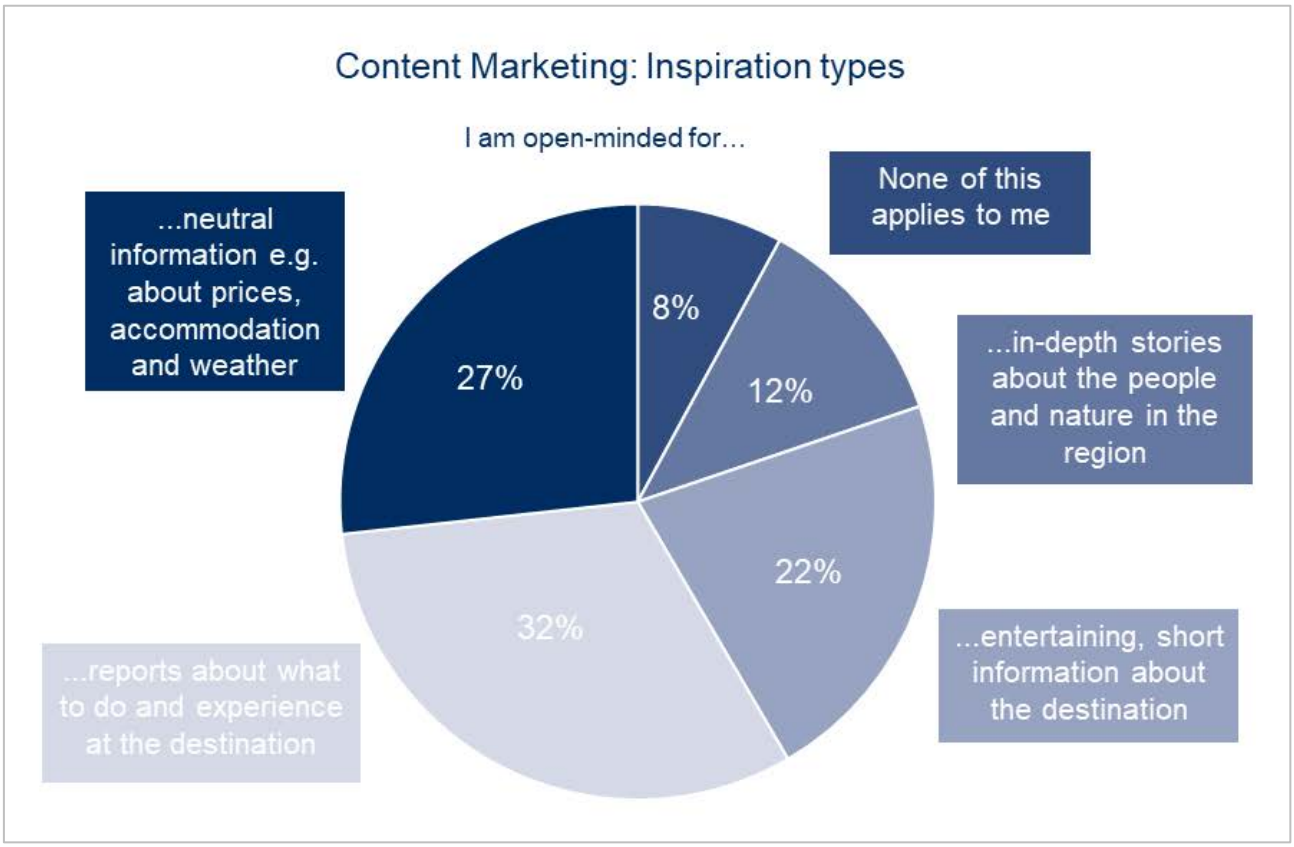

Figure 11: Inspiration & information for holiday planning (Reiseanalyse 2020, FUR)

During the Corona Year 2020, direct sales by service providers increased, while the share of tour operators and travel agencies shrunk from 51 percent in 2019 to 39 percent, according to the German Travel Association. This means they lost a market share of one fifth. Airlines, hotels, railways, bus operators and car rental companies, on the other hand, increased their direct sales share from 37 percent in 2019 to 48 percent within one year and can thus cushion their real decline in sales.

The Holiday and Travel Research Association shows a similar picture. The share of trips booked online rose from 44 percent in 2019 to 49 percent; at the same time, the share of trips booked in a travel agency dropped to 31 percent, while 39 percent still preferred personal advice in the previous year. However, both booking channels show a decrease in absolute numbers: While the number of trips booked through a travel agency is down by 11.3 million, the number of trips booked online is down by 6.5 million.

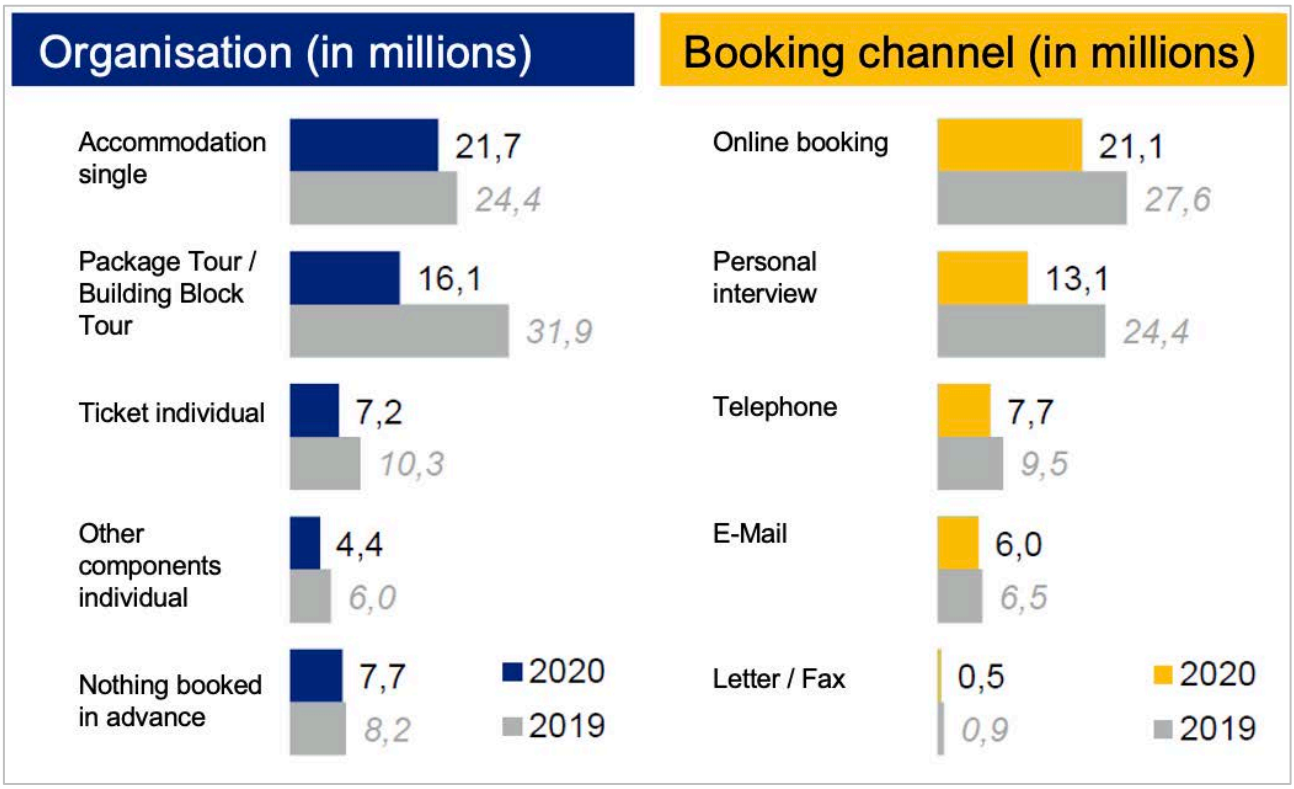

Figure 12: Organisation and booking for holidays in 2020 (Reiseanalyse 2021, FUR)

The reasons for this development cannot be clearly identified. The expansion of one's own online presence on the one hand and the avoidance of social contacts (also when booking travel) could be an explanation for this. It is not possible to clearly predict to what extent this accelerated trend will continue after Corona, for example if more air travel is undertaken again.

4.1.4 TRAVEL BEHAVIOUR

If one looks at the choice of means of transport used to reach the holiday destination, the car or camper van, at 43 percent, is only just ahead of the plane. The increase in air travel to the holiday destination is due to the growing popularity of foreign destinations. At the same time, however, almost three quarters (73 percent) of those surveyed said they had a guilty conscience about using a plane because of its impact on the climate (keyword: "flight shame"). Voluntary compensation for CO2 is therefore gaining in popularity. According to the leading provider of CO2 offsets, the non-profit organisation Atmosfair from Berlin, around 9.5 million euros will be paid in 2018 in favour of CO2 avoidance projects, compared to 6.8 million euros in the previous year and 2.1 million euros a decade ago in 2010. Nevertheless, the proportion of around half a million air journeys per year for which compensation is paid is well below one percent of all private and business travellers. In addition to private travellers, companies, such as Bosch or Lufthansa, are increasingly opting for compensation for business trips.

When choosing accommodation (Figure 13: Holiday travel behaviour), almost half (49 percent) of travellers opt for hotels and inns. Just under a quarter (24 percent) spend their holidays in a holiday flat or holiday home, while six percent prefer camping. Only domestically, however, does a different picture emerge: holiday apartments/holiday homes dominate with 38 percent, ahead of hotels/inns (29 percent) and camping holidays (8 percent).

Holiday travel behaviour 2019

	Base: holiday trips 5+ days = 100%	2010 Total 69.5m	2018 Total 70.1m	2019 Total 70.8m	2019 Domestic 18.7m	2019 Abroad 52.1m
Means of transport	Car/Camper	48%	45%	43%	75%	32%
	Plane	37%	41%	42%	<1%	58%
	Bus	8%	6%	6%	9%	5%
	Train	5%	5%	6%	15%	2%
accommodation	Hotel/Guesthouse	47%	48%	49%	29%	57%
	Holiday apartment/ holiday cottage	24%	25%	24%	38%	18%
	Camping	6%	7%	6%	8%	5%
	Ø Total travel expenses Per person per travel	€ 845	€ 1.017	€ 1.033	€ 602	€ 1.188
	Ø Travel time in days	12,8	12,5	12,4	10,4	13,2

Figure 13: Holiday travel behaviour 2019 (Reiseanalyse 2020, FUR)

Triggered by Corona, the car remains stable at the top as the main means of transport to reach the holiday destination in 2020. On the other hand, there is a 56 percent decline in air travel. Bus travel also must accept a decline of more than half of its volume from 2019. Accordingly, a similar dynamic is evident in the choice of accommodation. While hotels emerge as the losers in the choice of accommodation, individual forms of accommodation are coming through the crisis much better. Bookings at campsites, for example, have risen by 15 percent compared to the previous year. The situation is similar for holiday homes, which recorded an increase of about five percent of domestic bookings. In contrast, however, there is a slump in overnight stays by foreign guests (about 50 percent for campsites and about 41 percent for holiday homes), which cannot always be completely cushioned by domestic bookings (overnight stays).

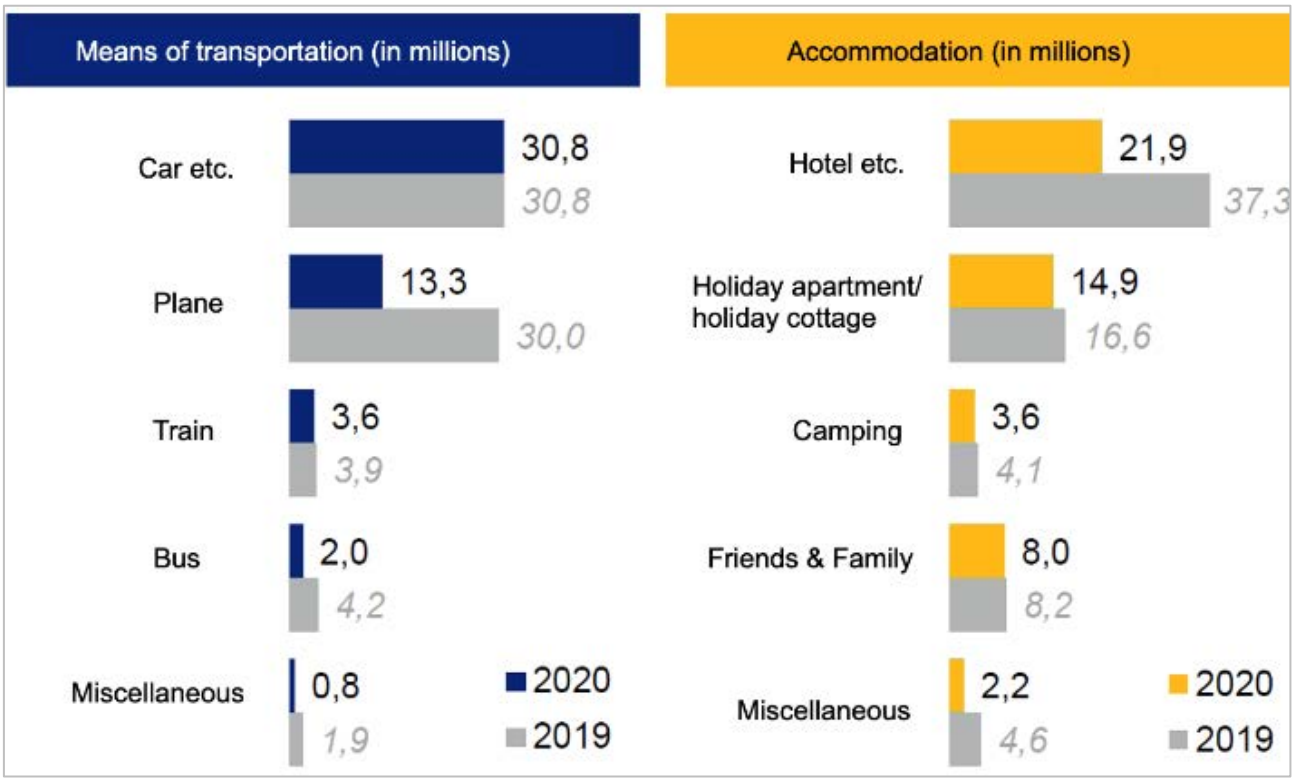

Figure 14: Behaviour during holiday travel 2020 (Reiseanalyse 2020, FUR)

With a view to short holiday trips with a duration of two to four days (Figure 15), about 36 million short holiday trips with a financial volume of around 88 million are measured for 2019. This corresponds to 2.45 short trips per person. A total of 23.7 billion euros will be spent, which corresponds to an average travel budget of 271 euros per person.

Holidays and short breaks 2019: volume indices

Holiday trips (from 5 days duration)

year	holidaymakers	Holidays per person	holiday travel in total	Average expenditure	Total turnover holiday travel
2019	**55,2 Mio.**	**1,28**	**70,8 Mio.**	**€ 1.033**	**€ 73,1 Bil.**
2018	55,0 Mio.	1,27	70,1 Mio.	€ 1.017	€ 71,2 Bil.

Short trips (2-4 days)

year	Short trip travellers	Short trips per person	short trips in total	Average expenditure	Total turnover short trips
2019	**35,8 Mio.**	**2,45**	**87,6 Mio.**	**€ 271**	**€ 23,7 Bil.**
2018	35,4 Mio.	2,49	88,0 Mio.	€ 268	€ 23,6 Bil.

Figure 15: Holidays and short breaks 2019, volume indices (Reiseanalyse 2020, FUR)

According to the 2021 travel analysis, the number of short holidays (two to four days) within Germany also fell by almost 40 million as a consequence of the Corona pandemic.

4.1.5 TRAVEL DESTINATIONS

Three quarters (74 percent) of holidays were taken by German citizens abroad in 2019, which corresponds to more than 52 million trips. The preferred destinations were the Mediterranean (Spain: 12.7 percent, Italy 8.7 percent and Turkey 6.3 percent), which has a total market share of 38 percent of all holiday trips. Nevertheless, Germany is still the most important destination for German holidaymakers, accounting for 26 percent of all trips. The list is headed by Mecklenburg Western Pomerania (5.1 percent), followed by Bavaria (4.6 percent) and Schleswig-Holstein (4.2 percent). Bringing up the rear among the top ten is Thuringia with 0.8 percent.

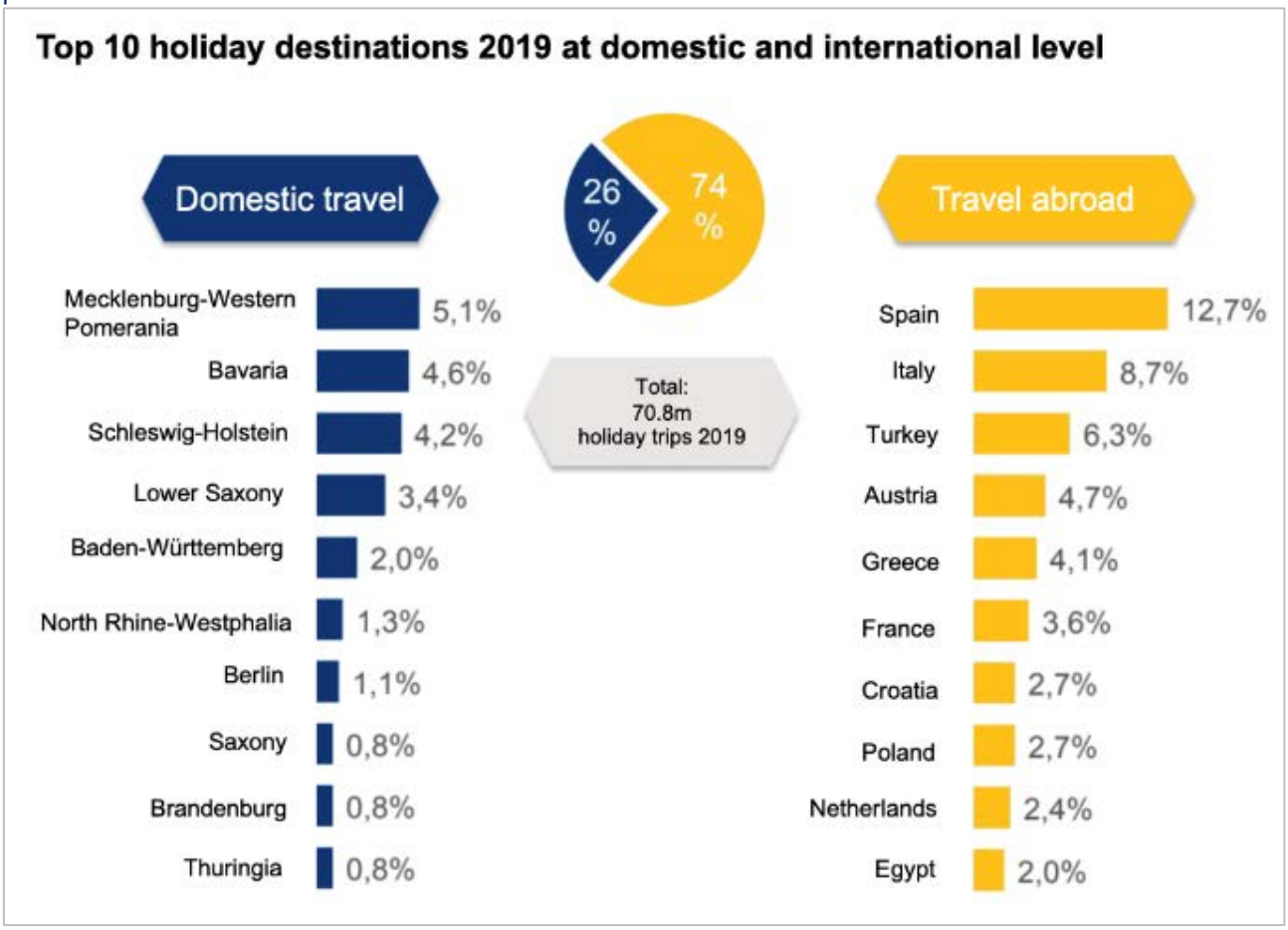

Figure 16: Top 10 Holiday Destinations (Reiseanalyse 2020, FUR)

The Tourism Analysis 2020 of the Stiftung für Zukunftsfragen confirms Germany as the number one travel destination for its own citizens and even counts a good third (34.4 percent) in choosing to go on holiday in their own country (Figure 17). In the constant competition between north and south, the destinations in Mecklenburg-Vorpommern are also ahead in 2019.

Figure 17: Domestic destinations 2019 (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

Nevertheless, the 10-year comparison shows a decrease of more than two percentage points (2009: 36.7 percent). The reason for this development lies, for example, in fully booked beds or relatively high prices, which is why more and more Germans are opting for a holiday abroad. Bavaria, in particular, fell out of favour with holidaymakers (2009: 8.1 percent; 2018: 7.3 percent), both in a year-on-year comparison and in a 10-year comparison.

However, Baden-Württemberg (2018: 3.4 percent) and the coasts and resorts in Mecklenburg-Vorpommern (2018: 8 percent) also attracted fewer guests in 2019 than in the previous year. This development is also reflected in the longer-term comparison (Figure 18). However, this decline is compensated for by an increase in travellers who spend their second or third holiday inland in the low season.

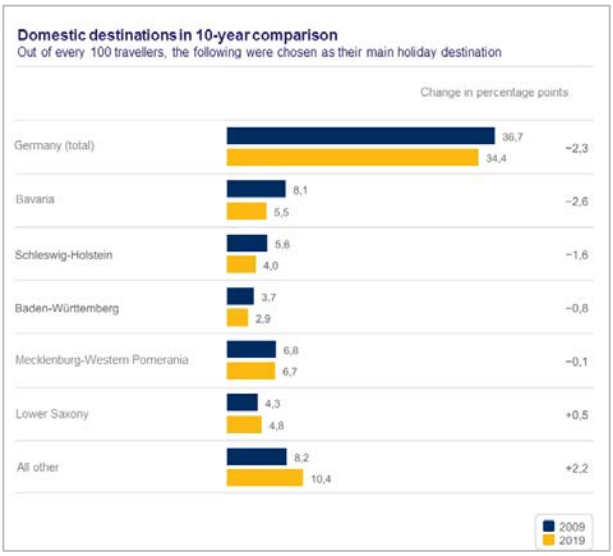

Figure 18: Domestic destinations 10-year comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

This downward trend for destinations in the German federal states has not continued through Corona but instead has reversed itself. The market share of travel within Germany increased from 26 percent in 2019 to 45 percent in the pandemic year 2020, while the market share for destinations abroad fell from 74 percent to 55 percent.

