

## German travel behaviour towards long-distance destinations in times of crises: the case of South Africa

A cooperative research project between the German Institute for Tourism Research (Deutsches Institut für Tourismusforschung, FH Westküste / Germany) and the research unit Tourism Research in Economics, Environs and Society (TREES, North-West University / South Africa)

German Institute  
for Tourism Research



## Content

- ▶ **Background and Objectives of the Study**
- ▶ Study Design and Methods
- ▶ Univariate results
- ▶ Selected bivariate results
- ▶ Interim conclusion and planned multivariate analyses

## Background of the study

- ❖ Contemporary extrinsic forces significantly impact tourists' travel behaviour, especially in long-haul destinations (Aldao et al., 2021; Mkono, 2019).
- ❖ The importance of international tourist arrivals for emerging markets such as South Africa cannot be overstated; hence considering and pre-empting the susceptibility of international long-haul tourism to global events and shocks is critical.
- ❖ Germany is a top global tourism source market with a discernable significance in the development, sustainable growth and, more pertinently, the resilience and recovery of international tourism (World Tourism Organization – UNWTO, 2021).
- ❖ Profiling and better understanding the long-haul travel behaviour amid unfolding crises and ‘glocal’ shocks are antecedents to embedding long-term inclusivity, sustainability and resilience in tourism (Aldao et al., 2022; Miao et al., 2021; Ramires et al., 2022).
- ❖ Despite these considerations, the potential paradigm shifts in the long-haul travel behaviour of tourists due to the effect of the COVID-19 pandemic, the war in Ukraine and the subsequent financial, food and energy crises, as well as subjective preferences associated with climate change remain generally unknown and requires urgent empirical inquiry (Aldao et al., 2022; Miao et al., 2021; Mkono, 2019; Senbeto & Hon, 2020; Yang et al., 2022).

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

## Objectives of the study

### Objectives



- ❖ Establishing a better understanding of German tourist's demand dynamics toward long-distance international travel within the context of significant extrinsic forces
- ❖ Profiling Germans concerning their perceptions of South Africa as a tourism destination country
- ❖ Determining the potential impact of cognitive (country image, attitude, subjective norms, perceived behavioural control) dimensions on the long-distance travel intentions of German tourists
- ❖ Exploring the potential role of German tourists' affective (emotions, travel desire) behaviour in tourism decision-making when considering long-distance travel to South Africa
- ❖ Examining whether the expected high relevance of extrinsic influences can be confirmed and whether there are differences in certain groups (including age and income groups)

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

## Definition of long-distance travel in this study

*“By long-distance travel, we mean travel to destinations **outside Europe and the Mediterranean region** for private purposes.”*

## Content

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## Fact sheet survey

Data collection	
Methodology	Online survey via Bilendi Panel (fully standardised, approx. 10 minutes)
Population	German-speaking resident population 18-74 years of age (quota by age, gender, federal state, level of education) with intention to travel abroad in the next three years (yes or don't know) and awareness of South Africa at least by name
Sample size	n = 2,021
Time	11 – 25 November 2022
Data analyses	Descriptive (univariate and bivariate) statistics and multivariate analyses (still pending) using SPSS

## Content

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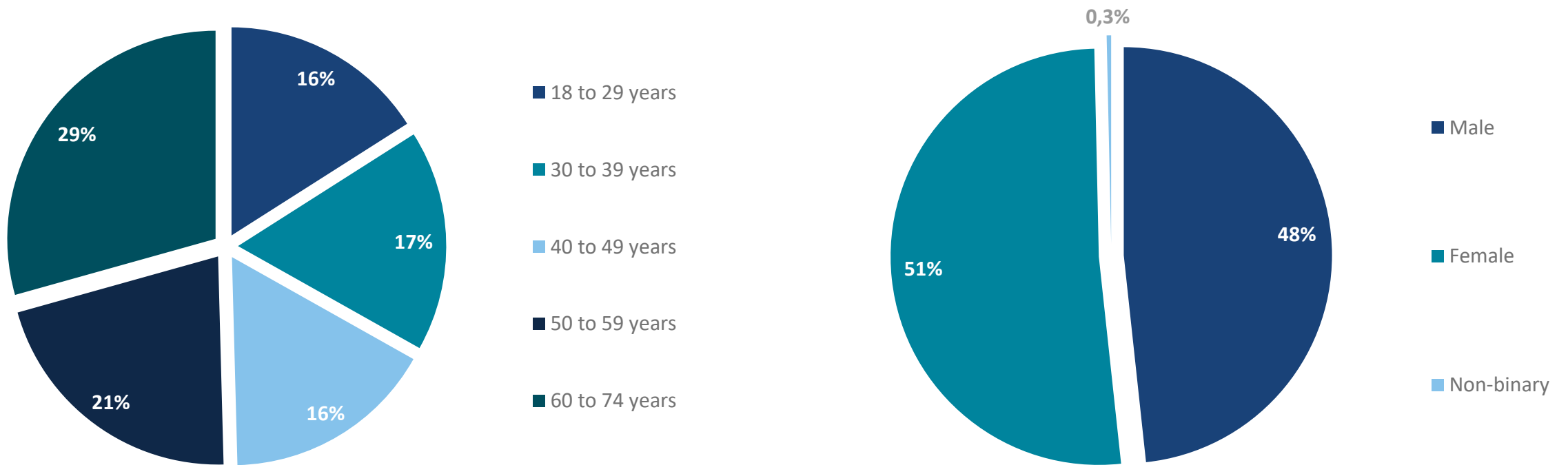
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# Sample Characteristics (Quota questions)

## Sample characteristics

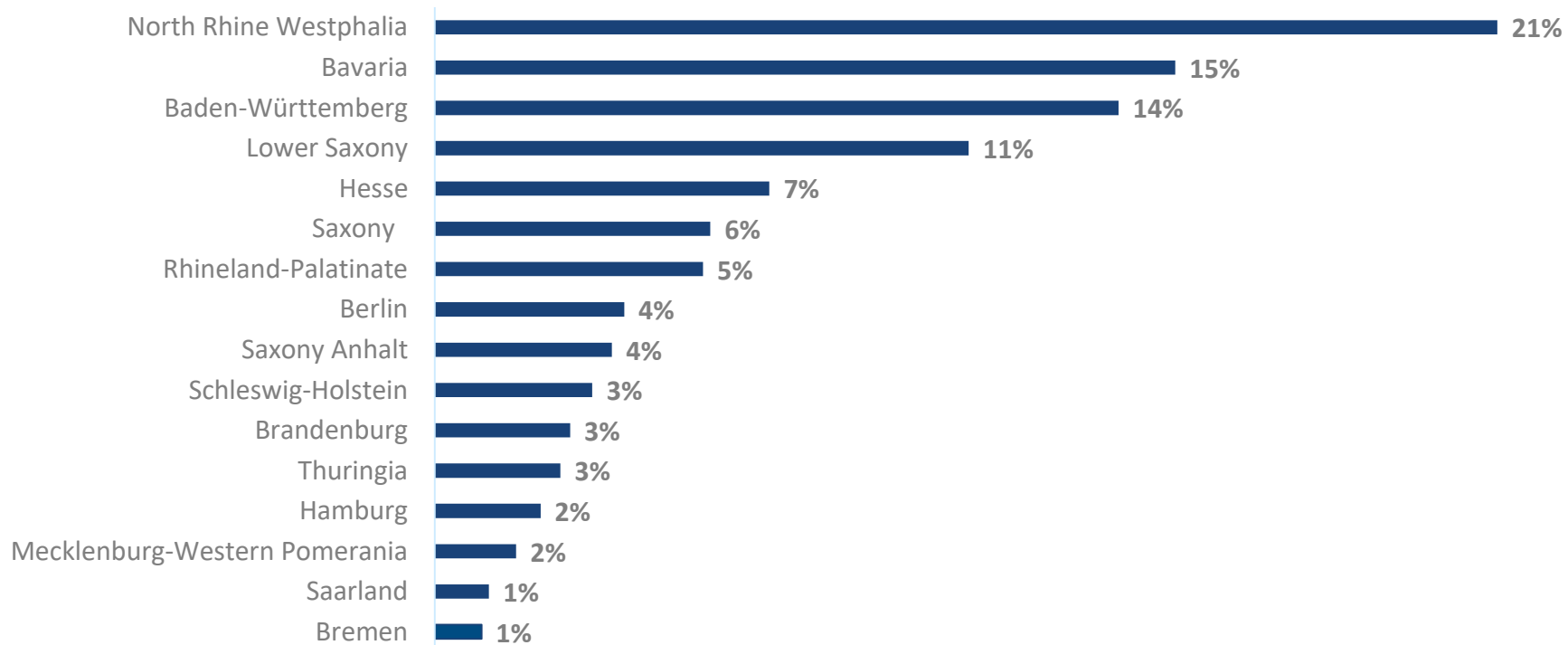
### Age and Gender



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.  
Questions: "How old are you?" (open question / answers classified into groups) / "Please indicate your gender" (single answer).

## Sample characteristics

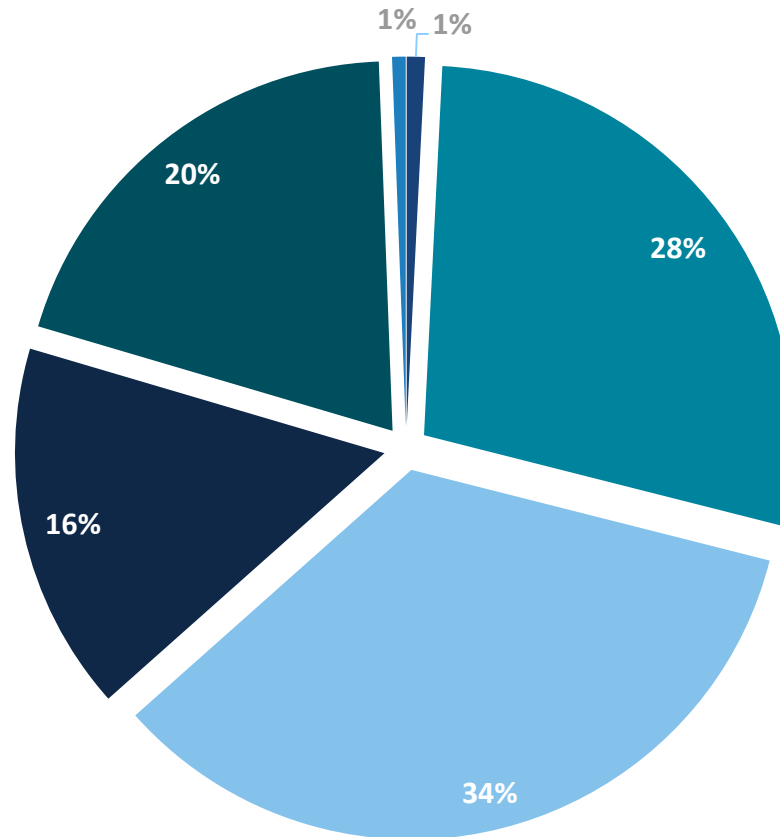
### Place of Residence (Federal State)



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.  
Question: "Please enter the federal state of your main residence." (single answer).

## Sample characteristics

### Educational level



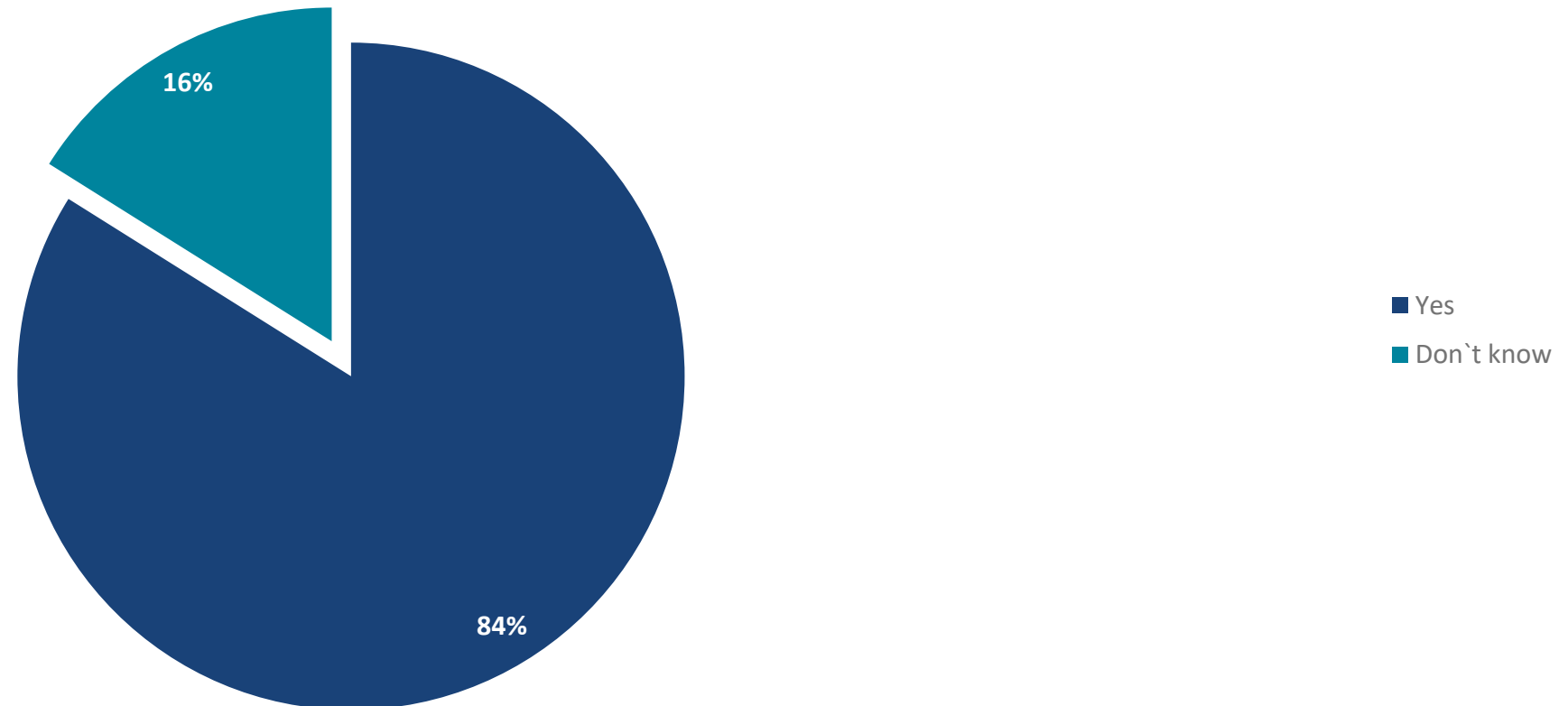
- General education school
- Lower secondary school or elementary school leaving certificate
- Secondary school, i.e. Mittlere Reife or equivalent qualification
- Entrance qualification for a university of applied sciences or general higher education entrance qualification, i.e. Abitur
- Technical college or University degree
- No general school leaving certificate

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "What is your highest educational qualification?" (single answer).

## Sample characteristics

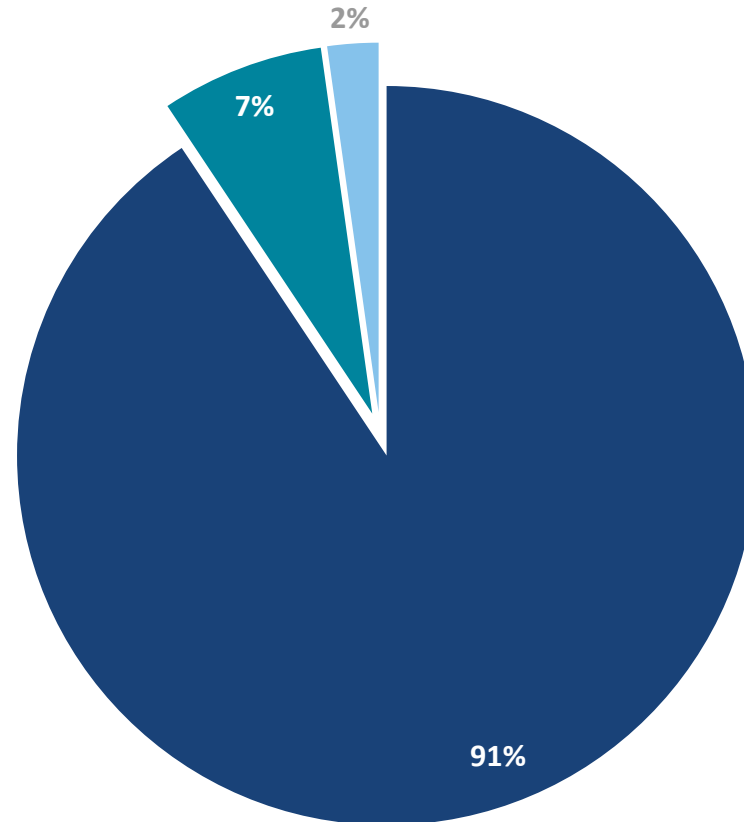
### *International travel plans next three years*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "Do you plan to take private [non-business] trips abroad in the next three years?" (single answer). Respondents with answer "no" were screened out / not included in the sample.

## Sample characteristics *Familiarity South Africa*



- I know South Africa by name, but have not yet been there.
- I know South Africa from one personal visit (professional or private).
- I know South Africa from several personal visits (professional or private).

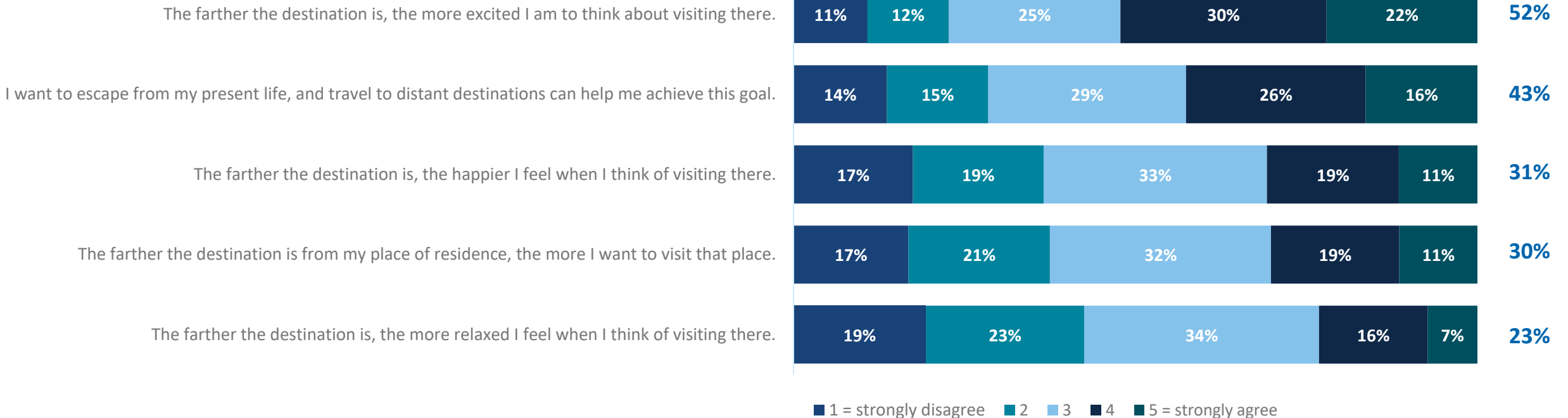
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "Please indicate below to what extent you know the destination South Africa." (single answer). Respondents with answer "I don't know South Africa at all – have never heard of it. " were screened out / not included in the sample.

# Long-distance travel in general (univariate results)

## Results: Perception of distant destinations

Top-2



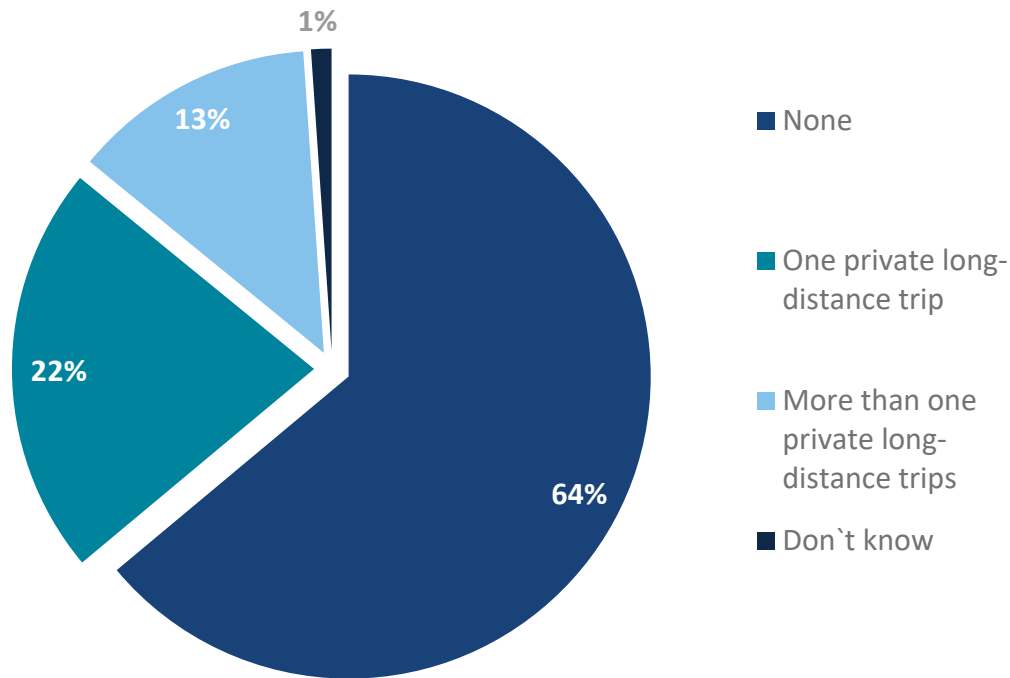
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

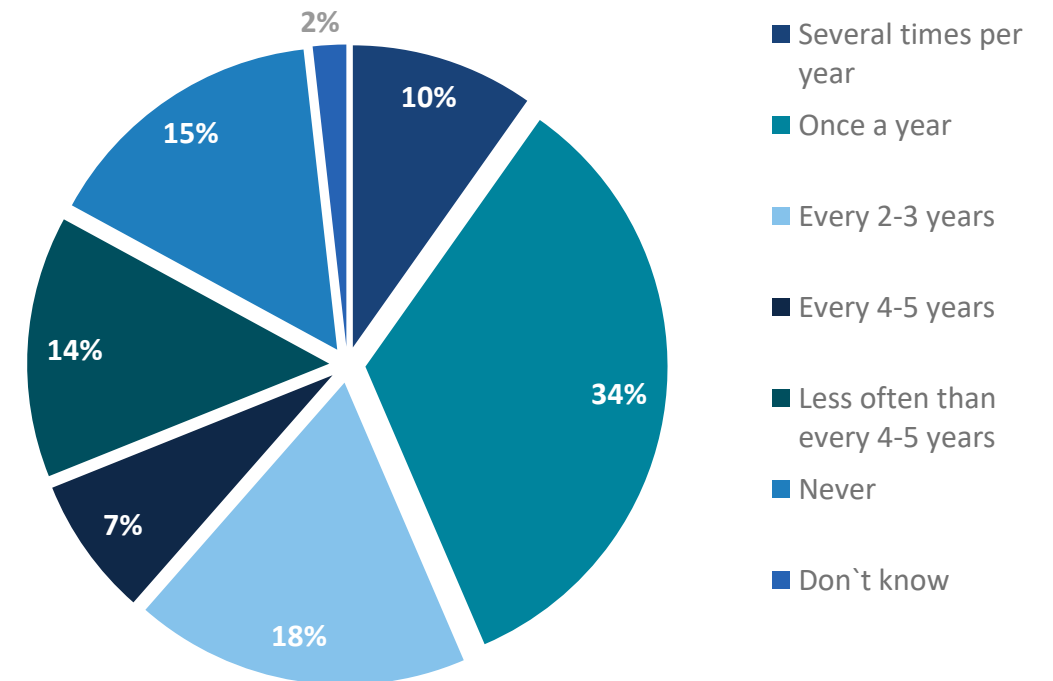


## Results: Long-distance travel behaviour

### Long-distance trips during Covid-19 times (since March 2020)



### Long-distance trips before the pandemic (before 2020)

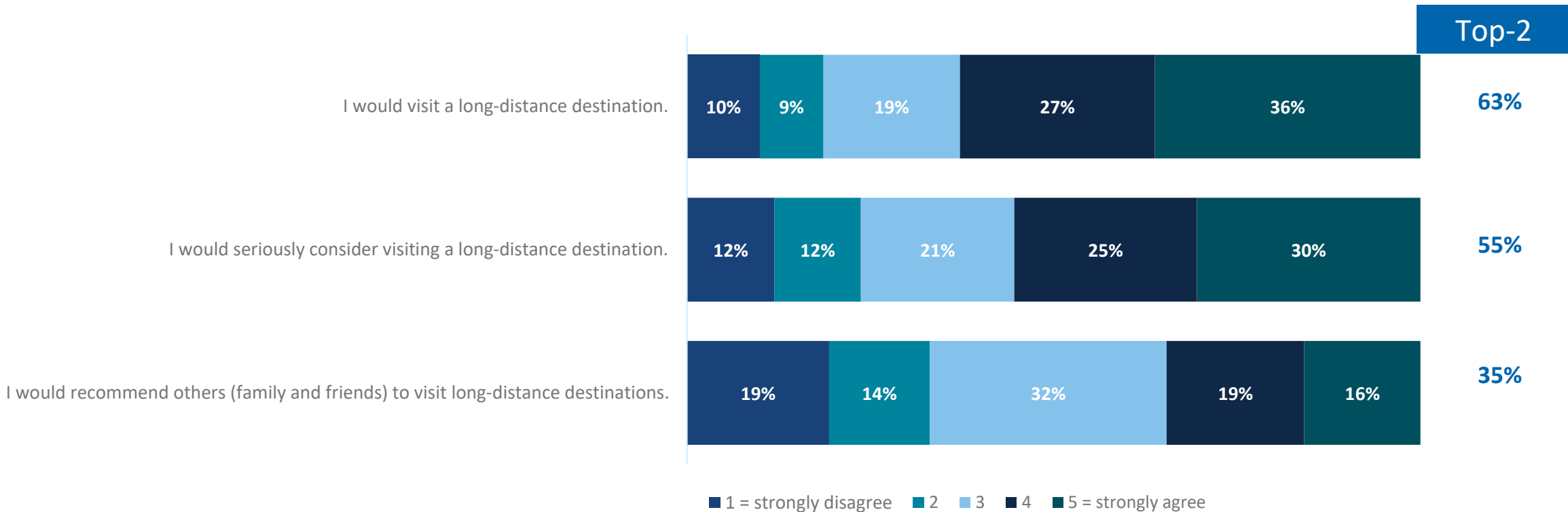


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Questions: "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes.

How many private long-distance trips have you taken since March 2020, i.e. since the outbreak of the Covid-19 pandemic?" / "And how often did you go on private long-distance trips before the Covid-19 pandemic, i.e. before 2020?" (single answer).

