

Travel analysis 2022 – study extract

Travel developments & trends



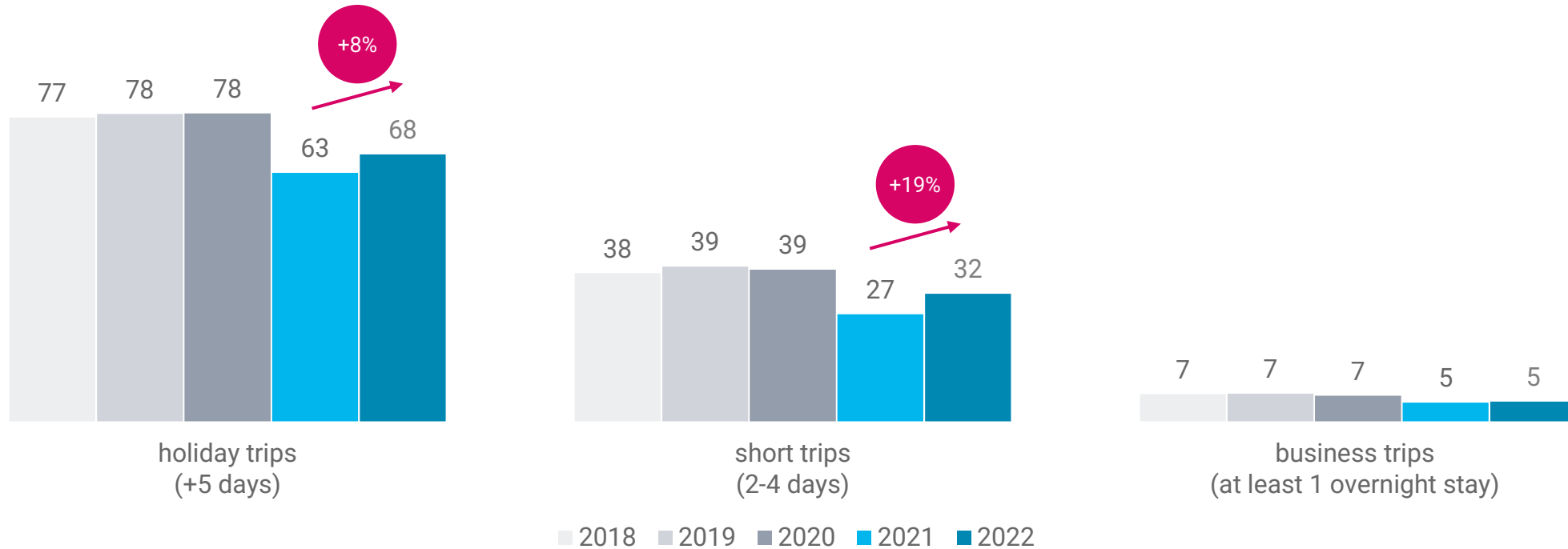
RTL Data

Hamburg/Cologne, June 2022

Ad Alliance / RTL Data

Due to the pandemic, fewer holiday trips and short trips were undertaken - In the second pandemic year however, travel volume increased again