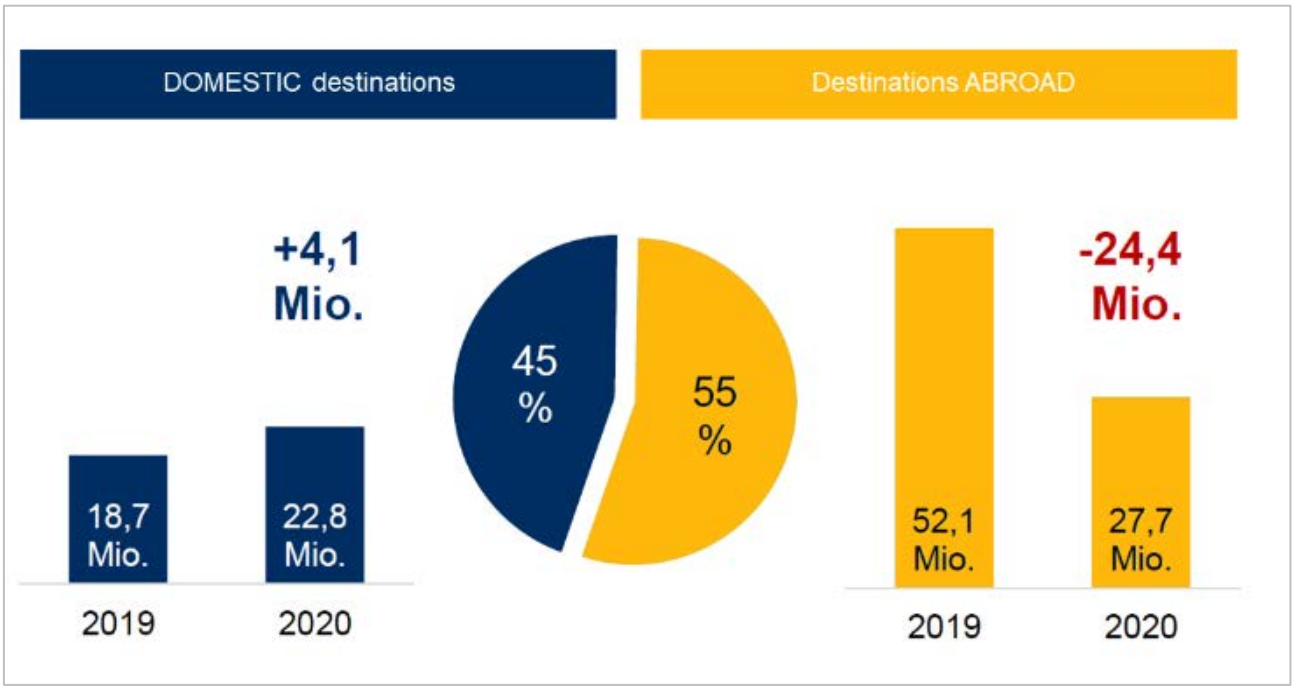

Figure 19: Destinations for holidays 2020 (Reiseanalyse 2020, FUR)

Despite the large number of holiday trips within Germany, the number of travellers is lower overall, so that the number of arrivals in Germany remained roughly the same in 2020. However, if we look at the market shares alone, the federal states of Bavaria, Lower Saxony and Baden-Württemberg will each be able to roughly double them.

But other holiday regions besides the traditional holiday federal states in the north and south are also recording growth. For example, twice as many Germans spent their main holiday during the crisis year 2020 in Rhineland-Palatinate, North Rhine-Westphalia or Saxony than in Turkey.

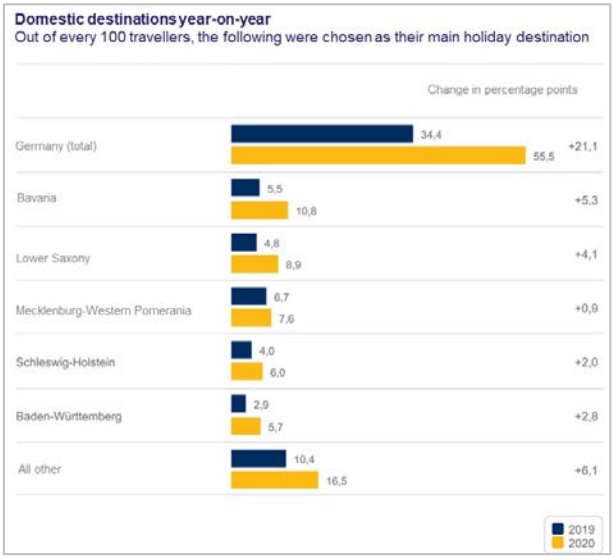

Figure 20: Domestic destinations in year-on-year comparison
(Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

To what extent this development will continue after the recovery from the Corona pandemic remains to be seen. However, a boost for domestic tourism combined with the increasing trend for ground-based travel can be noted.

Just under half of all Germans spent their holidays in Europe in 2019. More than one in ten chose Spain (Balearic Islands, Canary Islands or Spanish mainland) as their destination, once again making it the most popular holiday destination for German citizens. Italy, Austria and the holiday regions in Greece follow in the next places.

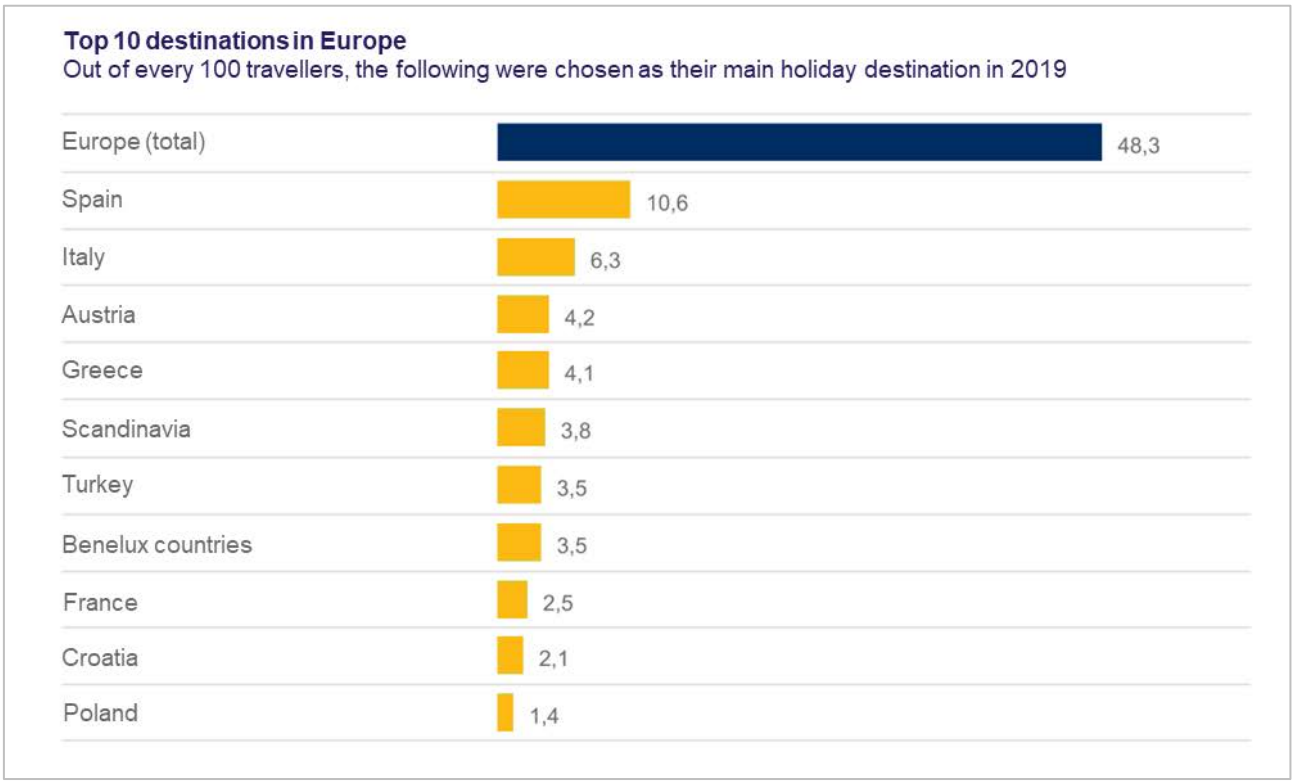

Figure 21: European Destinations (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

The desire for more individuality and authenticity on holiday instead of mass tourism, mainstream and interchangeable offers is shown in the long-term comparison (Figure 22) and reflects a different picture. Here, Spain (minus 2.6 percentage points) with Turkey (minus 3.1 percentage points) are among the losers, while tourism is increasing especially in Scandinavian holiday regions (plus 1.7 percentage points) as well as the Benelux countries (plus 1.0 percentage point), Greece (plus 0.8 percentage points) and France (plus 0.7 percentage points).

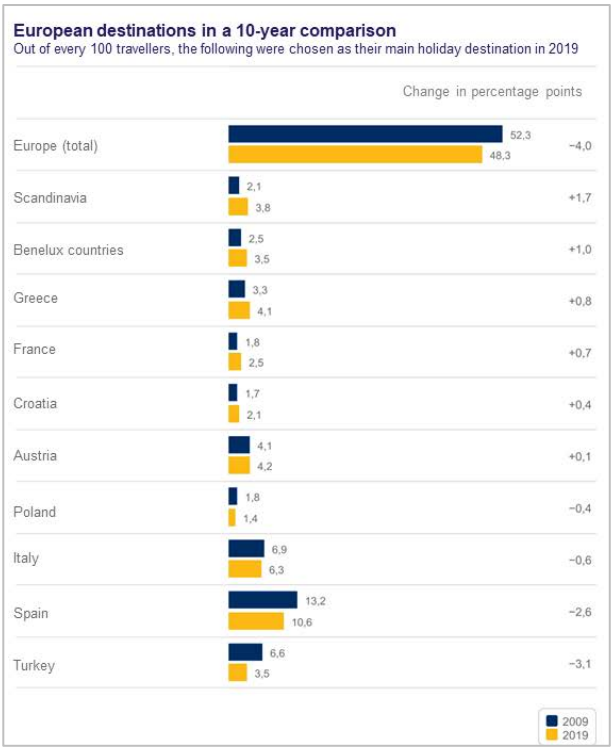

Figure 22: European destinations 10-year comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

If, on the other hand, the figures from 2020 are analysed, it can be seen that, after about 50 years, Austria can once again call itself the most popular foreign destination for German citizens. Analogous to the 1970s, Italy and Spain follow in the next places, but also have to register a decrease in

German tourists. Spain, in particular, has seen a decline of 6.5 percentage points compared to the previous year.

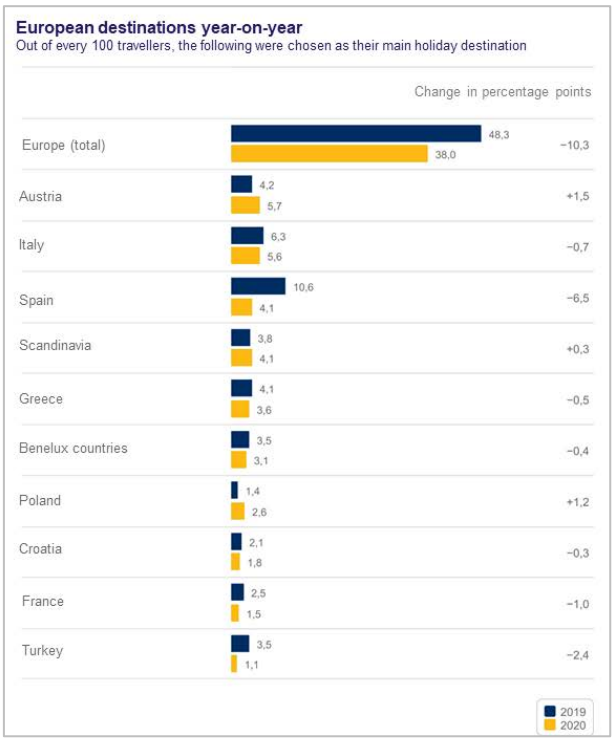

Figure 23: European destinations year-on-year (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

By 2019, long-distance travel achieved the greatest growth: at over 17 percent, more Germans than ever before spend their holidays outside Europe. Almost all long-haul destinations are recording a significant increase in German guests. The field is led by Asian destinations, which are up 3.2 percentage points in a 10-year comparison, and by North America (up 2.0 percentage points). Destinations such as Canada, the United States of America, China, Thailand, Indonesia, Sri Lanka and the Maldives each more than doubled their market share in a 10-year comparison. Destinations in North Africa (e.g. Egypt) also seem to have bottomed out, as more and more Germans are slowly deciding to stay on the African continent again by the 2019 travel season.

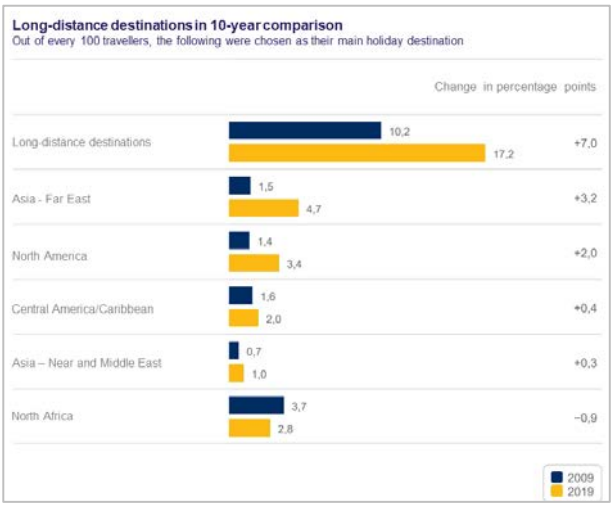

Figure 24: Long distance destinations 10-year comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

The long-haul travel market in particular has been hit hardest by the global crisis in the travel industry after its record year in 2019. Only one in fifteen travellers opted for a destination outside Europe. Destinations in America and Africa were almost not travelled to in 2020. For example, 80 percent fewer trips took place to the USA or Canada.

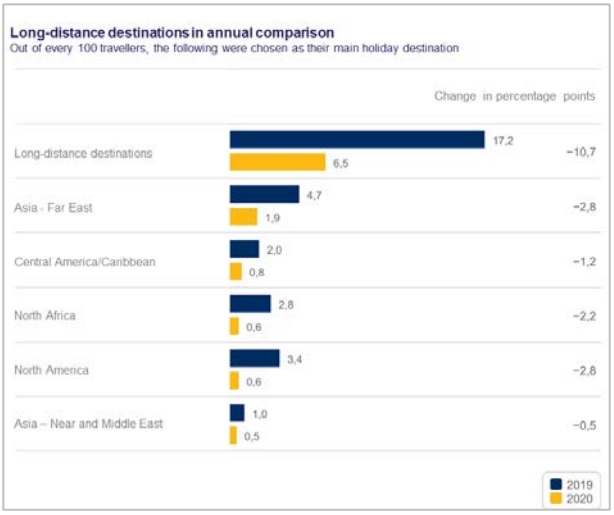

Figure 25: Long-distance destinations in annual comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

4.1.6 TRAVEL DURATION

The amount of time Germans spend on holiday is decreasing slightly. In 2019, Germans spent an average of 12.3 days on their main holiday - about one day less than ten years ago. This development applies to almost all destinations. With regard to the total duration of the trip, however, there is a difference that is related to the distance of the holiday destination. A domestic holiday (9.3 days) lasts only about half as long as a long-distance trip

(17.4 days on average) and even within Europe the length of stay at the holiday destination increases with increasing distance: the holidaymaker plans only about eleven days for a stay in Austria, the guest in Turkey stays over 14 days.

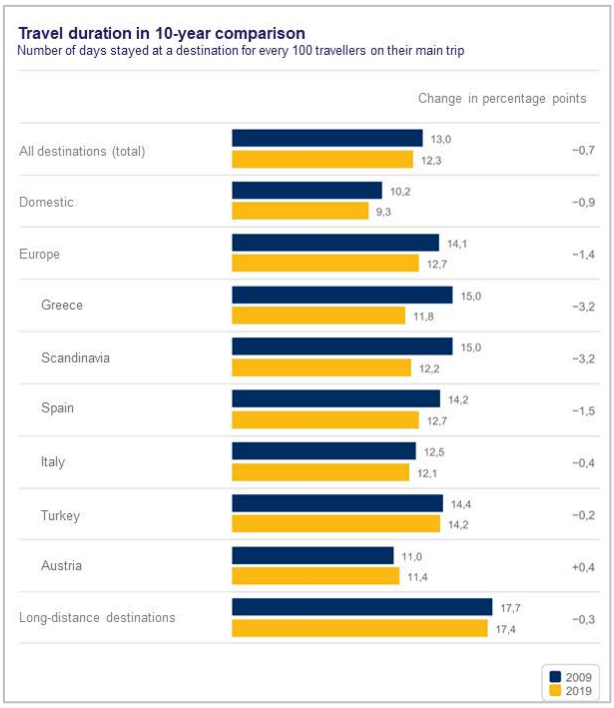

Figure 26: Travel duration 10-year comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

The duration of travel also differs in the different phases of life: The group of young adults between 18 and 24 years of age stays the longest on holiday, at over two weeks (15.4 days). Retirees (13.5 days) and families (12.8 days) also stay at their holiday destination for an average of just under two weeks. In contrast, the main holiday of 2019 lasted only 11.6 days for childless couples. Singles bring up the rear, spending only two-thirds of the time at the holiday destination compared to young adults with ten days.

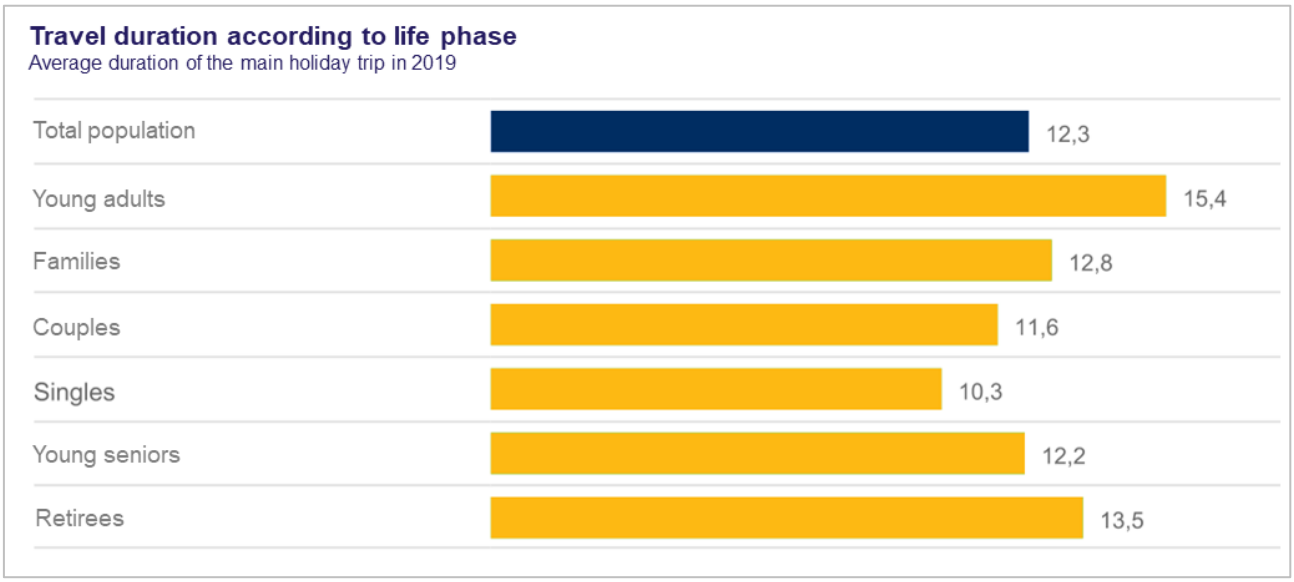

Figure 27: Travel duration according to life phases (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

A look at the travel duration of the main holiday in the Corona year 2020 shows that German citizens did not even travel for 10 days on average. Although there is anyway a decreasing trend of holiday days over the last decades since the 1980s, when an average holiday still lasted over 18 days, the value stabilised between eleven and twelve days in the past years. Accordingly, it is to be expected that after the normalization of the pandemic in about 2025, the time spent at the holiday destination will level off at 11.5 days.

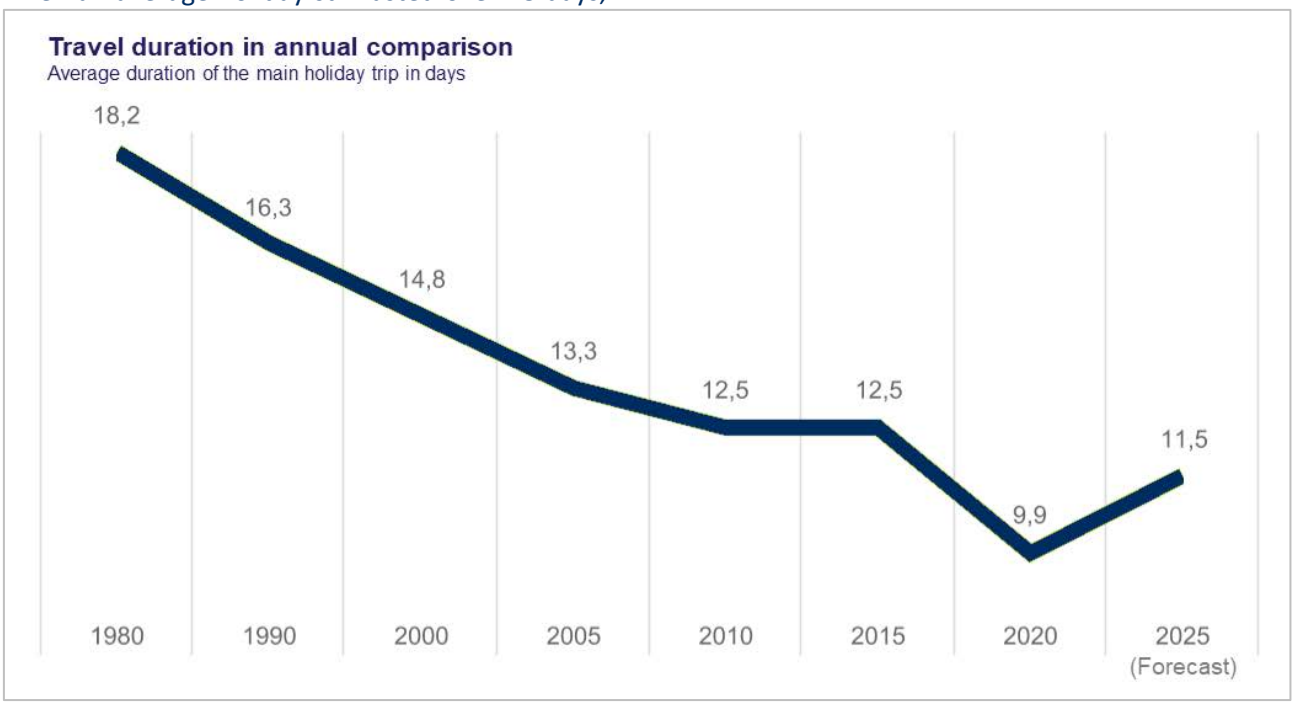

Figure 28: The average duration of travel in a year-on-year comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

The shorter length of stay in 2020 affected all destinations, although the differences in the length of stay remained similar to those in 2019. A domestic holiday, for example, lasted just over 8 days, not even half as long as a long-distance trip, which also had an average duration of 16.6 days in 2020.

4.1.7 TRAVEL EXPENSES

The general price increase also affects travel costs. In 2019, holidays cost German citizens an average of 98 euros per day, which is more than 20 percent more expensive than ten years earlier. An average of 1,208 euros per person was spent on the entire

holiday. The expenditure includes accommodation, food and transport as well as all other costs, such as entrance fees, souvenirs or tips. There is a clear difference in how much a holiday costs in the various countries. One day on a holiday in Germany, for example, is cheaper at 85 euros per person than a day in Spain, Greece or Scandinavia, for which you have to budget at least 100 euros. Less expensive than domestic destinations are Croatia (69 euros/day), Poland (70 euros/day) and North African destinations (80 euros/day) or Turkey (81 euros/day). By far the most expensive is a long-distance trip for which you should budget an average of 125 euros per day.