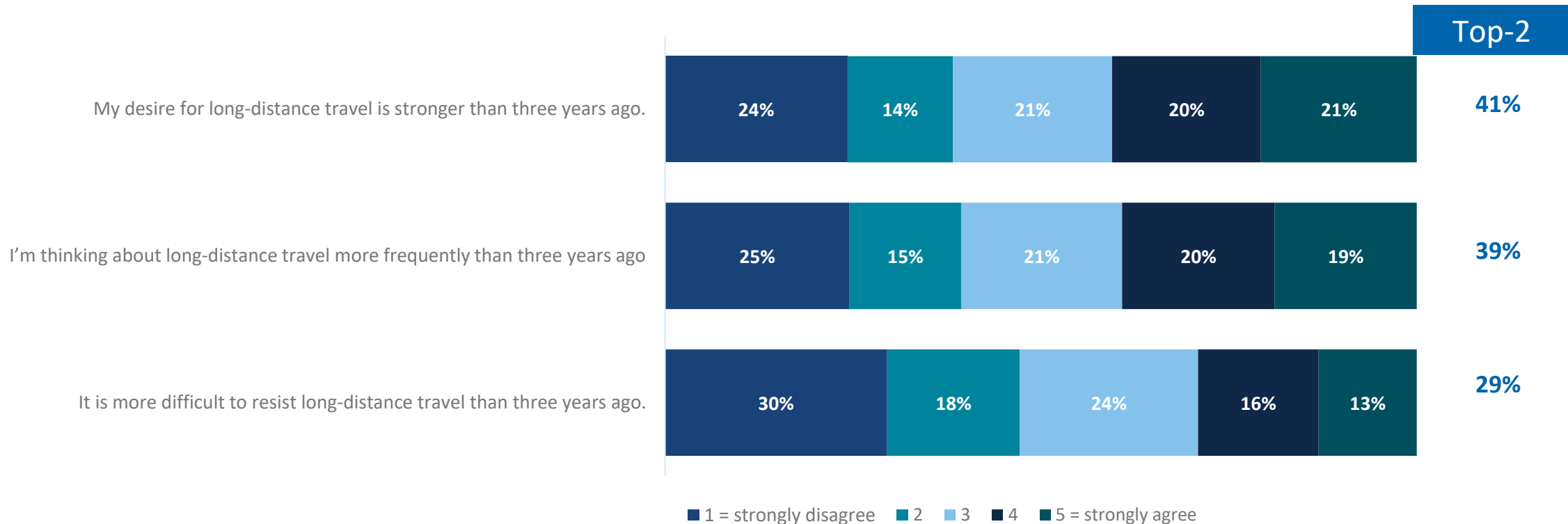
## Results: Intention to undertake long-distance travel next three years



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "What are your plans to undertake long-distance travel in the next three years? To what extent do you agree with the following statements? Please use a scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

## Results: Desire to go on long-distance trips next three years



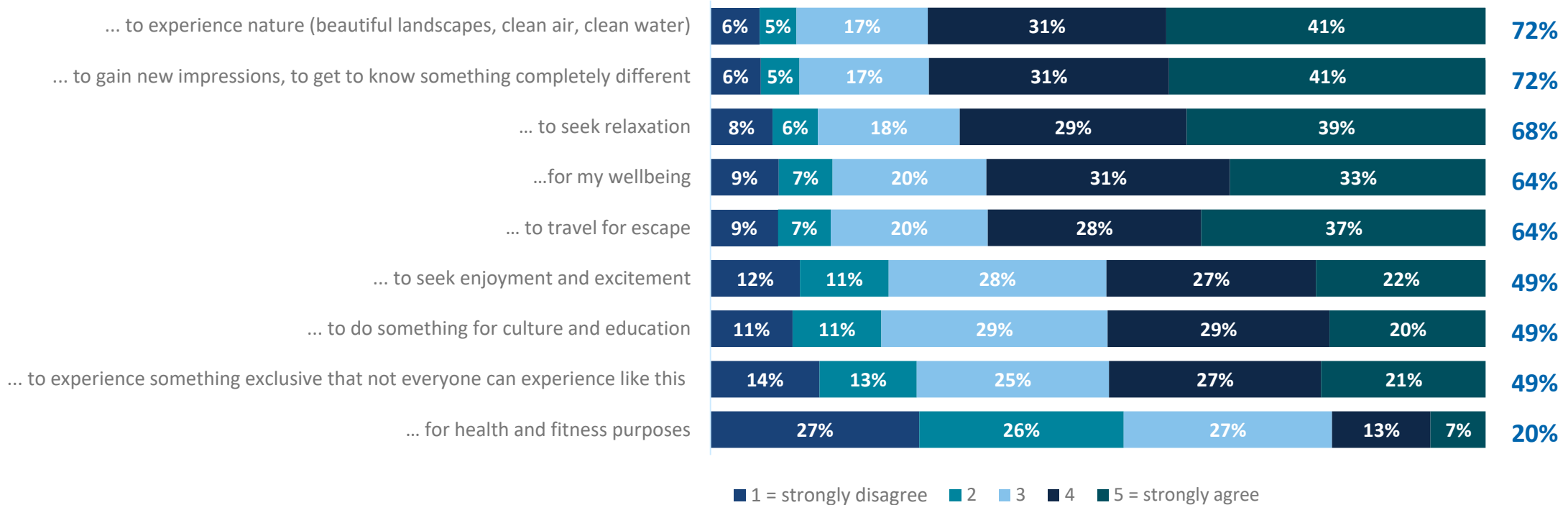
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "To what extent do you agree with the following statements regarding your desire to travel long-distance in the next three years privately? Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

## Results: Intrinsic travel motives long-distance trips

*I would consider long-distance travel in the next three years....*

Top-2

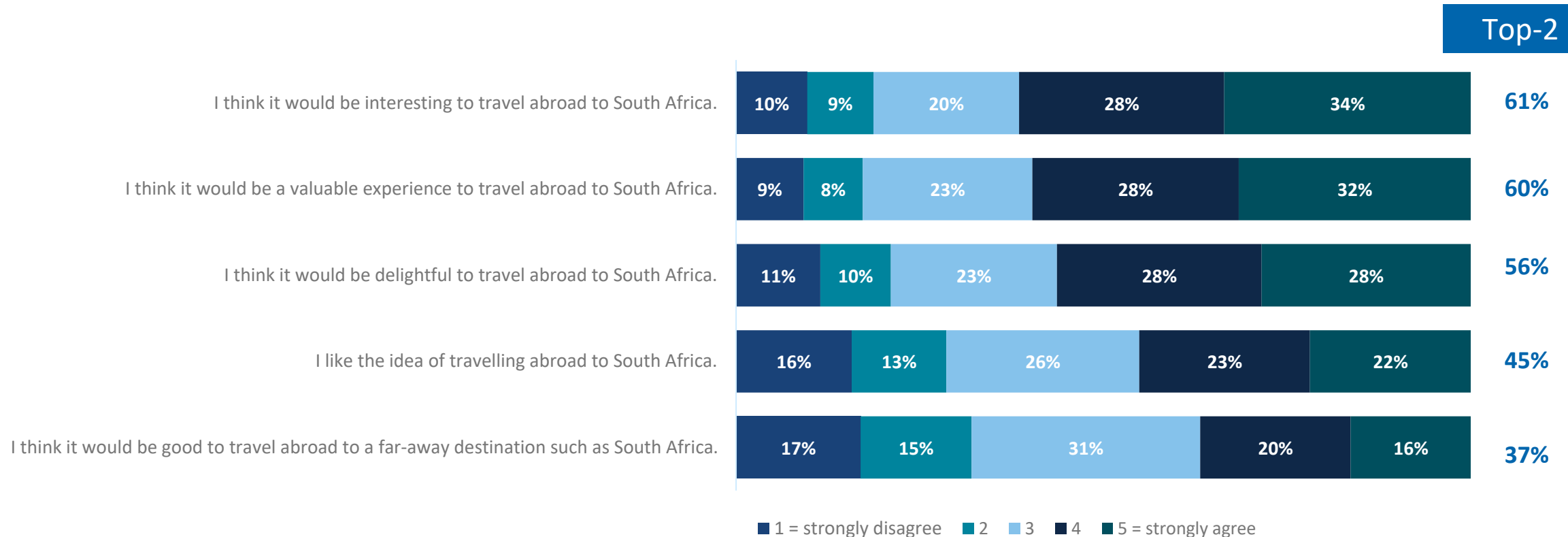


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

# Long-distance travel to South Africa (univariate results)

## Results: Attitude towards South Africa as a travel destination in the next three years

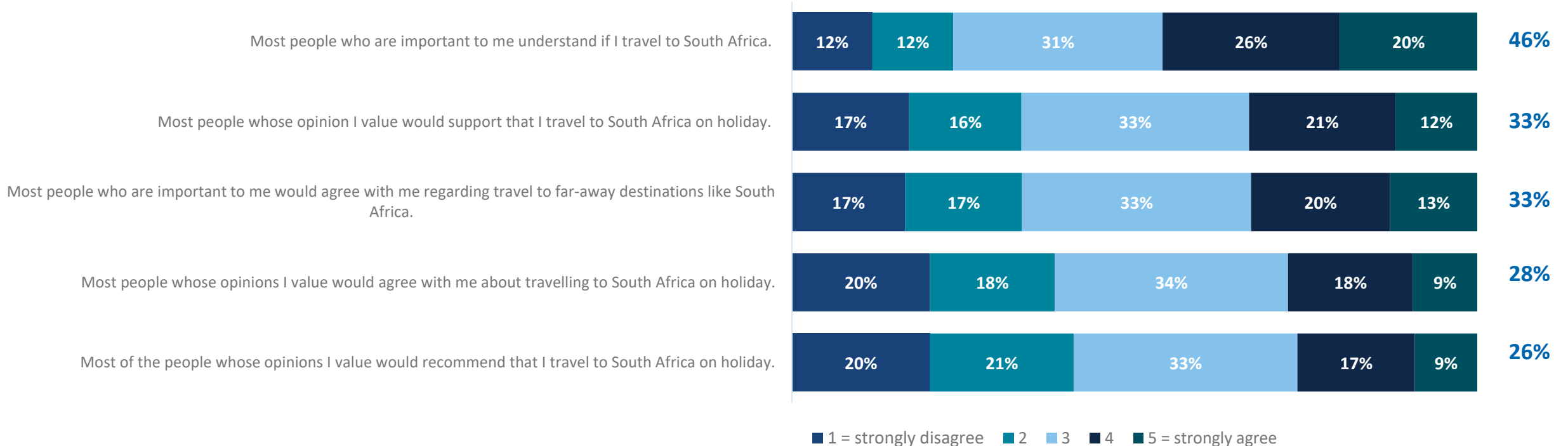


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "The following is about South Africa as a potential long-distance destination for you personally. We would like to know what you think about South Africa as a potential travel destination in the next three years. To what extent do you agree with the following statements? Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

## Results: Perception of social norms with regard to travelling to South Africa

Top-2

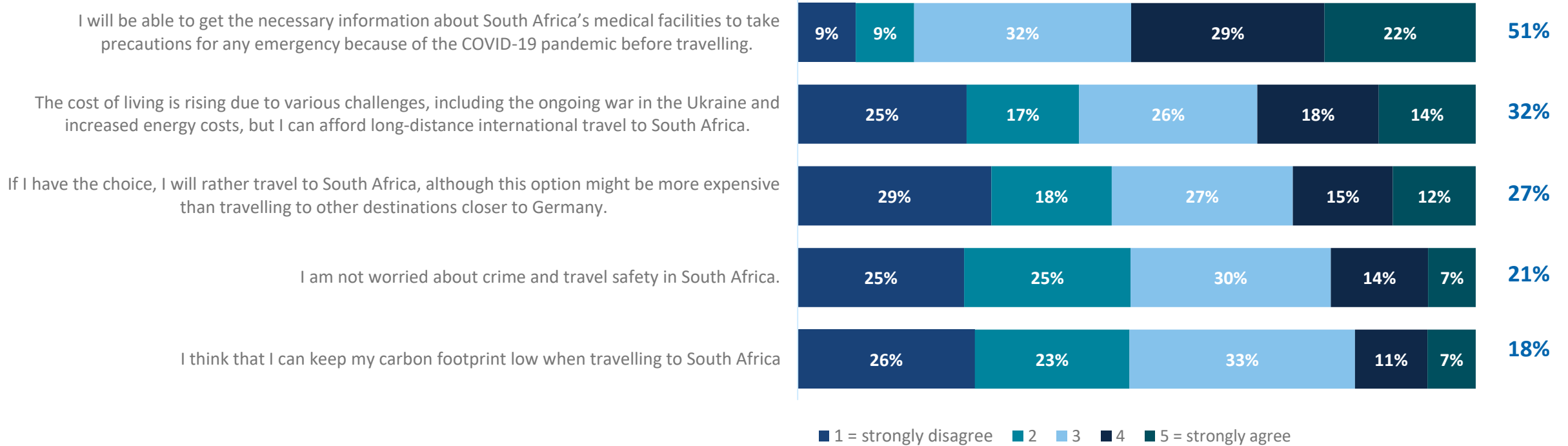


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "The following is about South Africa as a potential long-distance destination for you personally. We would like to know what you think about South Africa as a potential travel destination in the next three years. To what extent do you agree with the following statements? Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

# Results: Perceived behavioural control over trip to South Africa in times of multiple crises

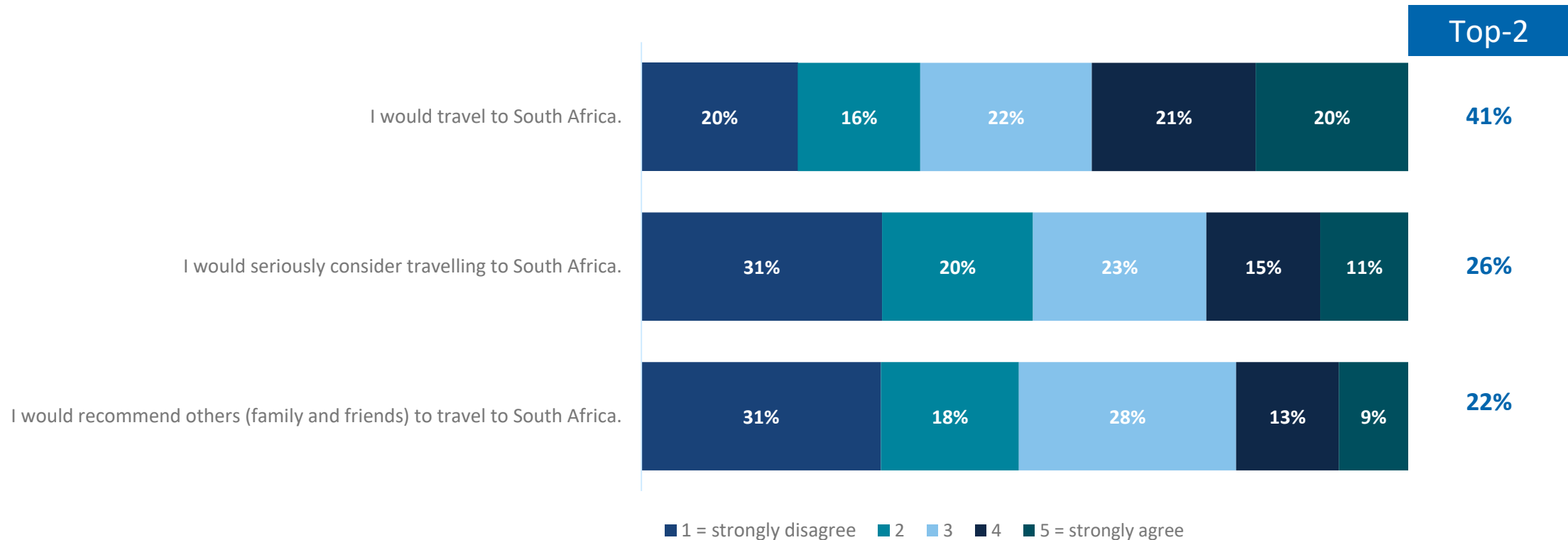
Top-2



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.  
 Question: "The following is about South Africa as a potential long-distance destination for you personally. We would like to know what you think about South Africa as a potential travel destination in the next three years. To what extent do you agree with the following statements? Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion."  
 (Randomised items)



## Results: Intention to travel to South Africa in the next three years



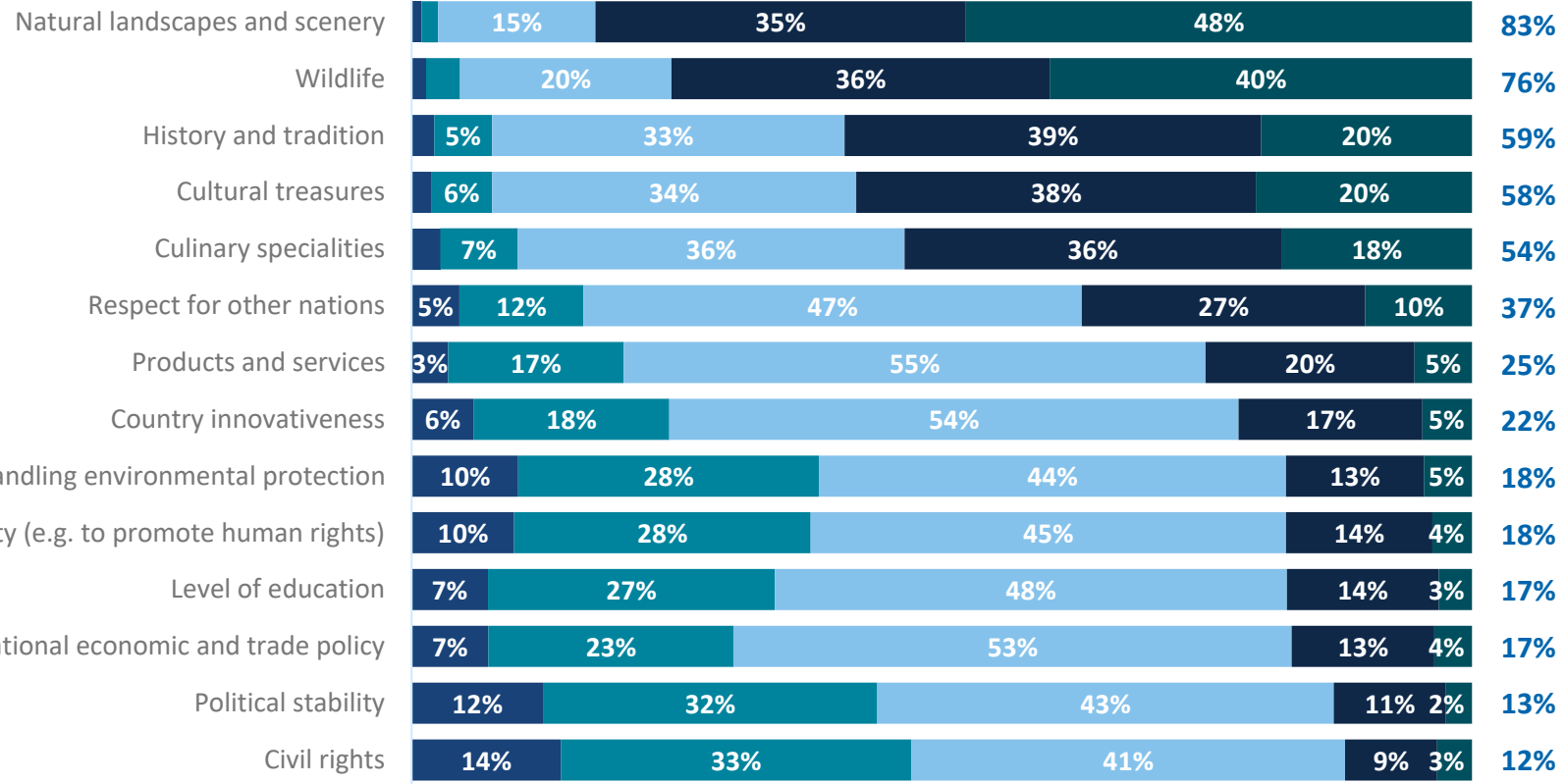
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "And how about your intention to travel to South Africa in the next three years privately? To what extent do you agree with the following statements. Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

## Results: Country Image South Africa

Top-2

### South Africa`s...



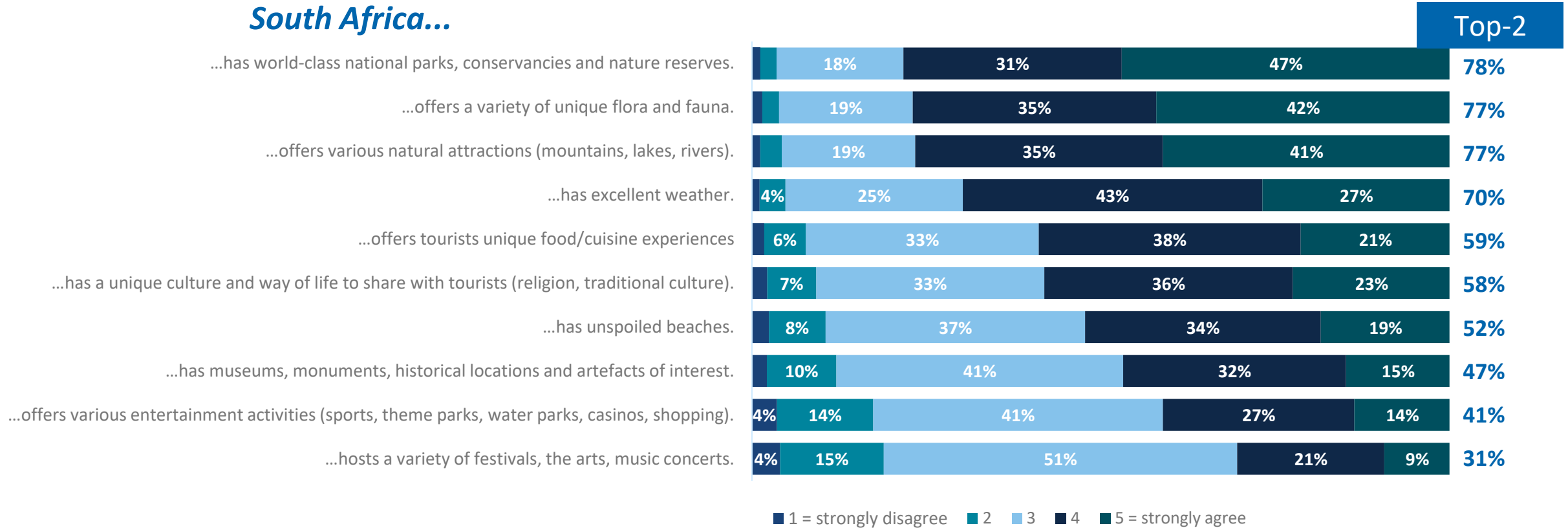
■ 1 = very negative ■ 2 ■ 3 ■ 4 ■ 5 = very positive

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "Now we are talking about the country of South Africa in general. How do you rate the following aspects in relation to the country of South Africa? Please use the scale from 1 = "very negative" to 5 = "very positive". You can use the values in between to grade your opinion." (Randomised items)

## Results: Image South Africa as a travel destination

### South Africa...

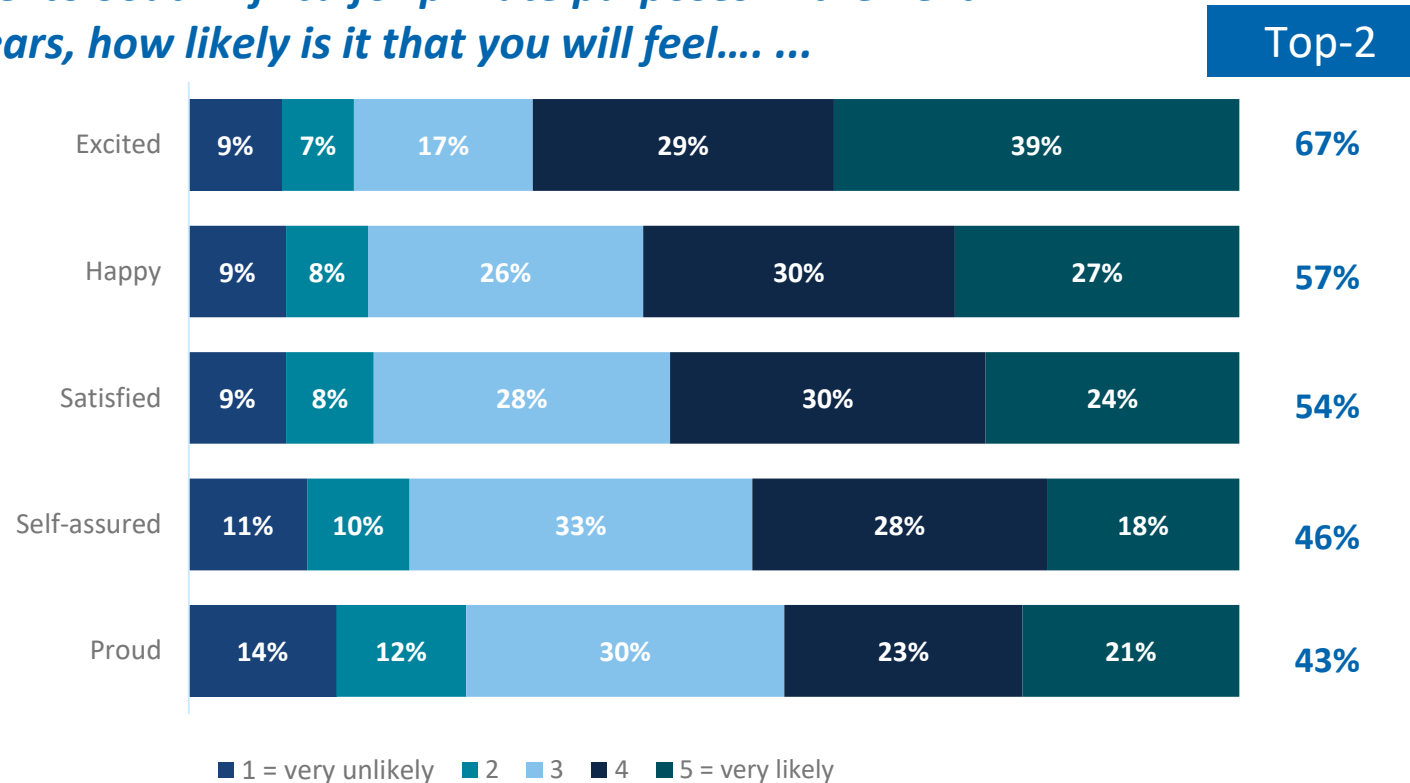


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "Next, we have compiled some statements about South Africa as a travel destination. To what extent do you agree with the following statements? Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)

## Results: Anticipated positive emotions with regard to travelling to South Africa

*If you could travel to South Africa for private purposes in the next three years, how likely is it that you will feel....*

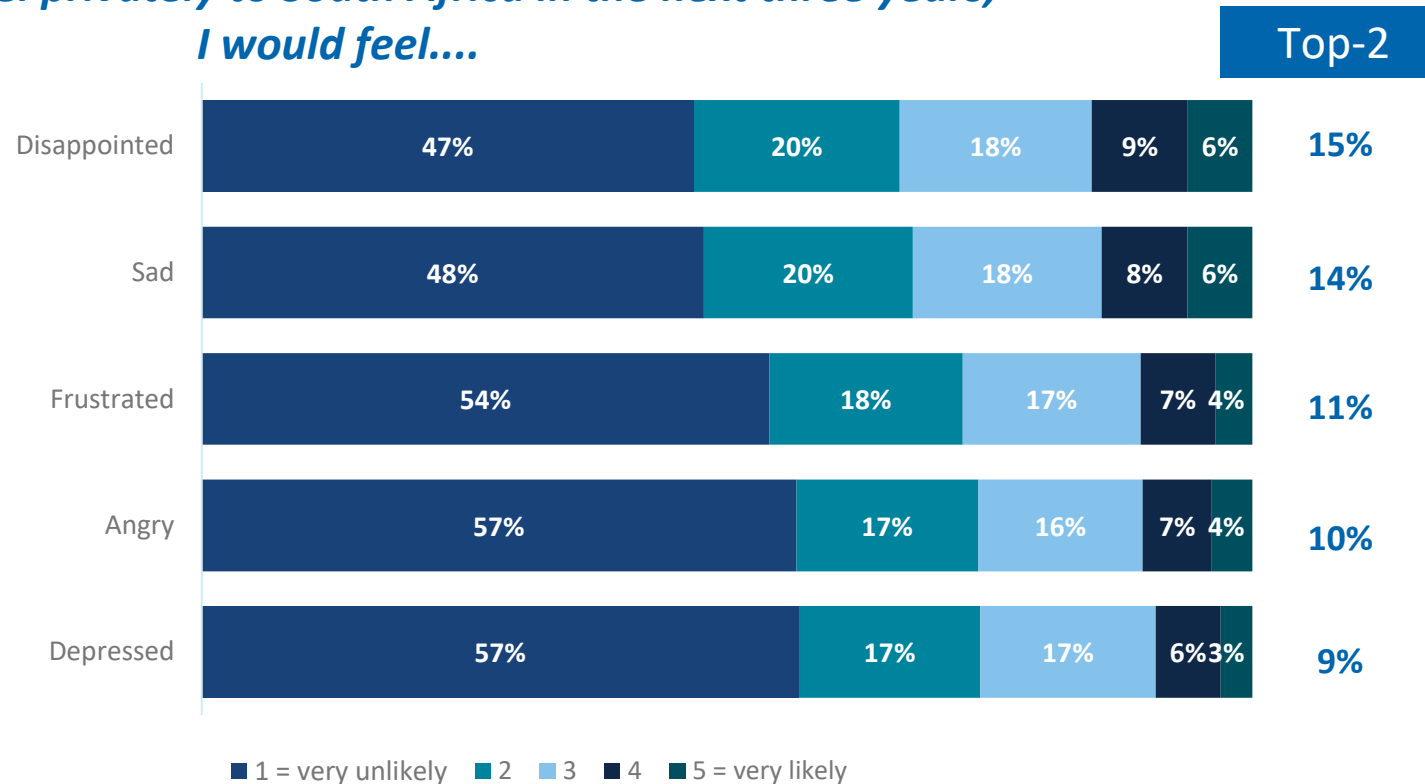


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "If you could travel to South Africa for private purposes in the next three years, how likely is it that you will feel.... Please use the scale from 1 = "very unlikely" to 5 = "very likely". You can use the values in between to grade your opinion." (Randomised items)

## Results: Anticipated negative emotions with regard to not travelling to South Africa

*If I couldn't travel privately to South Africa in the next three years, I would feel....*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

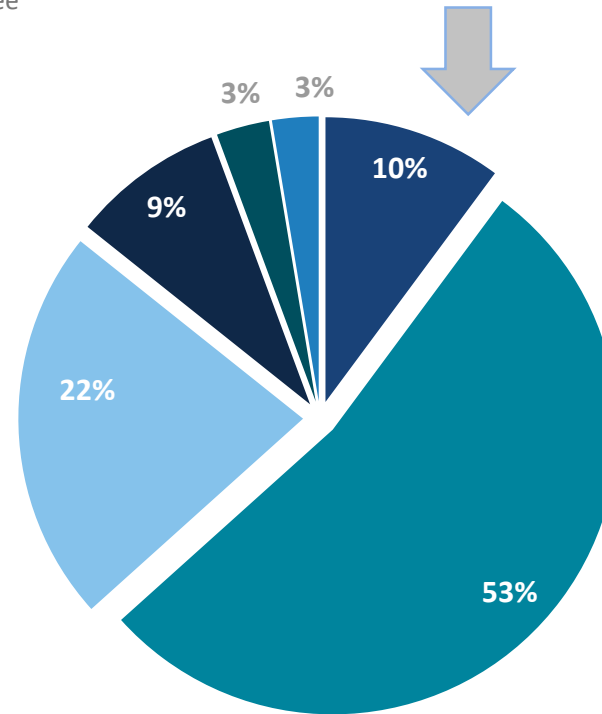
Question: "And if you could not travel to South Africa for private purposes in the next three years, how likely is it that you will feel....Please use the scale from 1 = "very unlikely" to 5 = "very likely". You can use the values in between to grade your opinion." (Randomised items)

## Results: Travel companions to South Africa

I would seriously consider travelling to South Africa.