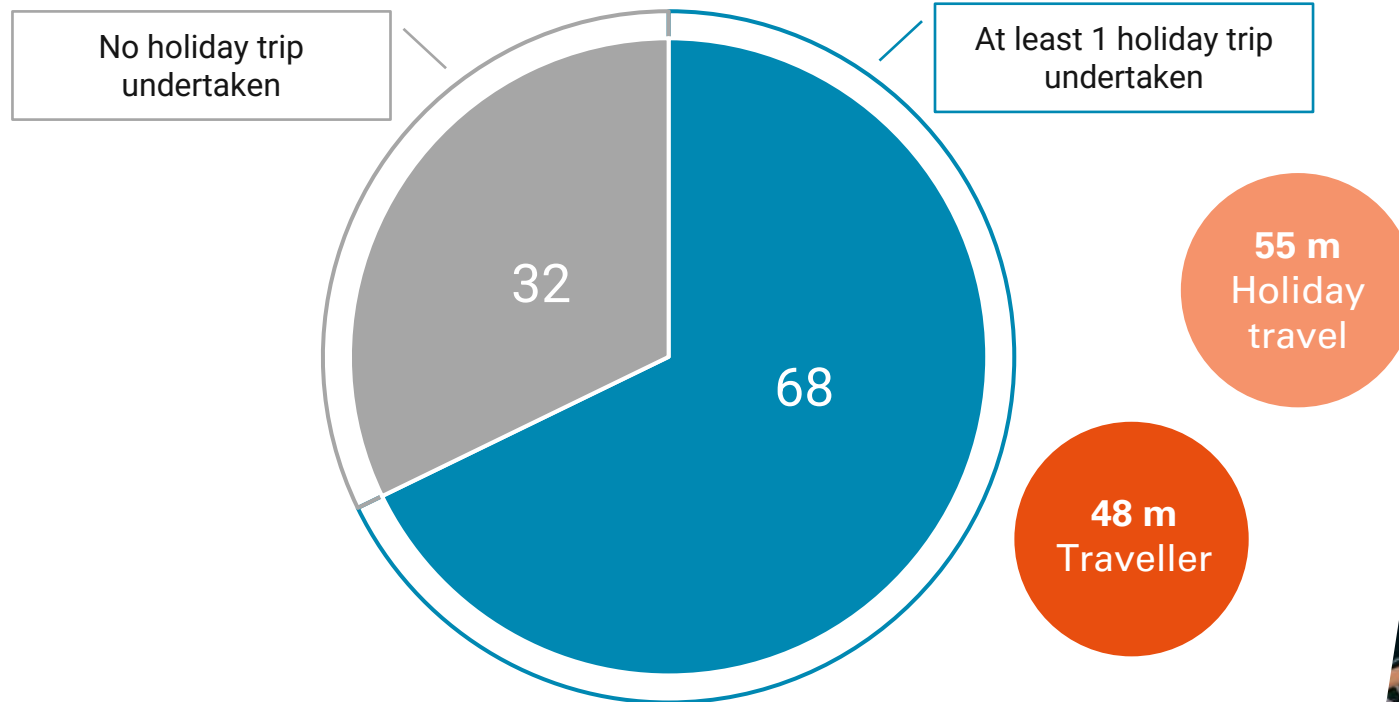
Development of travel behaviour - Basis: Total (in %)



Source: Reiseanalyse (2018-2022) | Basis: German-speaking population aged 14 and over in Germany (70.5 million) | Figures in % | Question: Have you made the following types of travel in the past year?

More than two thirds have taken at least one holiday trip in 2021

Holiday trips in the previous year - Basis: Total (in %)