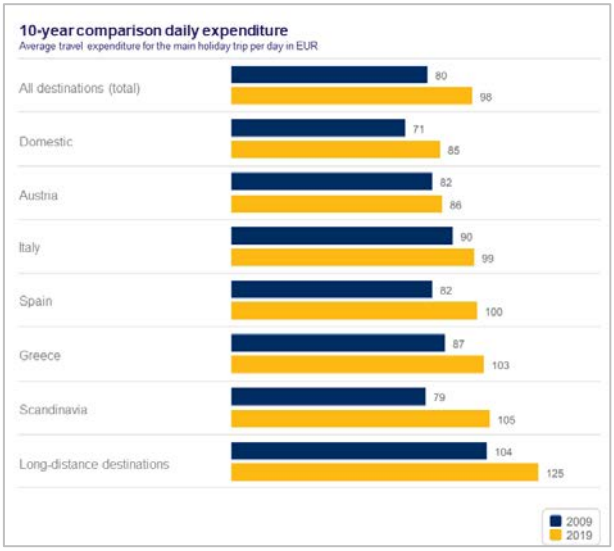

Figure 29: Daily expenditure 10-year comparison (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

Spending on holidays also differs in terms of socio-demographic characteristics and, in contrast to the duration of the trip, shows an inverse picture. For example, (childless) couples invest around 70 percent more than young adults (68 euros/day) in a day's holiday, at 115 euros per day, and thus bring up the rear in the ranking. Singles and young seniors also spend more than 100 euros a day on their holidays, while families (86 euros/day) and retirees (97 euros/day) are in the middle of the pack.

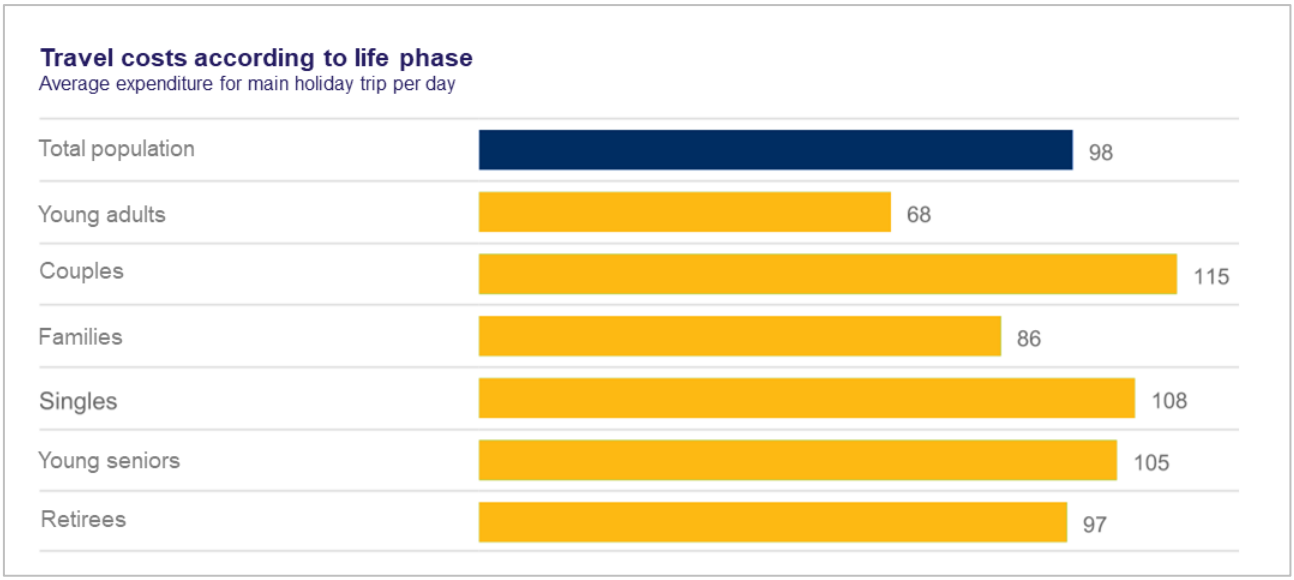

Figure 30: Travel costs according to life phases (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

Furthermore, the expenditure for a day's holiday depends on the income and the formal education level of the traveller. High-income earners with a monthly income of over 3,500 euros per month spend almost 40 euros more per holiday day than low-income earners. Similarly, the formally higher educated spend on average 17 euros more per holiday day than the formally lower educated. A significant difference between urban and rural dwellers, on the other hand, cannot be found.

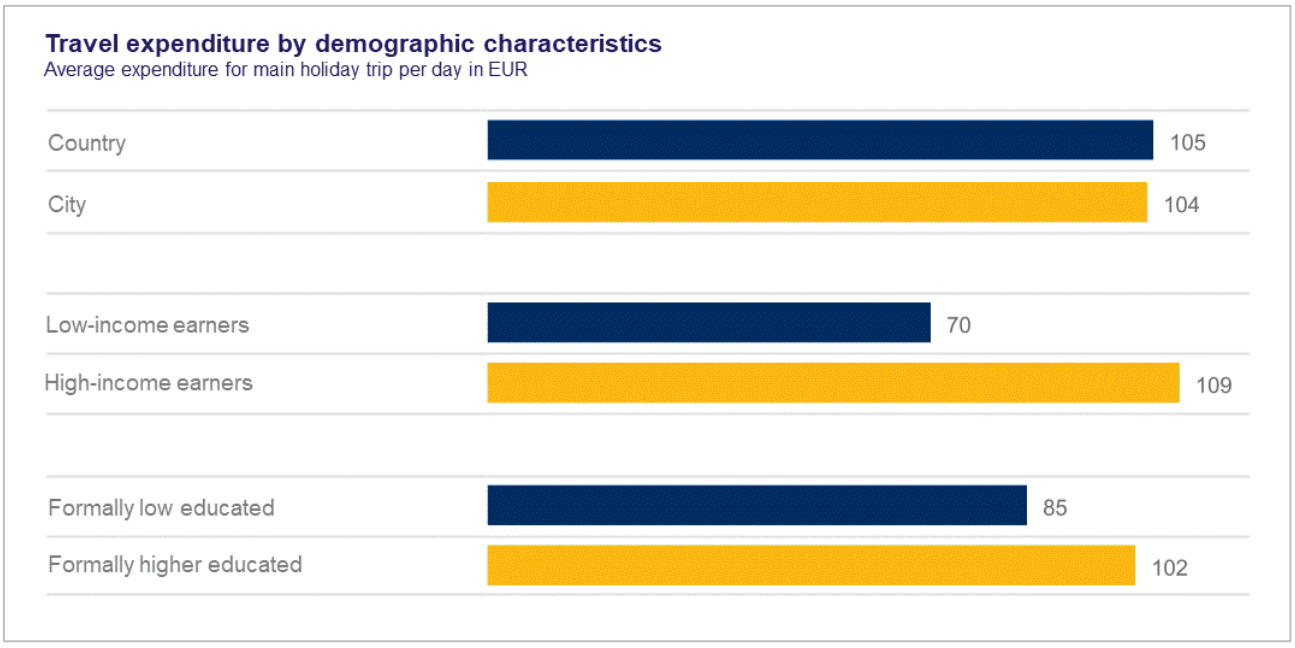

Figure 31: Travel expenditure by demographic characteristics (Stiftung für Zukunftsfragen, Tourismusanalyse 2020)

Travel costs were also affected by the pandemic. In 2020, a day's holiday costs an average of 101 euros and was thus more expensive than ever before. However, the shortened holiday duration reduced the total costs, so that a holiday at 996 euros is around 200 euros cheaper than in the previous year. The daily costs vary depending on the destination. As before, a long-distance holiday remains the most expensive, but due to price wars among tour operators, who wanted to at least partially fill their bed capacity, the costs dropped from 125 euros/day to 114 euros/day. On the other hand, daily costs in Germany are rising. For the first time, these are above the average costs within Europe, at just under 99 euros. The tourism value chain in Germany profits from the lack of alternatives for many holidaymakers and thus tries to compensate for their losses in other months.

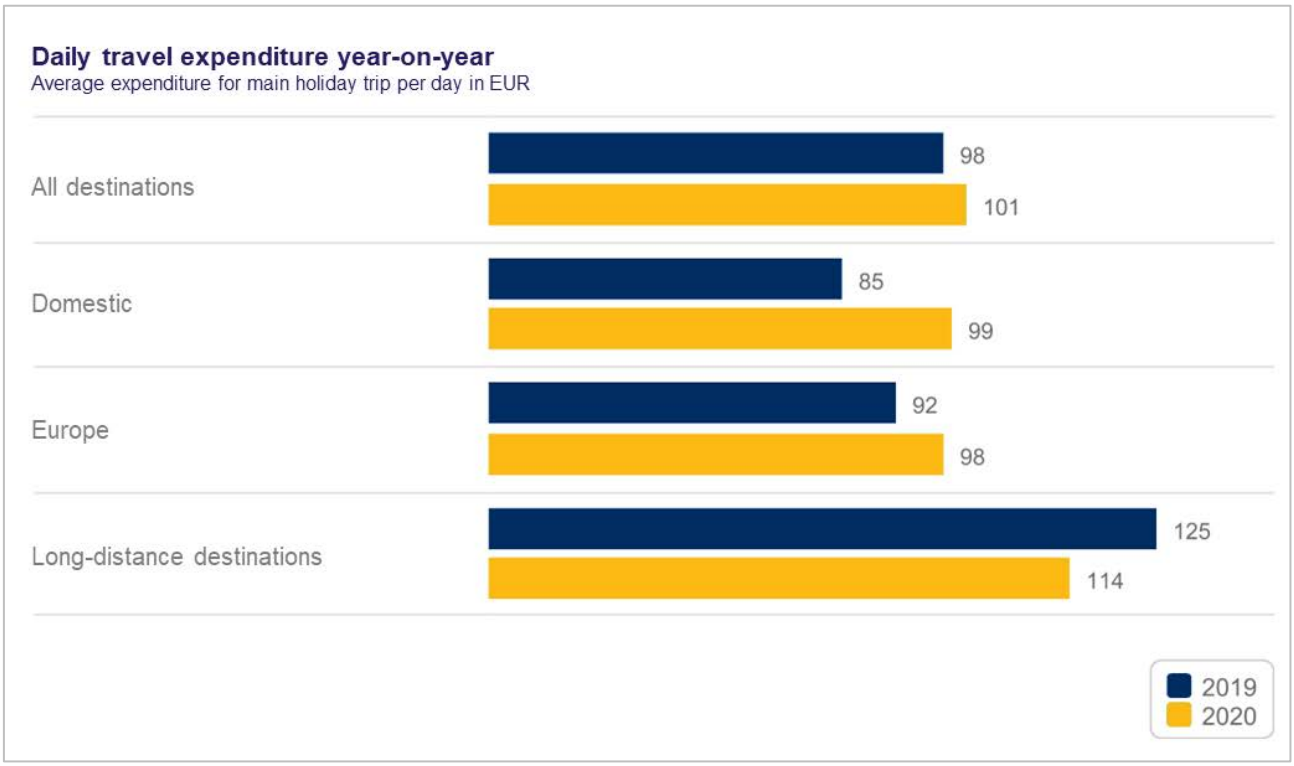

Figure 32: Daily expenditure year-on-year (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

Within Europe, prices also vary and show differences to the pre-Corona year 2019. The cheapest holiday in 2020 could be spent in Poland. Here, the average holiday day cost 57 euros. However, savings are also being made in Scandinavia compared to previous years: while a day's holiday there cost 105 euros in 2019, it only cost 86 euros in 2020. In all other countries, prices are rising compared to the previous year. The biggest price increase is in Spain, where a day's holiday costs 23 euros more. This is followed by Austria with an increase of 19 euros as well as Italy and Greece, where seven euros more must be calculated for a day's holiday.

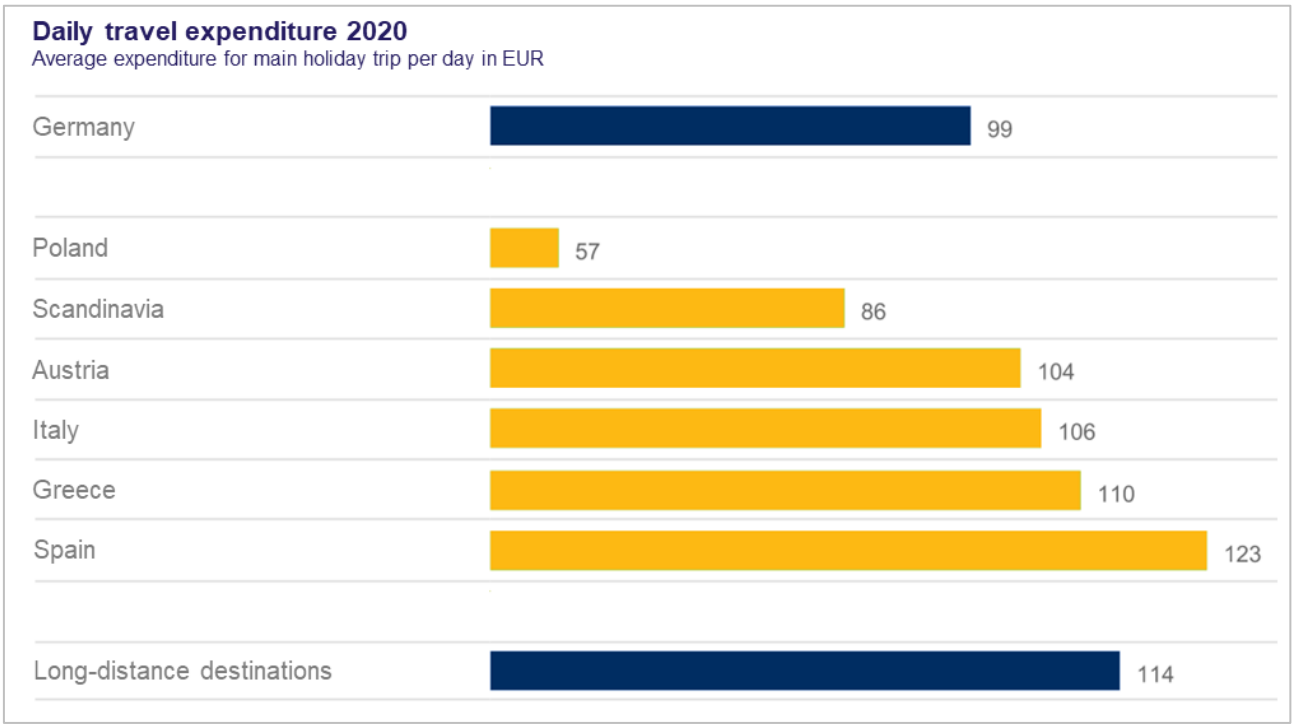

Figure 33: Average daily expenditure 2020 (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

4.2 Trend sustainability vs. overtourism

The term overtourism is usually understood as the impact of tourism on a destination or specific attractions that negatively affects the perceived quality of life of citizens at the destination and/or the experience of visitors. It describes the carrying capacity limit, i.e. the subjective pain threshold, of local residents.

The UNWTO defines this carrying capacity limit as "the maximum number of tourists that can visit a tourist destination at the same time without destroying the physical, economic or socio-cultural environment and reducing visitor satisfaction to a significant extent".

Figure 34 shows the associations with the understanding of the term overtourism in a study by the Federal Centre of Competence for Tourism 2019.

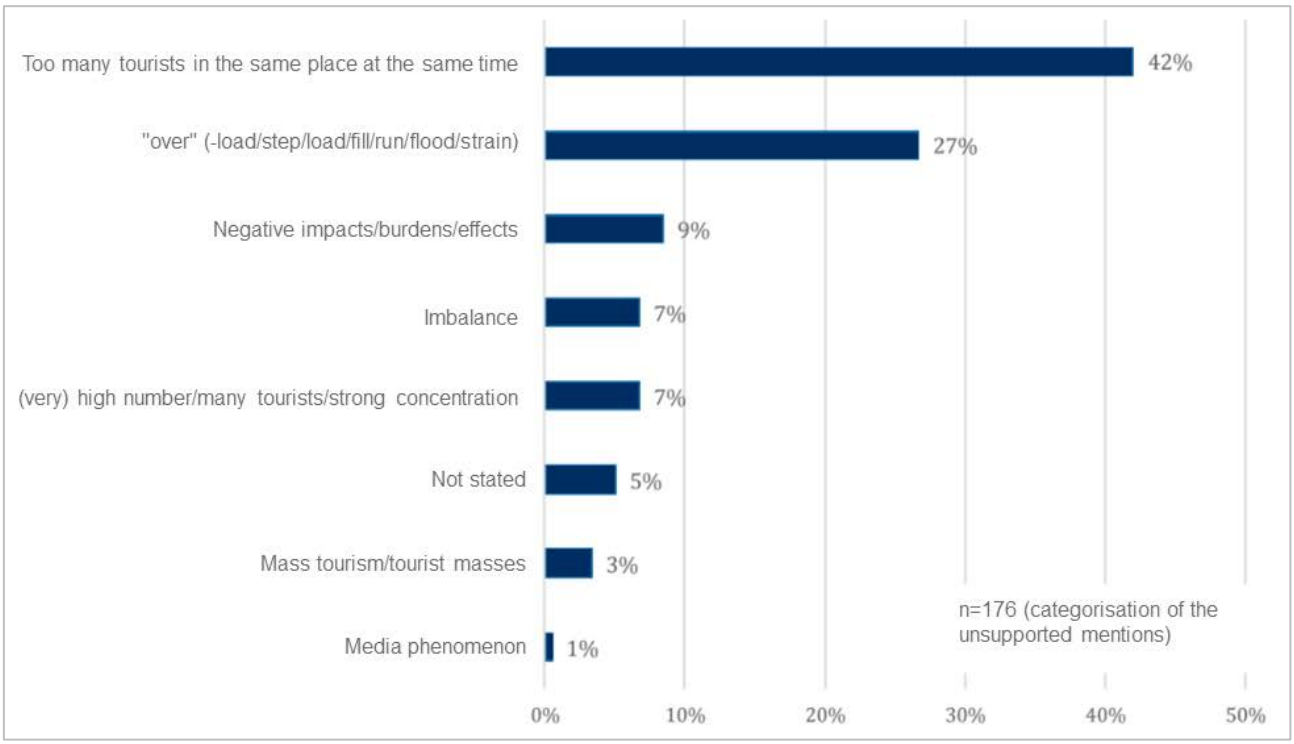

Figure 34: Understanding the term overtourism (Online-Panel Q2/19 | © Kompetenzzentrum Tourismus des Bundes 2019.)

The development of overtourism is contrasted by the development of the increasing importance for travel that is characterized by the demand for sustainability. In its travel analysis, the FUR surveyed the topic of sustainable holidays for the first time in 2019. With 61 percent of respondents - and thus four percentage points more than in the previous year - stating that their holiday should be "as socially compatible, resource-saving and/or environmentally friendly as possible", the increasing trend of this development is visible. However, there is still a large gap in the attitude versus behaviour analysis. Only six percent of travellers pay attention to a sustainability label of the accommodation or the tour operator in the travel year 2019, and with only three percent of holidaymakers, even fewer make a CO2 compensation for their arrival and departure. In contrast to the attitude, there is no significant increase in the behaviour aspect compared to the previous year.

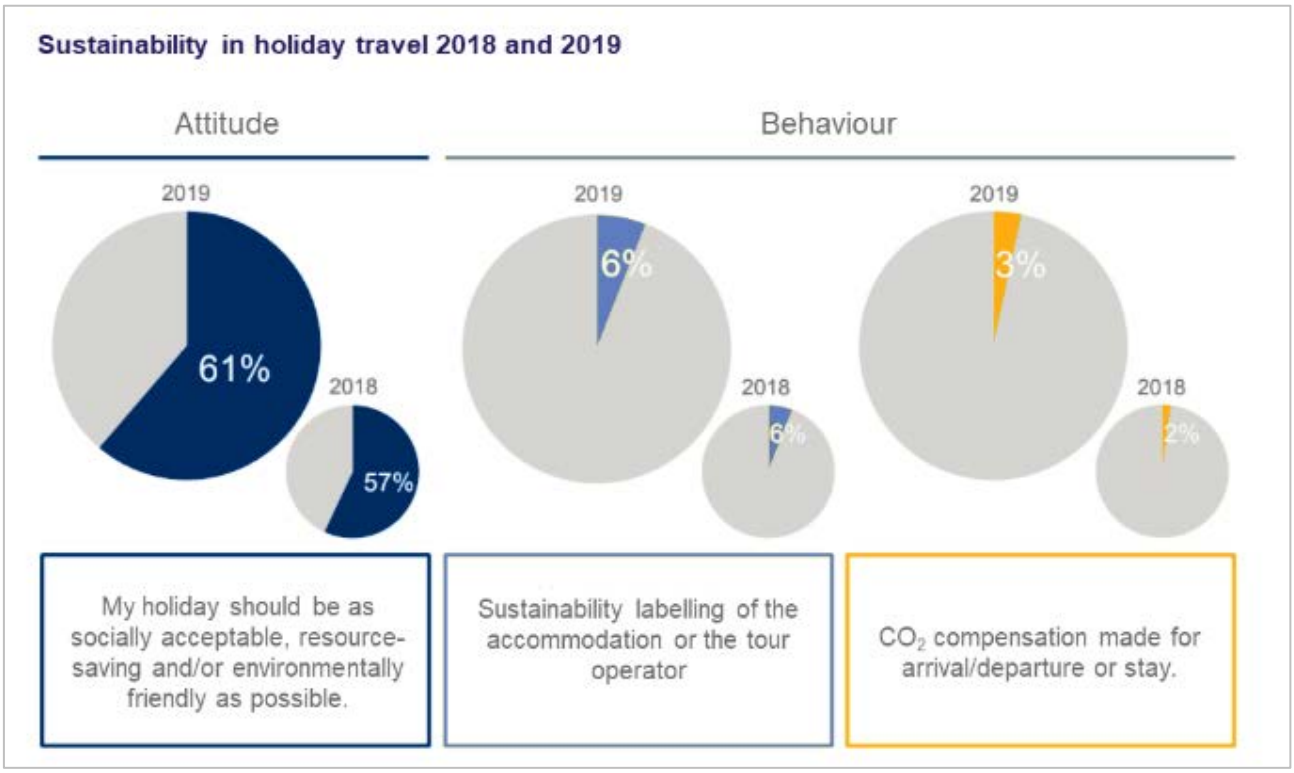

Figure 35: Sustainability in holiday travel 2018 and 2019 (Reiseanalyse 2020, FUR)

However, people are already travelling more sustainably to some destinations - especially in Scandinavia. For example, for almost every fifth trip (19 percent) to Norway, Sweden and Finland, accommodation with a sustainability certificate was booked and CO2 offsetting was used for at least every tenth of these trips. This development of Northern European holiday destinations is analogous to the desire for more individuality and authenticity instead of mass tourism destinations, as already explained in chapter 4.1.5 the topic of travel destinations. Here, the Scandinavian countries have been able to increase significantly in recent years.

At the holiday destination itself, however, holidaymakers certainly try to behave in the spirit of sustainability, for example by not using the car and mainly walking or cycling (36 percent) or by paying attention to waste avoidance (25 percent) and buying regional products and souvenirs (24 percent). It is noticeable, however, that the behaviours at the top of the list are those that fit in well with the holiday experience and are easy to do, or those that are already learned and ingrained in everyday life at home.