■ 1 = strongly disagree   ■ 2   ■ 3   ■ 4   ■ 5 = strongly agree



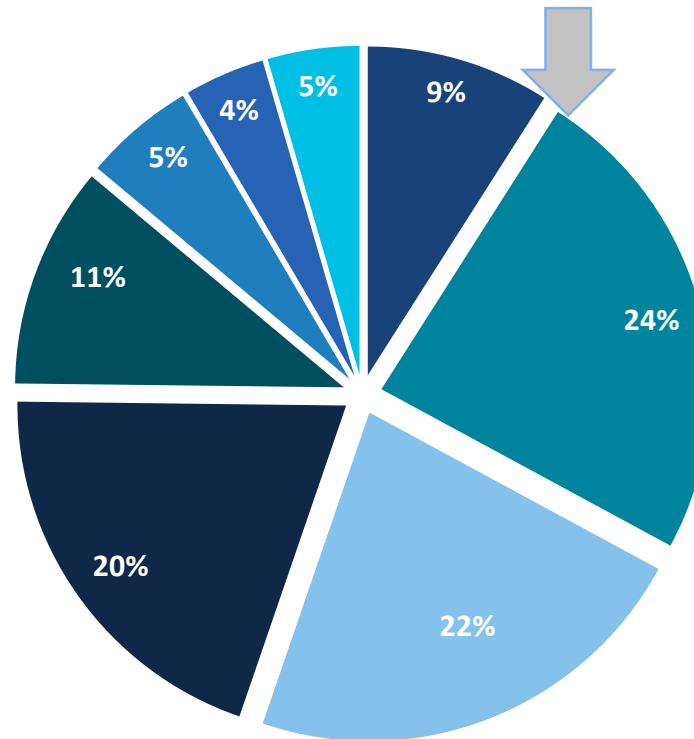
- Without company (alone)
- With my partner
- With my family with child / children
- With a private travel group (friends / acquaintances / relatives)
- With a tour group from a tour operator
- Don't know

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 532 (Respondents with travel intention to South Africa). Figures in valid percentages. Deviations from the individual values are due to rounding.

Question: "You have indicated that you would consider travelling to South Africa in the next three years. With which travel companion would you probably travel to South Africa?" (single answer)

## Results: Willingness to spend for a two-week trip to South Africa

I would seriously consider travelling to South Africa.



- Less than 2000 Euro
- 2001-3000 Euro
- 3001-4000 Euro
- 4001-5000 Euro
- 5001-6000 Euro
- 6001-7000 Euro
- More than 7000 Euro
- Don't know

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 532 (Respondents with travel intention to South Africa). Figures in valid percentages. Deviations from the individual values are due to rounding.

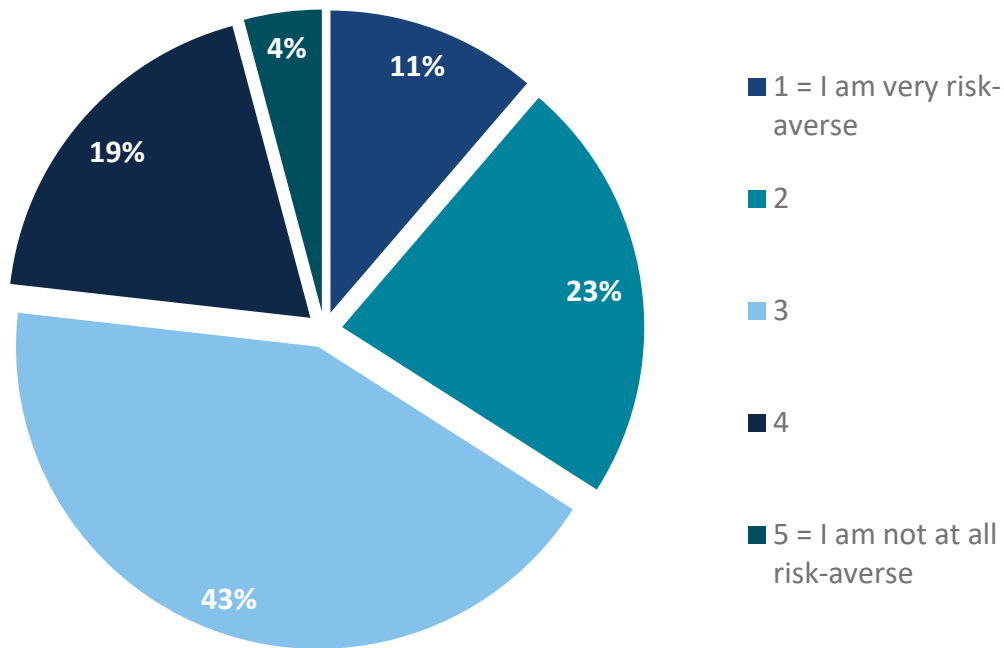
Question: "And what is the maximum amount of money you would spend on a two-week trip to South Africa?" (single answer)

# Further Sample Characteristics

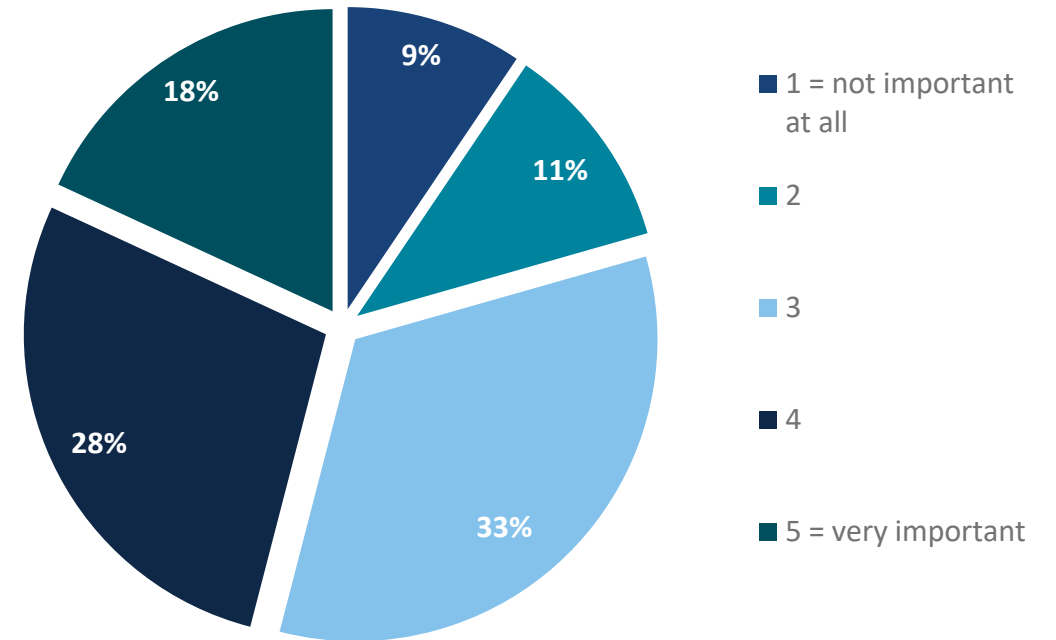


## Sample characteristics

*Risk Type*



*Importance to minimise private travel's environmental impact*

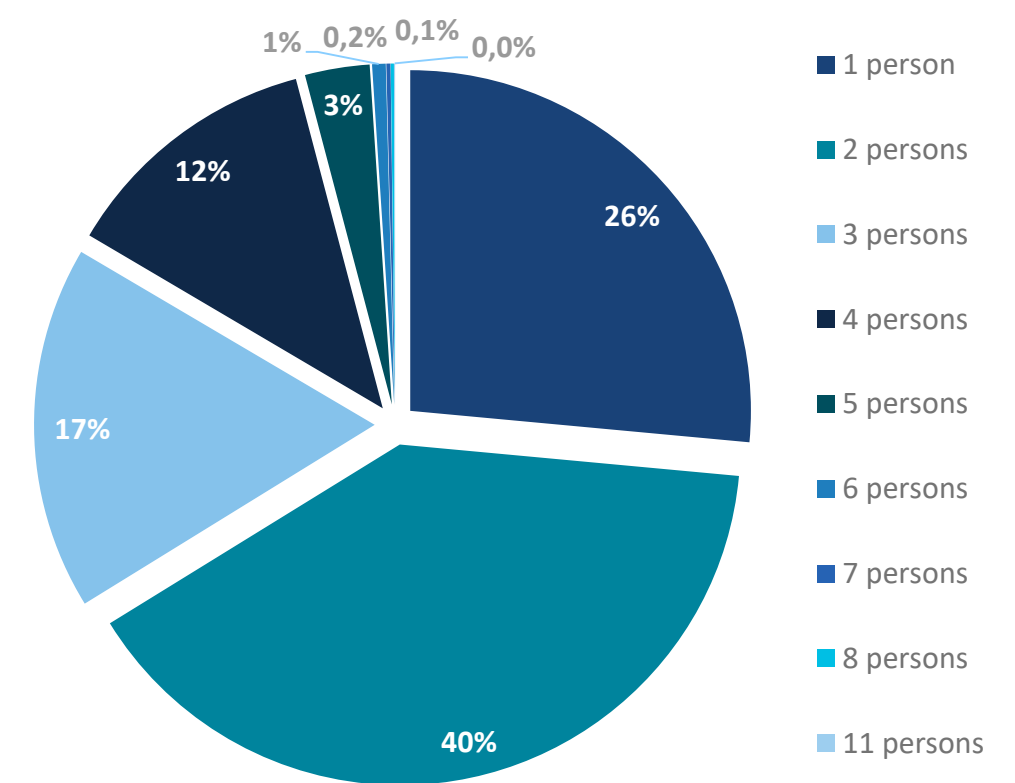
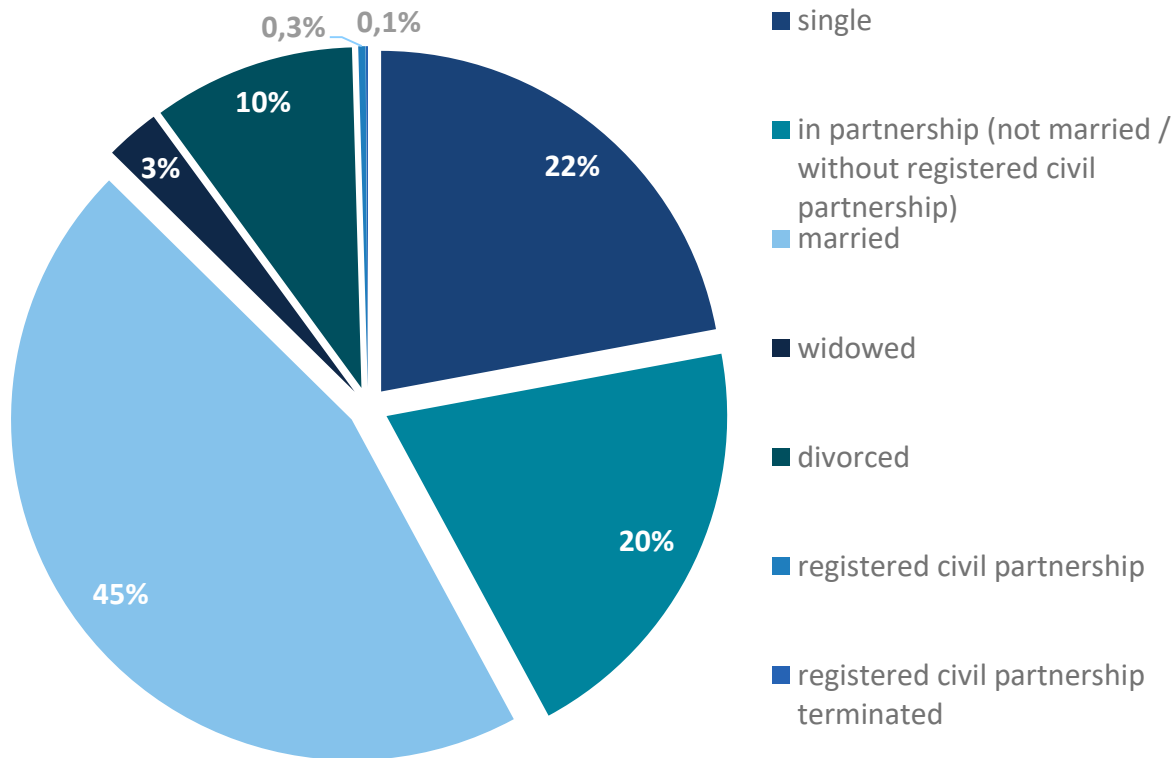


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Questions: "Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = "I am very risk-averse" to 5 = "I am not at all risk-averse". You can use the values in between to grade your assessment." / "How important is it to you to minimise your private travel's environmental impact (e.g. carbon footprint)? Please use the scale from 1 = "not important at all" to 5 = "very important". You can use the values in between to grade your assessment."

## Sample characteristics

### Marital status and Household size



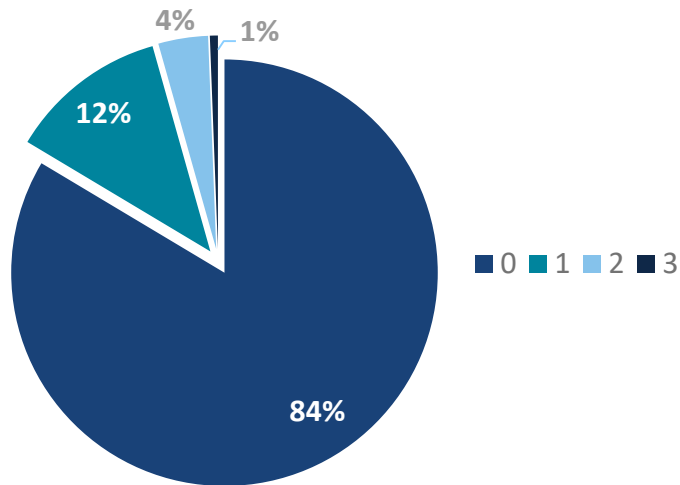
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.

Questions: "What is your marital status?" (single answer)/ "How many people live or stay currently at your household? Please include yourself and other adults or children currently living at this address or staying there for at least two months." (open question)

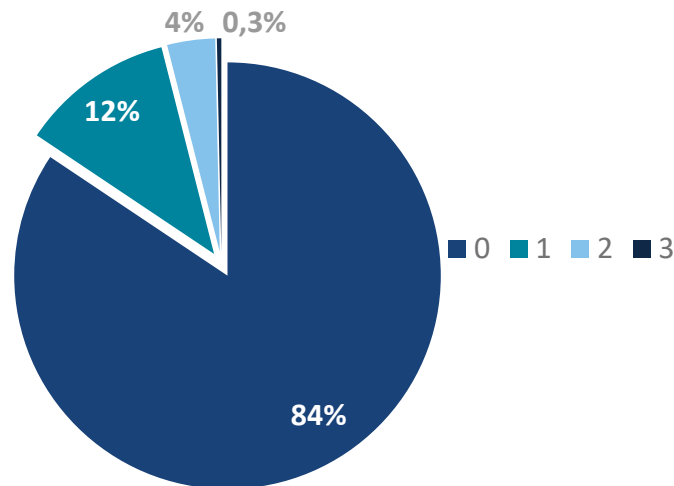
## Sample characteristics

### Children / Adolescents in household

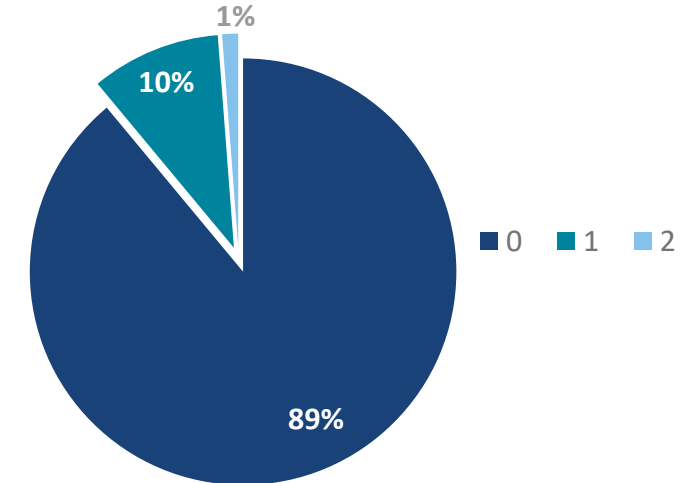
Children younger than 7 years



Children from 7 to 13 years



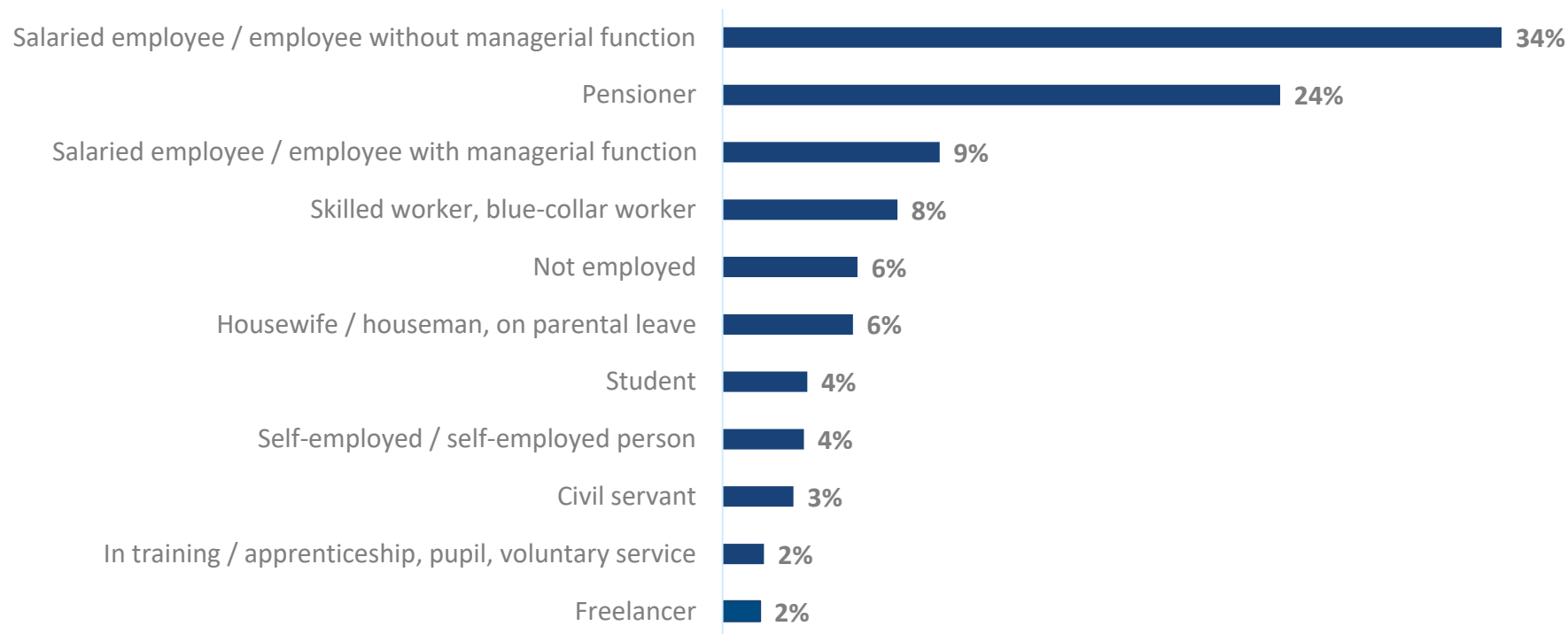
Adolescents from 14 to 17 years



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 1,486 (Respondents with household size > 1). Figures in valid percentages. Deviations from the individual values are due to rounding.  
 Question: „How many adolescents and children live in your household? Please state the number of adolescents and children for each of the following age groups. If you do not have any children or adolescents in the respective age group, please enter "0".“ (open question)

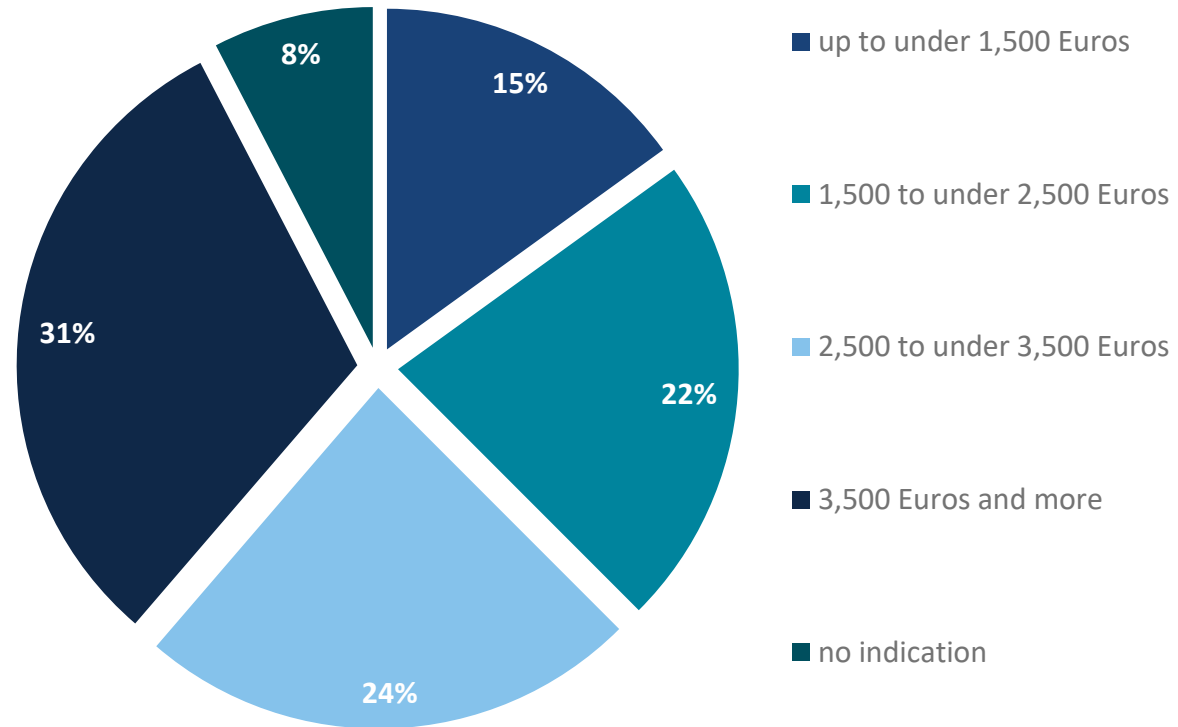
## Sample characteristics

### Current Occupation



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.  
Question: "What is your current occupation?" (single answer).

## Sample characteristics *Household net income*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.  
Question: "If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?" (single answer)

## Content

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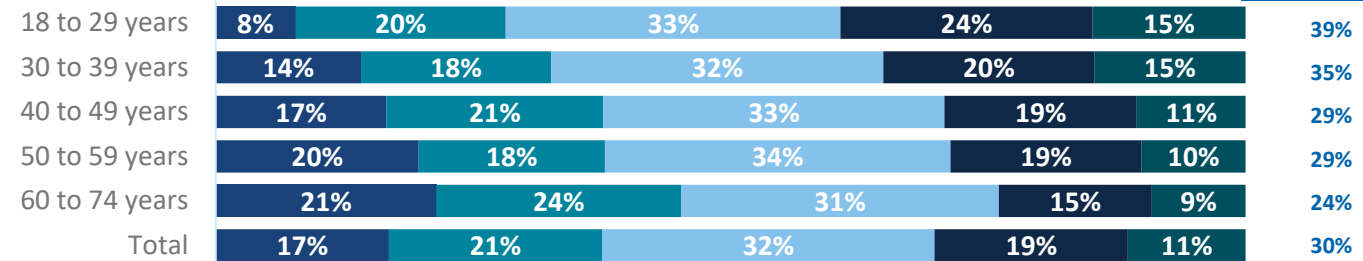
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# **Long-distance travel in general: age groups**

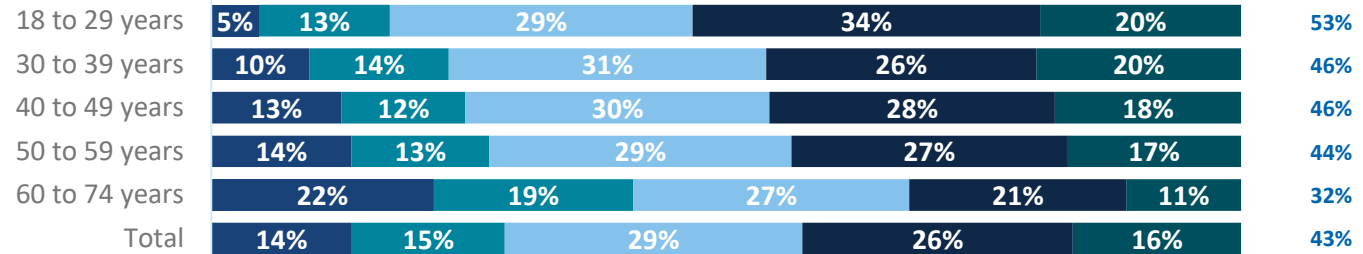
## Bivariate results: Perception of distant destinations / age groups I

Top-2-Box

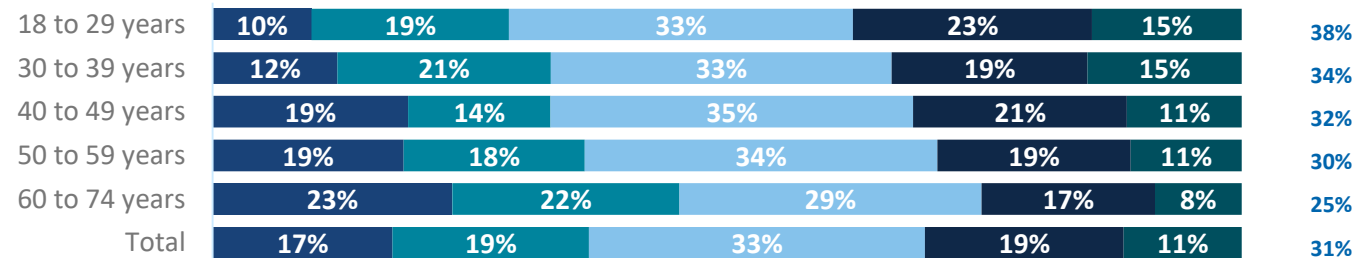
“The farther the destination is from my place of residence, the **more I want to visit that place.**”\*



“I want to **escape** from my present life, and travel to distant destinations can help me achieve this goal.”\*



“The farther the destination is, the **happier I feel** when I think of visiting there.”\*



1 = strongly disagree  
2  
3  
4  
5 = strongly agree

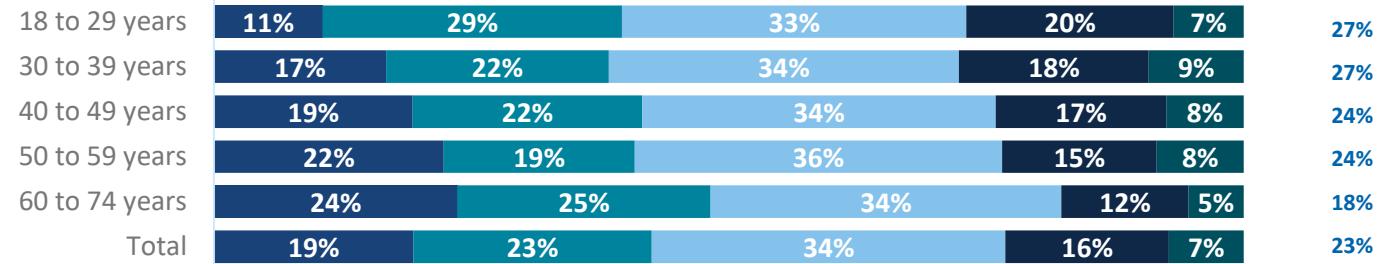
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How old are you?” (open question / answers classified into groups) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)



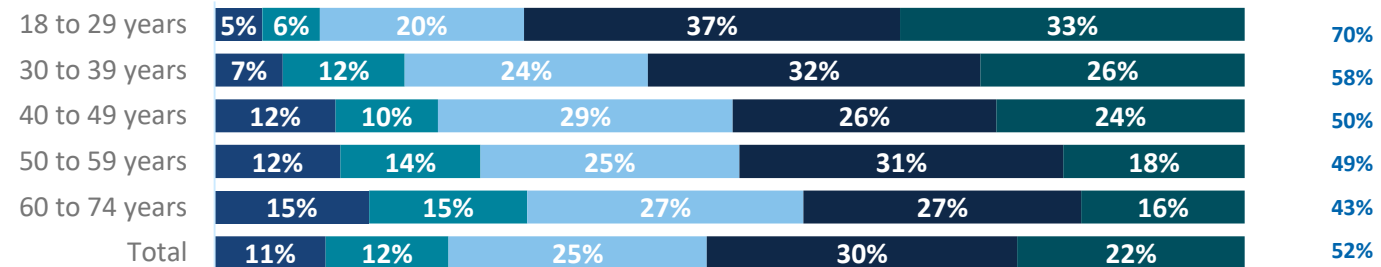
## Bivariate results: Perception of distant destinations / age groups II

Top-2-Box

“The farther the destination is, the more **relaxed** I feel when I think of visiting there.”\*



“The farther the destination is, the more **excited** I am to think about visiting there.”\*

