

MONTHLY REPORT CENTRAL EUROPE AUGUST 2024



**ST.PETE
CLEARWATER**

**KAUS
MEDIA
SERVICES**



Marketing
Communications
Consulting

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1. Current State of the Tourism Industry in Central Europe

European International Travel Trends Update

This is How the Luxury Traveler of the Future Ticks

In the future, Millennials will set the tone for luxury travel: they value quality, seek unique experiences, and are willing to pay high prices. This development offers new opportunities for operators in the premium segment. What these opportunities are and what luxury travelers will value in the future.

For a long time, Silver Agers were considered a highly interesting group for selling luxury travel. That has now changed: while the 50+ target group has increasingly taken a back seat in recent years, Millennials (born 1980-1994), who are now over 30, are taking the lead. More and more luxury providers, such as Sea Cloud Cruises, are recognizing this and are targeting the young audience with new products and measures.

But what do Millennials and other generations actually expect from a luxury trip? For the fourth time this year, the consulting firm Prophet, led by Kirsten Feld-Türkis and Jörg Meurer, researched the values, attitudes, and purchasing behavior of five consumer generations in the top income third of the population. The result is the biennial Consumer Generations Study 2024. The focus of the analysis is: What differentiates the generations and what unites them? What does luxury mean to the individual? And how do consumers view the significant price increases in the travel industry? Based on these insights, recommendations for action are issued for players in the luxury travel segment.

Consumer Generations Study

As part of the study on consumer generations in luxury, 1,000 people, including 200 per generation, were surveyed about their understanding of luxury. Various cross-generational and generation-specific trends were identified.

The study represents the so-called "Upper Segments." These are the top 30 percent of the population—the segment with the highest income, wealth, and education. This quite large segment is now considered relevant when it comes to selling premium and luxury products, even if only occasional or opportunistic high-priced purchases are made.

The Paradox of Expectations: Intangible Values vs. Consumption

In recent years, as luxury has shifted from material to meaningful, intangible values have gained significant importance in the luxury sector. This trend will continue into 2024, says Kirsten Feld-Türkis, Associate Partner of Prophet, in an interview with fw|TravelTalk. "About two-thirds of consumers desire experiences in the luxury sector," says the expert. Although unforgettable experiences on vacation are becoming increasingly important for luxury travelers, there is also a growth in extensive consumption behavior—according to the study. These are well-considered purchasing decisions. "As a guiding principle, the experience trend does not prevail, material luxury retains its status," summarizes Feld-Türkis.

The Generations

- Silent Generation – Born 1928 to 1945 (78+)
- Baby Boomers – Born 1946 to 1964 (58-77 years)
- Generation X – Born 1965 to 1979 (42-57 years)
- Generation Y – Born 1980 to 1994 (30-41 years)
- Generation Z – Born 1995 to 2009 (18-29 years)

In the evaluation, one generation stands out: Compared to other age groups, Millennials currently place particularly high value on luxury travel. Trends among them include unique experiences such as glamping, Antarctic cruises, or staying in luxury lodges in wildlife reserves. 67 percent of Millennials describe these experiences as luxury. By comparison, the generational average is 55 percent. The least interest in this type of travel is shown by Gen Z (54 percent) and the Silent Generation (45 percent), the youngest and oldest travelers.

The price increases in tourism are particularly noticeable in the luxury segment. Although all generations are willing to pay the higher prices (76 percent), the willingness to pay is also accompanied by a clear expectation of uncompromising high quality.

Millennials Rely on Digital Services and AI

Luxury travel is now booked through all channels. However, online booking is particularly stable at over 50 percent. The need for personal advice when purchasing a luxury trip remains important for the future. According to the study, 51 percent place great value on it. Conventional application forms, however, are largely outdated.

Digital vs. personal advice: Luxury travelers still value both types of communication. The use of artificial intelligence is still in the acceptance phase in the luxury segment. On average, 30 percent use AI chatbots for inspiration and planning a trip. The least interest is shown by Baby Boomers, with only 14 percent. It looks different for Digital Natives: Among Millennials, almost every second travel decision-maker (48 percent) already appreciates the advantages of the technology. Considering that Millennials will be the most important target group in the luxury sector in the future, the use of AI in travel sales will become increasingly important.