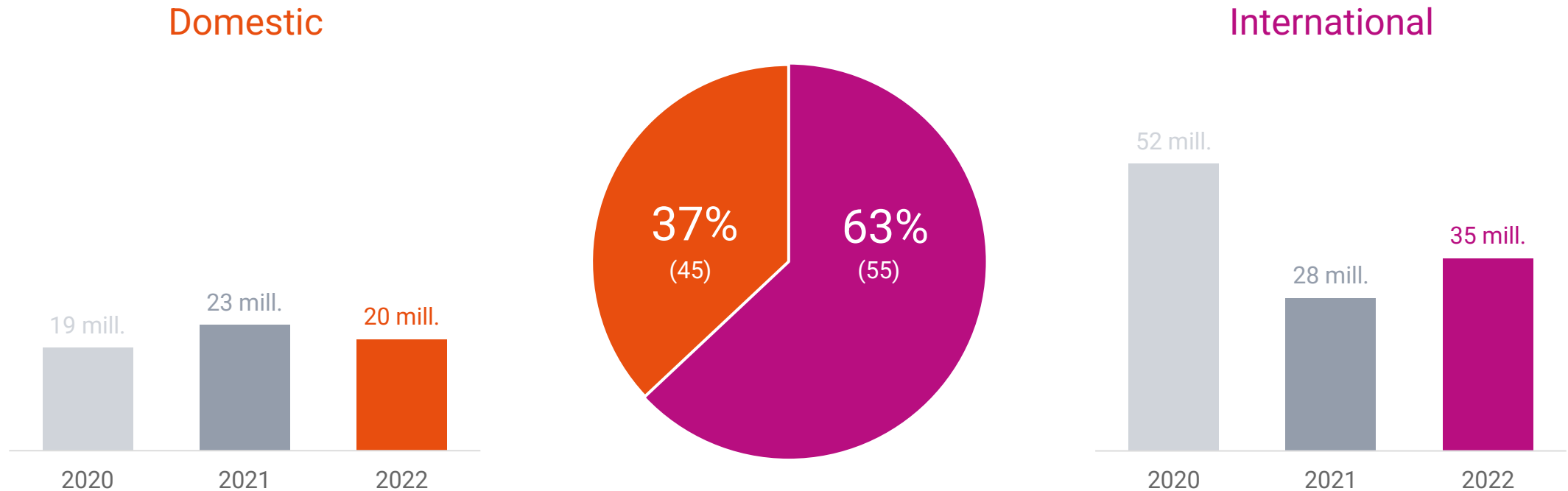


Source: Reiseanalyse (2022) | Basis: German-speaking population aged 14 and over in Germany (70.5 million) | Figures in % | Question: Have you made the following types of trips in the past year? And if so, how many such trips were they approximately?



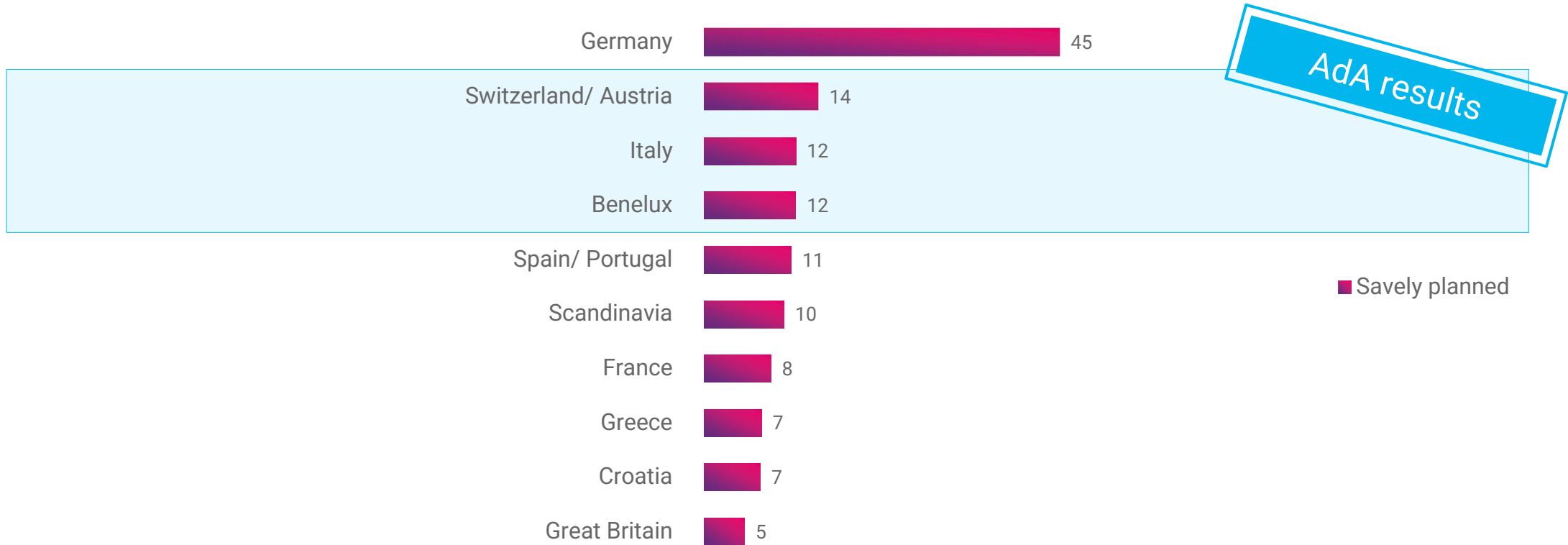
The share of foreign travel has increased again somewhat, but is still below the pre-COVID level