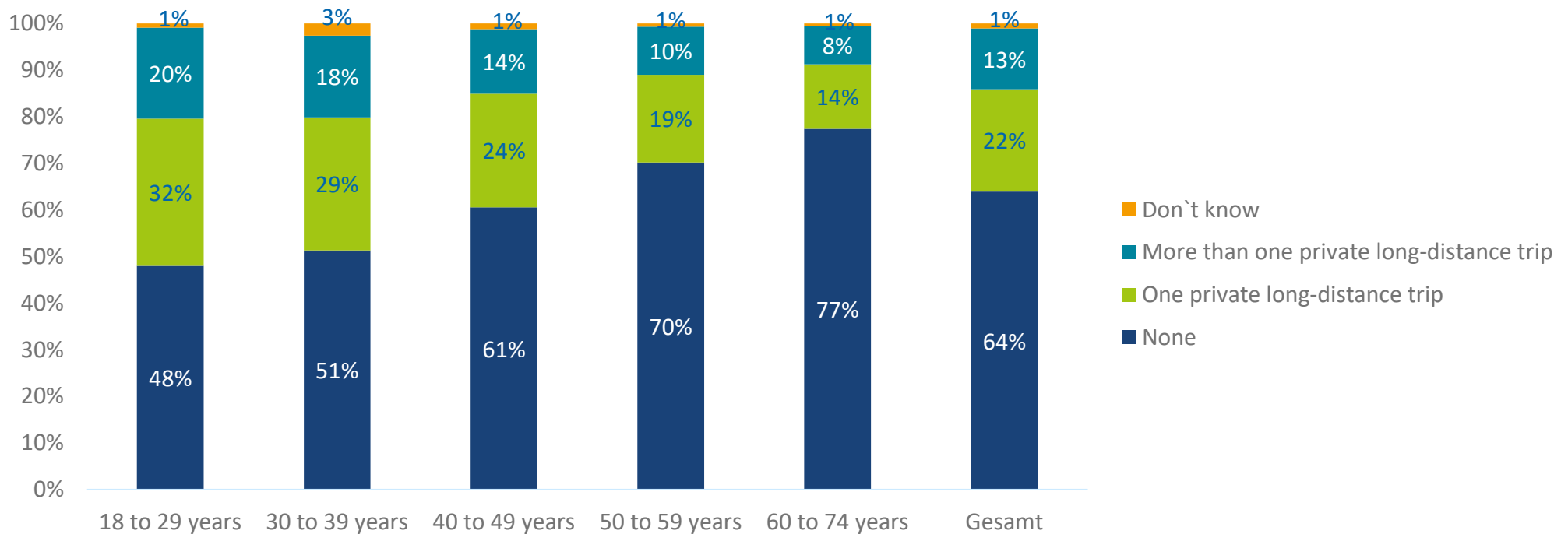


1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
Questions: “How old are you?” (open question / answers classified into groups) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

## Bivariate Results: Long-distance travel behaviour during Covid-19 times / age groups

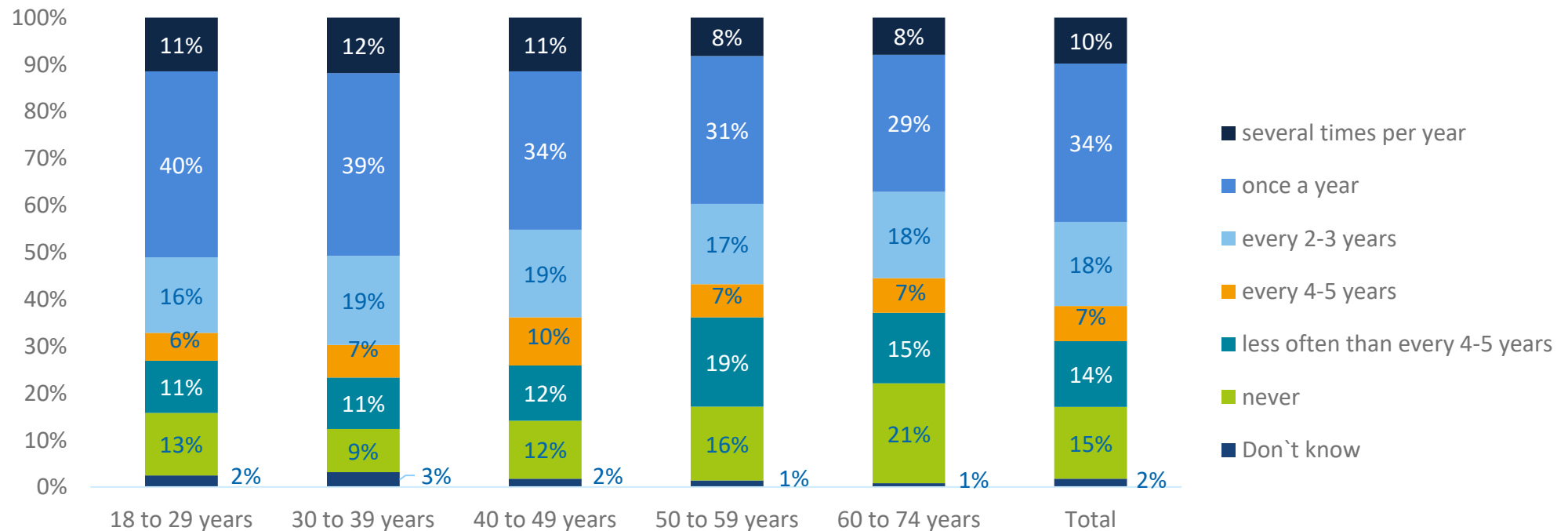
Long-distance trips **during Covid-19 times** (since March 2020)\*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.\*Differences are significant (Chi Square Test;  $p < 0.05$ )  
 Questions: "How old are you?" (open question / answers classified into groups) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. How many private long-distance trips have you taken since March 2020, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)

## Bivariate Results: Long-distance travel behaviour before Covid-19 times / age groups

Long-distance trips **before the pandemic** (before 2020)\*

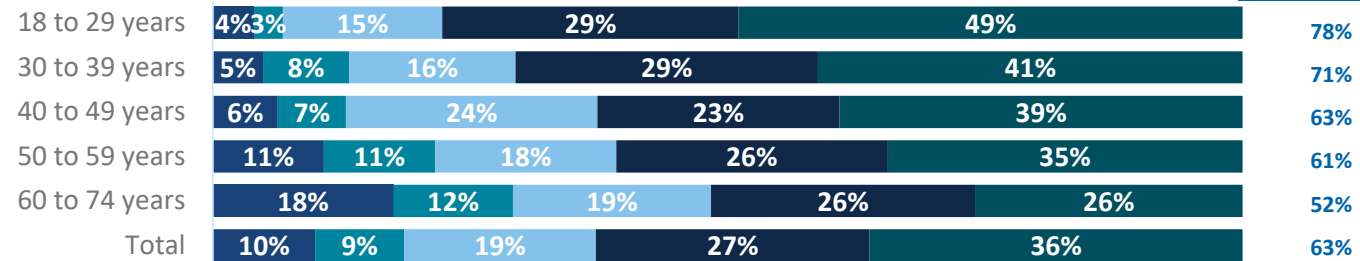


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: "How old are you?" (open question / answers classified into groups) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. "And how often did you go on private long-distance trips before the Covid-19 pandemic, i.e. before 2020?" (single answer)

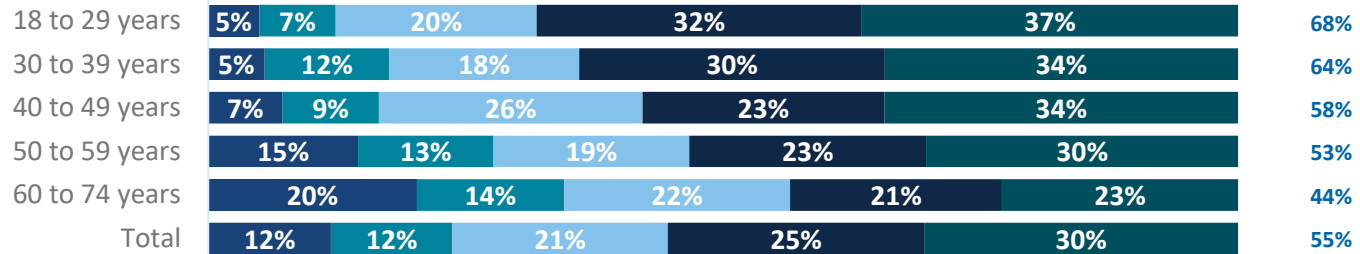
# Bivariate results: Intention to undertake long-distance travel next three years / age groups

Top-2-Box

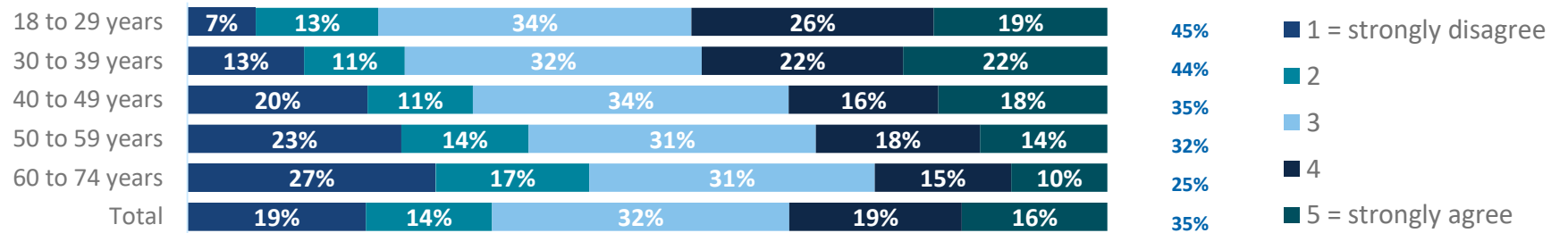
“I would visit a long-distance destination.” \*



“I would seriously consider visiting a long-distance destination.”\*



“I would recommend others (family and friends) to visit long-distance destinations.”\*



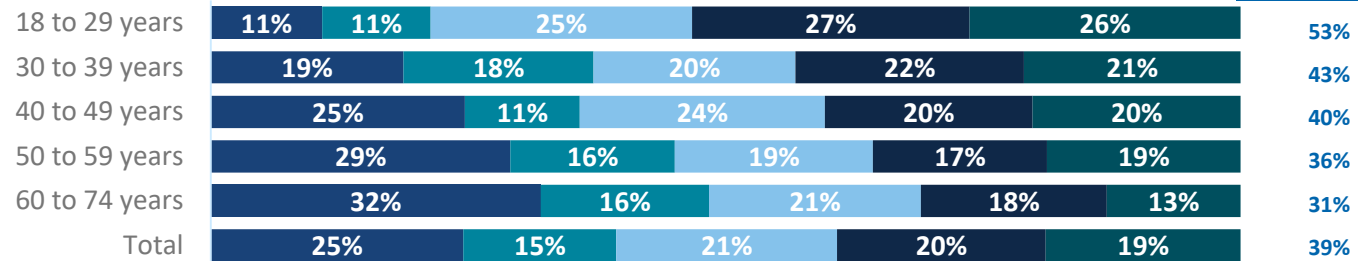
1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How old are you?” (open question / answers classified into groups) / “What are your plans to undertake long-distance travel in the next three years? To what extent do you agree with the following statements? Please use a scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

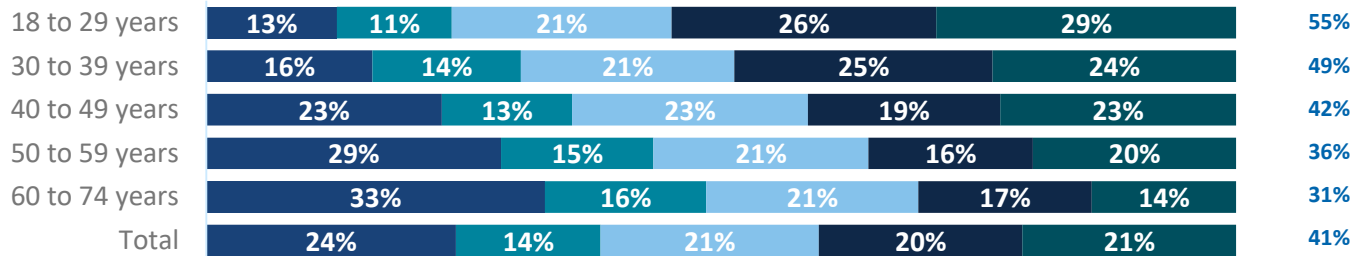
# Bivariate results: Desire to go on long-distance trips next three years / age groups

Top-2-Box

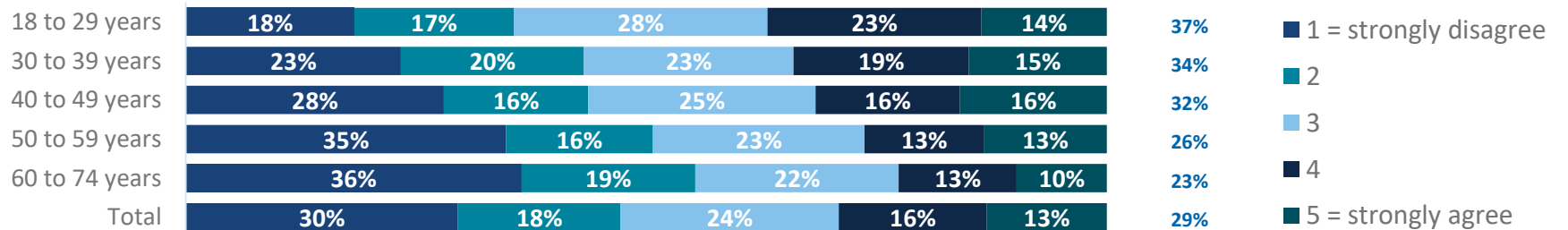
“I’m **thinking** about long-distance travel more frequently than three years ago.”\*



“My **desire** for long-distance travel is stronger than three years ago.”\*



“It is more **difficult to resist** long-distance travel than three years ago.”\*



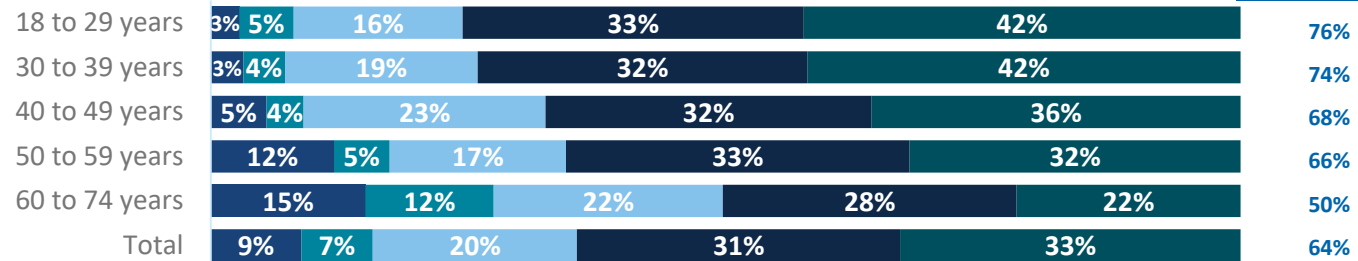
1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How old are you?” (open question / answers classified into groups) / “To what extent do you agree with the following statements regarding your desire to travel long-distance in the next three years privately? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

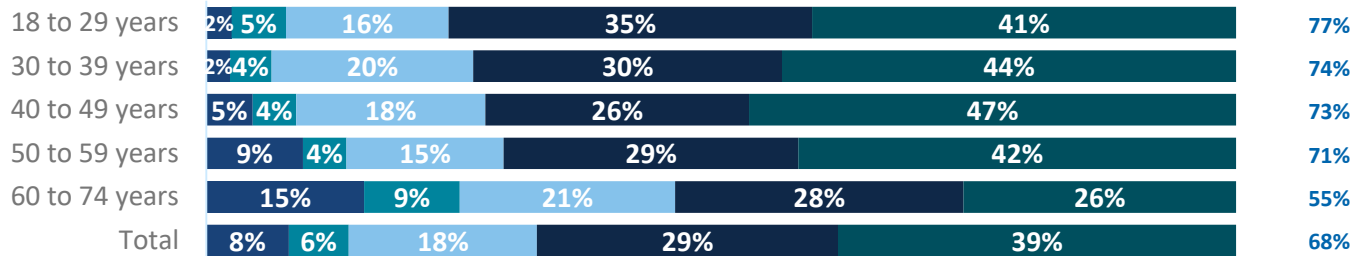
# Bivariate results: Intrinsic travel motives long-distance trips / age groups I

Top-2-Box

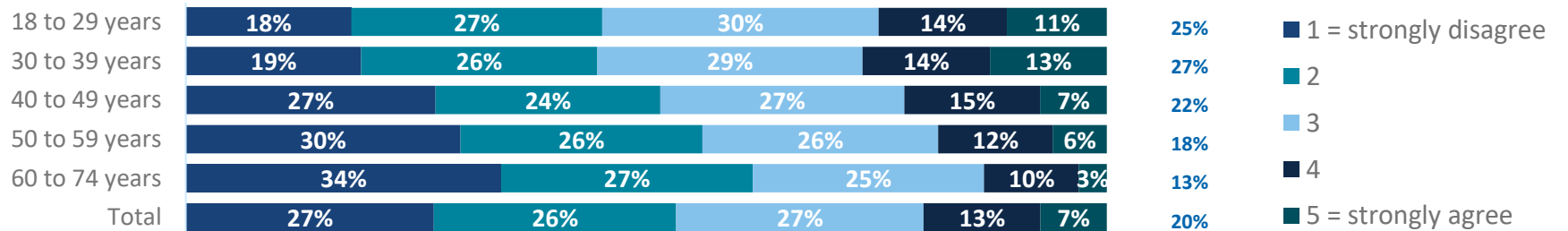
“I would consider long-distance travel in the next three years for my **wellbeing**.”\*



“I would consider long-distance travel in the next three years to seek **relaxation**.”\*



“I would consider long-distance travel in the next three years for **health and fitness purposes**.”\*

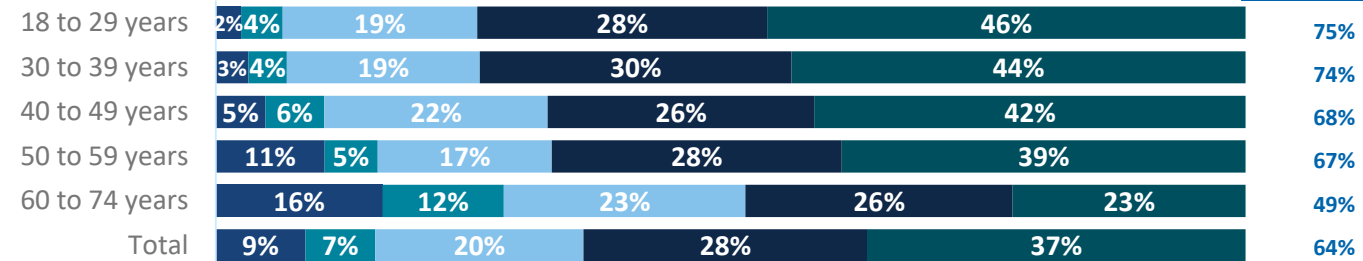


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How old are you?” (open question / answers classified into groups) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

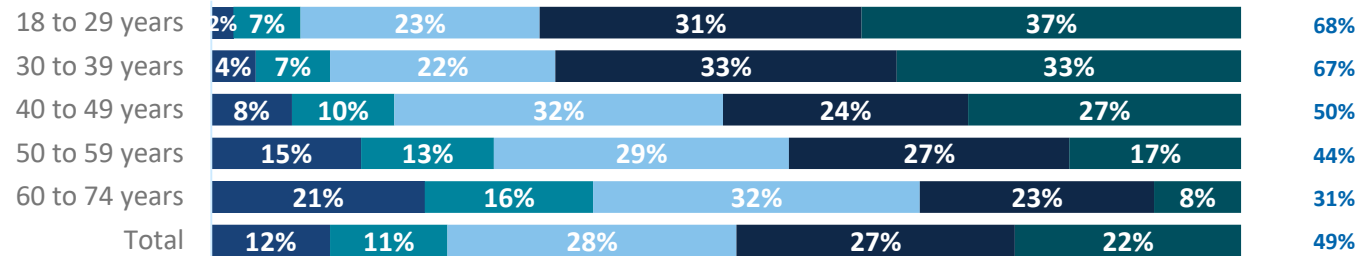
## Bivariate results: Intrinsic travel motives long-distance trips / age groups II

Top-2-Box

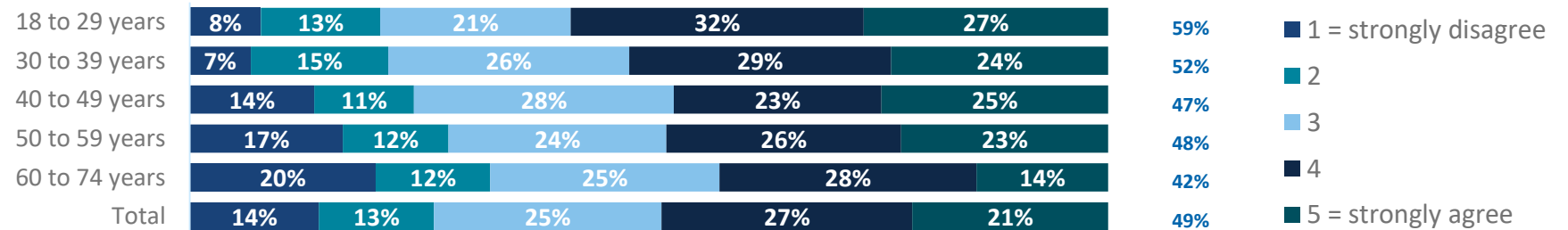
“I would consider long-distance travel in the next three years to **travel for escape**.”\*



“I would consider long-distance travel in the next three years to **seek enjoyment and excitement**.”\*



“I would consider long-distance travel in the next three years to **experience something exclusive** that not everyone can experience like this.”\*



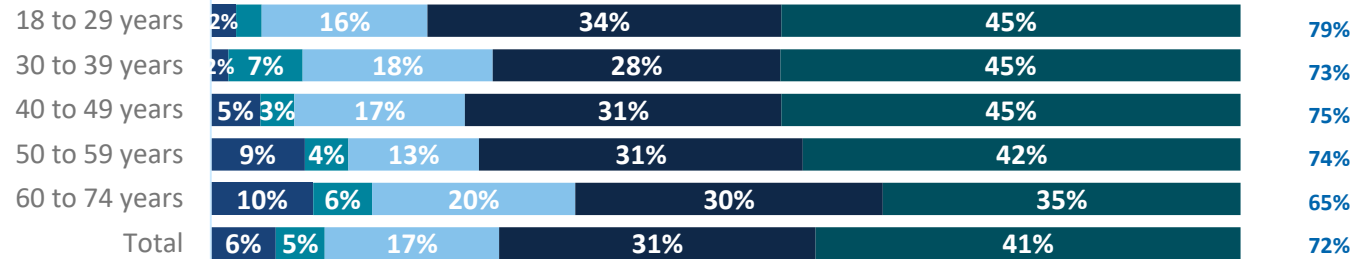
1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
Questions: “How old are you?” (open question / answers classified into groups) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

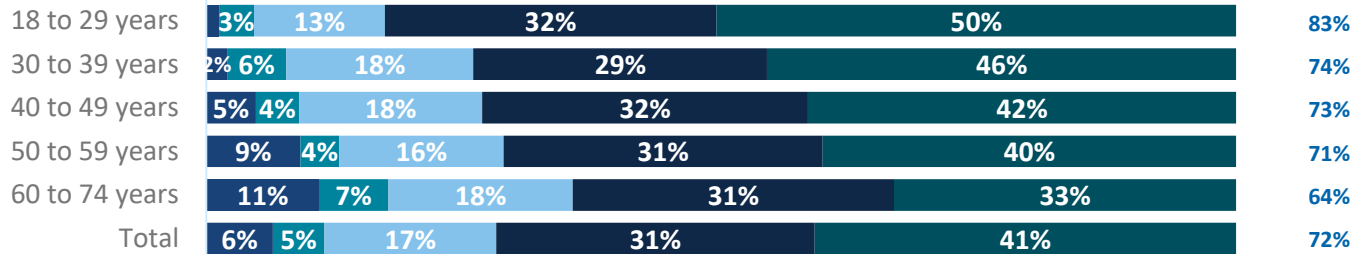
## Bivariate results: Intrinsic travel motives long-distance trips / age groups III

Top-2-Box

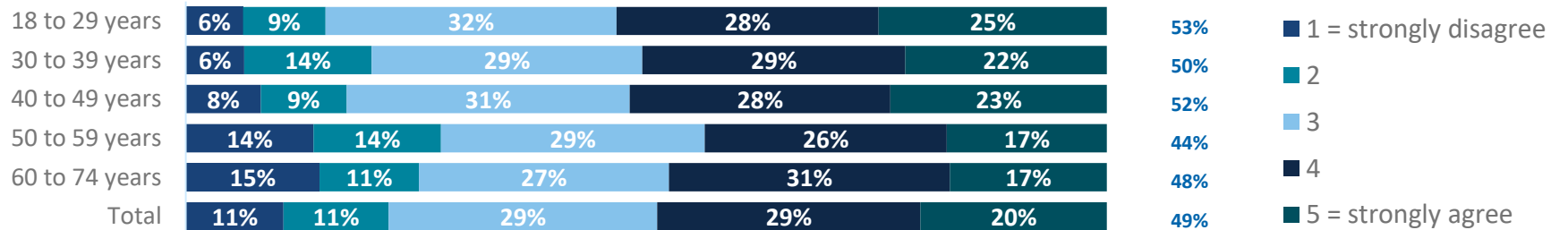
“I would consider long-distance travel in the next three years to **experience nature** (beautiful landscapes, clean air, clean water).”\*



“I would consider long-distance travel in the next three years to **gain new impressions**, to get to know something completely different.”\*



“I would consider long-distance travel in the next three years to do something for **culture and education**.”\*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How old are you?” (open question / answers classified into groups) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

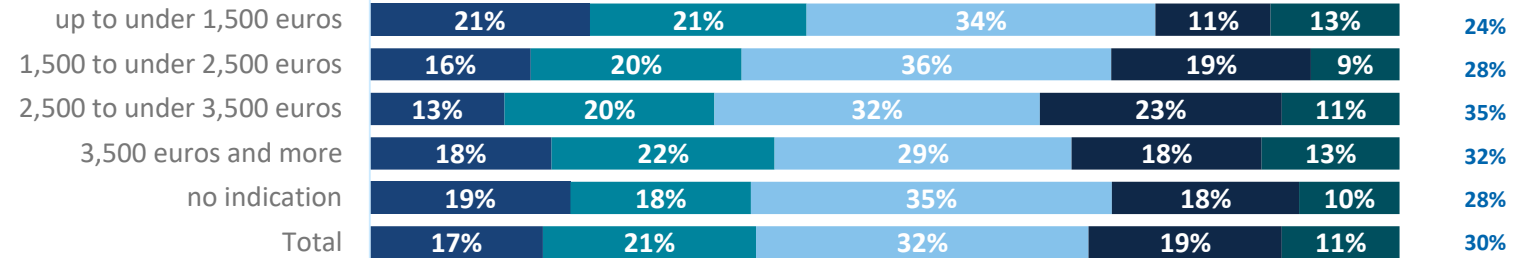


# Long-distance travel in general: Income groups

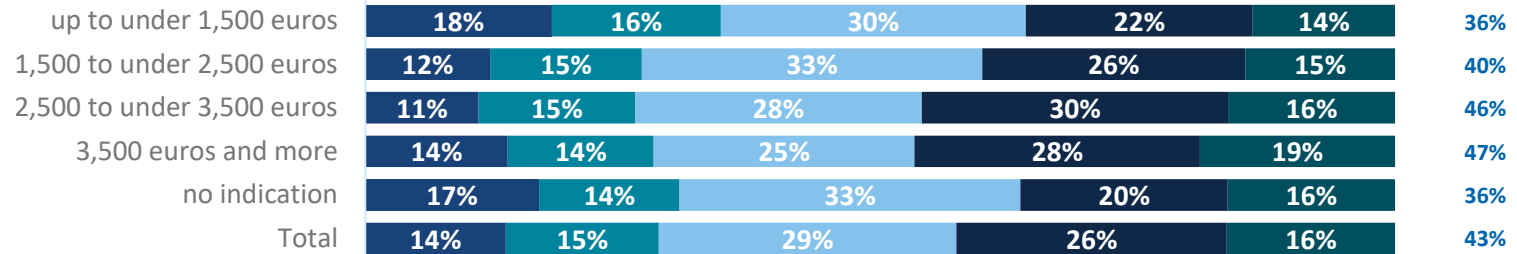
## Bivariate results: Perception of distant destinations / income groups I

Top-2-Box

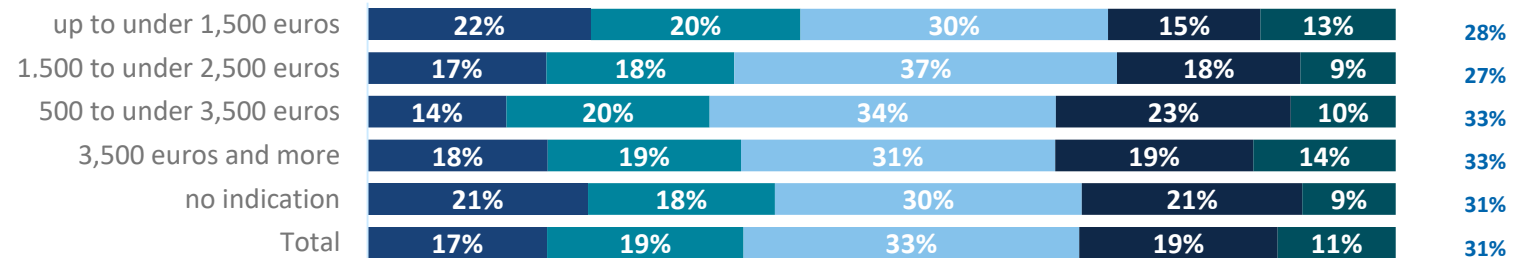
“The farther the destination is from my place of residence, the **more I want to visit that place.**”\*



“I want to **escape** from my present life, and travel to distant destinations can help me achieve this goal.”\*



“The farther the destination is, the **happier** I feel when I think of visiting there.”\*



1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

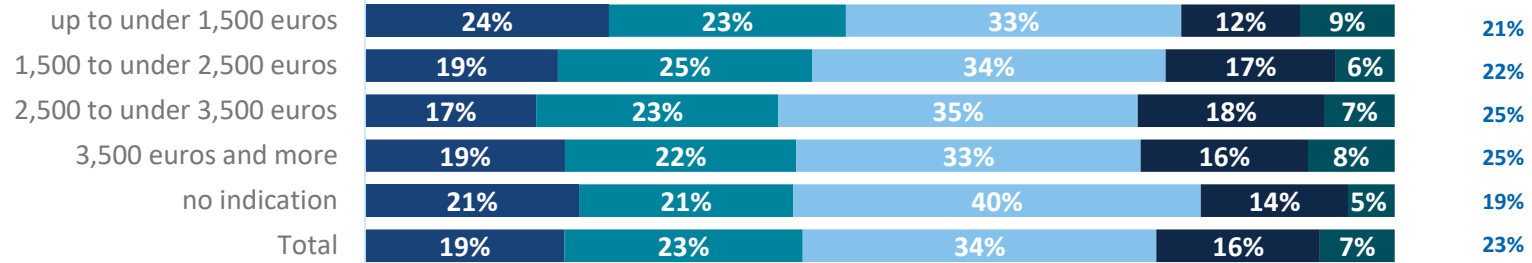
Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?”

