





Tourism Market Overview

Germany, Austria & Switzerland

FY 2020/2021

Kaus Media Services





Overview

Market Update:

Germany, Austria & Switzerland

FY 2020/2021:

PR Accomplishments & Achievements

Market Update



Market Update

Germany is Europe's most populous nation as well as a leading player in the continent's economical, securital and political welfare.

Holidays abroad are considered as an important leisure pursuit by Germans, that they are willing to pursue even during harder economical times. Though Germany has a strong economy, COVID has taken a toll on the financial security of many Germans and kept outbound travel at a minimum for more reasons than financial ones.

The German outbound market is one of the largest and most developed in the world. The high standard of living and the stable economy means that many citizens can normally bring travel aspirations to reality. Leisurely travel is heavily concentrated on short- and medium-haul destinations in neighboring countries in the Mediterranean and Europe in general. This is due to the fact that many long-haul-destinations still have its border closed for visitors. During COVID, Germany has seen an uprise in domestic travel, especially in the Baltic-sea area. Germans are still very much sun-seekers and are attracted by package deals, which include the flight, the accommodation as well as the transport and usually meals as well. Neighboring countries such as France, Italy and Spain as well as Greece have been the main destinations for German travelers. As previously mentioned, due to travel restrictions and uprisers in COVID numbers, domestic travel has also been very popular. Germans are very eager to visit the US, but the borders are still closed to European tourists.



Market Update

Impact of the Corona Crisis

The global pandemic impacted the tourism industry significantly. Though travel restrictions in Germany and European countries are now being lifted, the slump in sales is undeniably immense. The recovery of the industry is subject to strict regulations and by no means „business as usual“.

Fairs and events are under strict regulations if not postponed. In addition, travel warnings are still in effect for some countries. It is a very dynamic situation, which changes constantly. However, the increase of global and domestic vaccinations is a very positive sign and an important step for the restart of the international tourism.

The patchwork of existing regulations, new regulations and lifting regulations is very problematic for companies and customers alike. Airlines are as keen as their customers to restart their regular services to the United States, but uncertainties are an issue.



Market Update

Impact of the Corona Crisis in numbers

COVID-19 overview*

Total Cases:	3,745,287
Recovered:	3,636,800
Deceased:	91,799
Active Cases:	16,688

*as of July 15, 2021

Vaccination progress*

Fully Vaccinated:	35,776,237
Vaccinated Once:	48,799,636
Fully Vaccinated:	Germany – 44,6%
	Austria – 43,1%
	Switzerland – 41,5%



Demographic Facts & Statistics

- Population: 83.7 million inhabitants (approx. 100.6 million incl. Austria & Switzerland)
- Labor Force: 44.5 million persons in May 2021
- Unemployment Rate: 5.7 %



Demographic Facts & Statistics

GDP: approximately USD 3,934 trillion

The pandemic hit the German economy, though it is recovering slowly already. Germany saw an uprise of unemployment, especially in the end of 2020. Europe's biggest economy contracted by 1.8% in the first three months of this year compared with the previous quarter. The coronavirus pandemic has been a major factor slowing growth. Germany's gross domestic product (GDP) shrank slightly more than expected in the period from January to March this year, contracting by 1.8% compared to data from the last quarter of 2020, the Federal Statistics Office (Destatis) said. But German joblessness fell in May, adding to signs that the economy is starting to turn the page on the coronavirus pandemic as restrictions are loosened. Germany's infection rate has fallen sharply over the last five weeks and its vaccination campaign has picked up speed, allowing shops, restaurants and cultural venues to gradually reopen. The manufacturing sector had already held up well during the most recent round of restrictions, though it's now hobbled by supply-chain disruptions. Companies are also making less use of the country's furlough program, which helped millions of workers hang on to their jobs during the pandemic. The number of people in short-time work declined by 10% in April, according to the Ifo Institute.

Fewer people have seen reduced savings and incomes than earlier in the pandemic, and intent to spend has been rising since November, it is still negative for most categories. In the longer term, 44 percent of German consumers expect to spend extra by splurging or treating themselves. Many consumers expect to continue their move to online shopping and using the digital tools they picked up in 2020. They are most eager to return to meeting with friends and family, and to traveling and dining out.