Millennials are also leading in digital matters: In luxury hotels, two-thirds already use digital services such as online check-in, digital menus, and concierge services. That is ten percentage points more than the average of other generations (56 percent). To reach the broad mass of luxury travelers, providers are therefore increasingly advised to invest in digitalization.

Package Travel Offers Luxury Potential

A new opportunity to convince luxury travelers is the package tour. Once associated with mass tourism, the organized form of travel is gaining popularity among luxury customers. The advantages, such as process reliability or assistance in case of emergency, are increasingly appreciated even in the high-end segment. On average, 43 percent of respondents across generations prefer to book their luxury travel with a tour operator. Millennials lead in this category with 56 percent.

Package tours are becoming increasingly popular among luxury customers.

Besides organized air travel, luxury cruises are becoming highly popular. According to the study, around 60 percent of Millennials would like to go on a luxury cruise. Feld-Türkis sees this as a market gap: "We have a new generation of cruise enthusiasts. But the right ship is missing." Currently, there are hardly any concepts on the market for a younger generation of cruise enthusiasts, says the luxury tourism expert.

Not only during the trip but also when traveling to the vacation destination, Millennials value comfort. Whether first-class flights, luxury cars, private transfers, or chauffeur services, about 70 percent appreciate luxurious mobility, followed by Gen X with 56 percent.

Luxury Travelers Appreciate Ancillaries

Additional revenue potential is offered to travel agencies by selling individual services such as special room categories, wellness services, or excursions. More than half of the customers surveyed (57 percent) would book these in advance if offered. This is particularly true for the Silent Generation (67 percent). Kirsten Feld-Türkis is surprised: "That luxury travelers stated they like to book additional individual services in advance correlates (still) not with the actual ancillary revenues of providers," says the expert, who previously worked at TUI/Airtours, Dertour/Meiers, and Thomas Cook for premium products and long-haul travel.

Although sustainability already plays an important role in luxury hospitality, certifications are not yet a clear driver of purchase decisions in the luxury segment. Nonetheless, the willingness to pay for sustainable travel is growing. The majority of respondents are willing to pay a surcharge of between 5 and 20 percent to travel more sustainably. This is especially true when choosing the mode of transportation. Nevertheless: "Almost half of the travelers do not want to make the decision for or against compensation individually but say that it should simply be included," Feld-Türkis explains. Whether a correspondingly higher price is ultimately booked remains to be proven.

Conclusion: Luxury Travelers Act Hybrid

Kirsten Feld-Türkis summarizes the study results as follows: "My most important takeaway from the study is the even more pronounced hybridity of luxury travelers, who appreciate and use digital processes, including AI, as well as personal service and advice."

To cater to the needs of luxury customers in the future, it follows: "It makes it all the more clear how important it is for every provider to a) know and segment their customers very precisely b) develop and integrate a so-called phygital (physical + digital) customer journey as quickly as possible and c) invest maximum energy in developing good and cross-channel customer data," says Feld-Türkis.

(Source: FVW)

2. Overview of Regional Activities

Germany

- In partnership with Brand USA, we completed a promotion with Blu Media and the German tour operator *Die Reisebotschafter*, targeting the LGBTQ+ audience for Visit St. Pete-Clearwater. For the billing with Brand USA we gathered all the documents and the invoice that Blu Media/Spartacus Traveler provided us and forwarded them to Brand USA.
- In collaboration with *Brand USA*, we will complete a promotion with *TUI Deutschland*. The promotion consists of the following elements: B2C online with two newsletters, an exclusive landing page, and two teasers; B2B print and online with a full-page ad in the TUI News; and B2B online with a Facebook post that includes a raffle. KMS filled out a content brief and provided TUI with comprehensive information about St. Pete-Clearwater, including sales arguments, recommendations, insider tips, and unique selling points. In addition, KMS uploaded photos, logos, the URL, social media handles, and hashtags to a provided cloud and had VSPC sign off on a contribution form that includes approvals for photo usage.

The promotion is planned to start in October 2024.