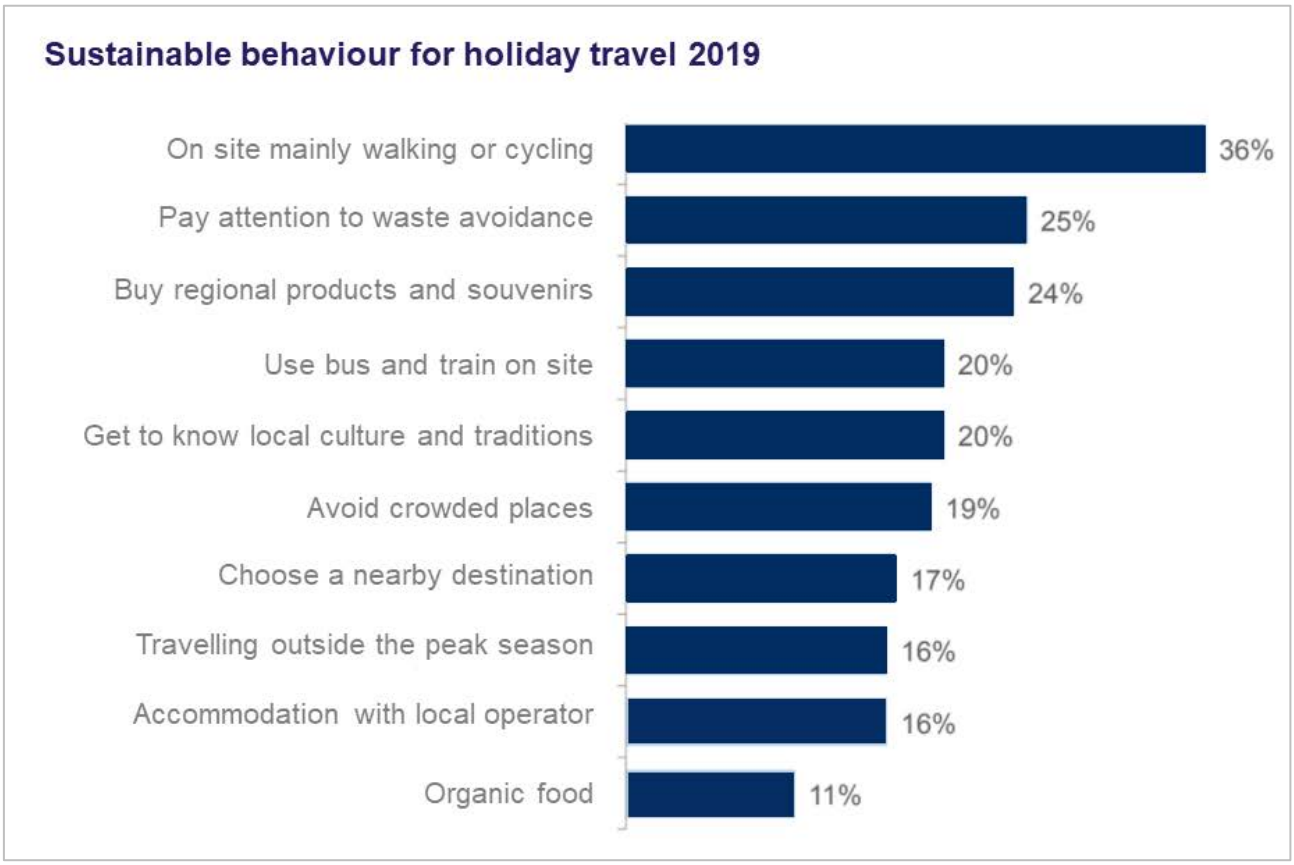

Figure 36: Sustainable behaviour for holiday travel 2019 (Reiseanalyse 2020, FUR)

Due to the Corona crisis, the trend towards sustainability and away from mass tourism is expected to continue and intensify. Futurologist Matthias Horx describes the pandemic as "a historical turning point with a profound effect" that is changing society and the economy and thus also tourism. After travel excesses and mass tourism in recent years, the trend is towards new values such as environmental awareness, sustainability and experiencing nature, meaningfulness and self-discovery and personal closeness to hosts as well as getting to know authentic regional characteristics. According to Horx, resonance and experience tourism is perceived as an intensive time for personal development.

4.3 Trend digitalisation in tourism

The opportunities and possibilities that digitalization offers to tourism are still underestimated in the tourism industry and there is a consensus that the German hotel market, particularly, is lagging behind the development. This is partly because hotels do not see themselves as technology companies. Especially the classic hotel industry and the luxury segment still rely on service in person. The digitalization of the customer journey is not accompanied by a loss of service, but rather opens further possibilities and gives customers the choice of whether they want to act as autonomously as possible during their trip or whether they want to make use of services provided by service workers. Digitalization in tourism takes place on different levels and in different areas. Examples of this are the integration of new technologies into the existing infrastructure, the adaptation of business models or the expansion and flexibilization of digital communication channels. The decisive factor is that the IT infrastructure and the strategy ultimately represent a homogeneous and integrated overall experience.

Digitalization aims at process-related support along the customer journey (not products), at the end of which there is the most holistic support possible through digital means of communication during the entire travel experience, to be closer to the customer before, during and after the journey. In concrete terms, this happens, for example, through e-mails shortly before arrival, (at least partially personalized) newsletters, birthday e-mails, smart rooms (i.e. equipping a hotel room with intelligent, electronic devices that can be individually controlled) chat options for guests, blogs, (hotel's

own) apps or web-based services (e.g. Code2Order) and much more.

Further opportunities through digitalization arise in the various business areas of the tourism industry, for example through search engine optimization, hotel reservation systems, various operational and administrative tasks, such as the check-in and check-out of guests, management of online and offline reservations, sales and guest data or billing and payment processing.

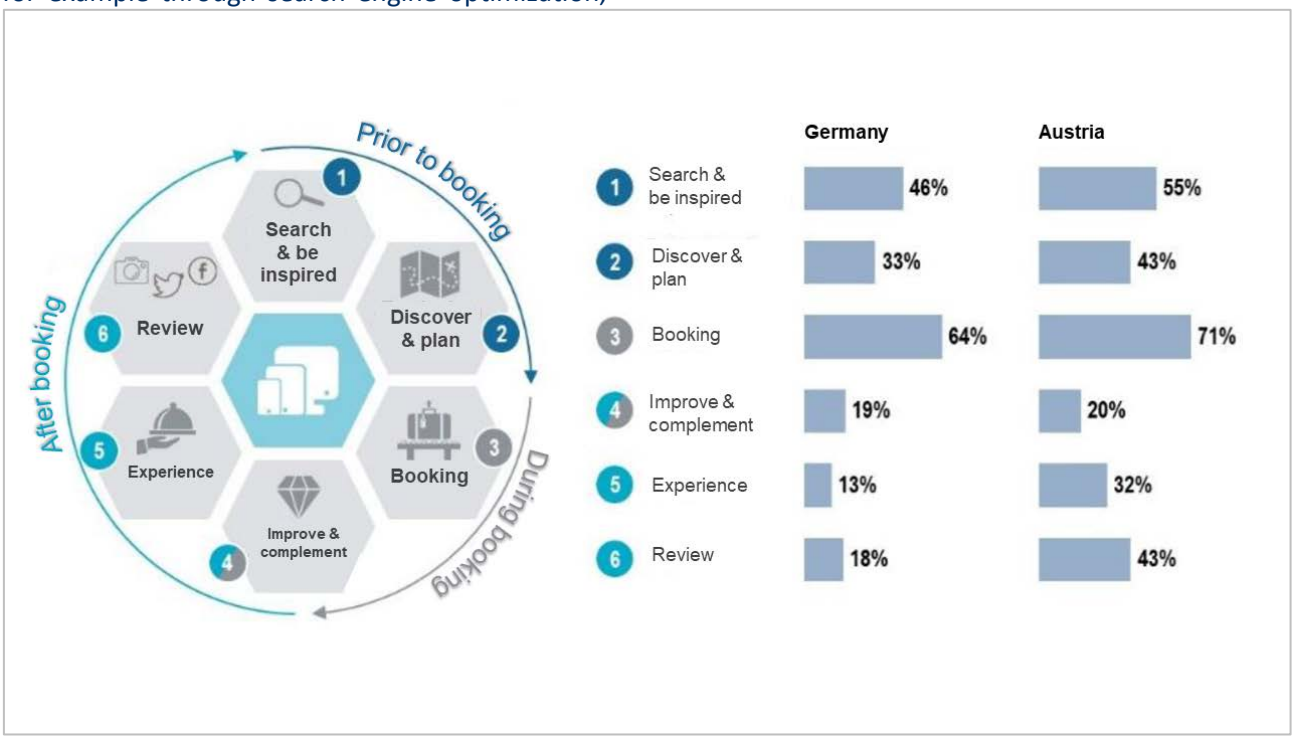

Figure 37: The progress of the digitalization of the German hotel market (Roland Berger)

Digitalization continues to bring opportunities around customer acquisition, online visibility, international reach, higher service quality and, consequently, higher customer satisfaction. The challenges are to build up a digital infrastructure and to manage and maintain it with the appropriate know-how. Digitalization should be seen as a process that requires planning and financial resources.

According to a study conducted by Roland Berger GmbH in cooperation with the Austrian Hotel Association (ÖHV) and the German Hotel Association (IHA), tourism establishments see digitalization as an opportunity to attract new customers (80 percent), improve service in terms of customized solutions (47 percent), save costs (47 percent) and increase guest loyalty (41 percent). Compared to 2016, the currently available 2019 figures have increased in all areas.

German companies see challenges in the topics of cybersecurity and the question of secure handling of guest data (63 percent), stronger competition (59 percent), increasing complexity (61 percent) as well as rising costs (48 percent).

In areas such as search engine optimization or mobile booking, digitalization has already successfully found its way into the hotel industry. However, developments require a more comprehensive digitalization in order to keep up with the trend of connectivity that permeates the entire social life and to remain competitive.

Even though the Corona pandemic has raised awareness of the benefits of digitalization, there has been little change in the tourism industry. This is due in particular to the lack of budget in the industry - sometimes caused by the crisis. In the medium term, however, a technology push is to be expected, as some hotels will not survive the crisis and the step of digitalization will be pushed forward in the course of takeovers by new investors. Further digitalization projects, such as data science or AI (artificial intelligence) models along the guest journey, will also open further opportunities for the hotel market and the tourism industry in general.

4.4 Tourism 2025

The study by the German Zukunftsinstitut "Tourism 2025: The New Markets of Longing" was conducted in 2016. No follow-up study has been commissioned since then, but its contents have since become firmly established concepts in the tourism industry. It was found that people's basic needs for holidays, recreation and travel have not fundamentally changed. People's longings lie primarily in the desire to counter everyday experience with contrasting experiences. What has changed is people's time budgets and lifestyles.

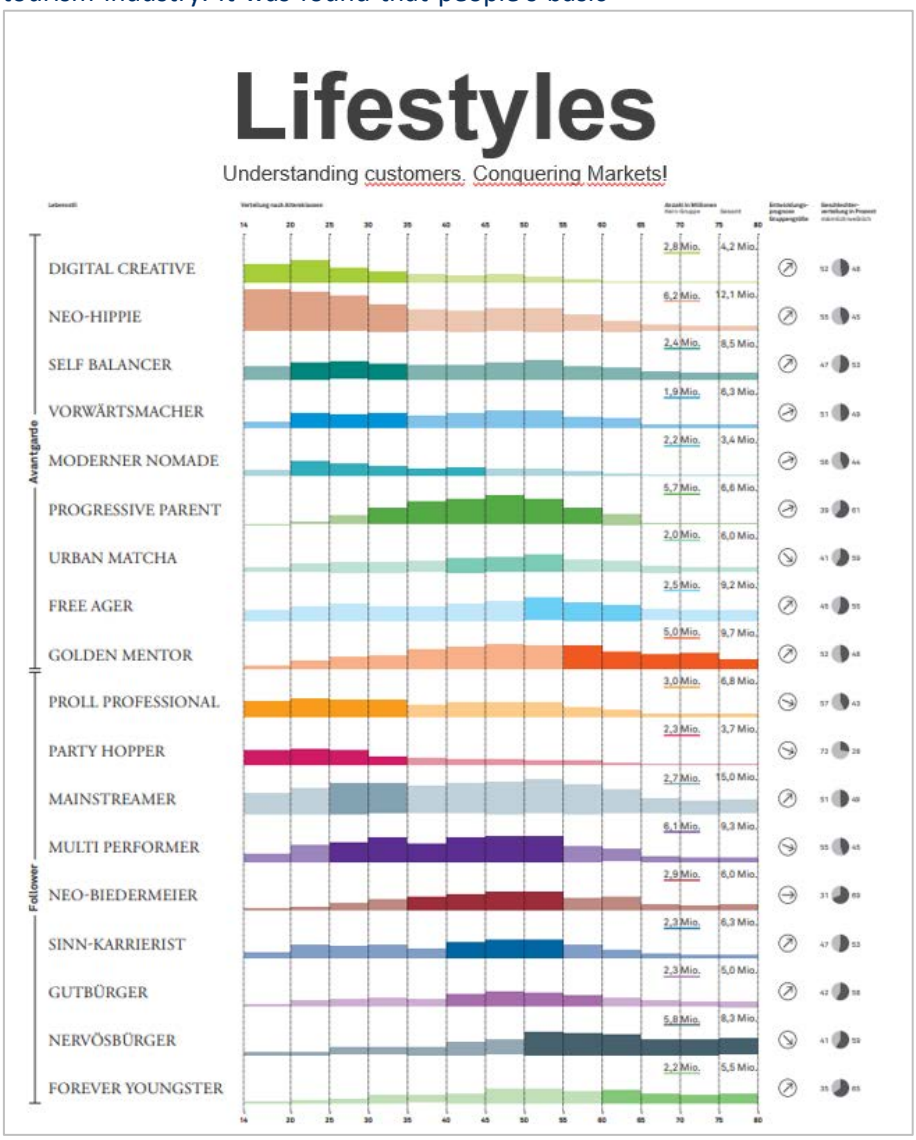

Figure 38: Lifestyles (Zukunftsinstitut)

The holidaymaker of the year 2025

In the case of holidays, as in many other areas of life, a return to intangible values such as quality, authenticity, regionality and sustainability is also discernible. In the USA, this "Life-style of Health and Sustainability" (LOHAS) already accounted for one third of the total population in the primary survey. In Western Europe, it will almost certainly be even more by 2025. And these new holidaymakers will significantly shape and change the tourism markets in the coming years.

The study forecasts around 70 million holiday trips in 2025, with travel intensity remaining the same and travel frequency decreasing. In contrast, short holiday trips (less than five days) are on the increase with around 82 million short trips.

More trips per person will be made, especially at an older age (i.e. 70+) - partly due to the demographic change and increasing health in old age (Figure 39).

Figure 39: Forecast 2025 Age structure for holiday trips (FUR Reiseanalyse 2016)

The future central trends

Regarding future trends, the study gave the following answers, among others:

1. The basic motive of travellers is currently being reconstituted; the future needs of holidaymakers are complex and individual.
2. Health Holidays: The new luxury good of health is changing travel behaviour. Prevention (precaution) and health determine everyday holiday life.
3. High Convenience: Time is precious, especially on holiday. The more support and service customers can make use of, the more satisfied they are.

Pleasure-seeking hedonists

The tourism core target group of the future combines enjoyment, health, and a new awareness of values, including a new form of enthusiasm for nature, according to the study authors Eike Wenzel and Anja Kirig, who are registered with the Zukunftsinstitut and are intensively involved with the LOHAS target group. This also increases the demands, as the expectations on the destination are rising - keyword eco-tourism - as well as the desire for quality and service, which is linked to a holistic feel-good concept. This development is being driven not least by women in the age category between 25 and 40, who want to practice a holiday for themselves and their families under the sign of "environmental and pleasure orientation with a good conscience".

The futurologists attest the so-called LOHAS, the life stylists under the sign of healthy enjoyment, a future share of the travel market of more than one third. The industrial mass market, on the other hand, is increasingly losing importance. The general trend of holidaymakers to decide against a quick fulfilment of needs is also taking hold in the low-cost travel segment. People want the dream of a "better life" and to have their longings satisfied, even if in economically feasible doses, or with shorter stays.

In an interview with the Zukunftsinstitut, the APA Online Journals summarised the main trends in tourism: When the big summer holiday is no longer compatible with the budget, the "small tourist form" is chosen. This means visiting cities, visiting acquaintances, or discovering nature in one's home country. Home is associated with closeness and well-being and is valued as a non-national value. The term symbolises the desire for down-to-earthiness and for one's own roots, albeit with

comfort and luxury. It thus contradicts surveys that assume that the army of non-holidaymakers is growing larger and larger, even though there are always providers (also in domestic tourism) who offer holidays at favourable conditions.

5 Relevant Tourism Markets

5.1 Health and Wellness

Awareness of one's own health and performance is growing. More and more people in Germany are taking a health-oriented holiday to relieve their daily stress or to be "fit for business". This trend is already reflected in leisure time activities. With 44 percent of the population, almost half of the German citizens do something for their health or keep fit at least once a week. Only slight differences can be observed in the various phases of life. Retired people lead the field (48 percent), while young seniors bring up the rear with 41 percent.

In the course of the changes in the health care system, the framework conditions have fundamentally shifted. As a result of the withdrawal of the social insurance institutions, the once market-shaping, cure-focused providers throughout the country are being encouraged to reorient themselves. At the same time, the way is being cleared for new providers. These not only participate in the health tourism market, but also shape it through innovative, target-group-specific forms of offer and new distribution channels.

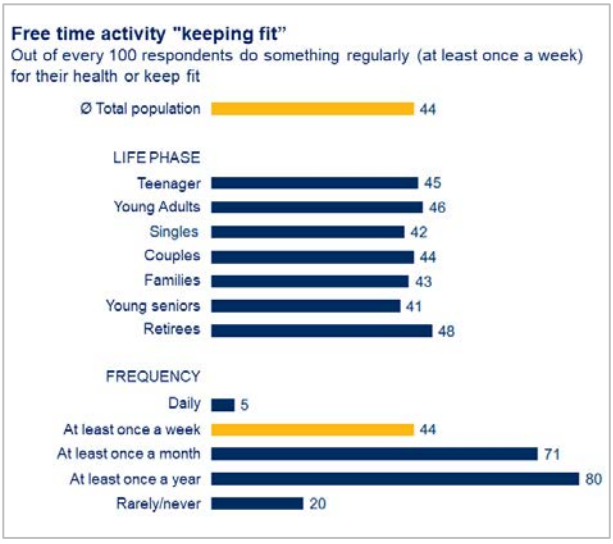

Figure 40: Free time activities (Stiftung für Zukunftsfragen, Freizeitmonitor 2019)

The market is on the threshold of a "new health tourism" (Figure 41). Its characteristics are already visible today in many offers, but the largest part of development seems to be yet to come. Health-related motives can be fulfilled in many forms of holidays, e.g. hiking and cycling. Therefore, the number of people who take a designated health holiday is significantly smaller than those who consider health to be important.

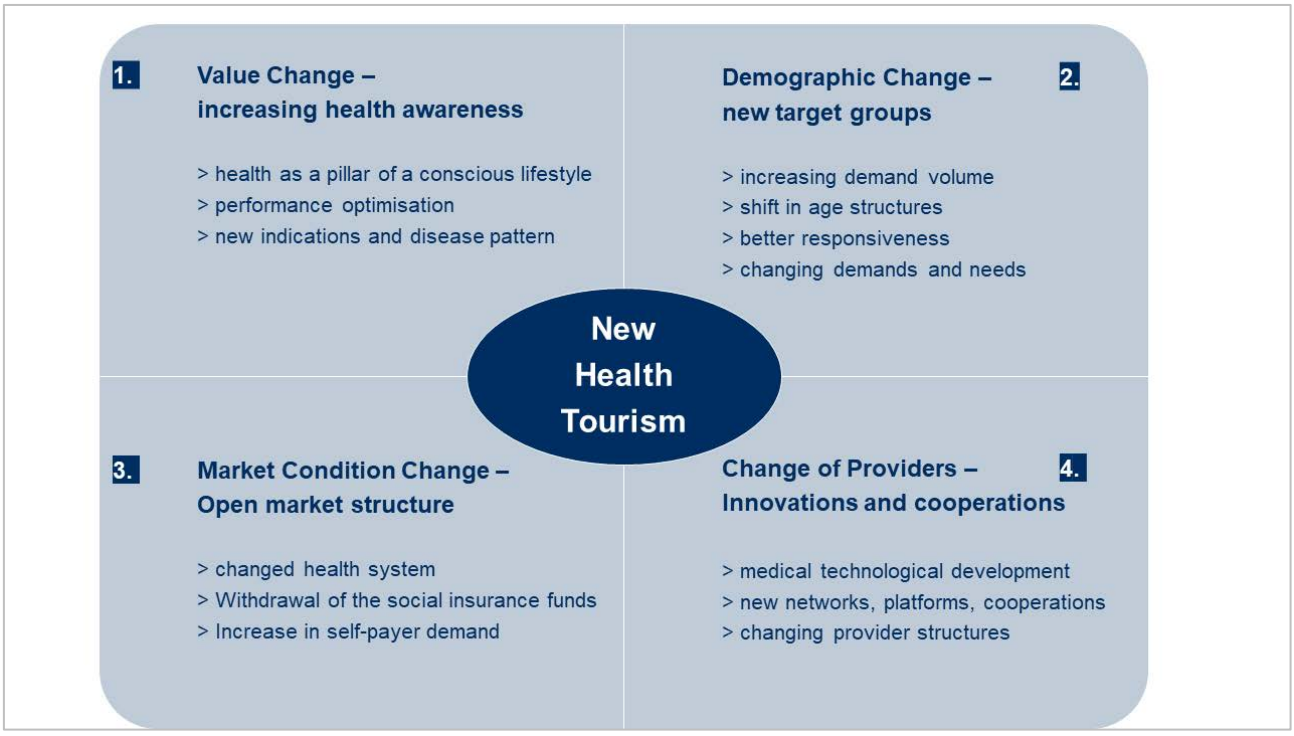

Figure 41: Market drivers for a new health tourism (Project M)

The different forms of health tourism can be well divided according to the degree of illness in the chart in Figure 42. According to this, the patient tourist is the one who is most ill, followed by the

spa tourist. While the medical wellness or wellness tourist seeks relaxation or improvement of his current (health/mental) condition in the trip, the health-oriented tourist, on the other hand, has no physical/health restrictions.

In principle, fitness offers are interesting for all age groups and about 50 percent of the respective people feel addressed by them. The situation is somewhat different for medical wellness offers: the group of over 60-year-olds is in the lead with 45.4 percent. According to the 2019 tourism analysis by the Stiftung für Zukunftsfragen (Foundation for Future Studies), the general holiday motives have hardly changed in recent years, if at all. Finding peace, switching off, enjoying beautiful landscapes and recharging their batteries have been the main motives for years. These range between familiar and new forms of travel.