Travel volume domestic vs. international travel in the previous year - Basis: Travellers in the previous year



In the next 12 months, Austria/Switzerland, Italy and Benelux are popular European destinations

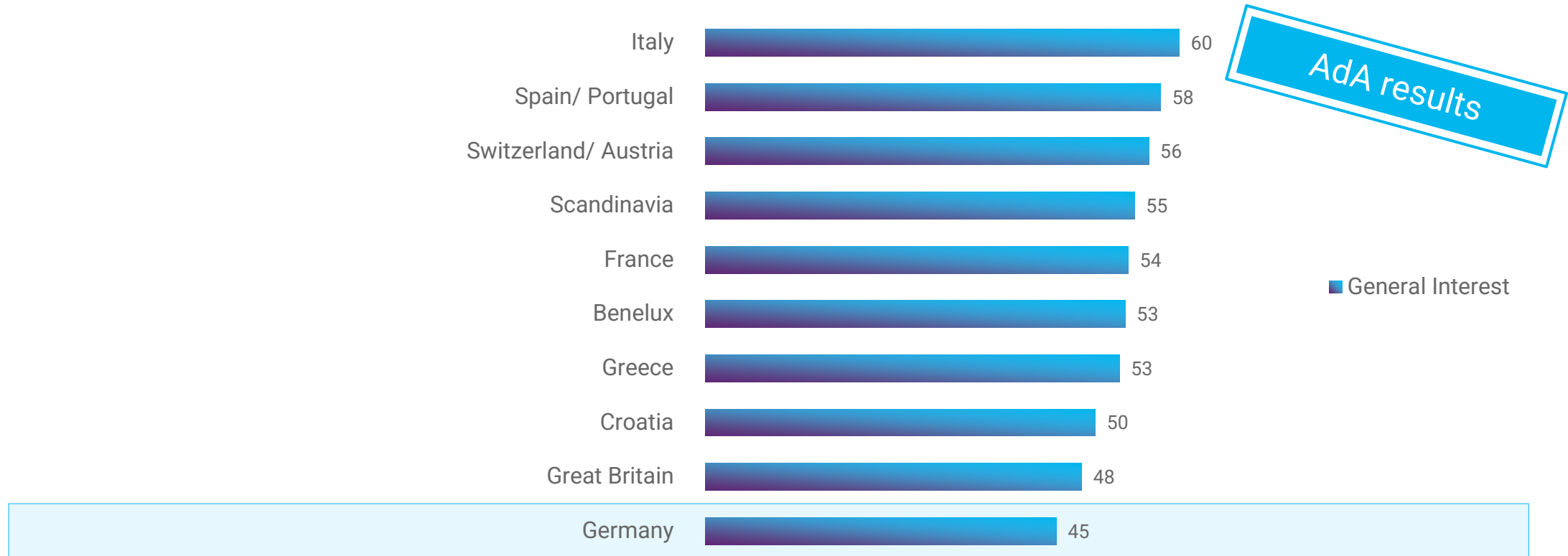
Top 10 destinations n. 12 m. within Europe - Basis: At least uncertain intention to travel (in %)



Source: Ad Alliance | RTL Data "Travelling in COVID Times" (2022) | Basis: People with at least an uncertain intention to travel, n=903 | Figures in % | Question: Are you fairly certain you are planning a holiday trip to one or more of these countries and regions in the next 12 months?

Although planning for Germany is high, interest in other destinations in Europe is consistently higher

Top 10 destinations next 12 months within Europe - Basis: At least uncertain intention to travel (in %)



Source: Ad Alliance | RTL Data "Traveling in COVID Times" (2022) | Basis: People with at least uncertain travel intentions, n=903 | Figures in % | Question: And which of these countries and regions would you generally consider as a holiday destination in the next 12 months?

Want to find out more about travel trends and how to get your brand involved?

Please get in touch with your local G+J iJMS sales contact to find out more.

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