- For a joint promotion with the German radio station *The Radio Group*, KMS reviewed a proposal and submitted it to *Brand USA* for approval. Brand USA asked for an initial order and more details about the campaign period. KMS requested this information from The Radio Group and forwarded it to Brand USA.
- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted them to VSPC for approval. After approved, we have distributed it to more than 3,800 travel agents in Germany.
- We continued our preparations for the Visit Florida Road Show that is scheduled for October 7-11, 2024 and which will make stops in the cities of Würzburg, Munich, Konstanz, Heidelberg and Heilbronn. During the event, we will be able to train many travel agents about our destination. Visit Florida will also provide transportation as well as accommodation for all participating destination partners.
- KMS continued contacting many tour operators offering the U.S. and Florida in Germany and we discussed potential co-op activities. These included tour operators specialized in cultural travels to promote the arts in our destination.
- We distributed promotional materials and photos of Visit St. Pete – Clearwater to interested travel agencies and tour operators in Germany.

- For an ongoing promotion with Visit Florida and the travel consumer magazine America Journal, corrected and approved visuals and texts for the magazine's B2C newsletter that will be distributed in early August 2024.
- For a planned promotion in conjunction with Delta Airlines' new direct flight from Amsterdam to Tampa Bay, we updated our proposed promotional activities in Germany that include but were not limited to B2C and B2B campaigns.

In addition, we participated in several conference calls with VSPC, Delta Airlines and the Tampa Bay Airport. Delta Airlines presented several marketing activities in Germany and in the Netherlands where we will be able to participate in.

- After we promoted St. Pete - Clearwater to about 60 specialized travel agents at the *Experts Event Workshop* organized by the Visit USA Committee in the city of Dusseldorf, Germany on July 3, 2024., we thoroughly followed up on all participants again to make sure that they will have all information to proactively promote St. Pete-Clearwater to their clients. The workshop took place in the afternoon from 1 pm to 11 pm at the location "Classic Remise Dusseldorf," where historic cars are exhibited.
- We received and reviewed further proposal from other companies offering further traditional and non-traditional co-op marketing opportunities. After discussion with VSPC, we politely declined most of the offers whenever they were not corresponding with our strategies for the Central European markets.
- We coordinated the regular coordination of the warehouse that we have subcontracted on behalf of VSPC, proofread their inventory report for June 2024 and forwarded it to VSPC.
- We distributed promotional materials and photos of Visit St. Pete-Clearwater to interested travel agencies and tour operators in Germany. Inquiries have also been received via the website of the Visit USA Committee Germany.
- We were in contact with target tour operators and other industry partners to promote our destination and to request marketing proposals for potential marketing co-ops with them.
- We distributed promotional materials and photos of Visit St. Pete/Clearwater to interested travel agencies and tour operators in Germany. Inquiries have also been received via the website of the Visit USA Committee Germany
- We attended the bi-weekly coordination calls with VSPC in August 2024 to synchronize our activities and to discuss upcoming promotions.

- KMS attended a monthly Brand USA conference call to discuss opportunities for co-op programs for 2024.
- We drafted and submitted our activity report for July 2024.

Austria

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to more than 800 travel agents in Austria.
- We continued our preparations for the Visit USA Workshop that is scheduled in Linz, Austria on November 11, 2024. During the event, we will be able to train many travel agents about our destination.
- We distributed promotional materials and photos of Visit St. Pete – Clearwater to interested travel agencies and tour operators in Austria.

Switzerland

- In collaboration with *Brand USA*, we continued organizing a promotion with the Swiss tour operator *Go2Travel* to promote Visit St. Pete-Clearwater in the Swiss market. The campaign consists of an SSB rail board package, which includes 150 rail boards displays for one month in the Greater Zurich Area.

We had VSPC and Brand USA approve Go2Travel's planned social media activities and selected a St. Pete-area beach photo for a rail board promotion.

- For the ongoing promotion with Tampa Bay and the Expedia Group, a Tampa Bay video was supposed to be exchanged for a St. Pete-Clearwater video on August 1, which would have occurred halfway through the campaign period. Additionally, a tab with hotels in St. Pete-Clearwater was to be moved from a subpage to the main landing page. Expedia Group did not make these changes, and we reminded the provider after a week. As compensation, the campaign will now run for an additional week.

- We continued our preparations for the Visit USA Roadshow Switzerland that is scheduled for September 17-19. The Roadshow will make stops in St. Gallen, Zurich, Luzern, Basel, Bern and Lausanne. During the event, we will be able to train 250 travel agents about our destination.