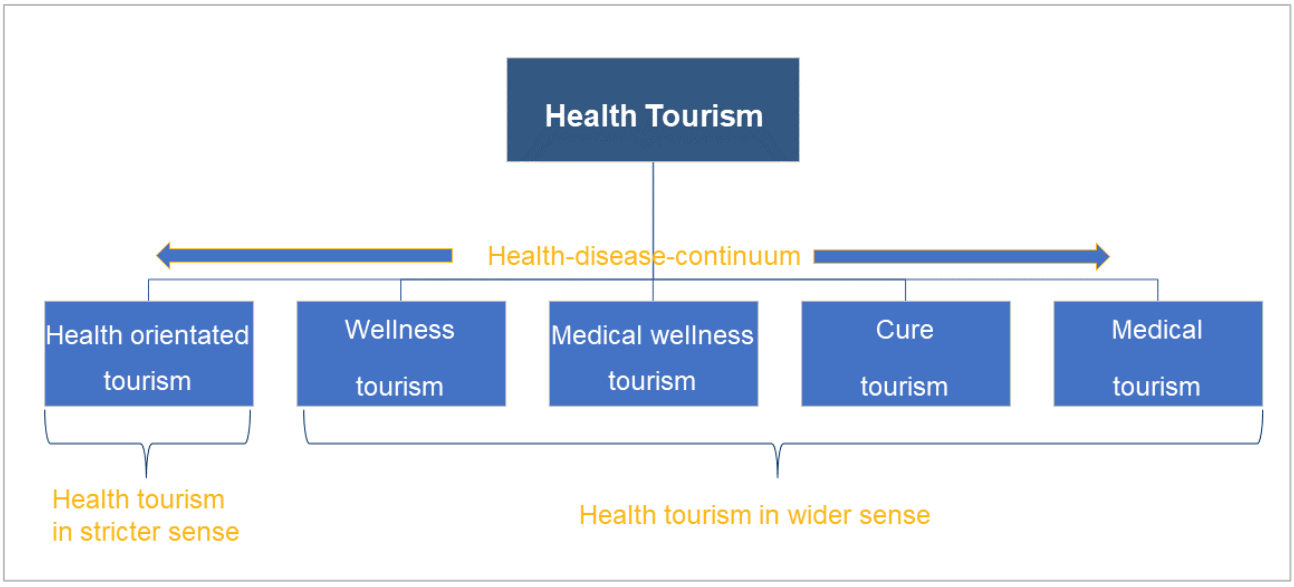

Figure 42: Forms of health tourism(Bestandsanalyse des Gesundheitstourismus in Deutschland 2014 Hochschule für Wirtschaft und Umwelt Nürtingen-Geislingen, in Anlehnung an Rulle, Hoffmann & Kraft)

Numerous studies (e.g. GFK Wellnesstrends, ADAC Reisemonitor, FUR Reiseanalyse) show that health tourism will be one of the key economic drivers of the tourism industry in the long term, because health-oriented holidays, which often serve to prevent diseases of civilisation, are becoming increasingly popular due to demographic change and growing health awareness in Germany and throughout Europe. In 2018, according to the ADAC Travel Monitor, health tourism was already in sixth place among the top forms of holiday, behind seaside holidays, round trips and stays, walking holidays and city breaks (Figure 43).

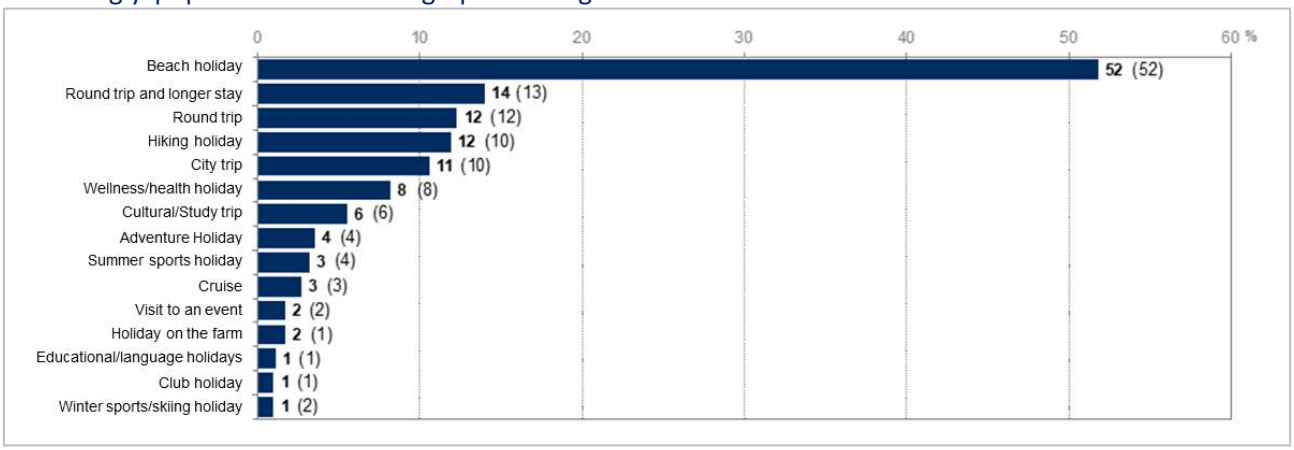

Figure 43: Forms of holiday travel (ADAC Reisemonitor 2018)

The opportunities also include new forms of health holidays such as selfness holidays (life counselling, personal coaching/crisis management on holiday, etc.) as well as nutritional or nature holidays, which

build on recreation-oriented forms of holiday with proven added health values. Thus, 39 percent are looking for a "healthy climate", 26 percent of Germans find it particularly important to "do something for their health" on holiday and 13 percent want to "do sports" (ADAC Reisemonitor 2016).

More and more providers are following the trend for a holistic, healthy lifestyle with a focus on organic, nature, health and deceleration. This is lived in particular by the target group referred to by market researchers as "LOHAS" and can be excellently combined with health offer modules, especially in the area of primary prevention (exercise, relaxation and nutrition).

Demographic change influences the health tourism of tomorrow in many ways. It offers opportunities, but also requires a rethink. Accessibility and basic medical-therapeutic care at the holiday destination are just a few examples of how to adapt to the ageing target group. Due to mobility restrictions or chronic illnesses, those affected do not want to miss out on holidays in the future. This means that special services and comforts represent special demands of the older target group, which should be reflected in the entire service chain. But also targeted prevention offers for "better aging" (in the sense of "staying vital and young for a long time") and programmes that take into account the special needs of age-typical illnesses in a holiday-typical ambience have good chances. Not only older people will use health tourism offers in the future.

New demand will also arise dynamically from younger people in the middle of their working lives with high demands in their private and professional lives. Stress prevention is becoming increasingly important, especially for younger demand segments with high added value.

GfK Travelscope has identified four target groups for wellness and health tourism, which are characterised below: Stressed performers, responsible parents, proactive health-conscious people and autonomous individualists.

Stressed Performers

- Achievement-oriented, employed
- Double Income No kids
- High Income
- Age approx. 20 to 49 years
- Predominantly single travellers
- Half-board and package deals
- Wellness trip with city experience

Responsible Parents

- Working
- Household with children
- Medium income
- Age approx. 30 to 49 years
- Family and couple holidays
- Package deals and all-inclusive
- Wellness trip with family experience

Proactive Health-conscious people

- Mostly still working
- Partly still children in the household
- Medium to higher income
- Age approx. 39 to 50+ years
- Travelling mainly as a couple
- Prefer low mountain regions
- Wellness travel and vitality

Autonomous Individualists

- Best ager und silver generation
- High level of education
- High income
- Age approx. 60+ years
- Travelling mainly as a couple
- Northern Germany, less touristic
- Wellness trip and recreation

Through cooperation with medicine and medical and communication technologies, the innovation potential in health tourism is further activated. The stays are combined with themes such as hiking, cycling, landscape or nature experiences. The possibilities for the development and placement of health tourism offers are wide-ranging and must be geared to the needs of the customers. According to the industry report "Accommodation" on the topic of "Innovative Health Tourism in Germany" by the Federal Ministry of Economics and Technology, this results in two basic trends for the health tourism of the future, which are differentiated according to indication-related and indication-independent forms:

1. **Urban health and medical tourism:**

This is predominantly found in cities with a focus on high-tech medicine. Characteristics are: Check-ups, guaranteed medical quality, time efficiency and branding.

2. **Health tourism in a near-natural holiday ambience:**

Offering health tourism modules in the hotel industry and/or the destination. Characteristics here are prevention orientation, wellness modules, the use of the health-promoting effect of nature, landscape and natural environment as well as special programmes on the topics of weight loss or mental health/stress management. An attractive tourist offer in the surroundings of the programmes (whether urban or peripheral nature) is considered an overarching success factor.

According to the study by Project M on "Innovative Health Tourism" funded by the BMWi (Federal Ministry for Economic Affairs and Energy), "New Health Tourism" additionally shows the following characteristics:

- In the future, every holiday destination will offer health-related services such as safety, comfort or accessibility.
- Increasing differentiation: For providers, a multitude of possibilities for specialisation in health sub-topics as well as the development of al-important features (e.g. according to indications) are opening up.
- Increasing medical-therapeutic offers: while measurable results and evidence of effectiveness are gaining in importance, pure feel-good offers are increasingly losing importance.
- Increased indication orientation: primary prevention in the sense of maintaining health or preventing disease is becoming increasingly medical and, in the long term, is being replaced in its importance by the indication-related offer segments of secondary (early detection of disease and prevention of the progression of a disease, e.g. through preventive examinations) or tertiary prevention (delaying, limiting or preventing consequential damage of an already existing disease, e.g. through a cure).
- The aspect of sustainability in the health sector is gaining importance offers that result in a long-term lifestyle change are increasingly in demand. These can be, for example, preventive check-ups, health checks and coaching offers with the aim of counteracting age-related complaints, illnesses or loss of attractiveness.
- Need for strong provider networks.
- Target group-specific distribution channels with changed interests and changing communication behaviour must also be established outside the classic tourism marketing channels.

As a result of the crisis, the desire to spend time outdoors will become even more important to every fourth citizen in 2021 than in previous years. This development intensifies as the pandemic continues. The desire to take time out and relax in nature will become one of the most important wellness and health trends.

In times of shutdown, when no leisure-oriented facilities are open to the public, the path often leads out into nature to escape the Corona daily grind and take care of one's physical and mental well-being. The forest, the walking path or the stream in the immediate vicinity are rediscovered and become something meaningful. The value of the simple and the obvious becomes recognisable again. This escape from everyday life is very pronounced through Corona, which is why people are looking for relaxation on the one hand and a change of scenery on the other in connection with an experience of nature. Since this trend had already begun before the outbreak of the worldwide Covid 19 infection, it will continue afterwards. Due to the crisis, health and wellness tourism will experience a boost and possibly be among the winners in the post-Corona era. This is happening against the backdrop of the health megatrend, which has physical integrity as a key resource. Awareness of this resource has risen further as a result of Corona and, in parallel, health knowledge and the associated fears (keyword: Germophobia, which describes the longing to be germ-free) in the population.

Accordingly, there is a desire to shape the environment in the sense of a holistic health concept, which encompasses all areas of life (e.g. nutrition, working environment, but also travel)

and extends to the global level, since the health of the individual ultimately depends on the health of the planet. Appreciation and recollection of nature are thus given a new significance. This is also reflected in the trend, strengthened by the pandemic, to experience nature more and to integrate it into one's own life. For 90 percent of travellers, time outdoors is part of their trip. Walking, hiking and cycling tours are the most popular.

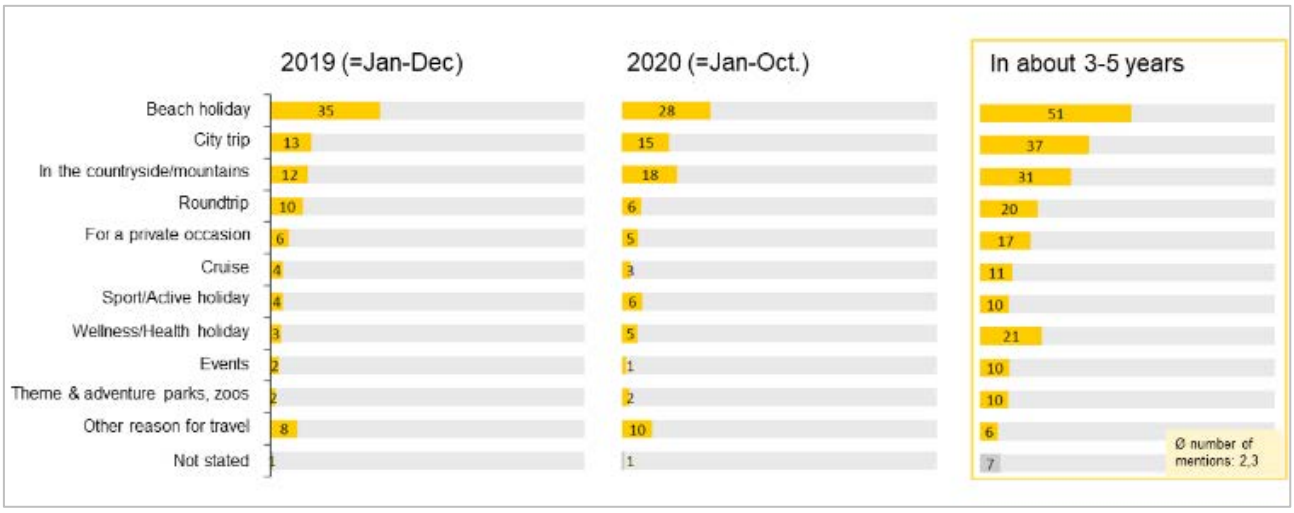

Figure 44: Development of holiday types with projection for the years 2013 to 2025(ADAC Tourismusstudie 2020)

5.2 Eco Tourism

As already explained in chapter 1.1, the topic of sustainability is also becoming increasingly important in tourism. The topic has to be considered from two aspects: the "results" and the "effects" that holidaymakers want to take away from their holidays. People's increasing awareness of health and the preservation of performance, and thus of prevention, brings with it an expectation on the part of holidaymakers who opt for a health or wellness holiday. Sustainable results in "measurable" (in the case of nutrition holidays or indication-related health holidays) or "perceptible" form should have an effect beyond the holiday and into everyday life.

The providers who orient themselves towards a holistic, healthy lifestyle and incorporate these aspects into the tourism product concepts are mainly aiming at the target group of "LOHAS", exemplified by the growing number of the "Biohotels" cooperation with health offers.

The more the virtualisation and mechanisation of life progresses, the more the longing for the tangible, the authentic and the connection to nature grows. Every trend also causes a counter-trend.

The growing environmental and health awareness among guests, which is increasingly coming to the fore, includes social, ecologic and economic components as a second aspect of sustainability. According to a recent study by the Swiss University of Applied Sciences and Arts Lucerne (HSLU), two thirds of all surveyed holidaymakers associate the topic of sustainability with the preservation of natural and cultural heritage, the use of regional products and services, and the involvement of the local community.

This has a direct impact on tourism and especially on the existing business models. According to Leo Bauernberger, Managing Director of Salzburger Land Tourismus GmbH, sustainability at the holiday destination (environmental standards, intact nature, social justice, etc.) is an important decision criterion for 30 percent of travellers.

For the concept of sustainability, a "sustainability principle" was agreed upon by the worldwide community of states as early as 1992 on the occasion of the United Nations Conference on Environment and Development in Rio de Janeiro (Rio Conference). For tourism, this means that the following goals are central:

- The protection and development of the natural and cultural heritage (ecology)
- Ensuring a high level of guest satisfaction (psychology)
- Improving the quality of life of the local population (sociology)

- The economic strengthening of the region (economy)

Sustainable tourism must therefore fulfil social, cultural, ecologic and economic as well as psychological compatibility criteria. These dimensions of sustainability are closely related and interact with each other and must be seen and treated integratively.

In the overall consideration, increasing attention is being paid to the journey to and from the destination. It can be assumed that ground-based travel and thus the avoidance of air travel will receive increasing attention. At the same time, CO2-intensive travel (including cruises) will experience a slowdown in growth in the long term.

Analogous to the trend of health and wellness tourism is also the case with sustainable tourism. The idea of health is often closely linked to the environment (keyword: "recharging your batteries in nature"). The first wave of the worldwide infectious disease epidemic has already shown its positive effect on the recovery of the environment: for example, the water in Venice is clearer than it has been for years, or on Sardinia the dolphins are coming close to the coasts again. Venice is already taking the first steps in this direction: in future, cruise ships will no longer be allowed to enter the old town harbour, and instead will have to anchor at a terminal a little further out. Of course, effects such as reduced aircraft noise and less air pollution will fizzle out again after the economy and thus also tourism take off, but the trend towards sustainability in holidays will continue to increase. The pandemic has raised awareness of this aspect and it can be assumed that eco-tourism has received a further boost as a result.

5.3 Cycling Tourism

Another relevant market for tourism in Germany is cycle tourism. According to the German Tourism Association (Deutscher Tourismusverband e. V.), bicycle tourism in the narrower sense is understood to mean all trips in which cycling is the main motive for the excursion or journey. In market research, an indicator for such a trip is the mention of "cycling holidays" in connection with "frequent use of bicycles" at the holiday destination. This contrasts with cycle tourism in the broader sense: this type of trip focuses on other activities and cycling is only one of many activities on holiday (e.g. recreational holiday, seaside holiday or short break). In both types, the bicycle, in contrast to everyday use, is a device to achieve a sporting or holiday purpose.

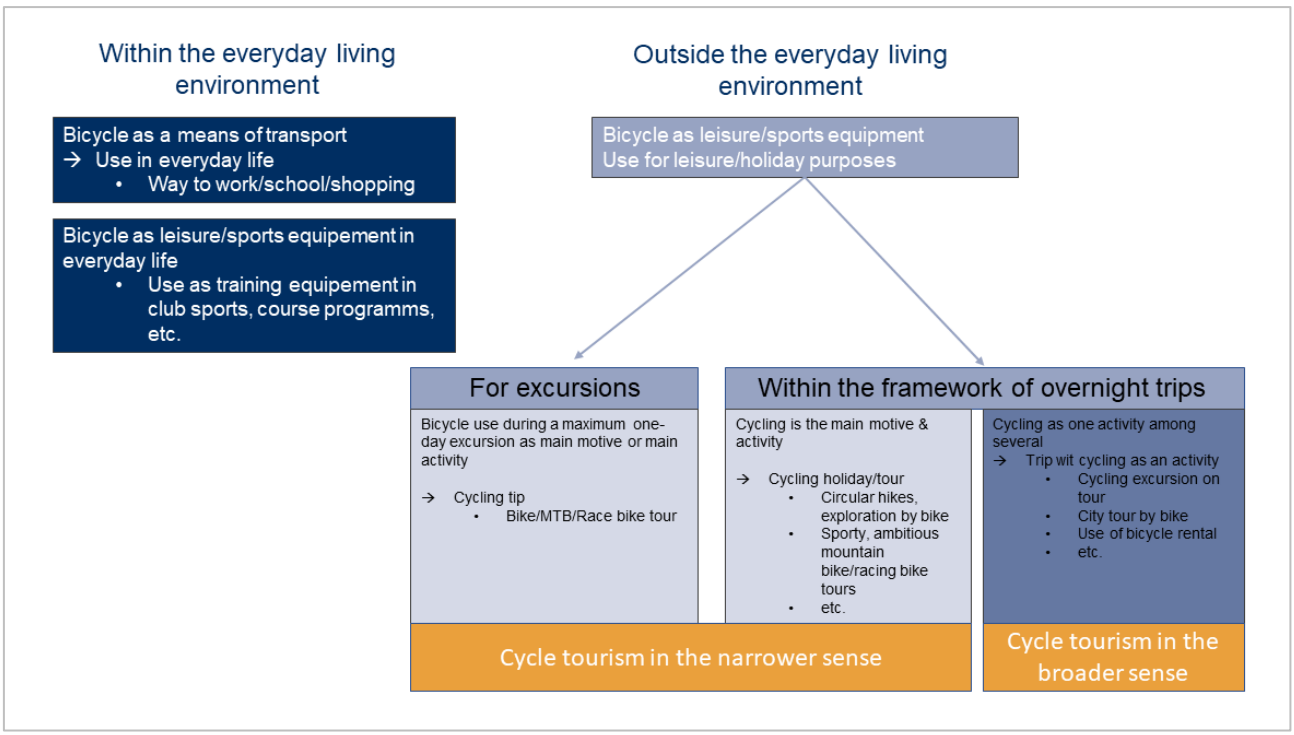

Figure 45: Definition of cycling tourism (with reference to Fahrradtourismus in Deutschland, 2009)

Cycle tourism forms an important pillar of the demand segment in German tourism with profits in the billions and with an increasing trend in recent years - the only exception being 2017 (Figure 46).

This trend manifests itself, for example, in the increasing number of ADFC-certified cycle-friendly Bett+Bike guest establishments, which have increased from 216 in 1995 to over 5,800 in 2018. The ADFC network "Bett+Bike" is Germany's most successful marketing cooperation in tourism aimed at the target group of cycling holidaymakers.

Figure 46: Market Volume Bike Tourism (own illustration based on ADFC Radreiseanalyse 2020)

The reasons for this development can be found in the fact that the topics of health, ecological awareness and at the same time the trend towards exercise in nature are becoming more and more important as holiday motives. Cycling is a great way to explore and experience natural landscapes or to discover cultural and culinary attractions. In addition, the bicycle is used for health-promoting purposes and cycling is seen as a healthy balancing and endurance sport. In addition, there is the aforementioned aspect of sustainability: the practice of this activity is emission-free and environmentally friendly.

The cycling tourist in Germany is served by an extensive and very well-developed network of routes, which offers a wide range of excursions, from short cycling tours to extended cycle tours.

To plan their cycling holiday, travellers are provided with a variety of sources - especially via the internet, which is used by 83 percent as a source of information. At 63.5 percent, the websites of tourism organisations are used most frequently to obtain information (see Figure 47). Almost on a par with this is the use of free digital maps, such as Google Maps (61.9 percent). Event calendars (11.1 percent) or travel and rating portals (19.5 percent) play only a minor role in travel planning on the internet.

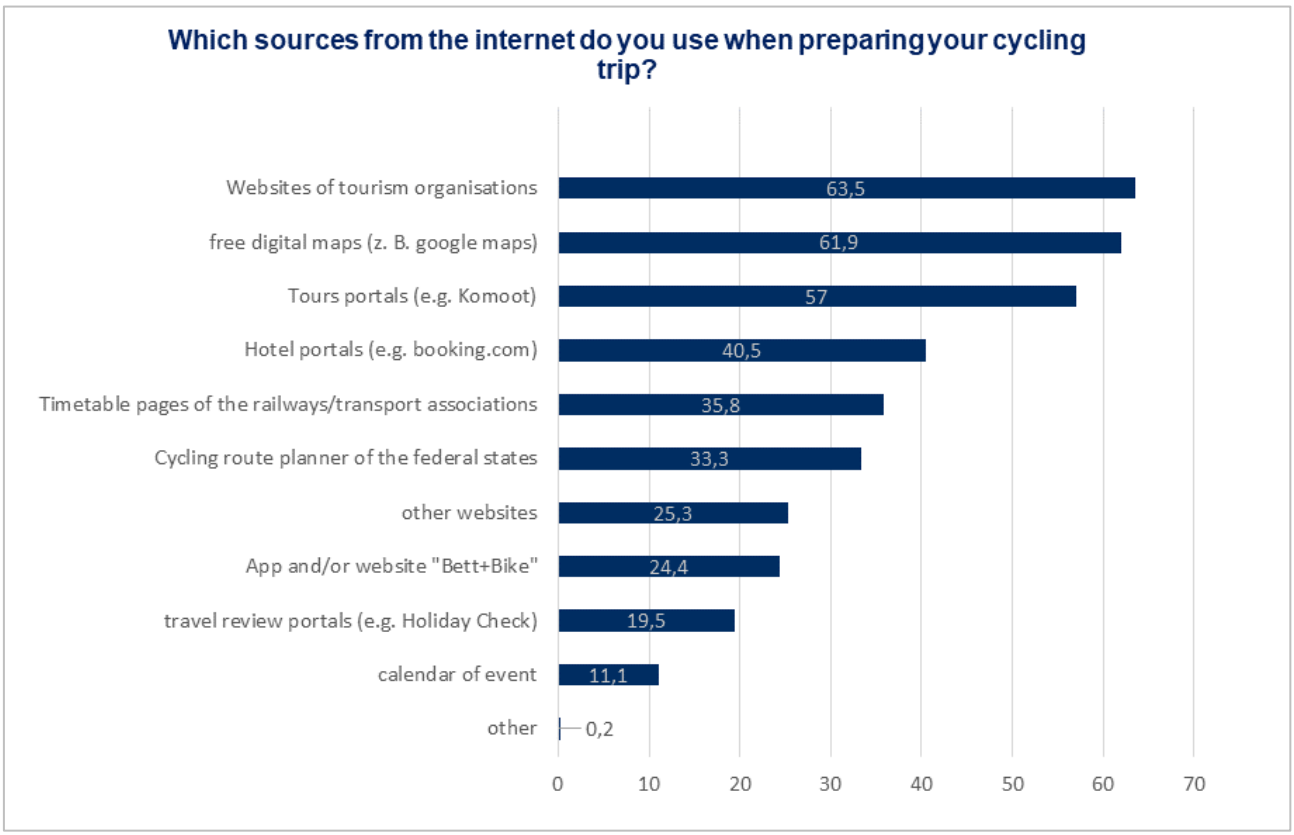

Figure 47: Information source for the preparation of the cycling trip 2019 (in reference to ADFC Radreiseanalyse 2020)

The basic study "Cycling holidays of the Germans 2010" by the market research and consulting company Trendscope provides detailed information on the different types of cycling holidays as well as a comprehensive market overview. The study distinguishes between three

different types of cycling holidaymakers: cycle tourists, regional cyclists and holiday cyclists.