Travel Market

The German Tourist

- Minimum 24 days of paid annual leave.
- In 2020, around 50.5 million vacation trips were taken by Germans (minimum of five days).
- Overall, German holidaymakers spent around 45.1 billion euros on their vacations in 2020.
- In 2020, around 56 percent of Germans spent their main vacation in Germany.
- The most popular European destination abroad was Austria, followed by Italy and Spain.
- Around 6.5 percent of Germans chose a long-haul destination for their main vacation in 2020. Of these, around two percent of Germans opted for a trip to Far East Asia.



Travel Market

- In 2020 tour operators recorded a revenue of 12.5 billion euros.
- In 2020, booking.com was the most used online travel portal in Germany. Other leading travel websites included ab-in-den-Urlaub.de and Expedia.
- German travelers were prohibited from entering the US since beginning of 2020.



The German Tourist

Why are German Travelers important to Arizona?

- Germany is the largest overseas source market.
- Germans like the climate in the summertime.
- Germans are keen to visit the US again.
- In 2020, 16,000 German travelers visited Arizona.
- In 2020, German visitors spent \$18 million USD while visiting Arizona



The German Tourist

Top Methods of Sharing Travel Experiences:



- Bring back gifts for friends or relatives purchased in the USA – 46.3%
- Send postcards or letters from the United States – 35.3%
- Post pictures or videos on social media – 30.3%
- Show off products purchased in the USA – 29.6%

Deterrents to Visiting U.S.:

- USA is too expensive – 45.4%
- The United States is too far away – 30.3%
- Uncomfortable with US national politics – 27.7%
- Better destinations exist – 19.3%
- Concerns about my personal safety in the United States – 18.2%

Most Important Content to the Destination Decision:



National Parks -
40.7%



Ways to experience
nature - 39.0%



Hotels and lodging -
35.1%



Important iconic
attractions - 34.7%



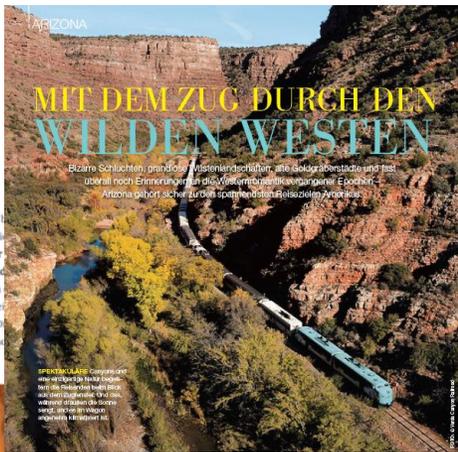
PR Achievements & Accomplishments in FY 20/21

Overview



ANTELOPE CANYON IN ARIZONA

Beim Namen Arizona haben die meisten Menschen direkt den Vor Augen. Dabei hat der Staat so viele Nationalmonumente, die beeindruckend und einen Besuch wert sind! Hierzu gehört der geologische Formationen sind so malerisch und beeindruckend für seine wellenartige Struktur und Lichtstrahlen, die direkt in leuchten und ein fast übernatürliches Aussehen erschaffen. Bei die Sandsteinformationen des Monument Valley Plateaus an. D. Inmitten der tiefsten Wüste waren auch schon Kulisie in hunderten Ausflüge wert.



Das Skifahren im Grand Canyon ist ein unvergleichliches Erlebnis. Die Skifahrer können sich auf die spektakuläre Landschaft des Grand Canyon einlassen. Die Skifahrer können sich auf die spektakuläre Landschaft des Grand Canyon einlassen. Die Skifahrer können sich auf die spektakuläre Landschaft des Grand Canyon einlassen.

Skifahren mit Grand-Canyon-View



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Phoenix – Die Sonnenseite des Lebens

Eindrucksvolle Museen-Landschaft für jeden Geschmack



Das mysteriöse Schicksal in Phoenix

Das mysteriöse Schicksal in Phoenix





PR Achievements & Accomplishments

General Public Relations Activities

- KMS developed public relations activities which kept Arizona present in media publications in Germany, Austria & Switzerland.
- KMS arranged 22 meetings for the Arizona Office of Tourism at the International Media Marketplace (IMM)Germany 2021, which was held online. Furthermore KMS represented the AOT during the virtual media event.
- KMS arranged a video spot in the McDonald's travel tv broadcast which was without any costs for the AOT. The video clip reached 35 Million consumer contacts.
- KMS was in continuous contact with media professionals in order to pitch inspirational story ideas about Arizona.
- KMS started to work on a recovery marketing plan which e.g. includes securing journalists for fam trips as soon as the borders reopen.