Six cities are covered in three days with either a morning or late afternoon event each of approximately four hours duration. The program consists of workshops at tables in groups of 6-10 allowing a close contact. A breakfast is offered in the morning, while the late afternoon event concludes with a *apéro riche*. Transportation between the cities can be booked optionally. The 3 days USA Roadshow is very popular among partners and guests.

The events will take place in following cities: St. Gallen (September 17, afternoon), Lucerne (September 18, morning), Basel (September 18, afternoon), Bern (September 19, morning), Lausanne (September 19, afternoon).

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to more than 400 travel agents in Switzerland.
- For a tour operator manager of the Swiss tour operator *Travelhouse*, we requested fam trip support and a complimentary overnight stay in St. Pete-Clearwater for November 2024.
- We distributed promotional materials and photos of Visit St. Pete-Clearwater to interested travel agencies and tour operators in Switzerland.
- We were in contact with target tour operators and other industry partners to promote our destination and to request marketing proposals for potential marketing co-ops with them.
- We started our preparations for the B2B and B2C-Fair *Reisewelten* that is scheduled for November 21-23 in Windisch (Zurich Area). The event is divided in two parts. On the first day we have the opportunity to train a large number of travel agents. The second and third day consumer will visit the event, More than 2,000 visitors are expected and we can promote St. Pete / Clearwater to many potential travelers.
- In coordination with the Swiss tour operator Knecht Reisen we continued organizing a travel trade trip to Florida and the fam group visited our destination from August 25-27, 2024. Knecht Reisen is one of the leading Swiss tour operators for travels to the U.S. and to Florida. The fam trip was attended by 18 top selling travel agents and two Knecht Reisen escorts. VSPC highlighted our destination during the fam trip.

The Netherlands

- For a planned promotion in conjunction with Delta Airlines' new direct flight from Amsterdam to Tampa Bay, we updated our proposed promotional activities in the Netherlands that include but were not limited to B2C and B2B campaigns.

In addition, we participated in several conference calls with VSPC, Delta Airlines and the Tampa Bay Airport. Delta Airlines presented several marketing activities in Germany and in the Netherlands where we will be able to participate in.

Delta Airlines will start offering daily non-stop service from Amsterdam's Schiphol Airport (AMS) to Tampa Bay (TPA) in October 2024.

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to more than 800 travel agents in the Netherlands.
- We started our preparations for the two-day B2B trade show *USA Canada Experience* and the two-day consumer show *Reisbeurs* in Zeist, Netherlands. While the USA Canada Experience takes place from October 31 to November 1, 2024, Reisbeurs will be held from November 2-3, 2024.

The USA Canada Experience is a two-day workshop for media, tour operators, and travel agencies. During the two days, there is a marketplace where American and Canadian providers meet Dutch tour operators, media, travel agencies, and reservation staff operating in the Dutch market.

The Reisbeurs is a consumer event for travelers to the U.S. It opens its doors on both days from 10 am to 6 pm, and we can introduce St. Pete - Clearwater to many potential Dutch travelers. Approximately 1,200 visitors are expected at the Reisbeurs during one weekend.

- After approval from VSPC, we registered for the Visit USA Committee Netherlands Roadshow, which will take place on September 25 – 26, 2024 in two different cities in the central and southern parts of the country. This is a great opportunity to highlight the new flight connection that will commence about a month later. Approximately 100 travel agents are expected on both days. The format includes speed dating sessions, each lasting around 10 minutes, allowing you to speak with all participants.

- KMS has requested 5-7 seats with Delta Airlines on the inaugural flight from Amsterdam to Tampa Bay. These seats are to be used for a media FAM trip.
- We distributed promotional materials and photos of Visit St. Pete – Clearwater to interested travel agencies and tour operators in the Netherlands.
- For the Dutch tour operator Travel Trend, we requested a complimentary overnight stay in St. Pete-Clearwater. However, the tour operator has since arranged their own accommodation, so the support from St. Pete-Clearwater was no longer needed.

Belgium

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to more than 600 travel agents in Belgium.
- For a planned promotion in conjunction with Delta Airlines' new direct flight from Amsterdam to Tampa Bay, we updated our proposed promotional activities in Belgium that include but were not limited to B2C and B2B campaigns.