1. Cycle hikers: Cycle tourists who do not spend their cycling holiday in one place, but cycle from a starting point to a destination.
2. Regio cyclists: Cycling tourists who look for a fixed accommodation and undertake day tours from there.

Type 1 and type 2 place their main focus on cycling.

3. Holiday cyclists: Cycling is only considered one of many activities on holiday, without the main focus being on cycling.

The profile of a cycling holidaymaker shows that the "classic cycling holidaymaker" does not exist. The group of cycling holidaymakers with their different behaviour patterns and expectations is as heterogeneous as the market itself. While, for example, the cycle tourer (here: long-distance cyclist) covers an average of 72 kilometres a day, the regional cyclist covers 56 kilometres a day, which is 16 kilometres less (Figure 48).

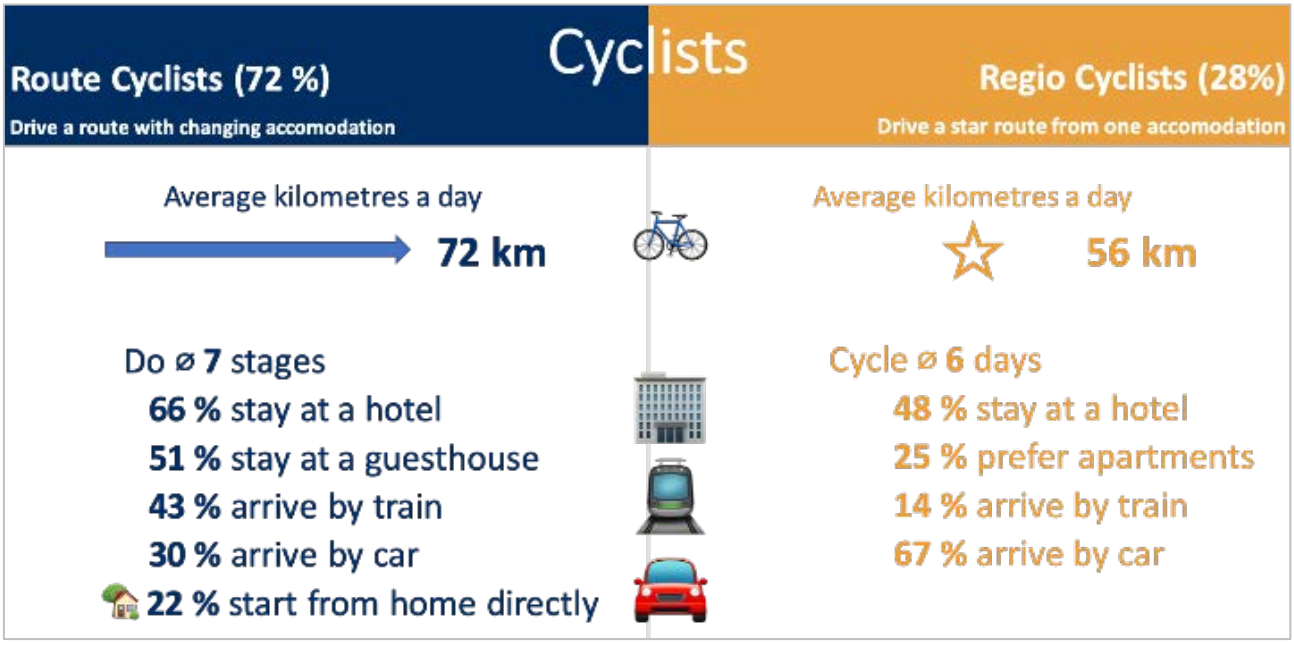

Figure 48: Data cycling tourists(own illustration based on ADFC Radreiseanalyse 2020)

Cycling holidays are often combined with other activities: According to the ADFC-Travelbike-Radreiseanalyse 2020, in addition to cycling, the activities of particular interest are city visits (77 percent), hiking (75 percent), swimming/bathing (72 percent) and visits to cultural sights (59 percent).

Basically, the average cycle tourist can be described as a 53-year-old experienced individual holidaymaker (65 percent male) who likes to organise his trip individually, primarily in early summer.

In the analysis of the most popular cycling regions in Germany, the Allgäu clearly takes first place in the ranking of 130 regions for the 2019 travel year, followed by the Emsland, the Münsterland and the Weserbergland. The Moselle, the Baltic Sea coast, Lake Constance, the North Sea coast, the Elbe Valley, the Black Forest and Upper Bavaria are also in the top ten. The most popular federal states for a holiday by bike are Bavaria (22 percent), Lower Saxony (16 percent), North Rhine-Westphalia (11 percent), Baden-Württemberg (9 percent) and Mecklenburg-Western Pomerania with eight percent.

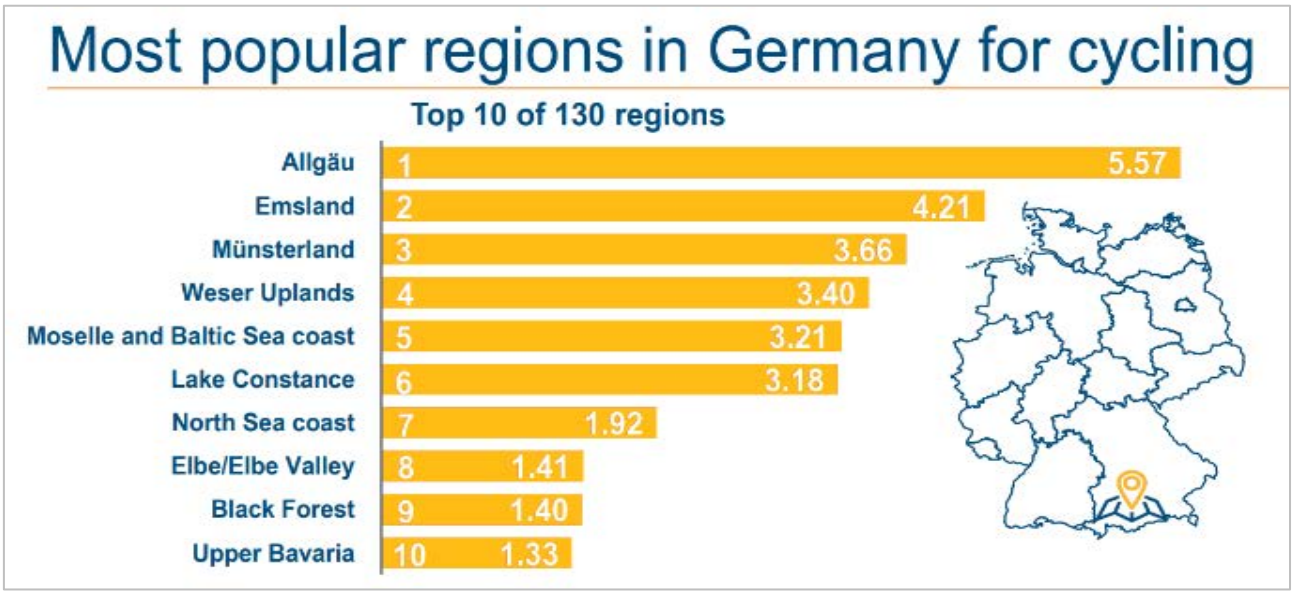

Figure 49: Most popular regions in Germany for cycling 2019(ADFC Radreiseanalyse 2020)

A trend that has only emerged in recent years and has been steadily gaining popularity ever since is the cycling trip with an electric bike. In 2020, more than 30 percent used their electronic vehicle for a cycling trip, almost twice as many as in 2017 (18 percent).

Figure 50: Trend E-bike (ADFC Radreiseanalyse 2020

The numbers of cycling trips in 2020 are also strongly influenced by the incidence of infection and will fall by 35 percent according to the ADFC Cycling Travel Analysis. On the other hand, 54 percent of cycle tourists will be taking a cycling trip for the first time in 2020. Thus, many German citizens will use a cycling trip in 2020 as a substitute for an originally planned trip that is cancelled due to the pandemic. On average, cyclists in the crisis year 2020 will be around 55 years old and thus two years older than in 2019. The age group 65 and over is the most strongly represented with 38 percent, which is 16 percentage points older than in the previous year. In all other age groups, the share of cycling trips is declining: most notably in the 45-64 age group with a drop of 15 percentage points to 35 percent.

The trend of increasing cycle tourism is not slowed down by Corona either. Thus, 77 percent of the bicycle travellers plan to return to their holiday by bicycle in 2021. This is expected to take place within Germany for 79 percent - seven percentage points more than in 2019.

Here, lesser-known cycling regions such as Ostholstein are also gaining in popularity compared to 2020, expanding the portfolio of cycling holidaymakers alongside the classic cycling regions and thus strengthening the cycling market in Germany.

Figure 51: Most popular cycle regions in Germany 2020 (ADFC Radreiseanalyse 2021)

5.4 Hiking Tourism

Hiking on holiday and in leisure time continues to develop positively. With a significant increase compared to the overall demand from 2010 (first publication of the study by the German Hiking Association), 69 percent of Germans can be described as active hikers in the 2014 follow-up study. The proportion of non-hikers has dropped to 29 percent (minus 15 percentage points) compared to the baseline study in 2010. Above all, the number of infrequent hikers is increasing (plus 17 percentage points). The proportion of regular and occasional hikers has remained more or less the same. This development is also confirmed by the fourth place in the popularity ranking of the Germans' holiday motives according to the Tourism Analysis 2019, as already shown in Figure 42. The frequency of hiking increased in 2018, especially among those who hike at least once a month or even several times a month (Figure 52).

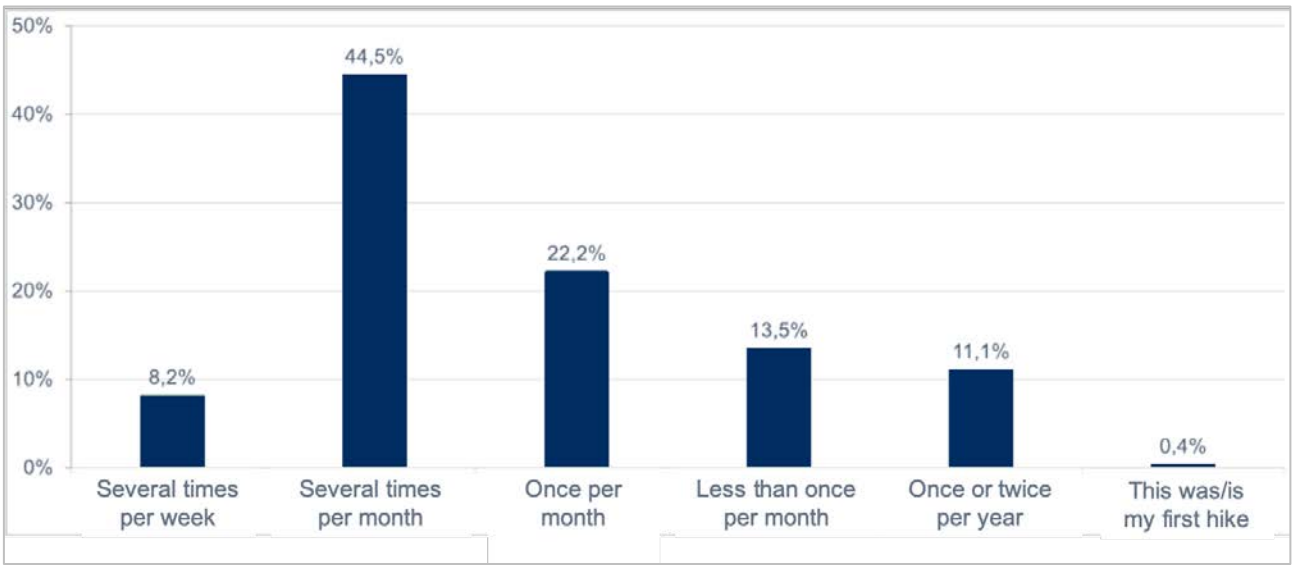

Figure 52: Hiking frequency, n=1,466 (Arbeitsgruppe Wandermonitor, ITB Fachforum)

According to the "Basic Study on the Leisure and Holiday Market for Hiking 2010" by the Federal Ministry of Economics and Technology, hikers spend around eleven billion euros a year on their leisure activities. They invest over 3.5 billion euros per year in their equipment. Around six billion euros were spent by day tourists and 1.7 billion euros by overnight guests.

Reasons for the growing hiking market include the steady expansion of the hiking infrastructure. In addition to numerous new hiking trails, demanding quality certificates have been introduced, such as the "German Hiking Seal" or "Quality Hiking in Germany". In addition, there are various marketing cooperations such as "Top Trails of Germany", "Best of Wandern" or "Wander-Gasthöfe". Rankings and awards such as "Germany's Most Beautiful Hiking Trails" and "Hiking Award" give even infrequent hikers an overview and contribute to increased popularity. Figure 14 provides an overview of Germany's most popular hiking regions and trails.

With the accompanying professionalisation, hiking is experiencing a positive image change, which is also reflected in the increased media presence: there is increasing hiking coverage in newspapers,

magazines, radio and television and the corresponding literature is increasingly represented in the bestseller lists in bookshops. Hape Kerkeling ("Ich bin dann mal weg") helped the topic to gain unusual attention in 2006.

In the meantime, communities have formed on internet portals typical for the industry, where hikers of all generations can exchange ideas and hiking trails are presented.

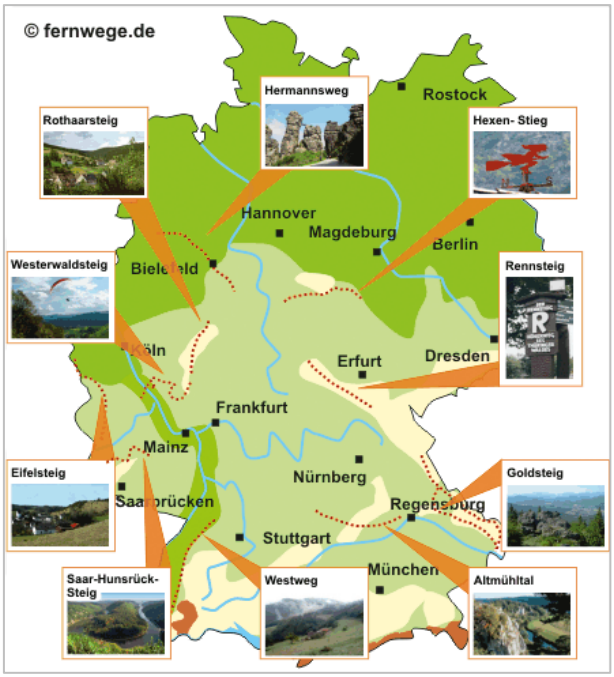

Figure 53: Germanys most popular hiking regions and trails (own illustration based on www.fernwege.de)

The main motive for a hike is the desire to enjoy nature and the landscape, followed by the intention to do something for one's health and the hope of exploring a beautiful region. These motives have not changed between the baseline study (Leisure and Holiday Market Hiking 2010) and the follow-up study (Hiking Study 2014, Project M) and can still be considered valid today.

The need to reduce stress has become more important for the respondents, as has the topic of "gathering fresh strength" and "finding oneself". It is no longer so much about gaining new impressions and "being free", and "experiencing a lot" has also become less important. The study extension thus shows the mirror of society, away from input, overstimulation and quantity towards oneself, peace and quiet.

On average, a distance walk covers 19 kilometres a day, and up to 25 kilometres is common. Longer distances are ambitious, sporty or even extreme, up to 24-hour or 100-kilometre hikes.

Easy to moderate hikes in flat or slightly hilly terrain are particularly popular (Figure 54).

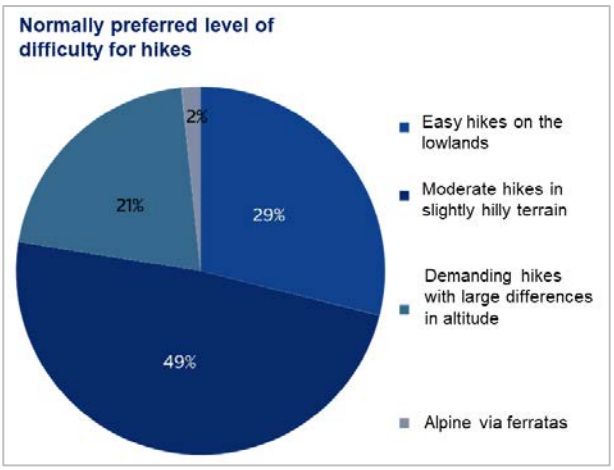

Figure 54: Preferred level of difficulty for hikes (Grundlagenuntersuchung Wandern 2010, Deutscher Wanderverband)

Proper signage, integration of the trail into the landscape and hazard protection, accessibility by public transport and the surface quality of the trail are among the most important aspects for the hiking tourist (Figure 55).

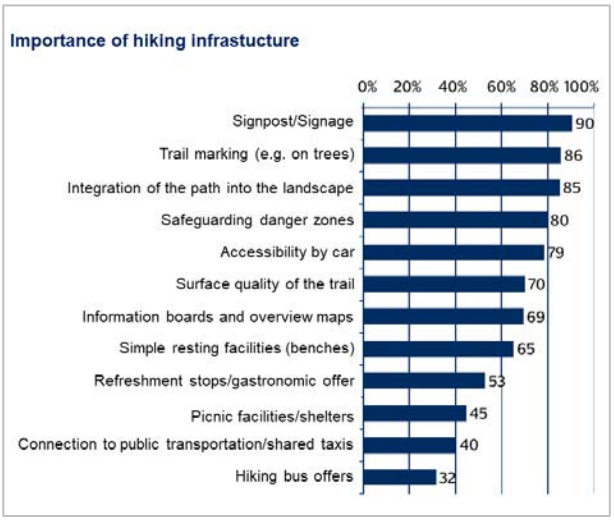

Figure 55: Importance of hiking infrastructure (Grundlagenuntersuchung Wandern 2010, Deutscher Wanderverband)

According to the study Hiking Tourism and Digitalization by the German Hiking Association, hikers want and expect a high proportion of near-natural paths. This includes narrow, winding paths, earth and grass paths, as well as a beautiful landscape, which is defined extensively as follows:

- Wooded
- Natural silence
- Fresh air
- Attractive views
- Free from disturbances, e.g. noise or visible technical structures
- Rich in variety
- Changing landscapes
- Change of trail formats
- Refreshment facilities along the route
- Clear markings
- Signposting
- Infrastructure facilities (benches, rest areas, refreshment stops)

The hikers' need for a nature experience and contemplation initially contradicts the use of digital media. However, digital services are also needed during the hike, primarily for navigation, weather forecasts and to get information about the destination.

Hiking is a social sport that is often done in a group. Only three percent of hikers go alone, 35 percent with a partner, 43 percent with two to five friends or acquaintances. Seven percent hike with a group of more than ten people.

Day hikes are the most popular type and duration of hike. Even on Germany's most prominent long-distance hiking trails, only ten percent of hikers are on the trail for several days. Short weekend tours dominate. The standard for a modern tour is the circular walk in half-day or day format.

For modern hikers, it is less important to cover a certain distance, but they are considered pleasure hikers. More than half of them are looking for relief from the stress of everyday life, and among working people it is even about two thirds. Nowadays, people are exposed to a lot of hectic activity at work or in their immediate surroundings. Life is characterised by high technology and sensory overload and often leads to mental exhaustion. Variety in nature promotes distance from everyday life and positive thoughts. During a hike, the focus is not only on nature but also on the culinary experience (of regional cuisine), followed by a visit to cultural sights.

According to the German Hiking Institute (Deutsches Wanderinstitut e.V.), the average hiking guest has an age of 49 and comes from the upper educational class. The gender distribution is balanced. The predominant target group is the pleasure and occasional hiker. For a good half of the 16 to 24-year olds, exercise in the fresh air is high on the agenda. They want to "experience nature", "exercise" and "do something for their health". However, almost all hikers travel to their destination by car. Consequently, there is considerable marketing potential in offers that include shorter and less demanding connecting routes. Due to demographic developments, it can be assumed that the number of groups with an affinity for hiking will increase by 2040. But hiking tourism must also be made more attractive for young people, for example through an increased orientation towards experience and a better developed and digitalised customer journey, as shown graphically in Figure 56.

Figure 56: Customer Journey (own illustration based on ADAC Reisemonitor 2019)

The hiking market is also continuing its trend of the past years due to the Corona pandemic and can be further expanded. According to the ADAC tourism study conducted at the end of 2020, the market segment "Holidays in the countryside or in the mountains" is growing the most with plus six percentage points.