(single answer) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

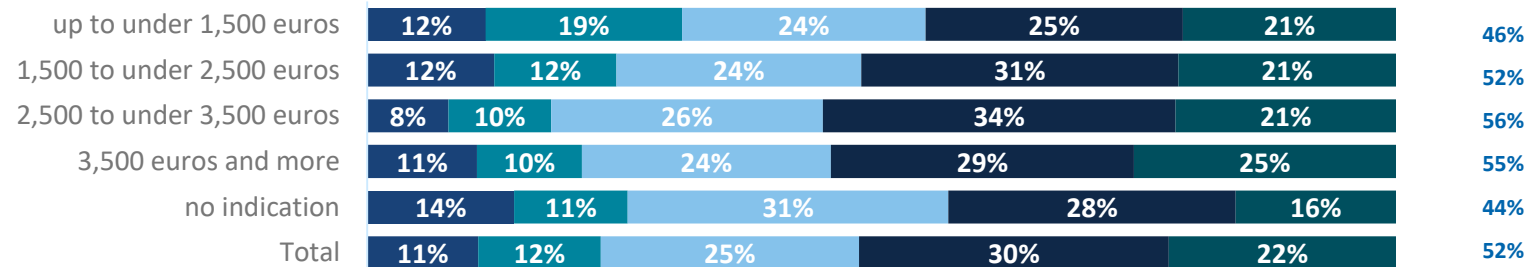
## Bivariate results: Perception of distant destinations / income groups II

Top-2-Box

“The farther the destination is, the more **relaxed** I feel when I think of visiting there.”



“The farther the destination is, the more **excited** I am to think about visiting there.”\*



1 = strongly disagree  
2  
3  
4  
5 = strongly agree

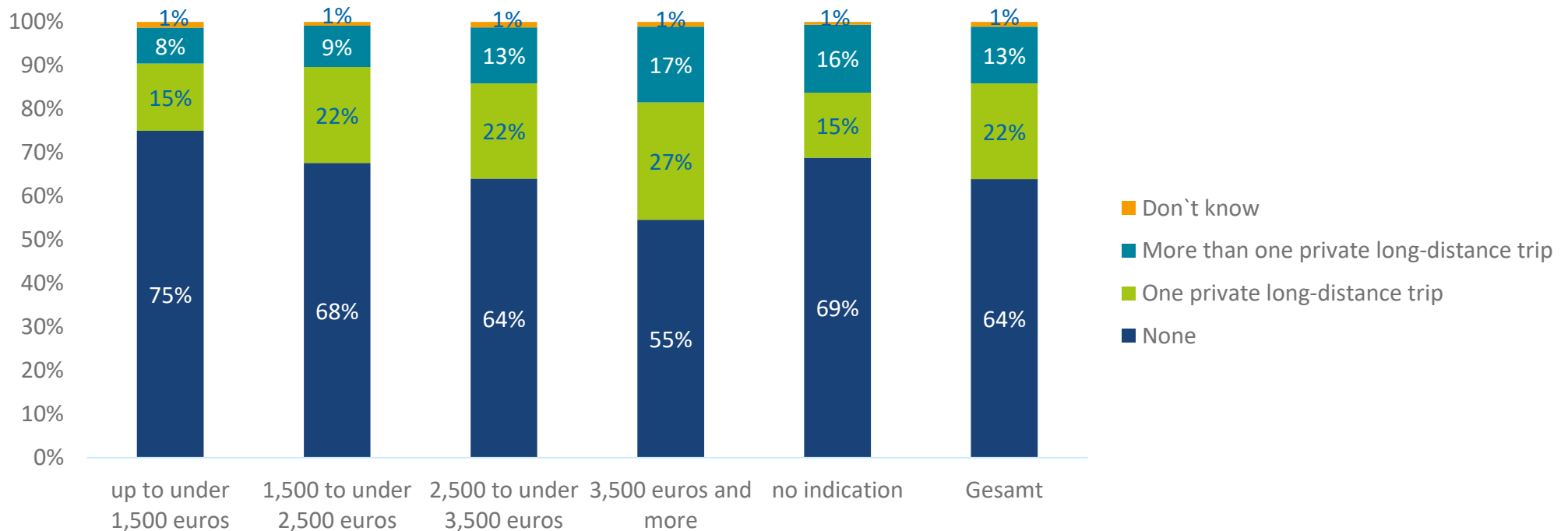
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?”

(single answer) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

## Bivariate Results: Long-distance travel behaviour during Covid-19 times / income groups

Long-distance trips during Covid-19 times (since March 2020)\*



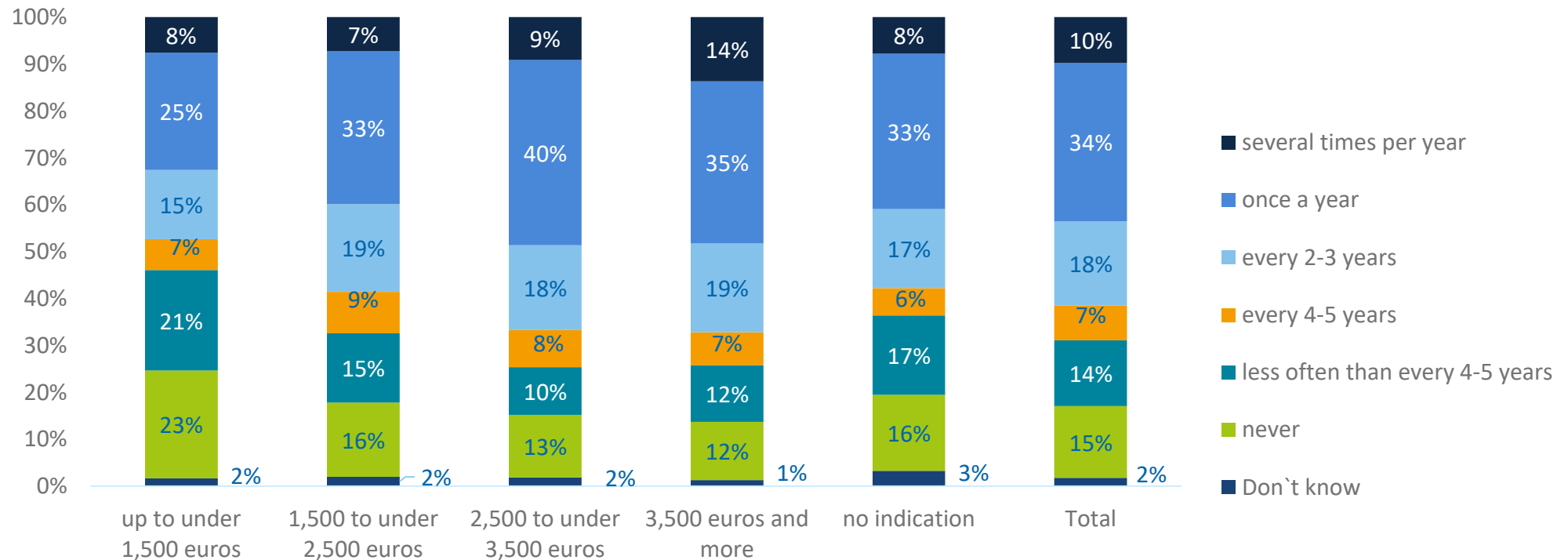
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.\*Differences are significant (Chi Square Test;  $p < 0.05$ )

Questions: "If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?"

(single answer) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. How many private long-distance trips have you taken since March 2020, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)

## Bivariate Results: Long-distance travel behaviour before Covid-19 times / income groups

Long-distance trips **before the pandemic** (before 2020)\*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

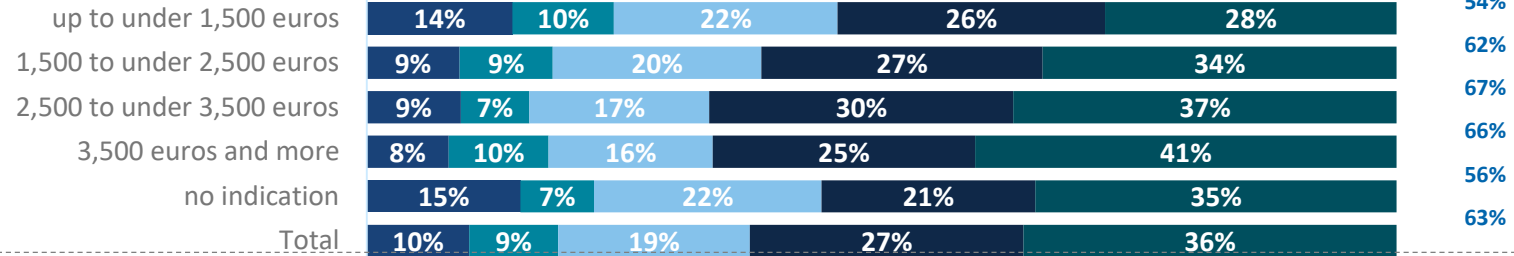
Questions: "If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?"

(single answer) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. "And how often did you go on private long-distance trips before the Covid-19 pandemic, i.e. before 2020?" (single answer)

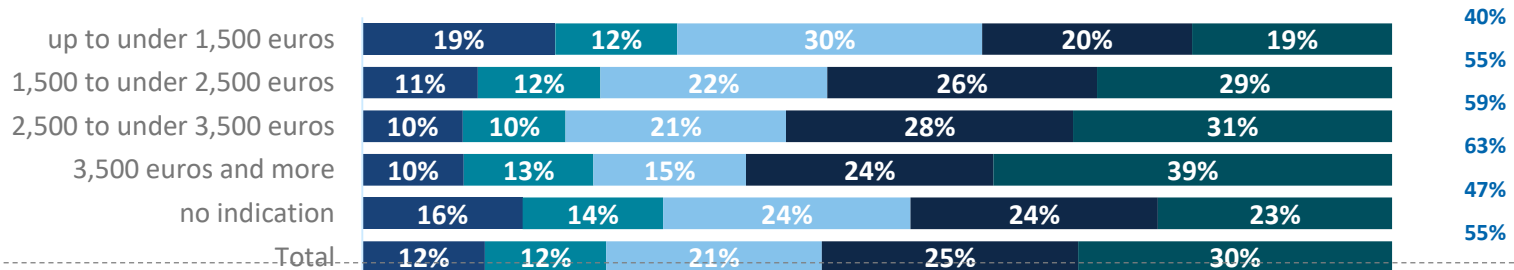
# Bivariate results: Intention to undertake long-distance travel next three years / income groups

Top-2-Box

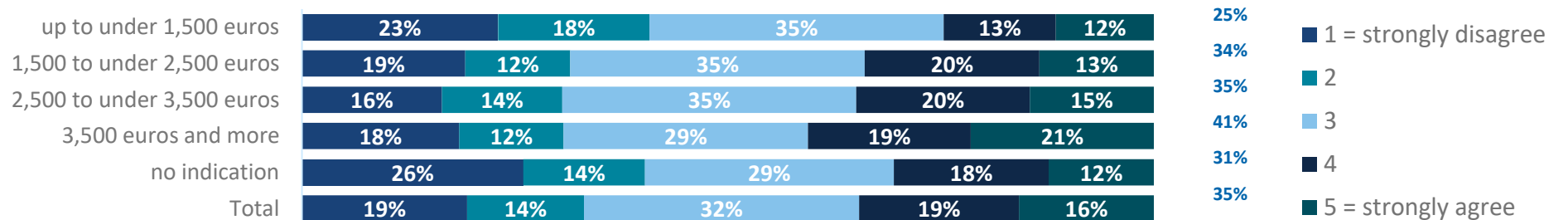
“I would visit a long-distance destination.” \*



“I would seriously consider visiting a long-distance destination.”\*



“I would recommend others (family and friends) to visit long-distance destinations.”\*



1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

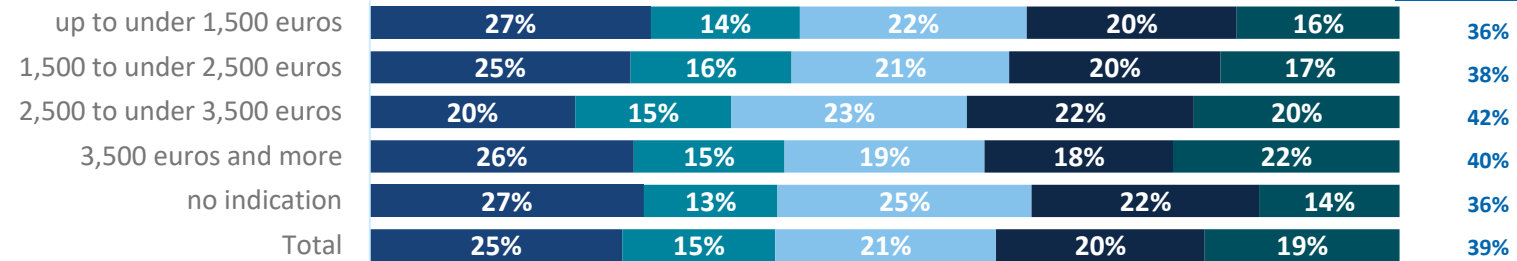
Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?”

(single answer) / “What are your plans to undertake long-distance travel in the next three years? To what extent do you agree with the following statements? Please use a scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

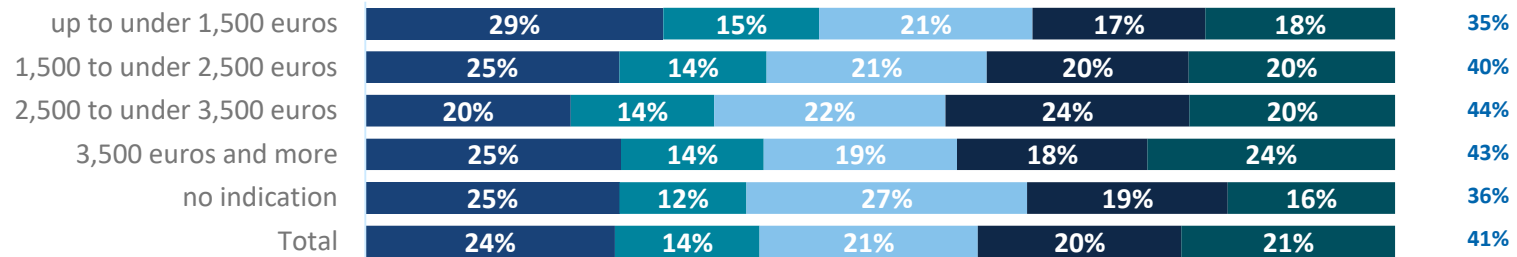
# Bivariate results: Desire to go on long-distance trips next three years / income groups

Top-2-Box

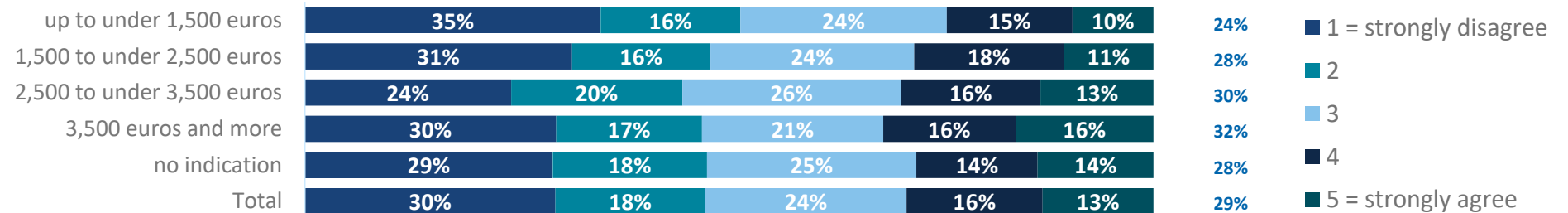
“I’m **thinking** about long-distance travel more frequently than three years ago.”



“My **desire** for long-distance travel is stronger than three years ago.”



“It is more **difficult to resist** long-distance travel than three years ago.”



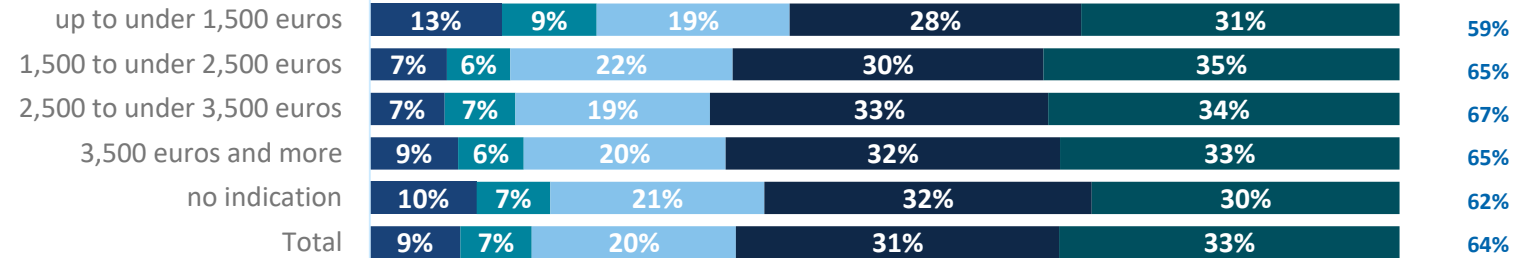
1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?” (single answer) / “To what extent do you agree with the following statements regarding your desire to travel long-distance in the next three years privately? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

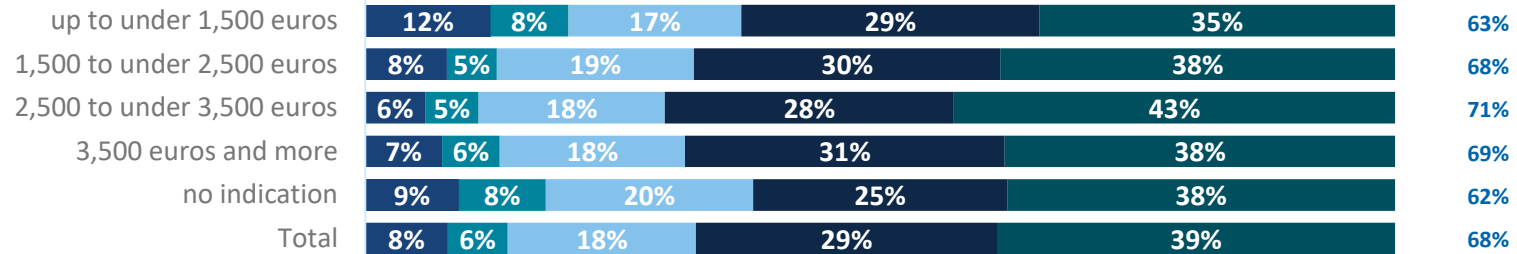
# Bivariate results: Intrinsic travel motives long-distance trips / income groups I

Top-2-Box

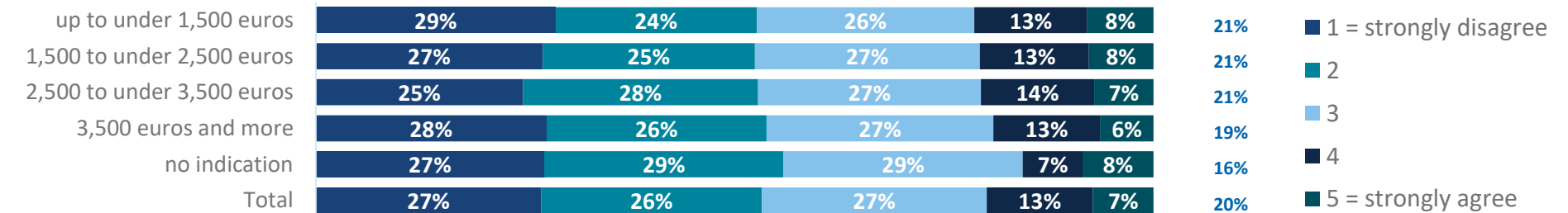
“I would consider long-distance travel in the next three years for my **wellbeing.**”



“I would consider long-distance travel in the next three years to seek **relaxation.**”



“I would consider long-distance travel in the next three years for **health and fitness purposes.**”



1 = strongly disagree  
 2  
 3  
 4  
 5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?”

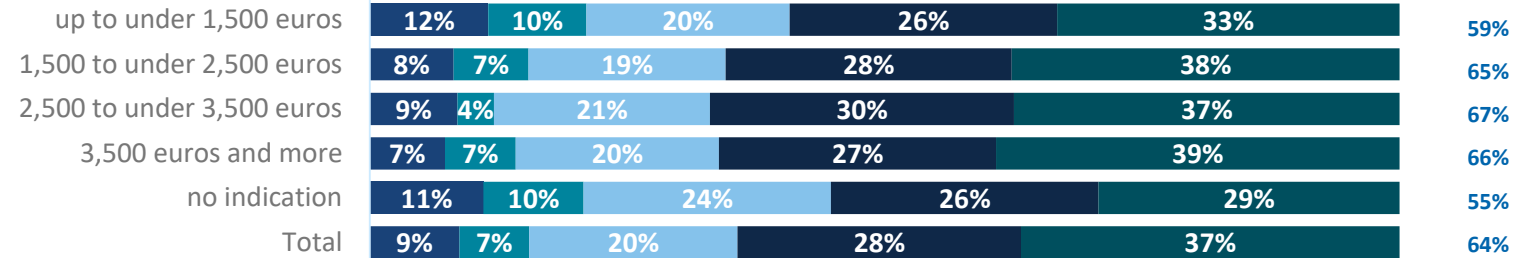
(single answer) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)



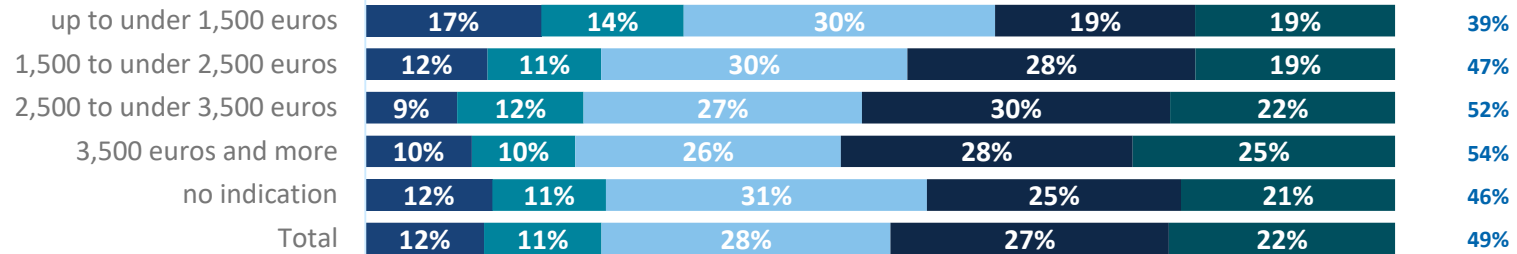
## Bivariate results: Intrinsic travel motives long-distance trips / income groups II

Top-2-Box

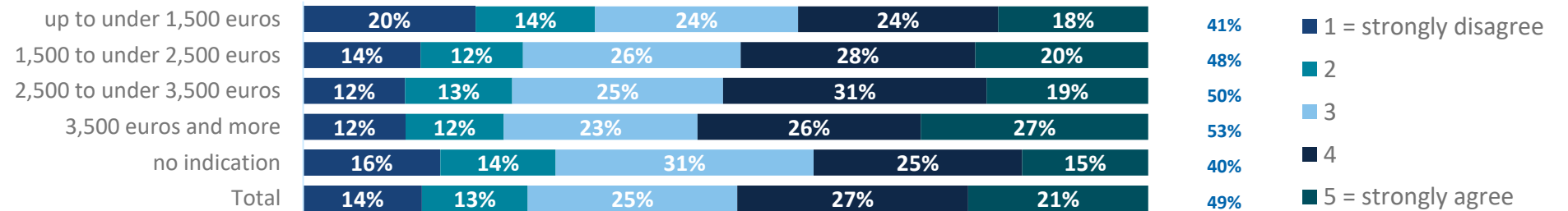
“I would consider long-distance travel in the next three years to **travel for escape.**”



“I would consider long-distance travel in the next three years to **seek enjoyment and excitement.**”\*



“I would consider long-distance travel in the next three years to **experience something exclusive** that not everyone can experience like this.”\*



1 = strongly disagree  
 2  
 3  
 4  
 5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

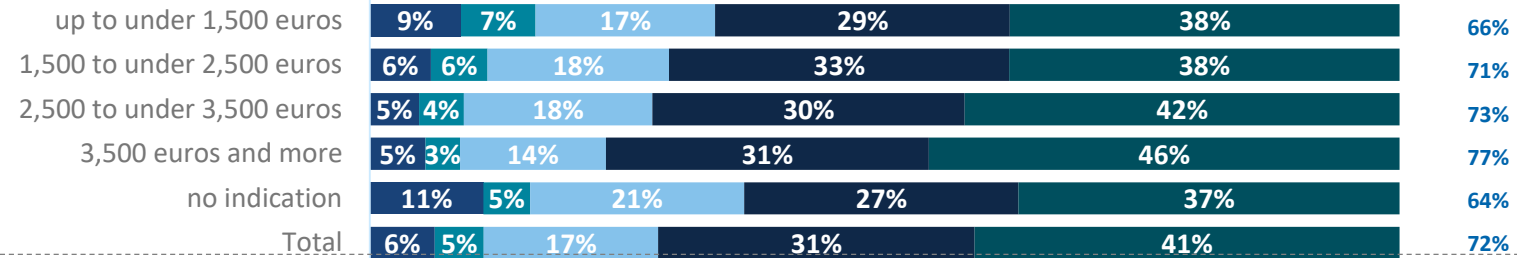
Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?”

(single answer) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

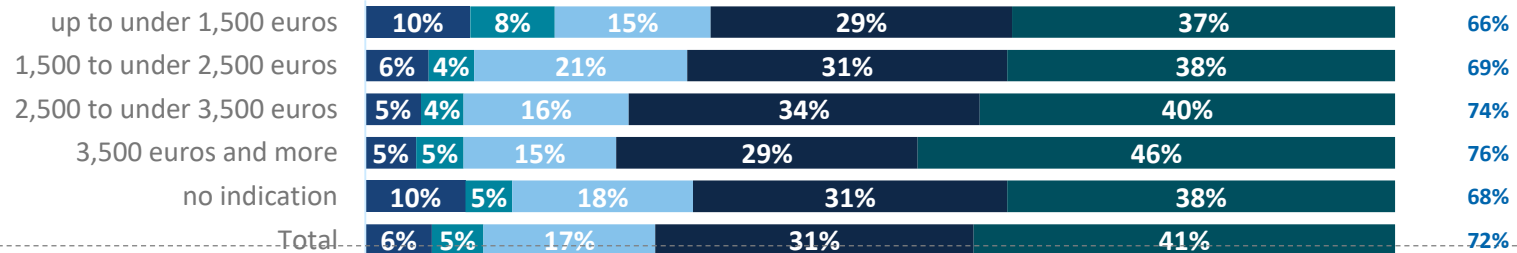
## Bivariate results: Intrinsic travel motives long-distance trips / income groups III

Top-2-Box

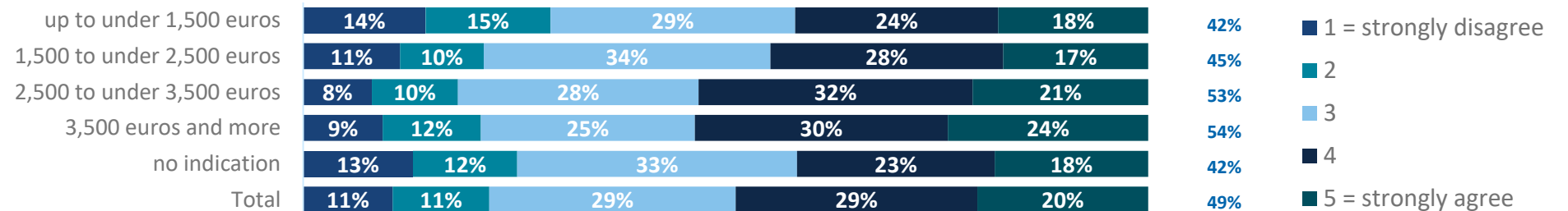
“I would consider long-distance travel in the next three years to **experience nature** (beautiful landscapes, clean air, clean water).”\*



“I would consider long-distance travel in the next three years to **gain new impressions**, to get to know something completely different.”\*



“I would consider long-distance travel in the next three years to do something for **culture and education**.”\*



1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

Questions: “If you add everything up: What is the monthly net income you all have together in the household after deducting taxes and social security?”