In addition, we participated in several conference calls with VSPC, Delta Airlines and the Tampa Bay Airport. Delta Airlines presented several marketing activities in Germany and in the Netherlands where we will be able to participate in.

Poland

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to more than 500 travel agents in Poland.

Czech Republic

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to more than 500 travel agents in the Czech Republic.

Hungary

- We drafted the newsletter St. Pete-Clearwater: A Rainbow Paradise on Florida's Gulf Coast. We researched suitable topics and high-resolution photos and submitted it to VSPC for approval. After approved, we have distributed it to a large number of travel agents in Hungary.

3. Status of Sales Activities and Promotions

Consumer Promotion with Visit Florida and TUI Germany (starting in January 2024)

- In co-operation with Visit Florida and the German tour operator TUI we will carry out a consumer promotion.

Advertising Promotion with America Journal (until October 2024)

- In cooperation with VSPC and Brand USA, we continued a multiple months long advertising campaign with the travel consumer magazine America Journal. The promotion includes media coverage provided by the magazine, as well as advertorials and digital marketing opportunities. It started in fall 2023 and will be concluded in fall 2024. Brand USA will support the promotion.

Travel Trade and Consumer Promotion with TUI (October until the end of 2024)

- In collaboration with *Brand USA*, we will complete a multi-channel B2B and B2C promotion with *TUI Deutschland*.

Travel Trade and Consumer Promotion with Edelweiss (until the end of 2024)

- In co-operation with the Swiss Airline Edelweiss, a Swiss tour operator, an international OTS, the TPA Airport and Visit Tampa Bay, we will coordinate a concentrated multichannel promotion in the Swiss market to increase the visibility of our destination and the increased flights offered by Edelweiss as well as to increase the number of bookings in St. Pete – Clearwater from the Swiss market.

Visit USA Switzerland Roadshow, Switzerland (September 17-19, 2024)

- We will promote St. Pete – Clearwater at the roadshow of the Visit USA Committee Switzerland that will make stops in the German-speaking part of Switzerland (including the cities of St. Gallen, Zurich, Lucerne and Basel) and in the French-speaking part of Switzerland (Lausanne). Each day two cities will be visited. The participation in the roadshow enables Visit St. Pete – Clearwater to train approximately 300 travel agents in the valuable Swiss tourism market.

Visit USA Switzerland Roadshow, The Netherlands (September 25-26, 2024)

- We will promote St. Pete – Clearwater at the roadshow of the Visit USA Committee Netherlands, which will take place in two different cities in the central and southern parts of the country. Approximately 100 travel agents are expected on both days. The format includes speed dating sessions, each lasting around 10 minutes, allowing you to speak with all participants.

Visit Florida Road Show in Germany (October 7-11, 2024)

- In collaboration with Visit Florida, we will promote St. Pete – Clearwater during the Visit Florida Road Show from October 7-11, 2024, which will make stops in the cities of Würzburg, Munich, Konstanz, Heidelberg and Heilbronn.

USA-Canada Experience, The Netherlands (Oct. 31 – Nov. 01, 2024)

- A B2B event is a combined two days long workshop for media, tour operators and travel agents. During the two days there will be a marketplace where the American and Canadian suppliers meet the Dutch tour operators, media, travel agents and reservation staff operating in the Dutch market.

USA & Canada Reisbeurs, The Netherlands (November 02-03, 2024)

- The Reisbeurs is a consumer event for potential travelers to the USA. For the 12th time this largest North America travel fair will be organized for consumers as a dedicated travel show for North American suppliers.
- There will be product presentations of 20 minutes so that we can present our destination to potential travelers in the Netherlands. Approximately 1,200 visitors are expected at the Reisbeurs during one weekend.

Visit USA Workshop, Austria (November 11, 2024)

- We will promote Visit St. Pete-Clearwater at the Visit USA Workshop in Linz, Austria. 80-100 travel agents from Upper Austria, Salzburg and Lower Austria are expected. The program consists of training sessions, a marketplace, interviews, a dinner and a raffle.

Reisewelten (November 21-23, 2024)

- We will participate in the tour operators day-long shows designated to consumers (November 21-22, 2024) and travel trade professionals (November 23, 2024).

The tour operator welcomes over 50 partners and specialists from all over the world to its travel center in Windisch, Switzerland. In over 35 travel presentations on a wide variety of destinations, interested parties will learn news about the exhibiting destinations.