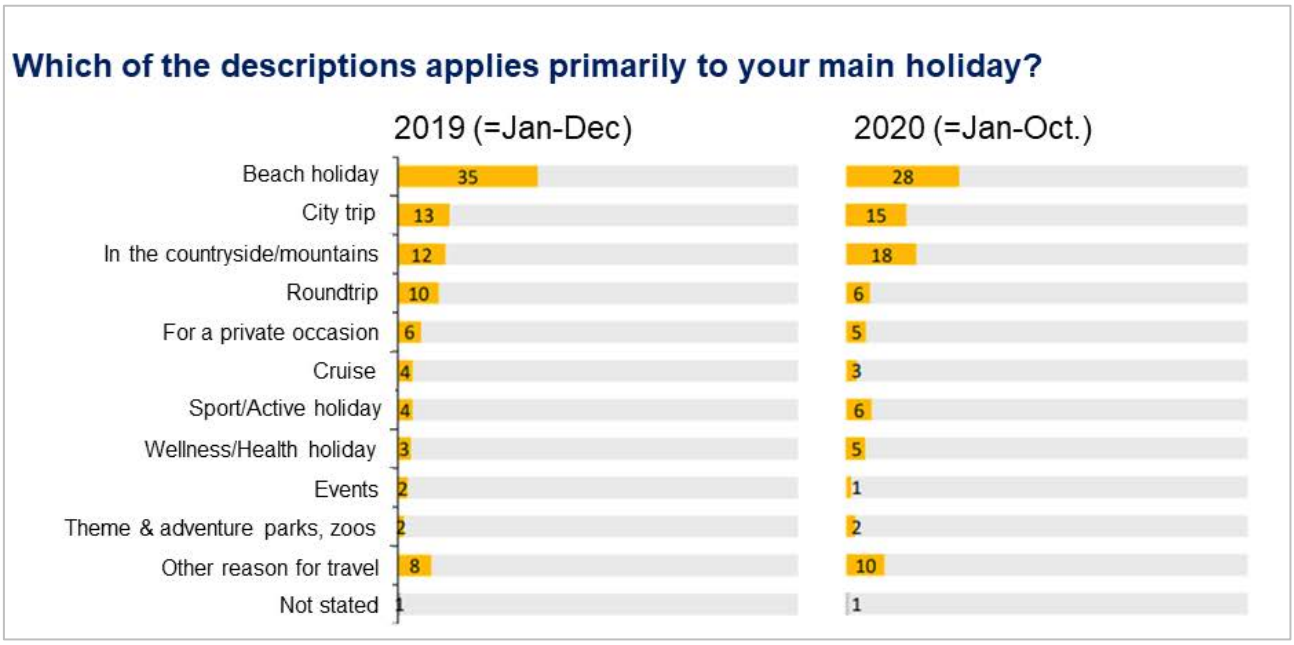

Figure 57: Shares of the different types of holidays(ADAC Tourismusstudie 2020)

5.5 MICE Market

Especially in this segment, an extreme decline in all areas is to be expected in the evaluations of the studies of the next few years. Due to the worldwide spread of the Corona virus and the associated travel and contact restrictions at national and international level, event tourism has come to an almost complete standstill, not only in Germany. Due to the pandemic, all leisure and business events can no longer take place. Accordingly, only a picture up to 2019 is shown here, which will not continue for the coming years.

In the study "Meeting and Event Barometer Germany 2020", which was conducted by the European Institute for the Meetings Industry (EITW) on behalf of the European Association of Event Centres e.V. (EWC), the German head office of the European Association of Event Centres e.V. (EWC) and the German Association of Event Centres e.V. (EWC). (EWC), the German National Tourist Board and the German Convention Bureau e.V.. (GCB), Germany continues to position itself as Europe's number one meetings nation, far ahead of other EU countries.

Within Germany, Baden-Württemberg ranks third among the most popular conference regions (Figure 58) behind North Rhine-Westphalia in second place and Bavaria in first place.

Figure 58: Germany's most popular conference regions 2020 (Meeting und Eventbarometer Deutschland 2020)

According to the 2020 survey, Germany has 7,581 event centres, conference hotels and event locations, each with at least 100 seats in the largest hall with row seating. This corresponds to an increase of 1.5 percent compared to the previous year. Due to increasing demand for this type of venue, the number of event venues has risen by 3 percent to around 2,350.

Figure 59: Different types of MICE in Germany(Meeting und Eventbarometer Deutschland 2020)

Around 423 million participants - an increase of 2.7 percent compared to the previous year - took part in 2.89 million meetings, congresses and events at German venues. The number of events recorded a slight decrease of minus 0.05 percent, while the duration of an event increased to 1.4 days (Figure 60).

Figure 60: Demand situation of MICE in Germany(Meeting und Eventbarometer Deutschland 2020)

Figure 61 below shows the distribution of the marketing budget between different offline and online activities. Among the top three activities, first and third place go to the online area: the own website is by far the largest item in the budget (23.3 percent). At 14.8 percent, the presence on conference portals is more important than the classic print brochure (12.7 percent). Human contact, which comes into play in personal acquisition and also at trade fairs, also ranks high as an offline activity in second place (16.9 percent).

There are variations depending on the type of venue or the size of the house.

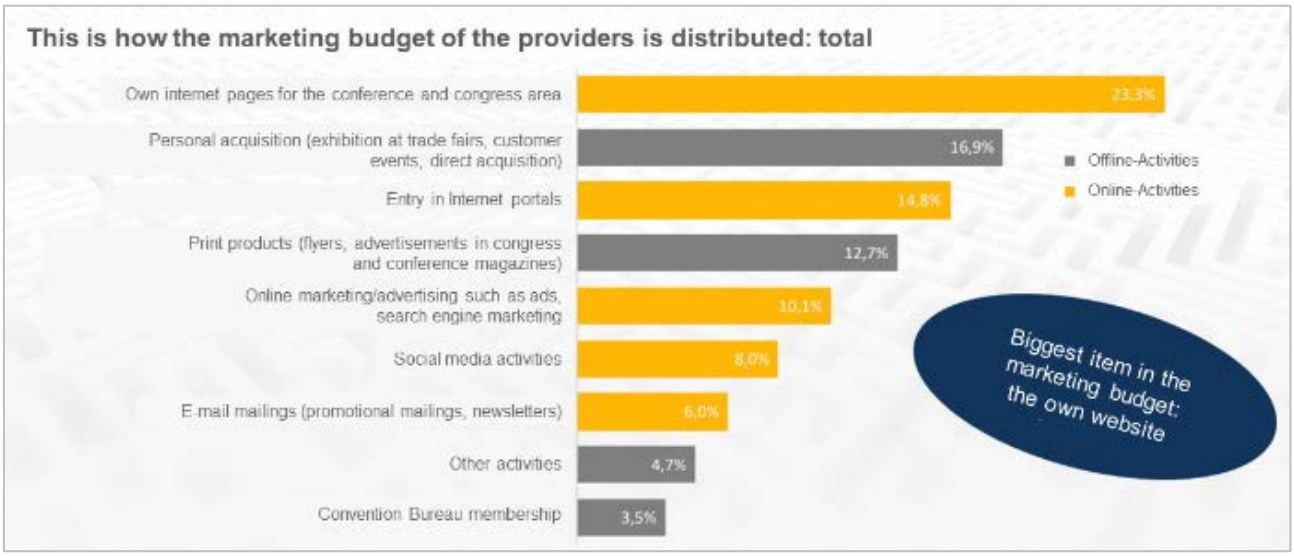

Figure 61: Distribution of the marketing budget (Meeting und Eventbarometer Deutschland 2020)

The conference hotels take up half of all event venues. The associations hold about 40 percent of their events in event centres. Event locations play only a subordinate role here with eleven percent (Figure 62). These are used most by the agencies, followed by the companies. The conversion of old industrial sites into modern event centres is leading to an increase, as these by definition count as event locations.

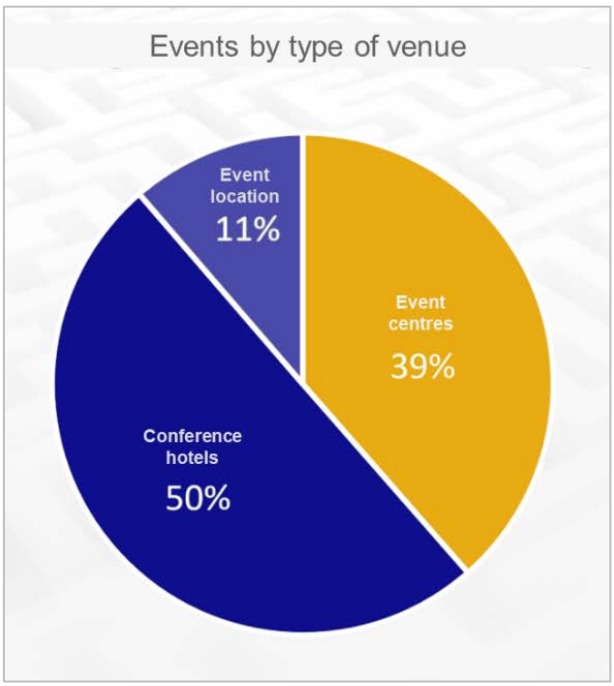

Figure 62: Events by type of venue (Meeting und Eventbarometer Deutschland 2020)

On the demand side (Figure 63), the recovery of recent years from the economic crisis is particularly evident. Measured by the number of participants, which rose to 423 million in 2019, events in Germany have continued to be a growth market. A trend emerged in which the number of events has declined or stagnated (from over 3 million events in 2015 to 2.89 million events in 2018 and 2019). Attendees have spread out over fewer events and thus conferences, congresses and events have tended to become larger.

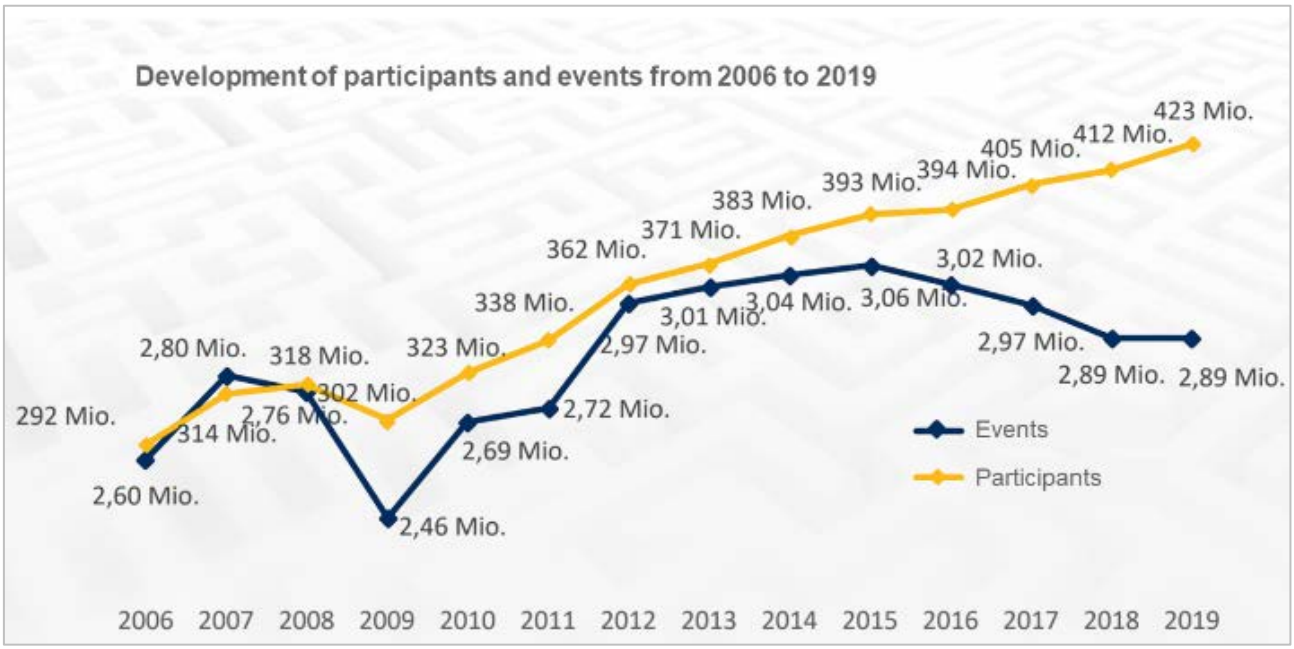

Figure 63: Development of participants and events(Meeting und Eventbarometer Deutschland 2020)

For the demand situation, against the background of the Corona pandemic, an extreme decline in both event and participant numbers is to be expected. All events (varying by federal state and time in the course of Corona) have been cancelled throughout Germany. Companies are shifting face-to-face events to the online sphere, so that the number of online meetings and telephone conferences, for example, as well as presence in the home office will rise sharply for 2020.

The same applies to the participation of international participants in events in Germany: while the curve has been rising steadily in recent years (to over 43 million international participants in 2019), a significant decline is to be expected here, as international air traffic has come to a complete standstill at times in 2020.

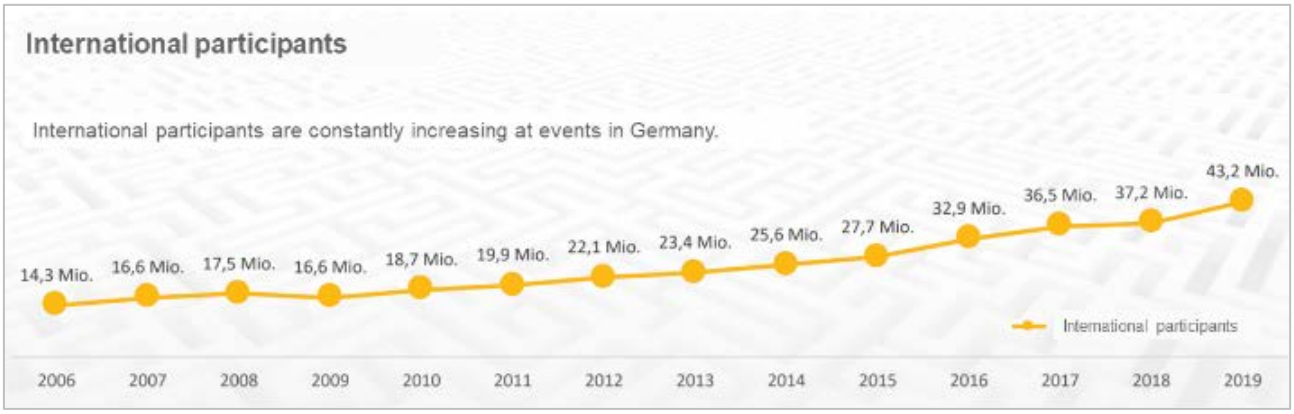

Figure 64: International demand situation on the MICE market(Meeting und Eventbarometer Deutschland 2020)

Classic congresses, conferences and seminars still accounted for the largest share of the market in Germany in 2018, exceeding 60 percent for the first time, but declined again by 3.2 percent in 2019.

The share of exhibitions and presentations fell slightly by 0.5 percent to a total of 4.6 percent. Cultural and sporting events show the biggest growth with plus 3.8 percent. Local events account for 4.9 percent and are more strongly represented in the event locations and event centres than in the conference hotels.

The share of festivities has remained almost the same. This type of event is mainly held in the event locations (Figure 65).

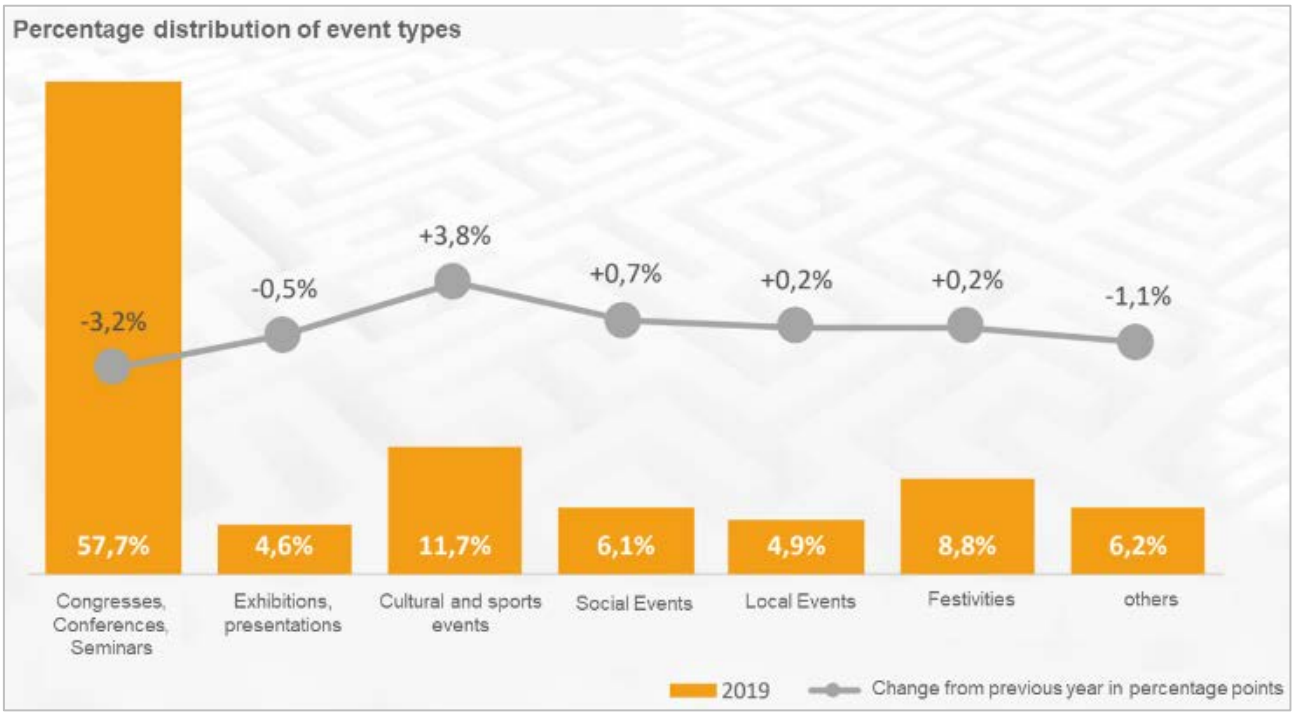

Figure 65: Percentage distribution of event types 2019 (Meeting und Eventbarometer Deutschland 2020)

Overall, the average number of participants at German events has increased up to 2019. In the size categories of seminars, conferences and congresses, there have been decreases or stagnation in 2019 compared to the previous year in the size categories up to 5,000 participants. In contrast, the smaller events with a maximum of 100 participants have seen increases. For all size classes, the event centres are in the lead, followed by the event locations.

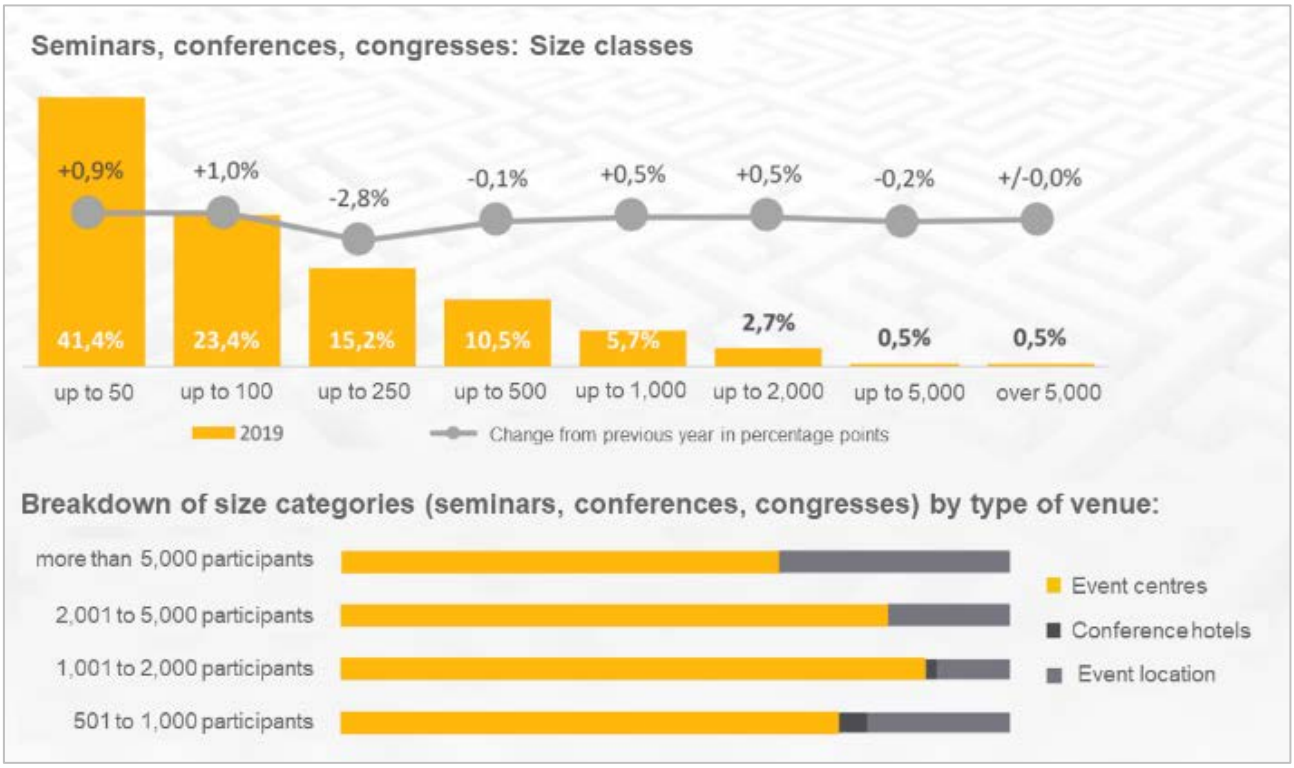

Figure 66: Average number of participants(Meeting und Eventbarometer Deutschland 2020)

The event industry is particularly affected by the current regulations within the framework of the guidelines of the Infection Protection Act on personal gatherings. Since March 2020, events of

all kinds have been cancelled, postponed or held on a very reduced scale. It is not foreseeable to what extent events will return to their old level after the pandemic. However, it can be assumed that the Corona pandemic will act as an accelerator for digital and hybrid events, as they are now being held during the crisis. In the future, people will probably only physically participate in an event if there is an added value compared to virtual participation. Innovative event formats, services (e.g. apps accompanying the event) and business models will continue to gain importance in the event sector. The event market will probably not be completely replaced by digital formats, as the informal exchange and interaction between participants is one, if not the, elementary aspect of events. Consequently, the focus of future events will be on informal networking (event as an experience), while at the same time virtual elements at events will increase. The event market will have to face new challenges in the future, which have resulted from the Corona pandemic. At the same time, this is also an opportunity to reposition itself in line with existing trends.

5.6 Camping Tourism

According to the ADAC Travel Monitor 2019, camping tourism is becoming increasingly popular. Almost three quarters of camping holidaymakers also plan two or more holidays a year, while other holidaymakers tend to plan one holiday a year.

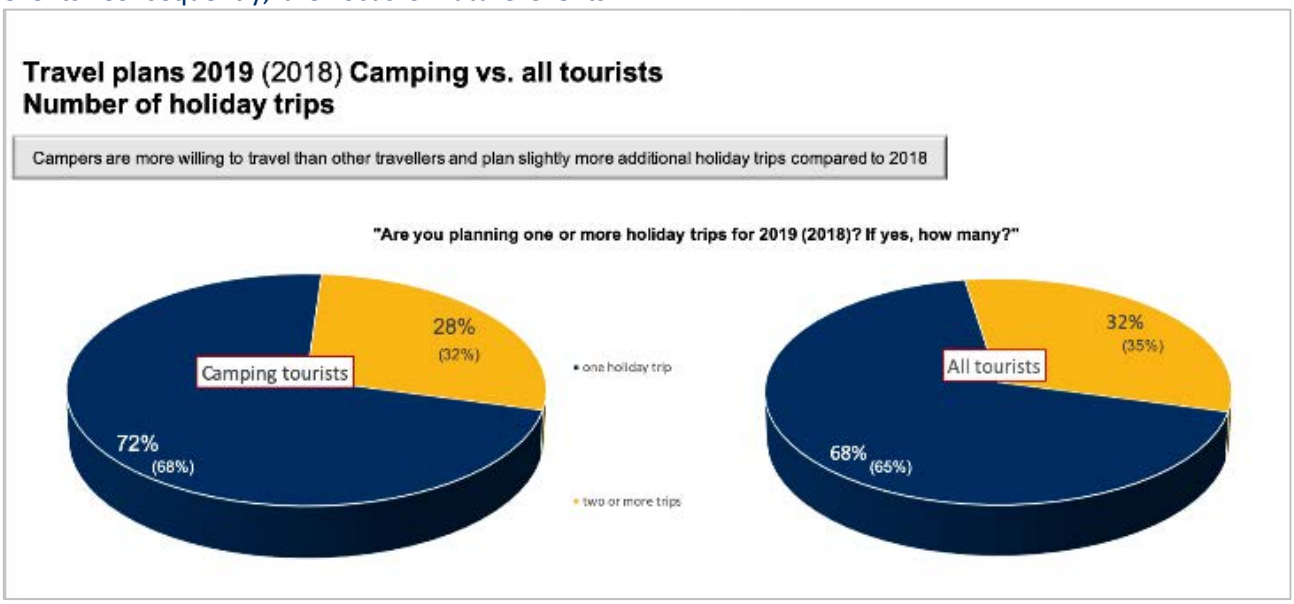

Figure 67: Travel plans Camping vs. all tourists(own illustration based on ADAC Reisemonitor 2019)

Germany remains the most popular destination for camping holidays - a trend that will continue to prevail due to the pandemic. 37 percent of campers already spend their main holiday in Germany, followed so far by Italy (21 percent) and Scandinavian countries.