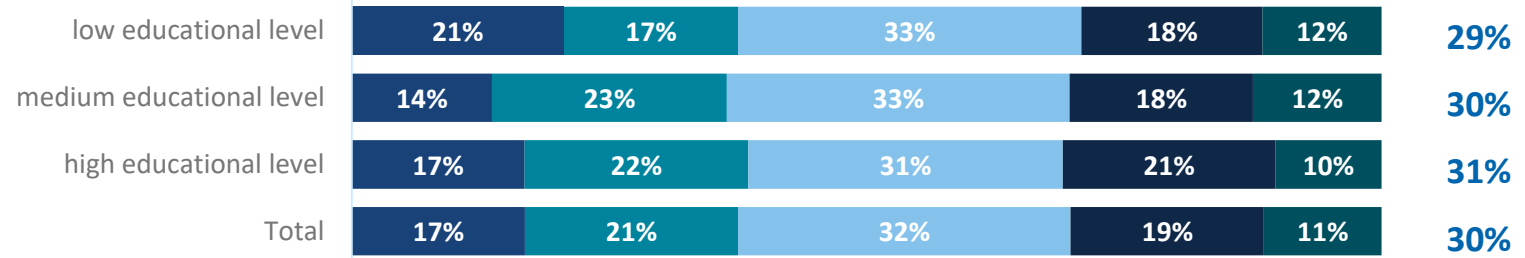
(single answer) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

# **Long-distance travel in general: Level of education**

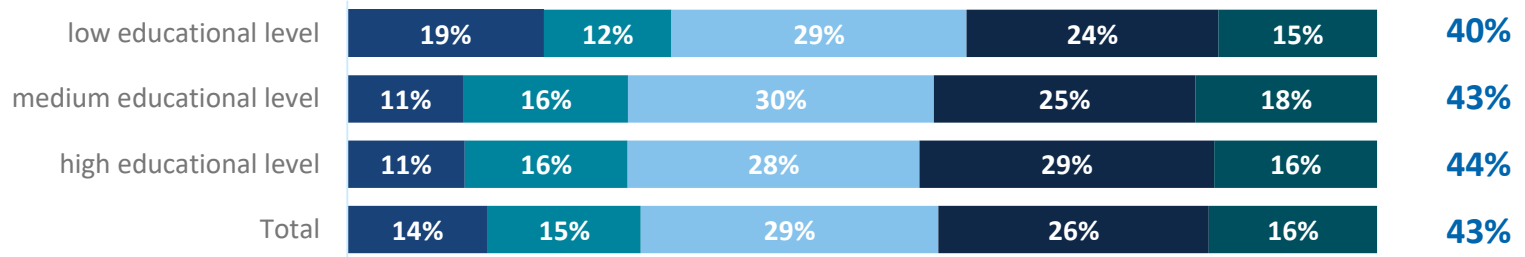
# Bivariate results: Perception of distant destinations / level of education I

Top-2-Box

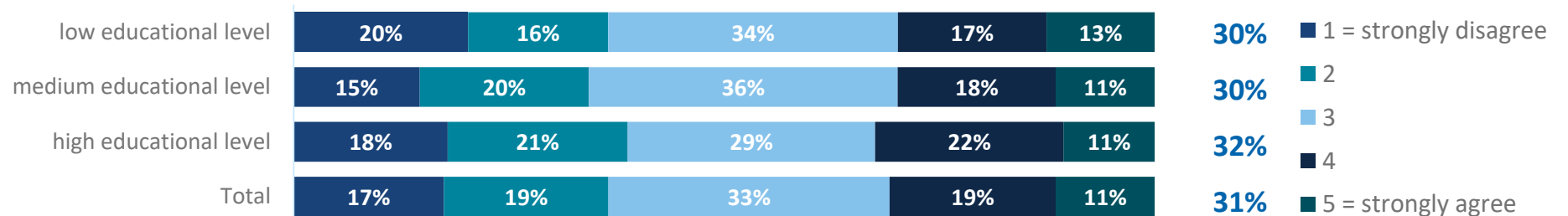
“The farther the destination is from my place of residence, the **more I want to visit that place.**”\*



“I want to **escape** from my present life, and travel to distant destinations can help me achieve this goal.”\*



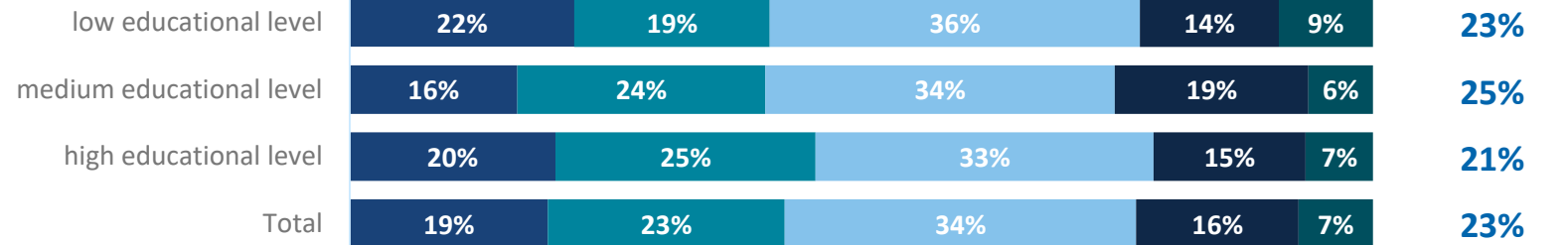
“The farther the destination is, the **happier** I feel when I think of visiting there.”\*



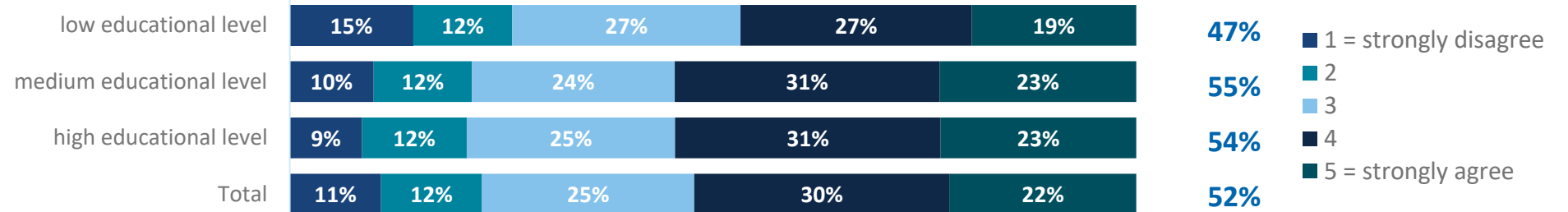
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “What is your highest educational qualification?” (single answer/ answers classified into groups: “low educational level”: no general school leaving certificate, General education school and lower secondary school or elementary school leaving certificate; “medium educational level”: secondary school, i.e. Mittlere Reife or equivalent qualification; “high educational level”: entrance qualification for a university of applied sciences or general higher education entrance qualification, i.e. Abitur (university entrance qualification), technical college or university degree) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

## Bivariate results: Perception of distant destinations / level of education II

“The farther the destination is, the more **relaxed** I feel when I think of visiting there.”\*



“The farther the destination is, the more **excited** I am to think about visiting there.”\*

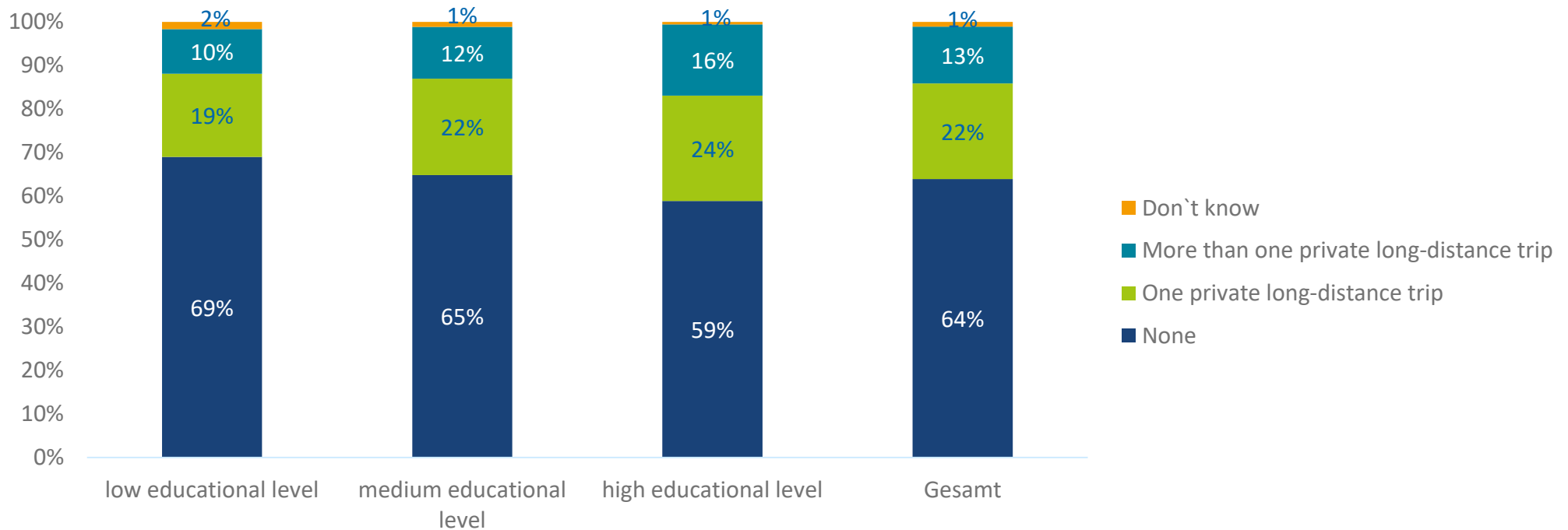


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

Questions: “What is your highest educational qualification?” (single answer/ answers classified into groups: “low educational level”: no general school leaving certificate, General education school and lower secondary school or elementary school leaving certificate; “medium educational level”: secondary school, i.e. Mittlere Reife or equivalent qualification; “high educational level”: entrance qualification for a university of applied sciences or general higher education entrance qualification, i.e. Abitur (university entrance qualification), technical college or university degree) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

# Bivariate Results: Long-distance travel behaviour during Covid-19 times / level of education

Long-distance trips during Covid-19 times (since March 2020)\*

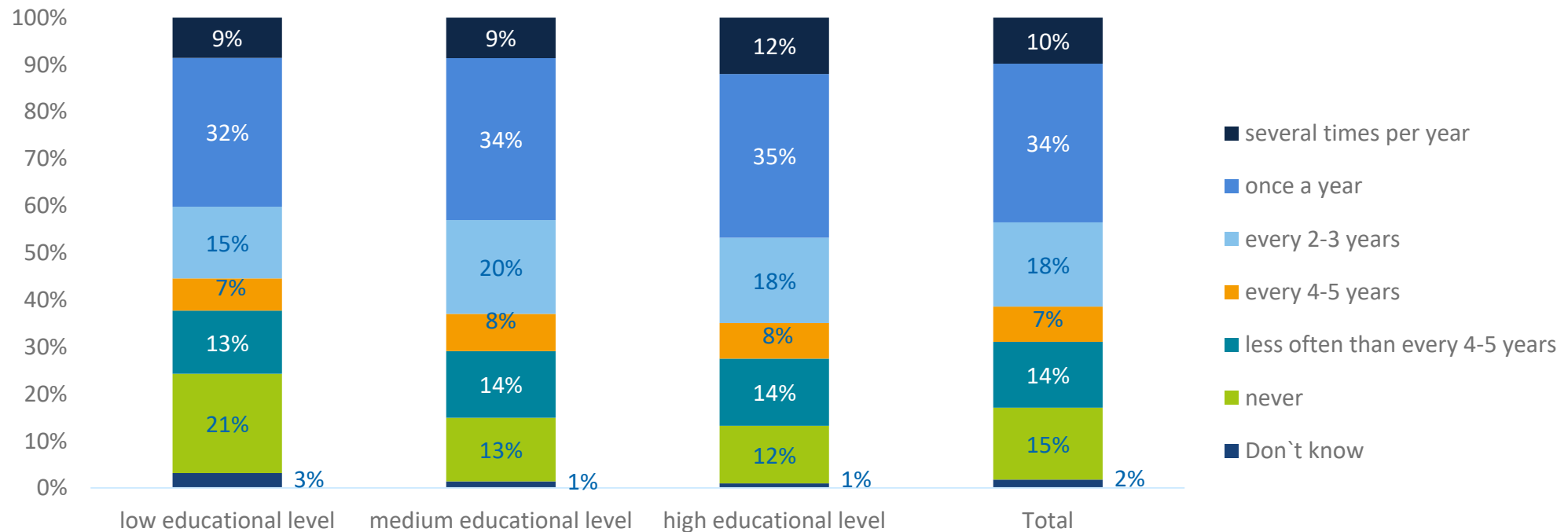


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test;  $p < 0.05$ )

Questions: "What is your highest educational qualification?" (single answer/ answers classified into groups: "low educational level": no general school leaving certificate, General education school and lower secondary school or elementary school leaving certificate; "medium educational level": secondary school, i.e. Mittlere Reife or equivalent qualification; "high educational level": entrance qualification for a university of applied sciences or general higher education entrance qualification, i.e. Abitur (university entrance qualification), technical college or university degree) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. How many private long-distance trips have you taken since March 2020, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)

# Bivariate Results: Long-distance travel behaviour before Covid-19 times / level of education

Long-distance trips **before the pandemic** (before 2020)\*

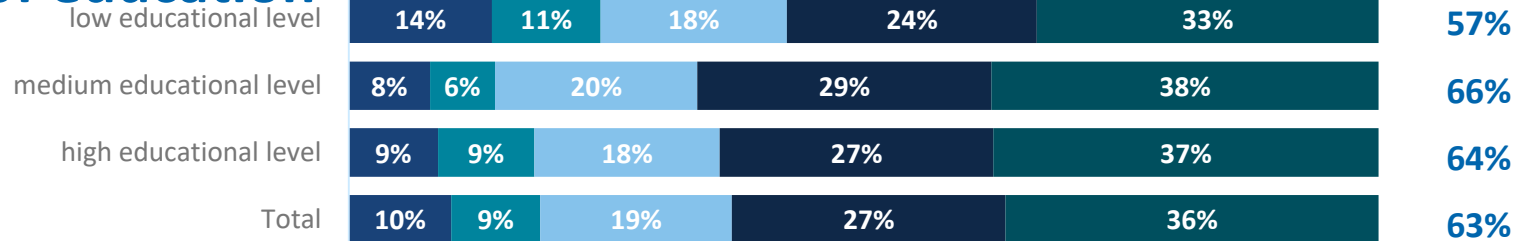


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
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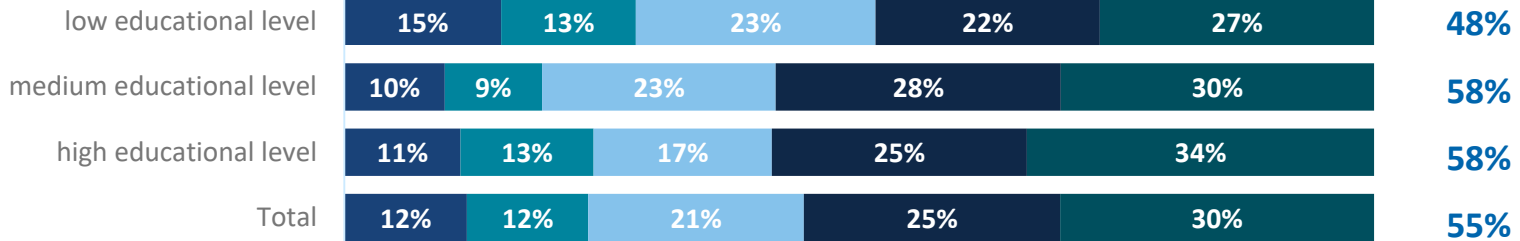
# Bivariate results: Intention to undertake long-distance travel next three years / level of education

Top-2-Box

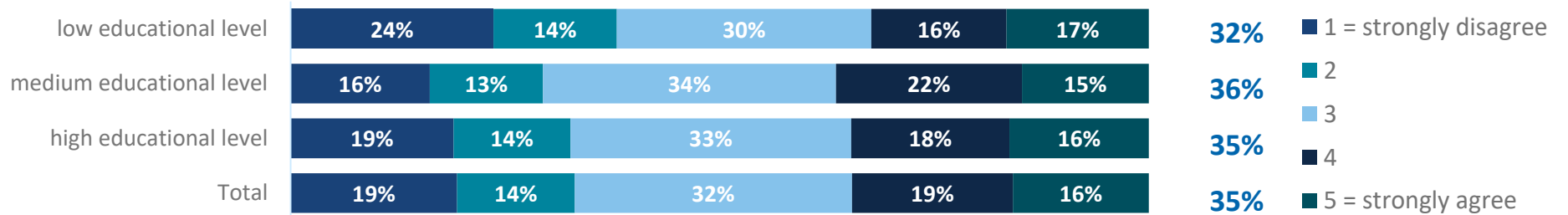
“I would visit a long-distance destination.” \*



“I would seriously consider visiting a long-distance destination.”\*



“I would recommend others (family and friends) to visit long-distance destinations.”\*



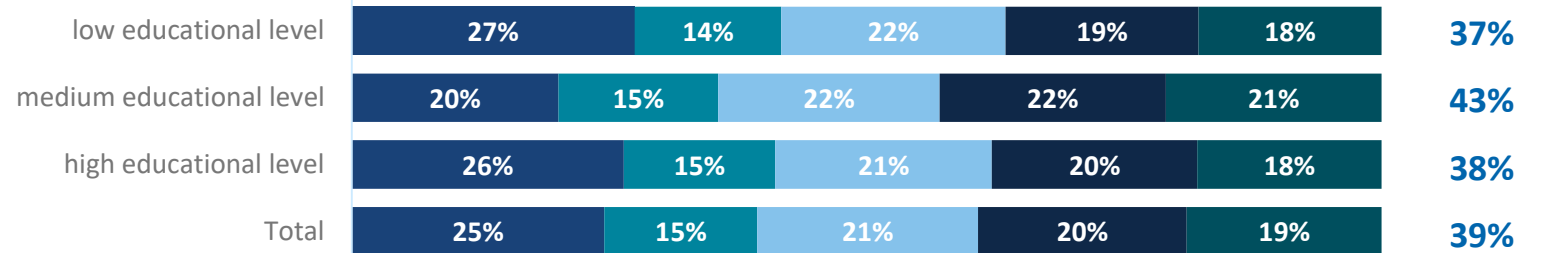
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
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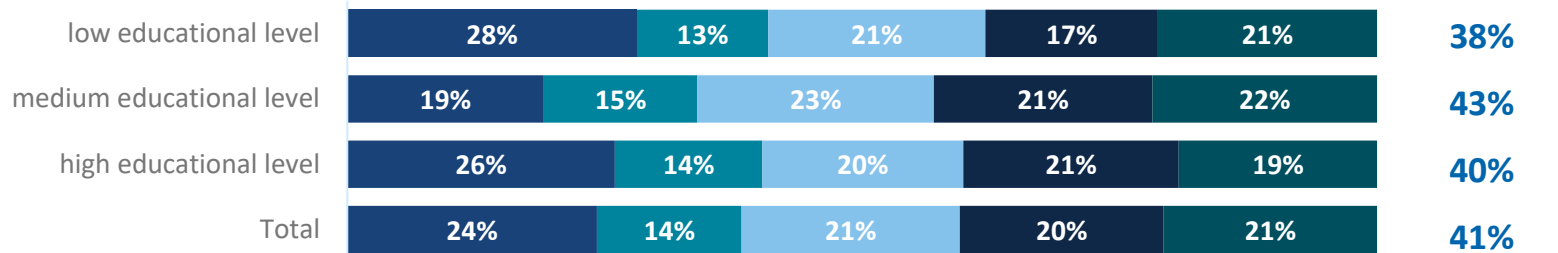
# Bivariate results: Desire to go on long-distance trips next three years / level of education

Top-2-Box

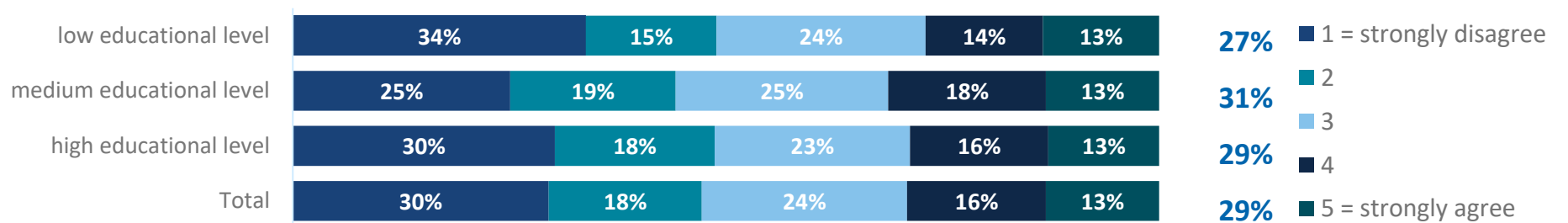
“I’m **thinking** about long-distance travel more frequently than three years ago.”



“My **desire** for long-distance travel is stronger than three years ago.”\*



“It is more **difficult to resist** long-distance travel than three years ago.”\*

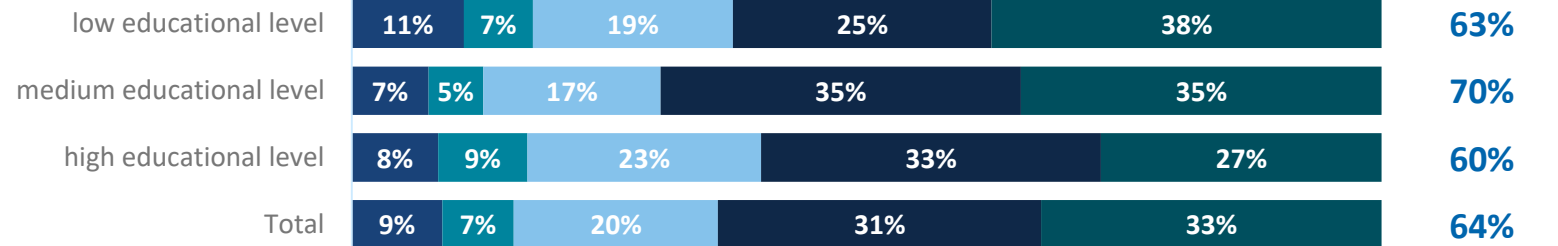


1 = strongly disagree  
2  
3  
4  
5 = strongly agree

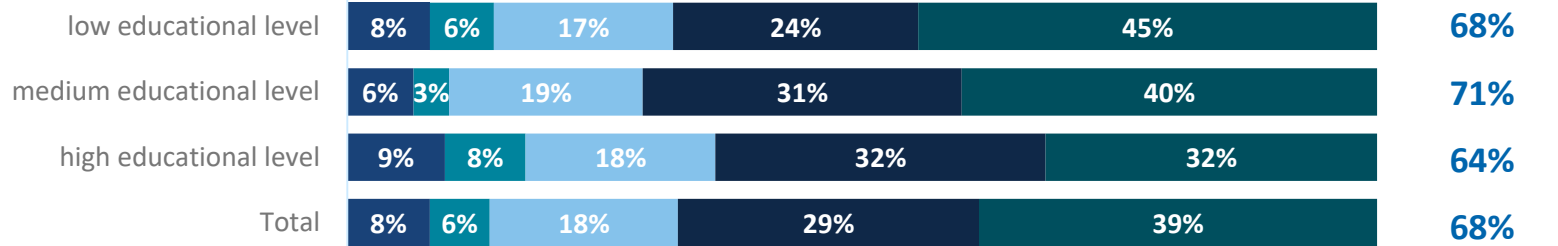
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
Question: “What is your highest educational qualification?” (single answer/ answers classified into groups: “low educational level”: no general school leaving certificate, General education school and lower secondary school or elementary school leaving certificate; “medium educational level”: secondary school, i.e. Mittlere Reife or equivalent qualification; “high educational level”: entrance qualification for a university of applied sciences or general higher education entrance qualification, i.e. Abitur (university entrance qualification), technical college or university degree) / “To what extent do you agree with the following statements regarding your desire to travel long-distance in the next three years privately? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

# Bivariate results: Intrinsic travel motives long-distance trips / level of education I

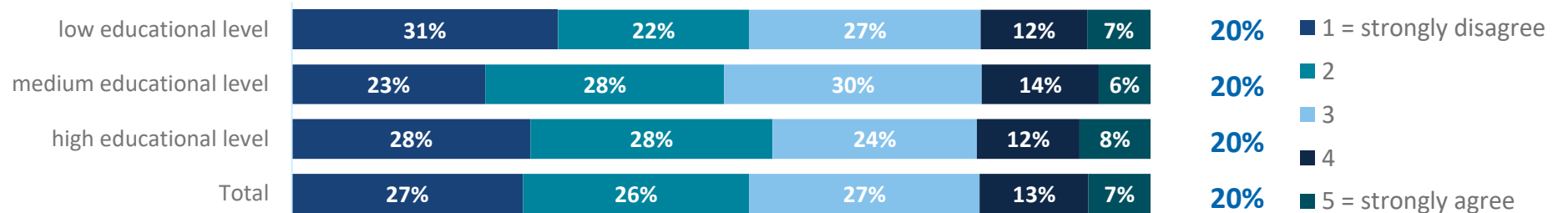
“I would consider long-distance travel in the next three years for my **wellbeing**.”\*



“I would consider long-distance travel in the next three years to seek **relaxation**.”\*



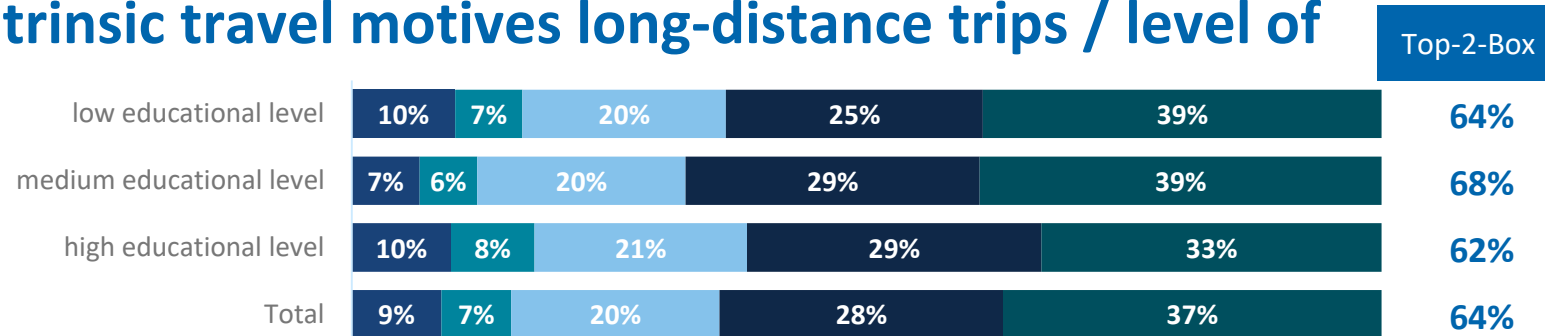
“I would consider long-distance travel in the next three years for **health and fitness purposes**.”\*



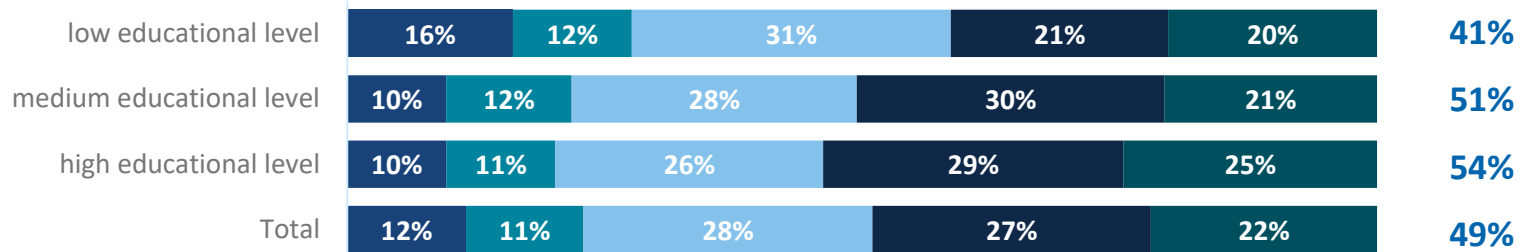
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
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## Bivariate results: Intrinsic travel motives long-distance trips / level of education II

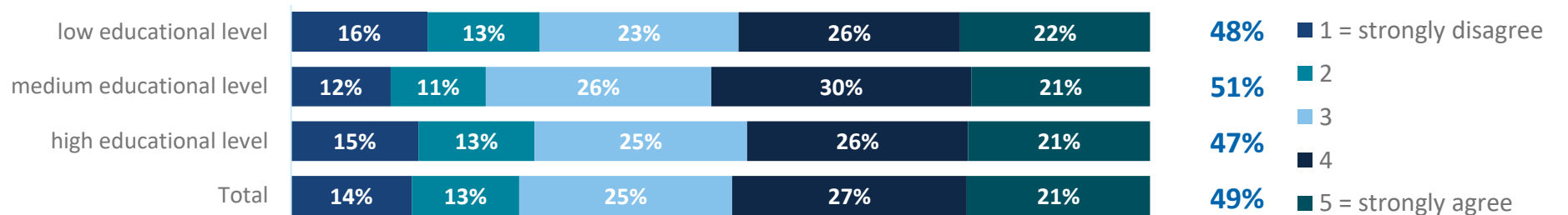
“I would consider long-distance travel in the next three years to **travel for escape.**”



“I would consider long-distance travel in the next three years to **seek enjoyment and excitement.**”\*



“I would consider long-distance travel in the next three years to **experience something exclusive** that not everyone can experience like this.”