Further sales activities and promotions will be added after approval.

4. Public Relations Activities

Please see our separate PR Activity Plan for an overview of all our public relations and media relations activities in August 2024.

5. Market Updates

Consumer Climate Deteriorates in August

After a significant recovery in the previous month, consumer sentiment in Germany suffered a "sharp setback" in August, according to market researchers from GfK. Income and economic expectations experienced noticeable declines, and the propensity to make purchases slightly decreased. Additionally, the increased tendency to save this month has further dampened the consumer climate. According to GfK, the consumer climate is currently suffering mainly due to the drop in income expectations. The slight rise in the saving tendency is adding to the strain on consumer sentiment.

Private households in Germany view their financial situation for the next twelve months much less optimistically than they did a month ago. A larger decline in income sentiment within a month was last recorded nearly two years ago, in September 2022, according to the market researchers. At that time, private households had to endure significant losses in purchasing power due to inflation rates of nearly eight percent.

Growing Uncertainty

Despite the increases in purchasing power that many households are currently experiencing, uncertainty is evidently spreading again, GfK diagnoses. Concerns about job security have risen among a number of employees. Recently, the Federal Employment Agency reported a slight increase in unemployment figures. Currently, the number of people registered as unemployed is about 200,000 higher than a year ago.

The markedly reduced income expectations are also impacting German consumers' propensity to make purchases. However, according to GfK, the losses are comparatively moderate. Compared to the same period last year, there is still a positive balance.

Summary: Weakening economic conditions, job cuts in the German industry, a rise in insolvency numbers, and an increasing risk of recession are unsettling consumers and raising economic pessimism for the next twelve months.

(Source: Reise vor 9)

High Proportion of Last-Minute Bookings in Summer Business

New booking revenues in the German holiday travel market have remained consistently above the previous year's level since the insolvency of FTI, according to the market research company Travel Data + Analytics (TDA). Even in the booking month of July, many German holidaymakers made replacement bookings for their canceled trips.

Although the market exit of FTI has visibly cost summer growth overall, this year's season is on track to reach a new peak, TDA reports. As of the current booking status—three months before the end of the season—summer 2024 has already achieved 97 percent of the previous summer's final revenue. Thus, a positive revenue balance for this summer season is assured.

In the past booking month of July, German citizens spent a total of around 1.8 billion euros on their holiday trips booked through travel agencies or online, according to TDA. The lion's share of this, 39 percent, was for last-minute bookings with departures in July and August, and another nearly one-third for autumn holidays in September and October. Due to FTI's insolvency, last-minute summer bookings were exactly as high as the previous year, during which an above-average late booking volume had to compensate for the lack of early bookings.

FTI Losses Not Yet Compensated

The gap that needs to be closed in this year's summer business is the compensation for the canceled FTI holidays. Cumulatively, the summer season shows a double-digit revenue increase of 11 percent compared to the previous year as of the current booking status at the end of July. Before the FTI insolvency, the booking status at the end of May showed an increase of 17 percent. The growth in booked persons currently stands at five percent compared to 13 percent in May. Despite a good number of new bookings, the losses have not yet been fully compensated.

The above-average volume of last-minute holiday bookings is at the expense of the upcoming winter season, TDA continues. As a result, it loses some of the strong early booking and growth momentum from the previous month. According to the market researchers, cumulative revenue growth lost six percentage points, now standing at a plus of 26 percent compared to the previous season. The number of booked persons exceeded pre-Corona levels by twelve percent in the previous month, but this surplus has now shrunk to one percent.

Winter Still with Room for Growth

If July 2019 is used as a benchmark for "last normal," the early booking volume for the upcoming winter season and later travel periods should have accounted for a significantly higher revenue share of about 36 percent—rather than 28 percent. However, TDA's market researchers do not see any cause for concern: "This year's outlier is due to the circumstances of FTI's market exit, but all booking trends indicate that holiday demand in the market remains fundamentally very positive," emphasizes Alexandra Weigand, Director Sales & Consulting at TDA.

(Source: Reise vor 9)

PLEASE CONTACT US.



IF YOU HAVE ANY QUESTIONS REGARDING THIS REPORT, PLEASE DO NOT HESITATE TO CONTACT US:

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