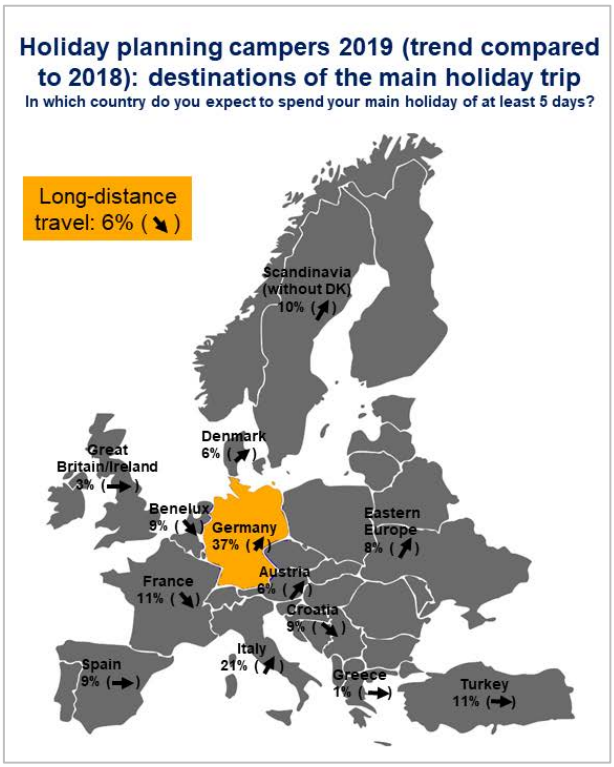

Figure 68: Holiday planning of campers (own illustration based on ADAC Reisemonitor 2019)

Another characteristic of the camping holidaymaker is a longer holiday duration compared to all holidaymakers. Almost half are planning a holiday of more than 14 days, while this is only true for a quarter of general holidaymakers. Here, the classic holiday of eight to 14 days is ahead with over 50 percent.

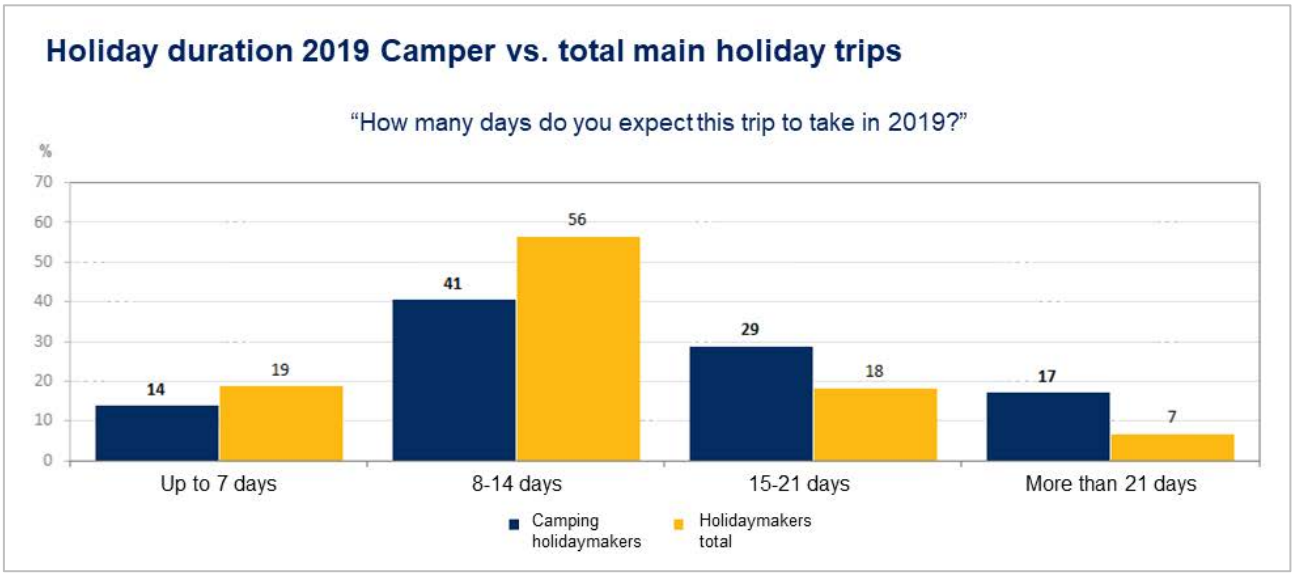

Figure 69: Holiday duration camper vs. total main holiday trips(ADAC Reisemonitor 2019)

Against the backdrop of the Corona pandemic, the camping market is also one of the winners and continues the trend of the past years. In most age groups, more people are opting for a holiday at a campsite in 2020 than in the previous year. In particular, there is a clear increase among 18 to 29-year-olds.

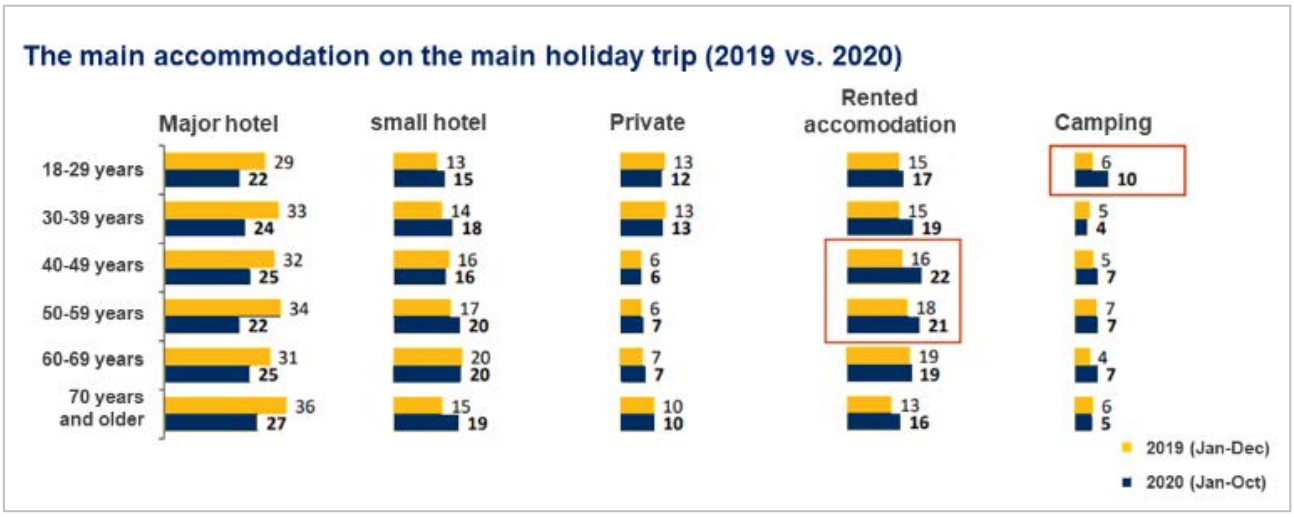

Figure 70: Main accommodation on the main holiday trip(ADAC Tourismusstudie)

5.7 Conclusion

Health tourism will be an immense economic driver of the tourism industry in the long term, as health-oriented holidays, which often also serve to prevent diseases of civilisation, are becoming more popular due to demographic change and growing health awareness both in Germany and in Europe. The market is on the threshold of a "new health tourism". In connection with this, there are also opportunities in new forms of health holidays that focus on recreation-oriented time with proven health methods, prevention offers and offers for physical activity as a supplement. More and more providers are also orienting themselves to the trend for a holistic healthy lifestyle with a focus on organic, nature, health and deceleration. The pandemic has strengthened this aspect even more and health and wellness tourism will represent a significant market segment in the future.

Hiking tourism - as a health-oriented holiday - is experiencing steady growth and is developing into a lucrative market in view of the increasing annual expenditure by hikers on both equipment and, above all, overnight stays. The well-developed hiking and walking routes of the various regions within Germany are proving to be a competitive advantage, especially against the background of the development from touring hikers to wellness-style pleasure hikers. The mostly older and particularly liquid target group wants to enjoy nature and the landscape, but also to promote health on holiday. The orientation towards aspects such as health, recreation and sustainability holds great potential, but also requires a rethink in several areas. Not only is it necessary to do justice to social responsibility in the vicinity of the location or to take ecological aspects into account in planning, but also to keep demographic change in mind and to ensure age-appropriate facilities that are accessible without barriers.

Regarding further tourism developments, cycle tourism, in which the groups of regional cyclists and holiday cyclists are of particular interest, is a growth market. A characteristic of the tours of the regional cyclists is that they have accommodation as their starting and end point. In the conception of new provider structures, sufficient storage space for the cyclists' equipment or supplementary service offers must be provided.

Both walking and cycling tourism have gained in popularity as a result of the Corona pandemic, which underlines the relevance of these markets for future forms of holiday. The increasingly significant trends of movement, experiencing nature and health for the holiday experience are combined here.

The conference and event market is dominated by small to medium-sized seminars, conferences and events for up to 50 people. The conference and event market is facing a change due to the Corona pandemic, which will be characterised by digitalisation or hybridisation of events. In addition to the challenges for the event industry, there are also opportunities to quickly adapt to the trends of the coming years.

Basically, the developments of the presented tourism-relevant markets represent trends whose further unfolding can only be forecast based on the current situation (May 2021) due to the worldwide

infection. Further lockdowns or virus mutations, but also rapid vaccination campaigns or corresponding drugs can influence the trends in one direction or the other.

6 Excursus: Outlook for the post-Corona era

The pandemic and its consequences pose challenges to tourism on an unprecedented scale. In concrete terms, for example, revenues in almost all sectors of the tourism industry are falling considerably compared to previous years, hotel properties are declining in value, the cancellation of trade fairs, congresses and business trips is causing the city hotel industry in particular to suffer, or lending in the construction sector of hotel businesses is becoming more difficult. On the other hand, the crisis also brings opportunities. Rural regions, some of which were previously less well-known, are experiencing an increase in popularity and the holiday apartment segment is recording above-average occupancy rates.

But what will happen in post-Corona? First of all, it must be assumed that there will be no "after" in the short term, as the virus will not simply disappear. But through appropriate vaccination campaigns, which are already being carried out very successfully in some countries such as Israel, Great Britain or the USA, or with appropriate medication, a more or less normal everyday life can be restored, in which tourist activities are also possible again.

When carefree travel is feasible again, a good three-quarters of Germans plan a holiday with family or friends, as carefree togetherness during the crisis in particular is seen as a deprivation. Instead of a big trip, two-thirds of Germans can imagine (re)discovering closer destinations, which represents an opportunity for the domestic market.

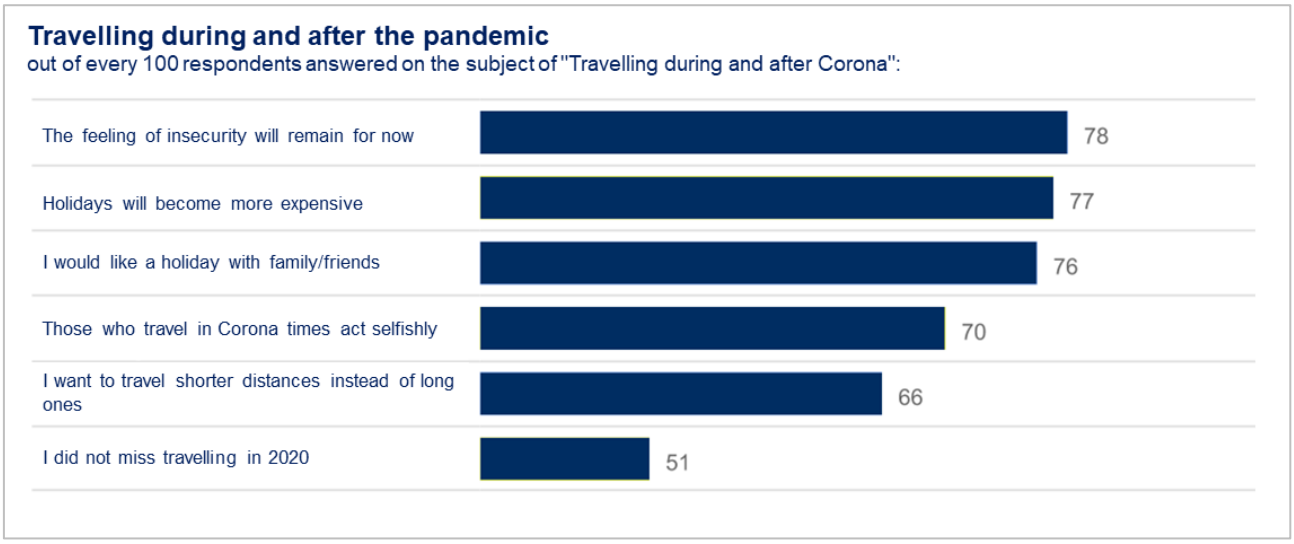

Figure 71: Travelling during and after the pandemic(Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

These statements are reflected in the travel plans for 2021. Around one third of Germans are thus planning a domestic holiday. Just under another third are planning a trip to another European country, while one in eight still expects to travel extensively and is planning a long-distance trip (12.2 percent).

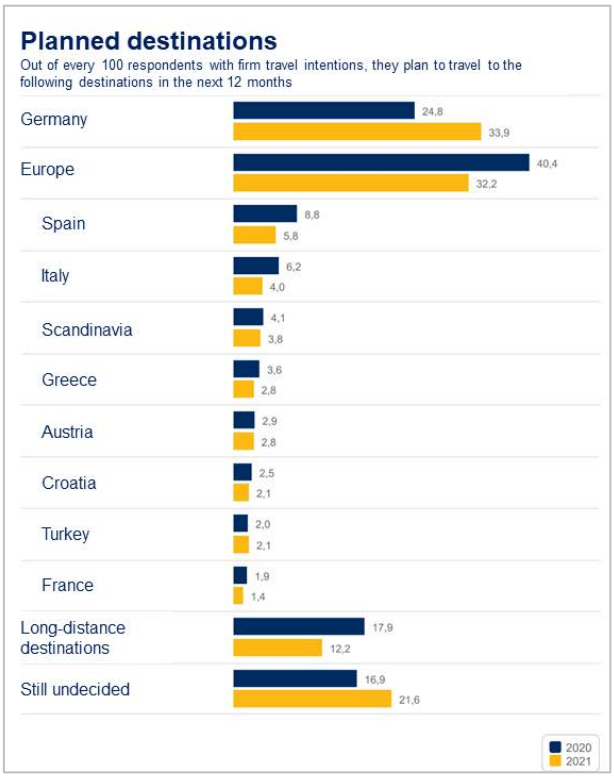

Figure 72: Planned destinations for 2021 (Stiftung für Zukunftsfragen, Tourismusanalyse 2021)

Due to the current situation, it is still completely open when tourism will be allowed to reopen to guests and what requirements (e.g. negative Corona test, proof of vaccination, quarantine, travel to so-called green zones, i.e. regions where the incidence is (equally) low in each case) are necessary for this. The question of how the holiday will be organised on site (e.g. compulsory masks, booking of general facilities such as pools, closed buffets or bars, etc.) is also still open at the moment.

In principle, holiday travel remains an important commodity for the German consumer, if the economic situation permits. And although the population expects the general economic situation to worsen, about two-thirds of the population (68 percent) perceive their own situation to be largely stable. The perception of one's own economic situation is an essential prerequisite for holiday demand.

Nevertheless, not as many holiday bookings can be recorded in 2021 after the first quarter as was the case in the previous year (when there were still no travel restrictions). Nevertheless, the figures also give cause for optimism in the travel industry, as almost 50 percent are planning a trip (of which 21 percent have already firmly booked), while 14 percent are not considering a trip at all (compared to 2019: 11 percent). The uncertainty associated with the current situation is particularly evident in the high number of 38 percent (2020: 17 percent) who are unsure whether and how they will travel, compared to the previous year.

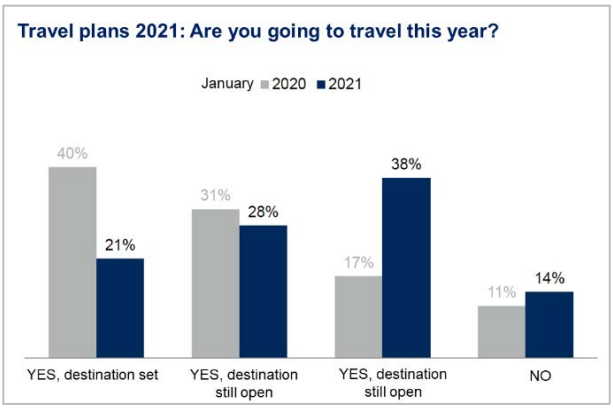

Figure 73: Travel plans for 2021 (Reiseanalyse 2021)

The holiday motives and the ranking among them thus remain largely the same. In first place is the distance from everyday life with 69 percent, followed by sun and warmth as well as relaxation in second place with 64 percent and fun and enjoyment in third place with 63 percent. Beach and seaside holidays are still the most popular type of holiday and relaxation holidays are the most popular way to spend a holiday with 66 percent. In second and third place are family holidays (47 percent) and city breaks (39 percent).

The conclusion for the current travel year 2021 is that the desire to travel is basically undiminished, but that the uncertain framework conditions due to the Corona pandemic continue to strongly influence travel and booking behaviour and that it is not yet foreseeable at the beginning of the second quarter of the year how the situation will develop for the current year.

Medium- and long-term trends are difficult to define due to the sluggish pace of vaccination and the constant emergence of new virus variants. However, very optimistic forecasts assume that the level of 2019 will be reached across the board in 2022, while somewhat more cautious scenarios expect a recovery to pre-crisis levels in 2024 at the earliest, but more likely in 2025. The further development will be regionally differentiated - depending on the degree to which the virus affects the population as well as the political framework conditions and vaccination strategies.

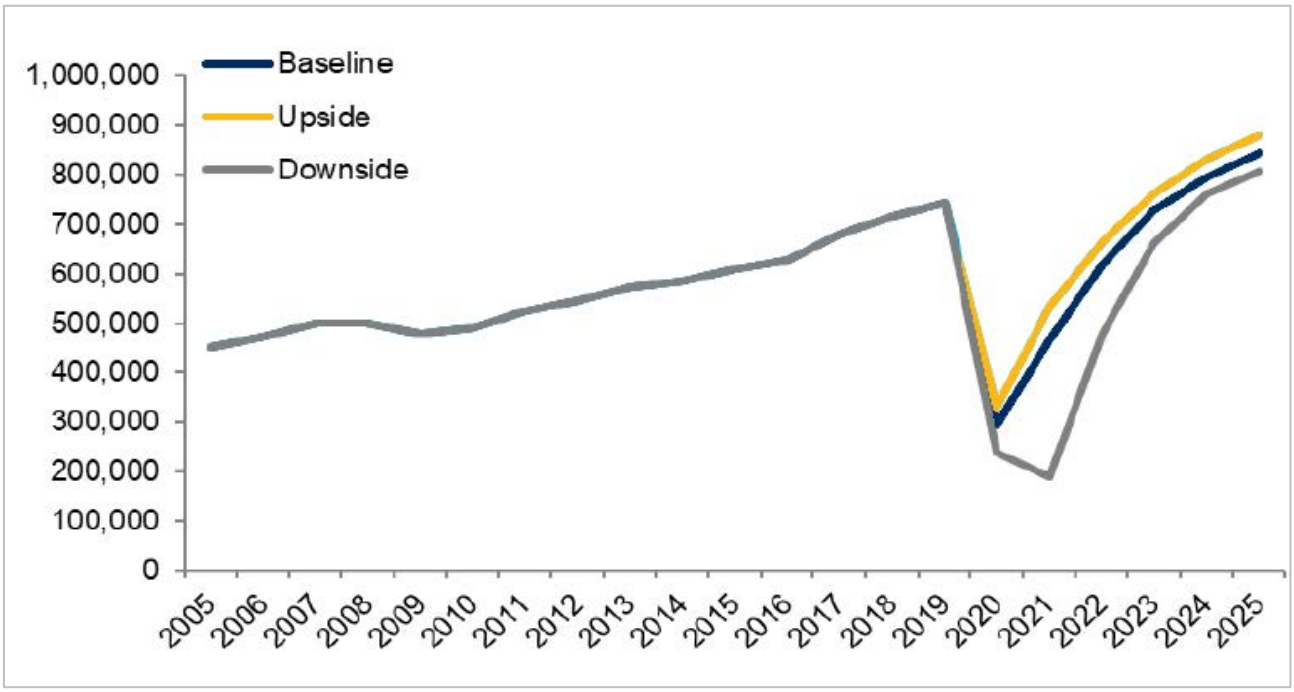

Figure 74: Projected arrivals in the EU after recovery from the Corona pandemic (European Travel Commission, Quarterly Report 03/2020)

The recovery of tourism will be accompanied by the consolidation and acceleration of existing trends. Air tourism will take a longer time to recover, with short-haul recovering faster than long-haul. Whether the pre-crisis level can be reached again is questionable, as ground-based travel trends will increase (on the one hand due to positive experiences during the pandemic period, but above all due to increasing environmental awareness) and at the same time business travel tourism is facing an upheaval that will bring about a decline in business-oriented travel. In any case, it can be assumed that this field of tourism will need a longer recovery phase than leisure tourism. The decisive factor will be how much personal contacts and on-site visits to trade fairs lose their relevance and are influenced by the use of digital conference and communication tools. Furthermore, the aspect of sustainable travel will continue to gain in importance. Places that have been severely affected by overtourism in recent years may recover well from the situation (less environmental damage, no congestion, no tourism-driven price increases) and form the opportunity to rethink strategies for the future to focus more on sustainable growth and direct visitors to lesser-known areas outside the tourist hotspots and in the low season. Through the experiences and insecurities that have developed or intensified as a result of Corona, greater emphasis will be placed on health and hygiene and safety.

For a transition phase to the (new) normal, hybrid concepts such as so-called "Green Zones" can also be expected. This means that travelling within different zones with similar low corona values is possible. In addition, (digital) vaccination cards are being developed to further facilitate travel. One example is the European Vaccination Card, which contains vaccinations as well as results of approved tests and information on corona infections that have already been overcome.

However, the crisis develops and however quickly tourism recovers, the industry must become more crisis-proof. This can be achieved by addressing the trends presented in this study and recognising the crisis as an accelerator of progress that sets the course for future travel.

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