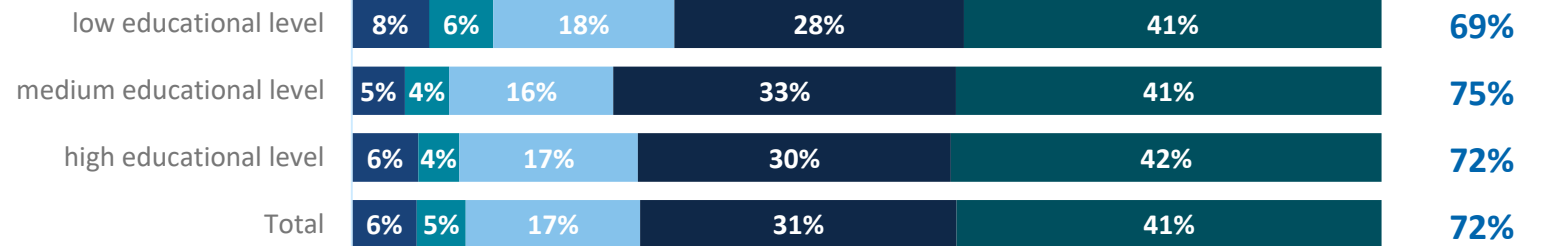


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

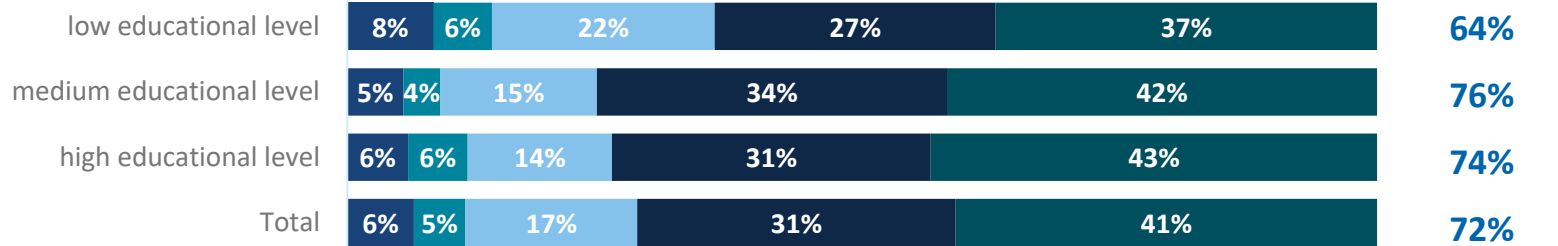
Questions: “What is your highest educational qualification?” (single answer/ answers classified into groups: “low educational level”: no general school leaving certificate, General education school and lower secondary school or elementary school leaving certificate; “medium educational level”: secondary school, i.e. Mittlere Reife or equivalent qualification; “high educational level”: entrance qualification for a university of applied sciences or general higher education entrance qualification, i.e. Abitur (university entrance qualification), technical college or university degree) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

## Bivariate results: Intrinsic travel motives long-distance trips / level of education III

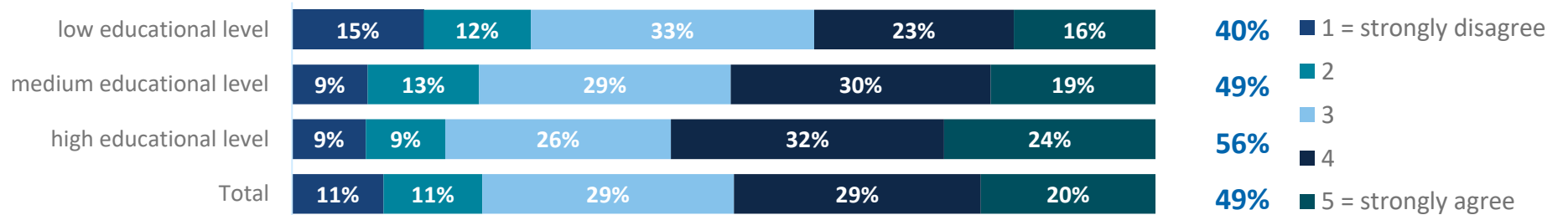
“I would consider long-distance travel in the next three years to **experience nature** (beautiful landscapes, clean air, clean water).”



“I would consider long-distance travel in the next three years to **gain new impressions**, to get to know something completely different.”\*



“I would consider long-distance travel in the next three years to do something for **culture and education**.”\*



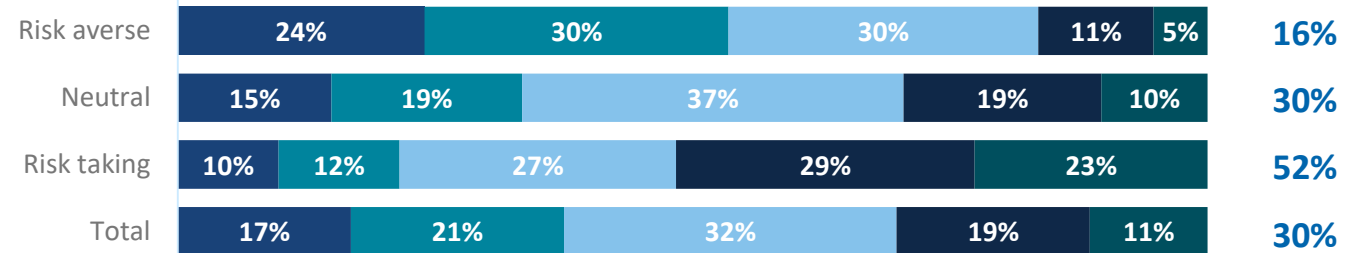
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
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# Long-distance travel in general: Risk types

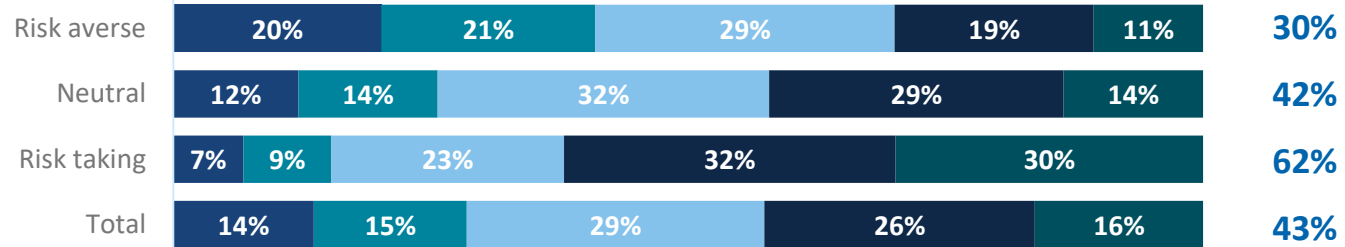
## Bivariate results: Perception of distant destinations / risk types I

Top-2-Box

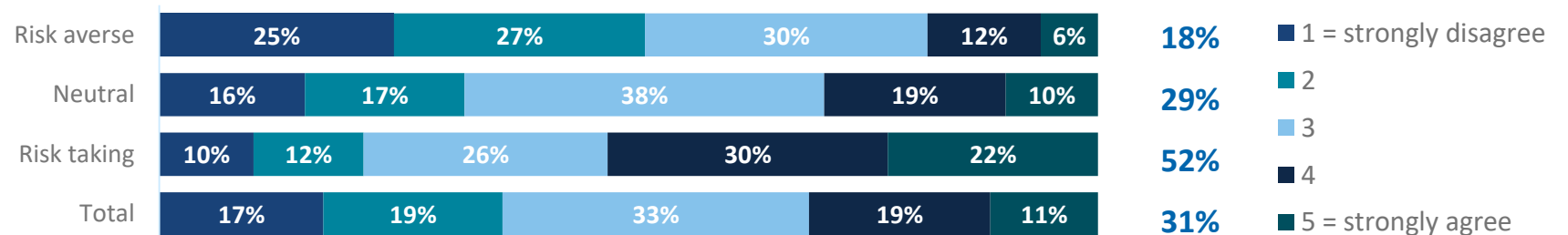
“The farther the destination is from my place of residence, the **more I want to visit that place.**”\*



“I want to **escape** from my present life, and travel to distant destinations can help me achieve this goal.”\*



“The farther the destination is, the **happier** I feel when I think of visiting there.”\*

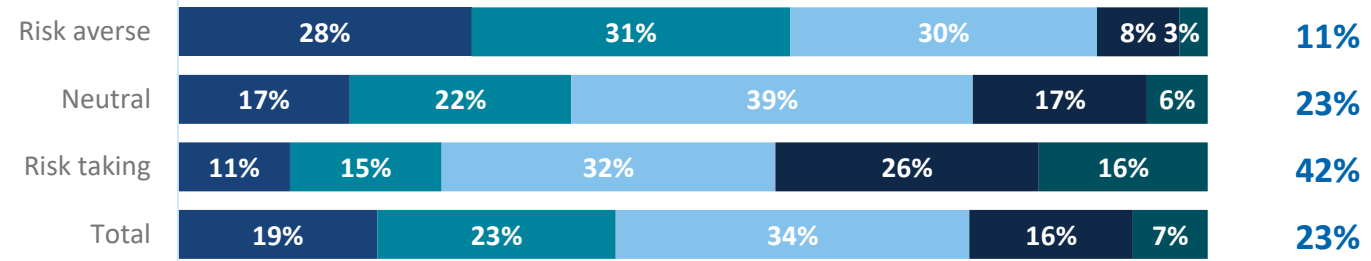


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = “I am very risk-averse” to 5 = “I am not at all risk-averse”. You can use the values in between to grade your assessment.” (answers classified into groups: “Risk averse” = 1 and 2; “neutral” = 3; “Risk taking” = 4 and 5) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

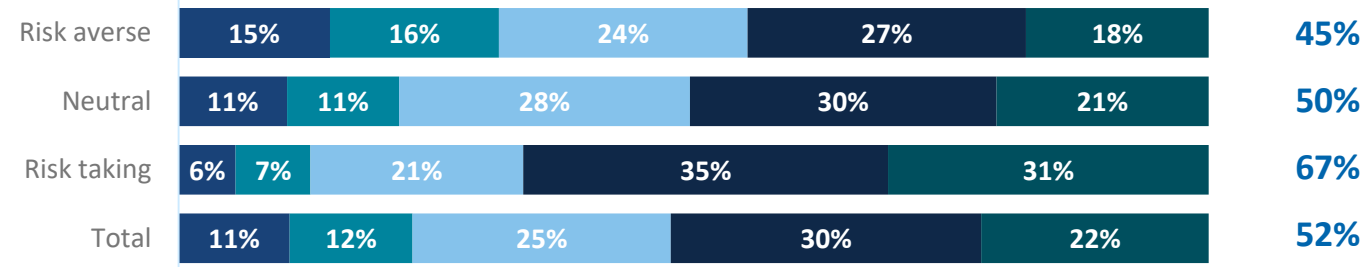
## Bivariate results: Perception of distant destinations / risk types II

Top-2-Box

“The farther the destination is, the more **relaxed** I feel when I think of visiting there.”\*



“The farther the destination is, the more **excited** I am to think about visiting there.”\*

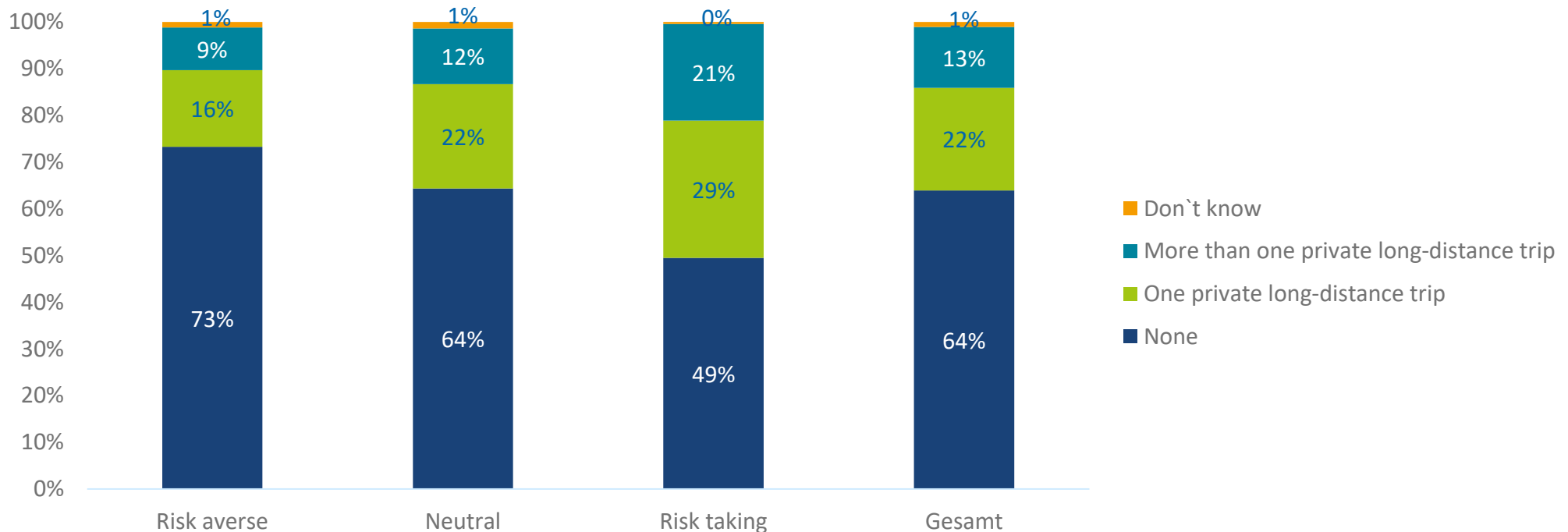


■ 1 = strongly disagree  
■ 2  
■ 3  
■ 4  
■ 5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
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## Bivariate Results: Long-distance travel behaviour during Covid-19 times / risk types

Long-distance trips during Covid-19 times (since March 2020)\*

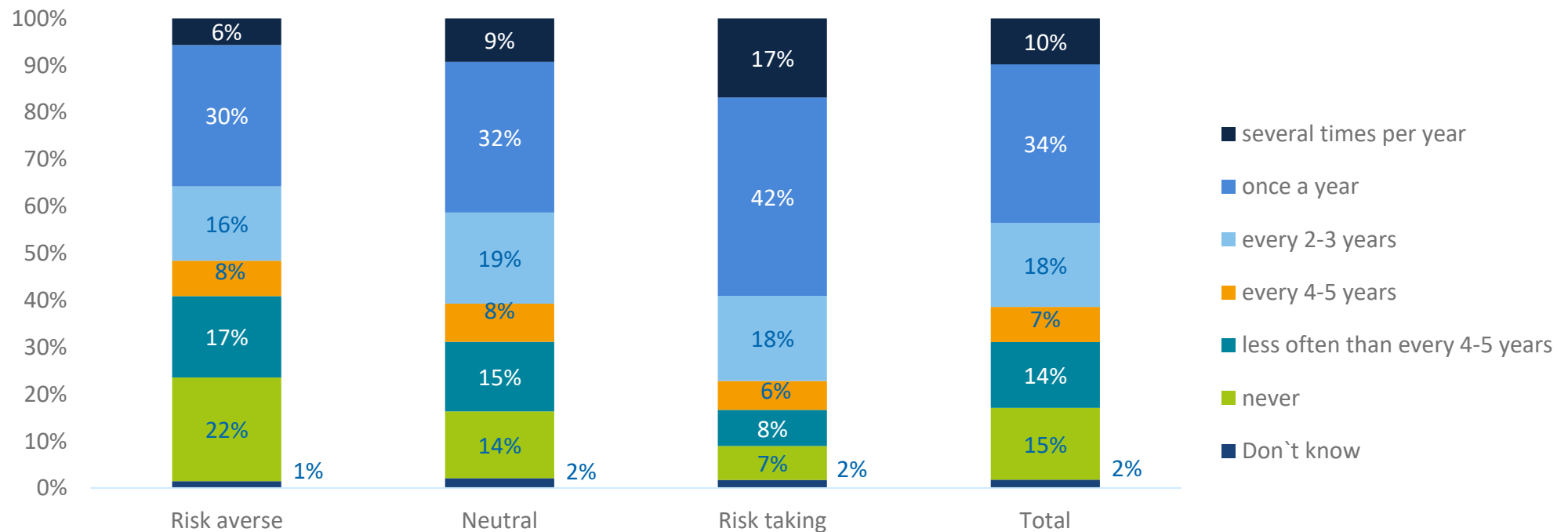


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.\*Differences are significant (Chi Square Test;  $p < 0.05$ )  
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## Bivariate Results: Long-distance travel behaviour before Covid-19 times / risk types

Long-distance trips **before the pandemic** (before 2020)\*



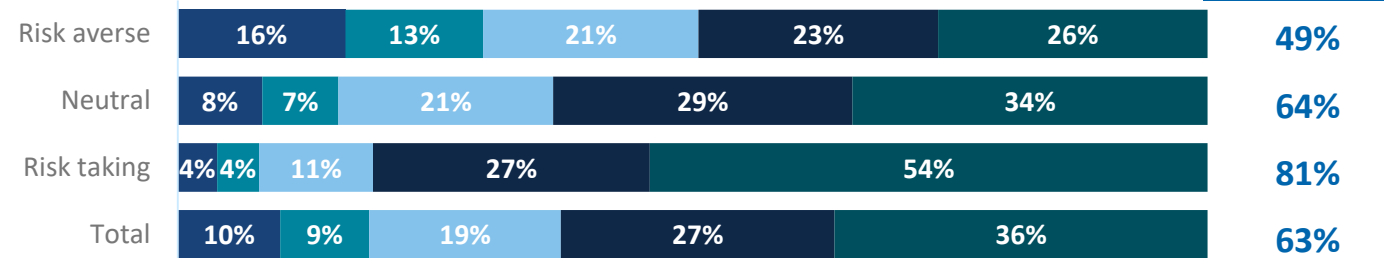
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

Questions: "Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = "I am very risk-averse" to 5 = "I am not at all risk-averse". You can use the values in between to grade your assessment." (answers classified into groups: "Risk averse" = 1 and 2; "neutral" = 3; "Risk taking" = 4 and 5) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. "And how often did you go on private long-distance trips before the Covid-19 pandemic, i.e. before 2020?" (single answer)

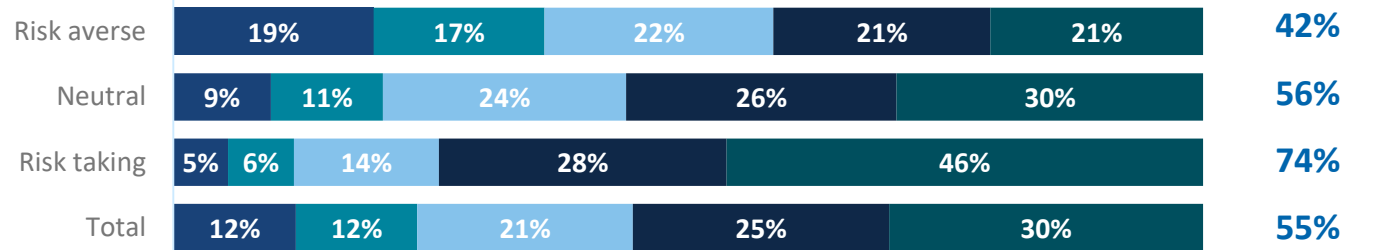
# Bivariate results: Intention to undertake long-distance travel next three years / risk types

Top-2-Box

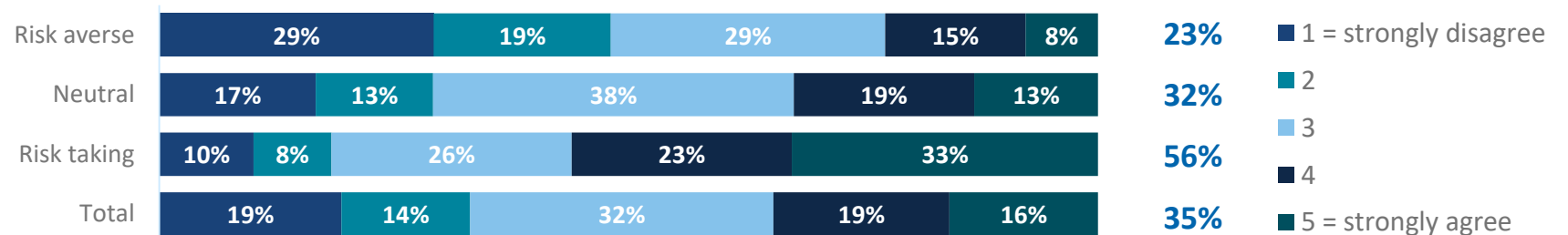
“I would visit a long-distance destination.” \*



“I would seriously consider visiting a long-distance destination.”\*



“I would recommend others (family and friends) to visit long-distance destinations.”\*

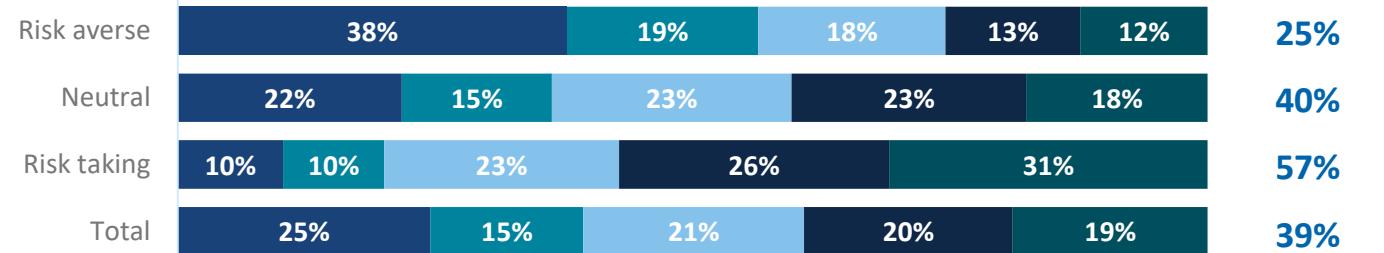


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Question: “Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = “I am very risk-averse” to 5 = “I am not at all risk-averse”. You can use the values in between to grade your assessment.” (answers classified into groups: “Risk averse” = 1 and 2; “neutral” = 3; “Risk taking” = 4 and 5) / “What are your plans to undertake long-distance travel in the next three years? To what extent do you agree with the following statements? Please use a scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

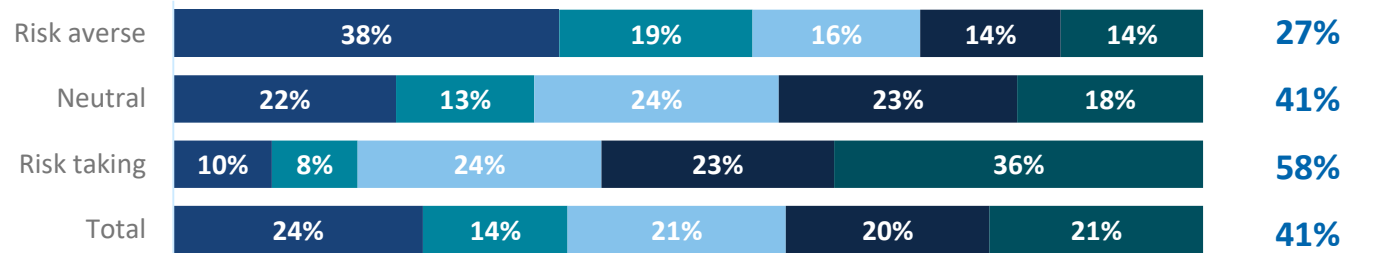
# Bivariate results: Desire to go on long-distance trips next three years / risk types

Top-2-Box

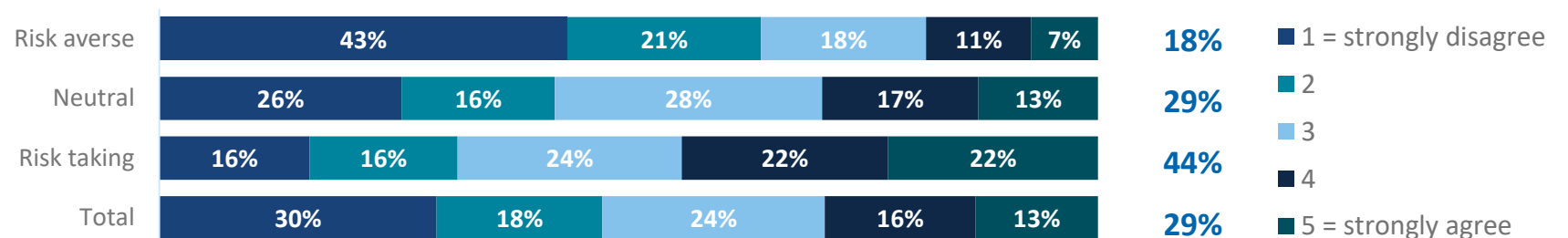
“I’m **thinking** about long-distance travel more frequently than three years ago.”\*



“My **desire** for long-distance travel is stronger than three years ago.”\*



“It is more **difficult to resist** long-distance travel than three years ago.”\*



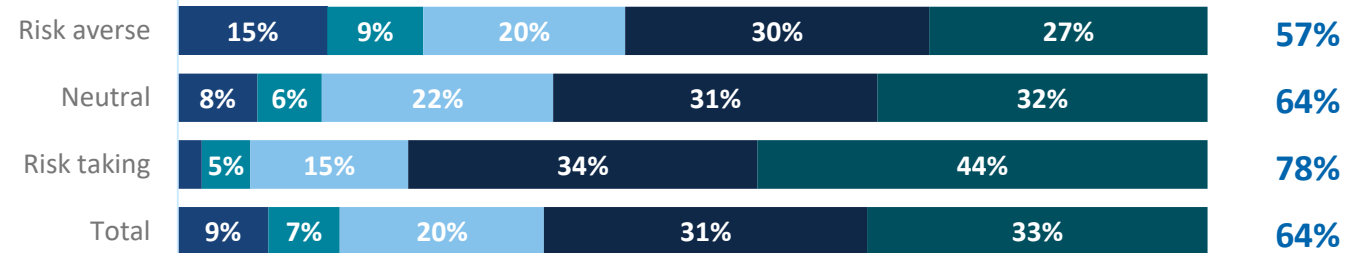
1 = strongly disagree  
 2  
 3  
 4  
 5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Question: “Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = “I am very risk-averse” to 5 = “I am not at all risk-averse”. You can use the values in between to grade your assessment.” (answers classified into groups: “Risk averse” = 1 and 2; “neutral” = 3; “Risk taking” = 4 and 5) / “To what extent do you agree with the following statements regarding your desire to travel long-distance in the next three years privately? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

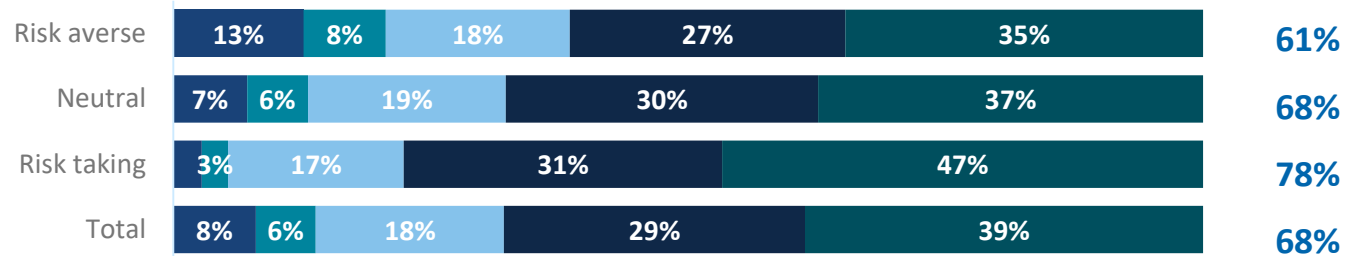
# Bivariate results: Intrinsic travel motives long-distance trips / risk types I

