



MARKET: Germany

The current situation in Germany

The biggest challenges rights now

Mice industry shows a dark picture at the moment. None or only little requests for events/incentives. No big events. Businesses try to survive. Uncertainty is problematic. Event planners receive a large number of invitations to virtual events or online appointments – only few people who work at least a little and are not at 0% short-time work. Especially in agencies.

Interest/requests for Norway now and in the time ahead

Single requests. Destination is of interest especially looking long term (autumn 2021 and later) and for nature-oriented clients. Direct flight connections are missing. Flight time and connection to location is often key. High-service level is requested.

How the market respond now when regions and countries again go “red”?

Changing travel restrictions allow no (good) planning..

New trends compared to before corona

The digitization of the industry was already under way, now it is being accelerated. Virtual events will represent a valuable addition to future offline events. Hybrid formats will be the new standard after the crisis. But the need for personal encounters will contribute significantly to the revitalization of the industry - probably in a new guise. Offline formats might even be valued higher in the future and have to be of special quality.



Foto: Stockbilde

What does the German industry say they need from Norwegian partners/suppliers in the time to come?

- *Updated information*
- *In time response*
- *Great service*

The issue of safety at the vacation destination is much more important than before the pandemic. There is also an increase in the need for good medical care when traveling. Overall, travel restrictions and warnings are the most important factors for consumers when planning their trips today. Before Corona, time and money came first. (Allianz Partners survey)

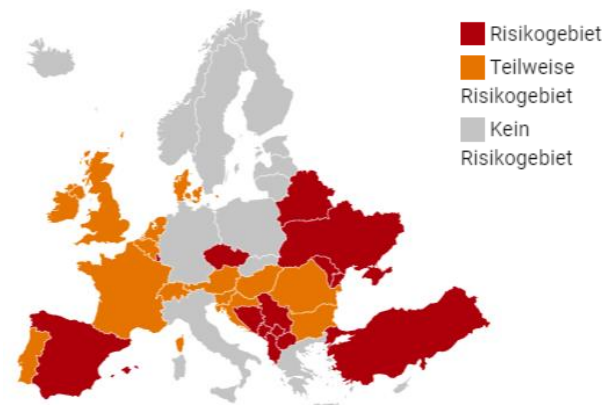
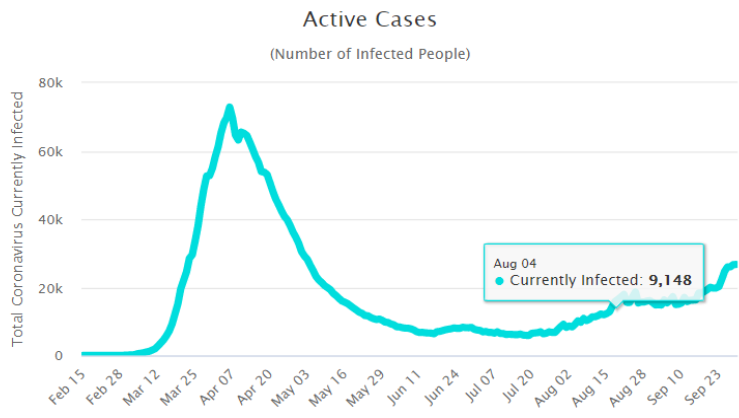


Foto: Stockbilde

Travel advice in Germany at the moment

The German government has decided to end its global travel warning for more than 160 countries outside the European Union on September 30th and replace it with differentiated travel advice for individual countries from October 1st. Then, the German foreign ministry will introduce a new threetier system for travel advice, similar to a 'traffic light' system.

Active Cases in Germany



How business is affected in Germany

Slow recovery of the general business climate index (ifo-index).

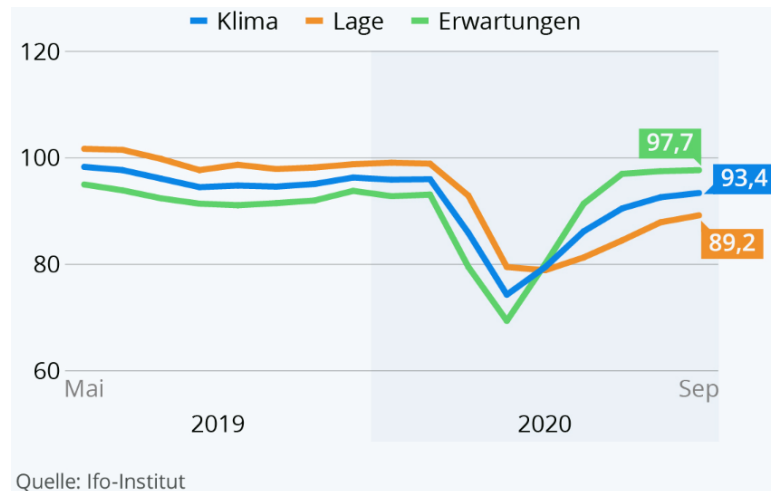
The federal government has suspended the obligation to file for insolvency for insolvent companies until the end of the year. So the number of bankruptcies in event industry will not show before beginning of 2021.

For the aviation industry only a slow recovery is expected. The pre-corona level will not be reached before 2024, leisure travel will return faster than business travel. Low-cost airlines are in a much better position than the large full-service groups.

How the work situation in Germany is right now

Unemployment rate lies at 6,2% in September. Number of people in short time work decreased from Mai 7.3 Mio to August 4.5 Mio.

Several tour operators have dismissed and plan to dismiss employees. A few leisure tour operators have gone bankrupt already. Lufthansa plans to dismiss 27.000 employees.



Rules for social distancing in Germany

The "AHA formula" – distance (1,5m), hygiene, everyday mask - is most important. For autumn and winter is added: "C" for the use of Corona Warn app and "L" for ventilation is added. The mask is obligatory in public buildings and on public transport, also locally on public places.

Private gatherings are allowed with up to 25 people, public gatherings up to 50 people.

Prohibition of larger events with +500 people extended until 31 December 2020. Trade fairs take place again from September with strict rules.

No easing of Corona restrictions right now because of increasing infection cases.

German companies and business travel

- VDR business travel barometer (Association of German Travel Management) shows in its latest results from September 18th that only 2.7% of the companies surveyed (n= 74) allow unlimited business travel at the moment and 96% only allow business trips in justified exceptional cases. Moreover, 28.6% companies allow business trips within Germany without restrictions and 4.3% allow business trips within Europe without restrictions.... The majority of 61.2% of the companies surveyed estimate the business travel volume to decrease by 30% in the future and only 3.0% estimate a recovery up to the same level as before
- According to the results of a recent DEHOGA study in which 5.600 restaurateurs and hoteliers took part from September 1st – 6th 61.6% of the hospitality industry fear for their existence



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