PR Achievements & Accomplishments

General Public Relations Activities

- Proactive media calls and pitches
- Development of inspirational and creative story angles in order to create media coverage, despite the COVID situation
- Reactive media assistance and support
- Media kit updates
- Writing of two press releases each month + distribution
- Writing and distributing themed agency press releases which highlighted Arizona as well
- Maintenance of the AOTs German social media page
- Monthly result and media monitoring
- Monthly media coverage evaluation and documentation
- Monthly activity report



PR Achievements & Accomplishments

Media Relations

- Distribution of two monthly Arizona press releases
- Furthermore, in FY 20/21 KMS featured Arizona in 51 themed agency press releases, without any additional costs for the AOT.



Die sonnigsten Städte der Welt sind in Arizona



[Passendes Fotomaterial finden Sie hier zum Download.](#)

Hannover / Phoenix, 17. Mai 2021 (kms) – Gleich drei der zehn sonnigsten Städte der Welt befinden sich in Arizona. Dies zeigen die neuesten Daten der Weltorganisation für Meteorologie, welche ein entsprechendes Ranking basierend auf den durchschnittlichen jährlichen Sonnentagen in einem Zeitraum von 30 Jahren erstellt hat. Somit handelt es sich um ein klares weiteres Argument, wieso Arizona ein perfektes Reiseziel für alle Sonnenanbeter und Outdoor-Fans ist.

Yuma ist die sonnigste Stadt der Welt

Die Liste der zehn sonnigsten Städte weltweit wird von niemand sonst als der Stadt [Yuma](#) angeführt. Durchschnittlich kann Yuma über 4.015 Sonnenstunden pro Jahr verzeichnen, was ungefähr 340 Sonnentagen entspricht. Mit 98.000 Einwohnern ist Yuma die eiltgrößte Stadt des Grand Canyon States. Durch die Lage am Colorado River ist Yuma vor allem für vielfältige Outdoor-Erlebnisse bekannt, auch die Imperial-, Kofa und Cibola- National Wildlife Refuges bieten viele Möglichkeiten für Wanderungen, Mountainbike-Touren und vieles mehr. Außerdem ist Yuma die Wintergemüse-Hauptstadt der Welt: Ganze 91 Prozent des Blattgemüses was in Nordamerika im Winter gegessen wird, stammt aus Yuma.

Phoenix begeistert als sonniges Kulturparadies

Direkt auf Platz zwei der Liste folgt [Phoenix](#): Die Hauptstadt von Arizona verzeichnet durchschnittlich 3.872 Sonnenstunden pro Jahr, sodass sie berechtigterweise den Spitznamen „Valley of the sun“ trägt. Für viele Besucher des Grand Canyon States ist Phoenix der erste Berührungspunkt, da die meisten Flugverbindungen am Sky Harbor Airport der Stadt ankommen. Phoenix kombiniert die malerische Landschaft der sie umgebenden Sonora-Wüste mit besonderer Architektur und einem breiten Kulturangebot. So findet man in der Metropole mit dem Phoenix Art Museum das größte Kunstmuseum im Südwesten der USA, welches über 20.000 Ausstellungsstücke umfasst. Diese sind so facettenreich wie Arizona selbst und reichen von futuristischen Designkunstwerken über Skulpturen bis zu wertvollen Kunstwerken aus der Historie.

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PR Achievements & Accomplishments

FAM Trips

- Due to the fact that European travelers are still not allowed to enter the United States, KMS was not able to support journalists with press fam trips to Arizona as of yet.
- Nevertheless, KMS continued to stay in close contact with top-tier media professionals in the German-speaking countries. They are all very eager to visit Arizona as soon as possible.
- KMS prepared a list of journalists which would like to attend a fam trip to Arizona as soon as the border reopens.



PR Achievements & Accomplishments

Total Fiscal Year 2020/2021

Despite the global COVID-19 situation, KMS generated 456 articles for Arizona:

- 132 print articles
- 324 online articles
- Total circulation/visitation of more than **178.318.058**
- Agency generated media value of approx. **US\$ 11 million**



Thank You!

Please send us all your media information, press kits, newsletters and story ideas and add us to your media distribution list so that we can promote your region, hotel or services:

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