Top-2-Box

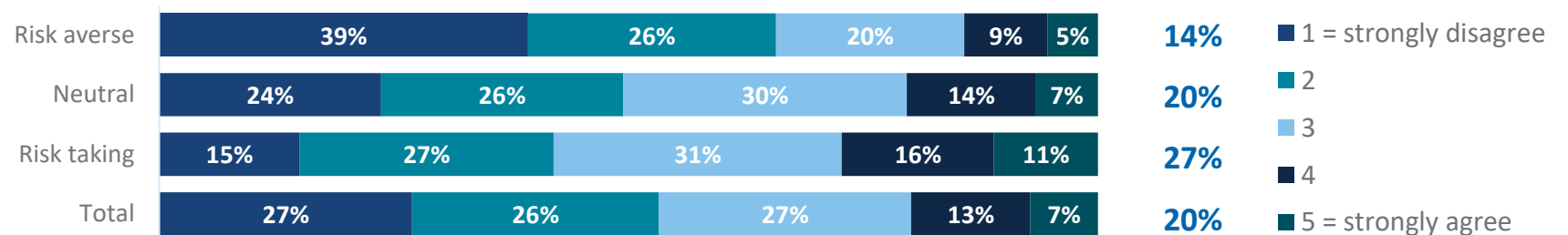
“I would consider long-distance travel in the next three years for my **wellbeing**.”\*



“I would consider long-distance travel in the next three years to seek **relaxation**.”\*



“I would consider long-distance travel in the next three years for **health and fitness purposes**.”\*



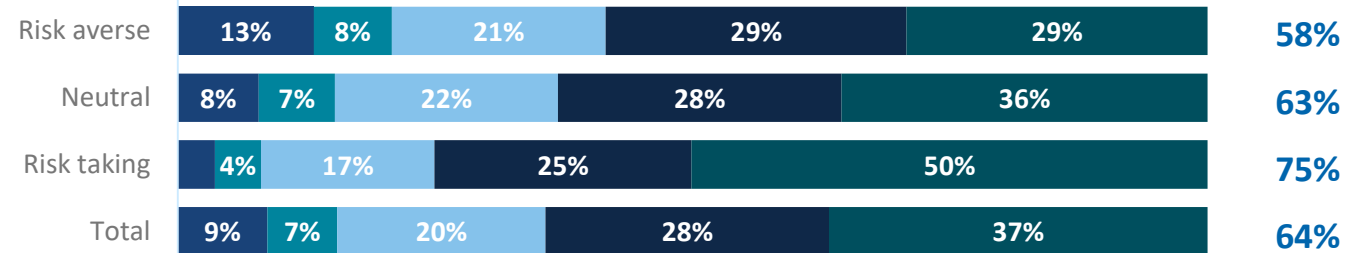
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Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = “I am very risk-averse” to 5 = “I am not at all risk-averse”. You can use the values in between to grade your assessment.” (answers classified into groups: “Risk averse” = 1 and 2; “neutral” = 3; “Risk taking” = 4 and 5) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

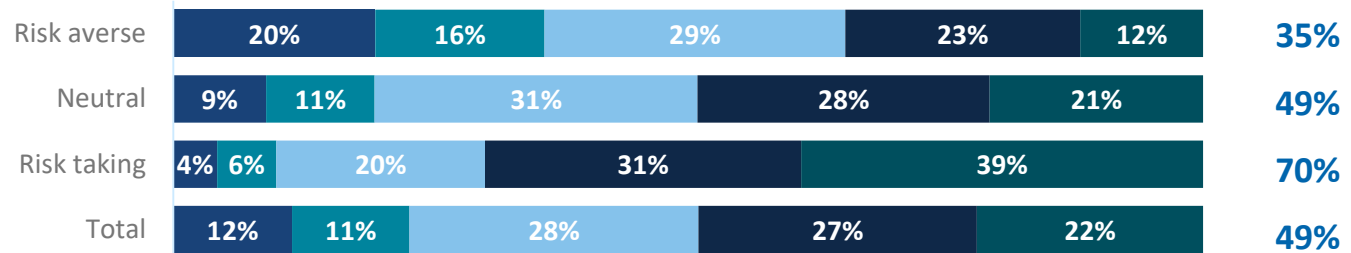
## Bivariate results: Intrinsic travel motives long-distance trips / risk types II

Top-2-Box

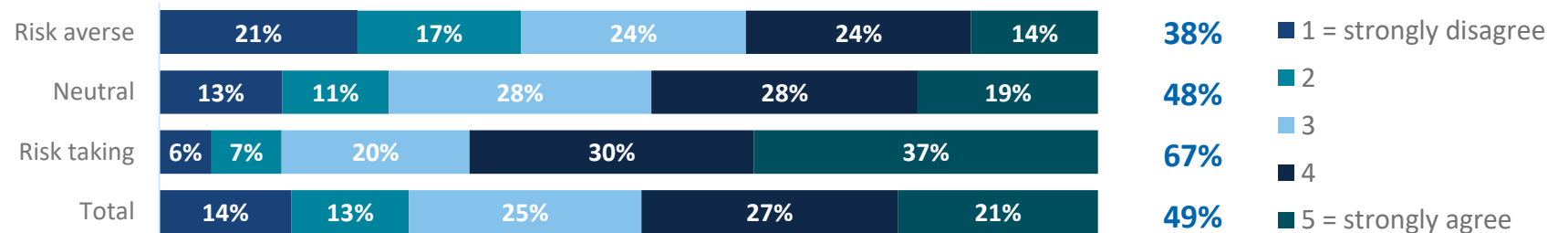
“I would consider long-distance travel in the next three years to **travel for escape**.”\*



“I would consider long-distance travel in the next three years to **seek enjoyment and excitement**.”\*



“I would consider long-distance travel in the next three years to **experience something exclusive** that not everyone can experience like this.”\*



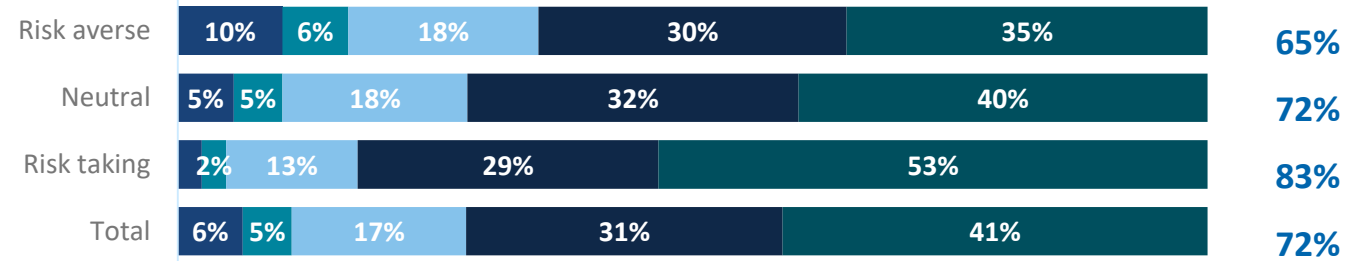
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5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = “I am very risk-averse” to 5 = “I am not at all risk-averse”. You can use the values in between to grade your assessment.” (answers classified into groups: “Risk averse” = 1 and 2; “neutral” = 3; “Risk taking” = 4 and 5) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

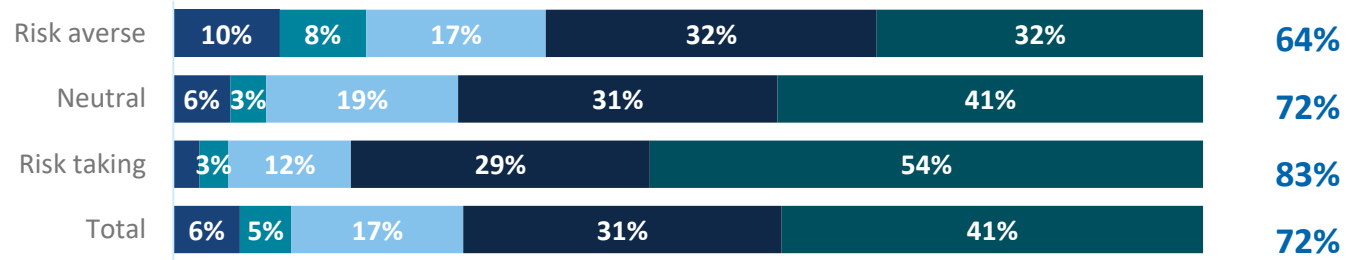
## Bivariate results: Intrinsic travel motives long-distance trips / risk types III

Top-2-Box

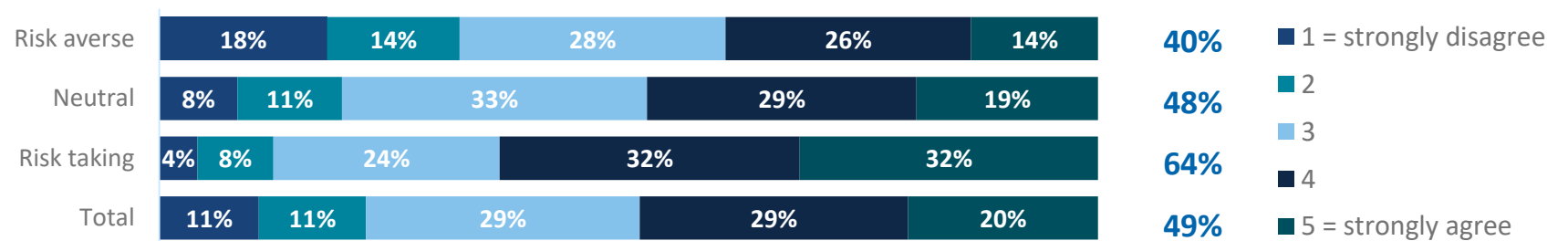
“I would consider long-distance travel in the next three years to **experience nature** (beautiful landscapes, clean air, clean water).”\*



“I would consider long-distance travel in the next three years to **gain new impressions**, to get to know something completely different.”\*



“I would consider long-distance travel in the next three years to do something for **culture and education**.”\*



1 = strongly disagree  
 2  
 3  
 4  
 5 = strongly agree

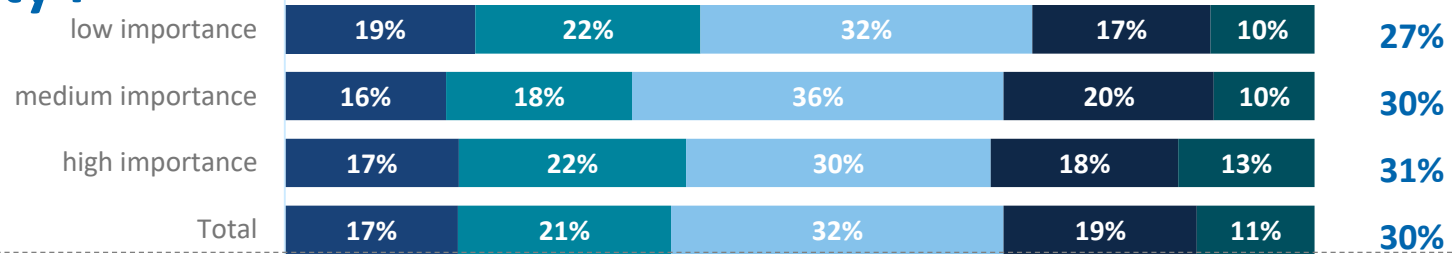
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “Once you assess yourself, what kind of risk type are you? Please use the scale from 1 = “I am very risk-averse” to 5 = “I am not at all risk-averse”. You can use the values in between to grade your assessment.” (answers classified into groups: “Risk averse” = 1 and 2; “neutral” = 3; “Risk taking” = 4 and 5) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

**Long-distance travel in general:  
Importance of ecological sustainability**

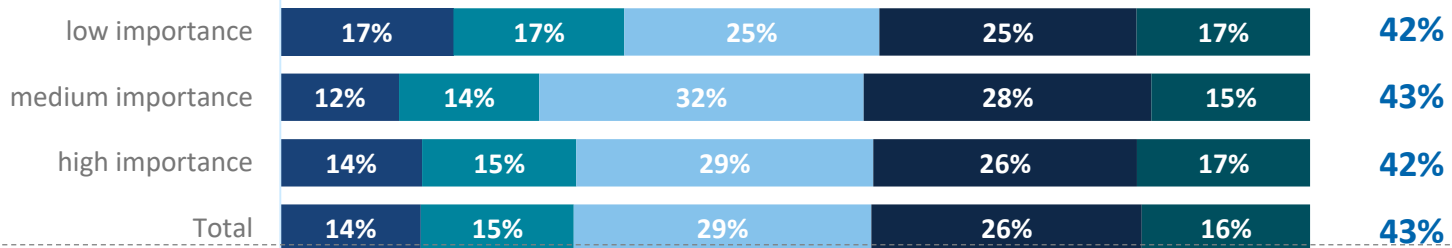
# Bivariate results: Perception of distant destinations / importance of ecological sustainability I

Top-2-Box

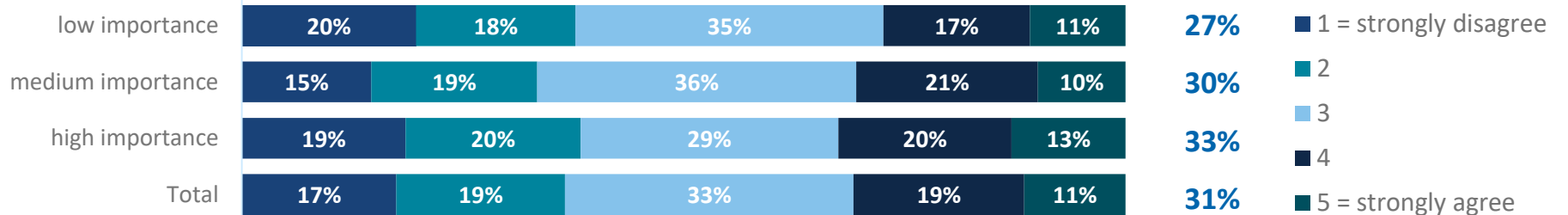
“The farther the destination is from my place of residence, the **more I want to visit that place.**”\*



“I want to **escape** from my present life, and travel to distant destinations can help me achieve this goal.”



“The farther the destination is, the **happier** I feel when I think of visiting there.”\*



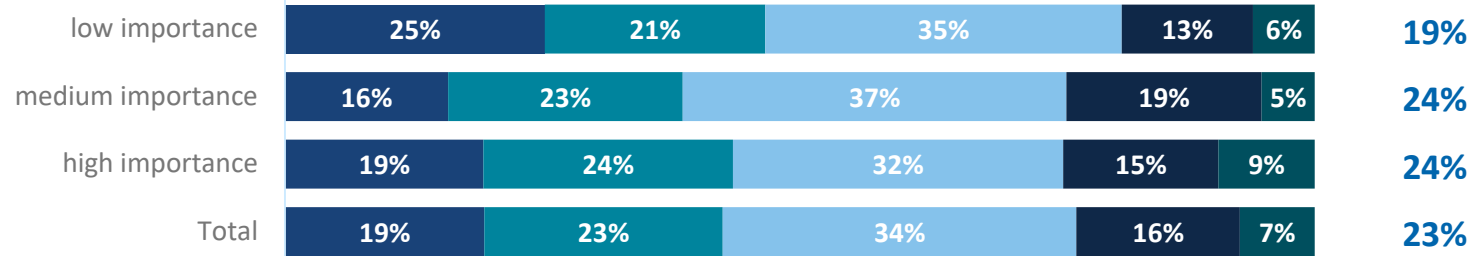
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n = 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How important is it to you to minimise your private travel’s environmental impact (e.g. carbon footprint)? Please use the scale from 1 = “not important at all” to 5 = “very important”. You can use the values in between to grade your assessment.” (answers classified into groups: “low importance” = 1 and 2; “medium importance” = 3; “high importance” = 4 and 5) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)



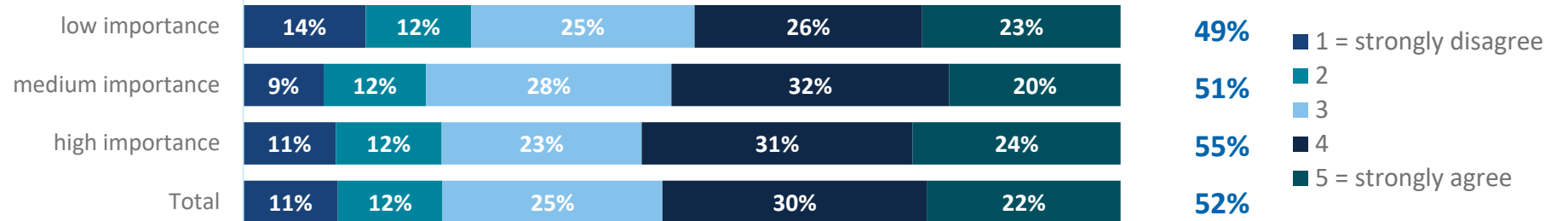
# Bivariate results: Perception of distant destinations / importance of ecological sustainability II

Top-2-Box

“The farther the destination is, the more **relaxed** I feel when I think of visiting there.”\*



“The farther the destination is, the more **excited** I am to think about visiting there.”\*

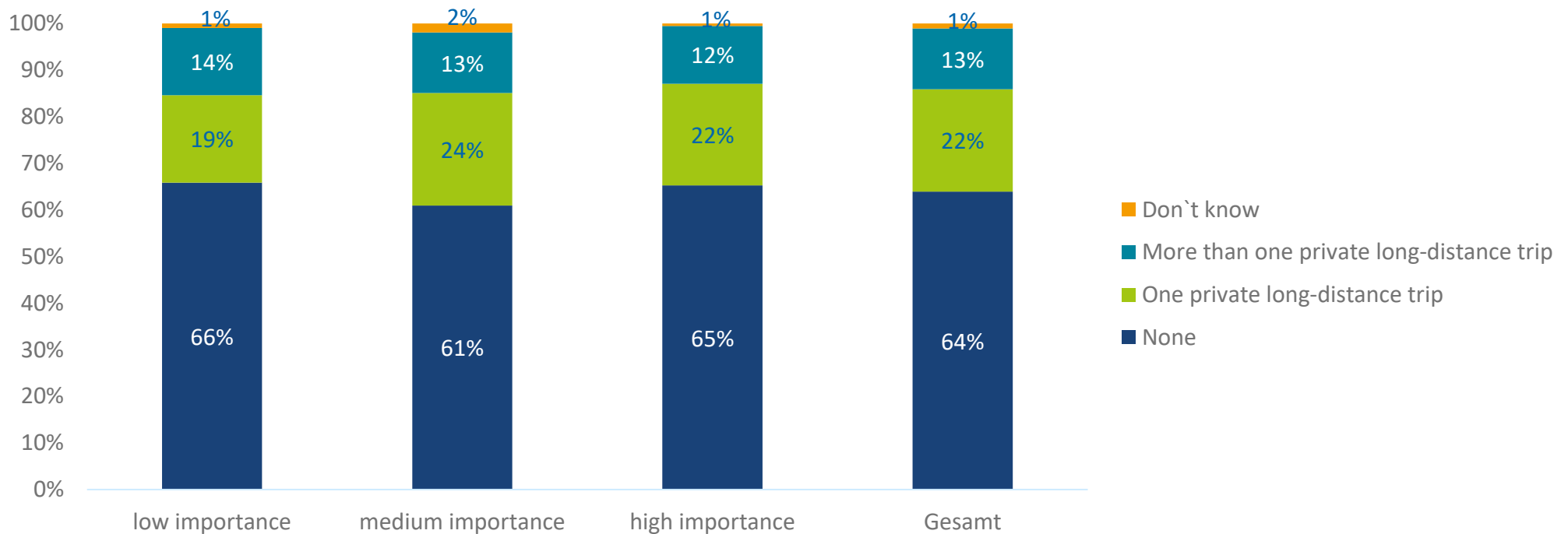


1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How important is it to you to minimise your private travel’s environmental impact (e.g. carbon footprint)? Please use the scale from 1 = “not important at all” to 5 = “very important”. You can use the values in between to grade your assessment.” (answers classified into groups: “low importance” = 1 and 2; “medium importance” = 3; “high importance” = 4 and 5) / “Now we have a question about your general choice of destination for private travel. To what extent do you agree with the following statements? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

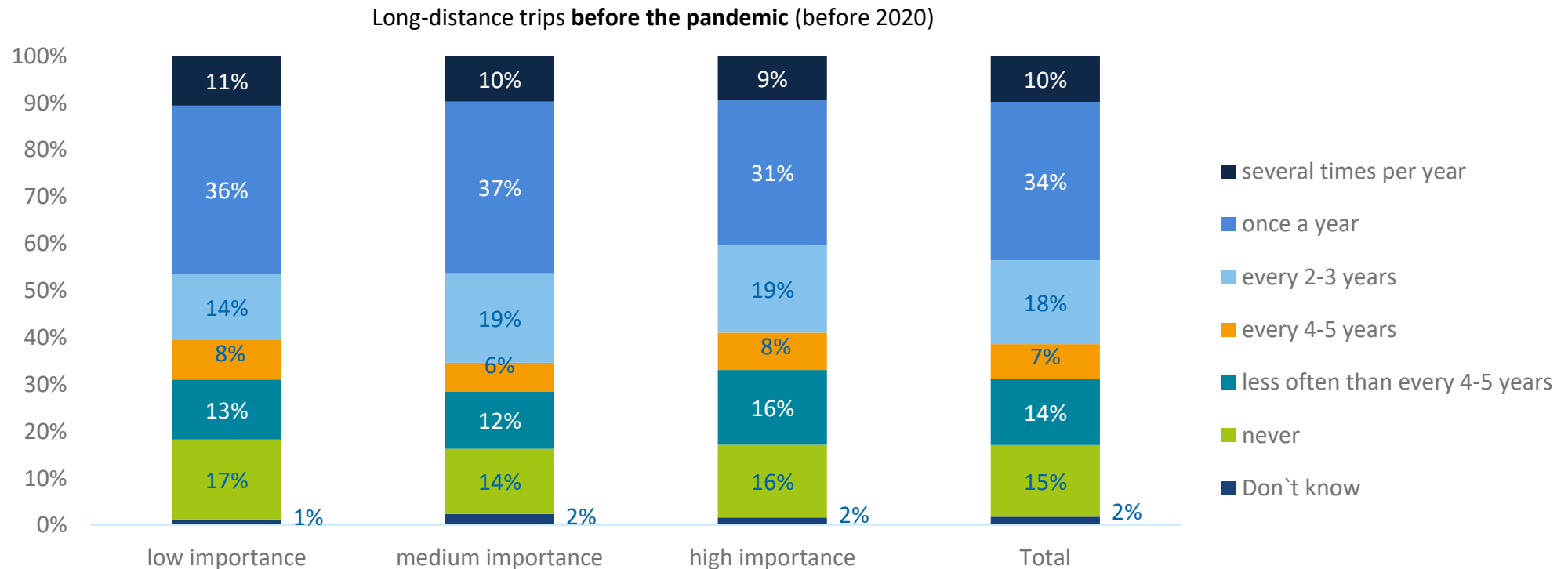
# Bivariate Results: Long-distance travel behaviour during Covid-19 times / importance of ecological sustainability

Long-distance trips during Covid-19 times (since March 2020)\*



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.\*Differences are significant (Chi Square Test;  $p < 0.05$ )  
 Questions: "How important is it to you to minimise your private travel's environmental impact (e.g. carbon footprint)? Please use the scale from 1 = "not important at all" to 5 = "very important". You can use the values in between to grade your assessment." (answers classified into groups: "low importance" = 1 and 2; "medium importance" = 3; "high importance" = 4 and 5) / „This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. How many private long-distance trips have you taken since March 2020, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)

# Bivariate Results: Long-distance travel behaviour before Covid-19 times / importance of ecological sustainability

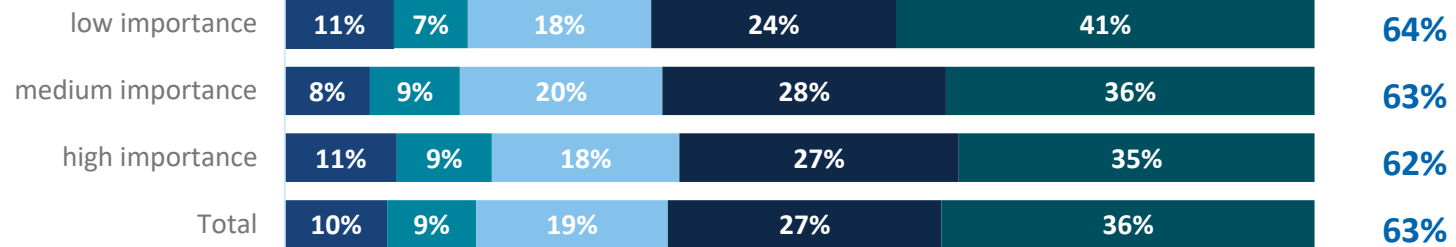


Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: "How important is it to you to minimise your private travel's environmental impact (e.g. carbon footprint)? Please use the scale from 1 = "not important at all" to 5 = "very important". You can use the values in between to grade your assessment." (answers classified into groups: "low importance" = 1 and 2; "medium importance" = 3; "high importance" = 4 and 5) / "This survey is first about long-distance travel in general. By long-distance travel, we mean travel to destinations outside Europe and the Mediterranean region for private purposes. "And how often did you go on private long-distance trips before the Covid-19 pandemic, i.e. before 2020?" (single answer)

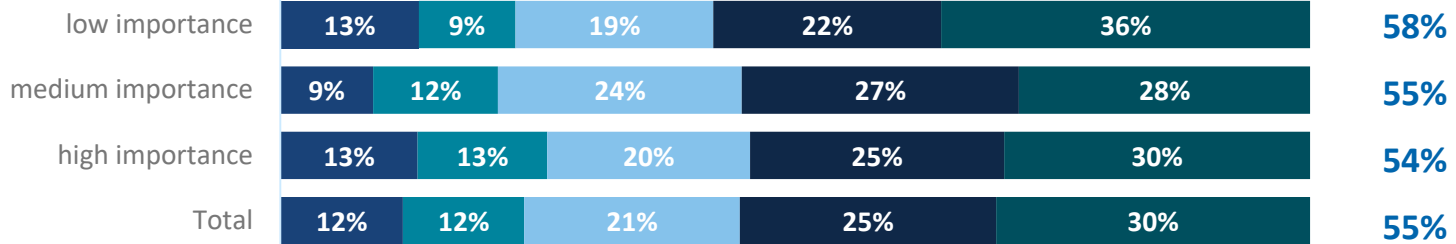
# Bivariate results: Intention to undertake long-distance travel next three years / importance of ecological sustainability

Top-2-Box

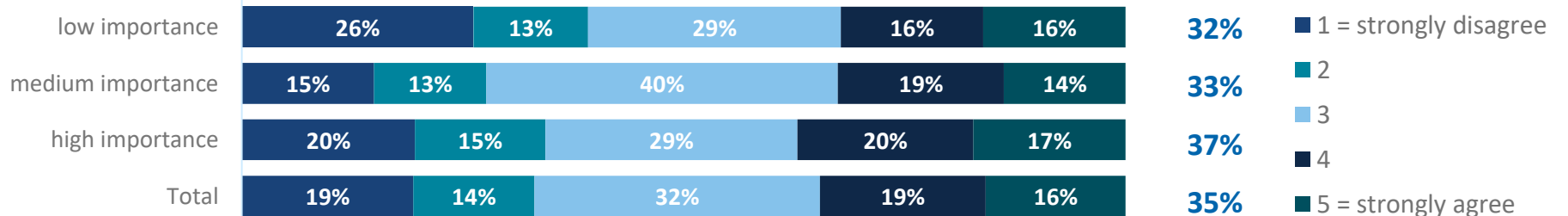
“I **would visit** a long-distance destination.”



“I **would seriously consider** visiting a long-distance destination.”\*



“I **would recommend** others (family and friends) to visit long-distance destinations.”\*



■ 1 = strongly disagree  
 ■ 2  
 ■ 3  
 ■ 4  
 ■ 5 = strongly agree

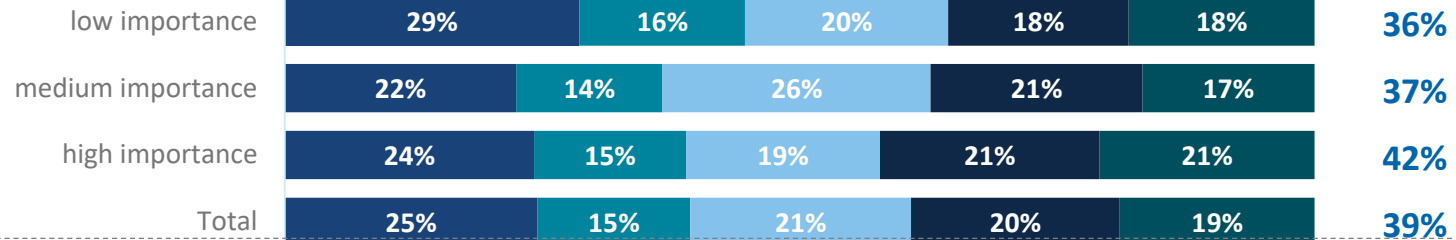
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)

Question: “How important is it to you to minimise your private travel's environmental impact (e.g. carbon footprint)? Please use the scale from 1 = “not important at all” to 5 = “very important”. You can use the values in between to grade your assessment.” (answers classified into groups: “low importance” = 1 and 2; “medium importance” = 3; “high importance” = 4 and 5) / “What are your plans to undertake long-distance travel in the next three years? To what extent do you agree with the following statements? Please use a scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

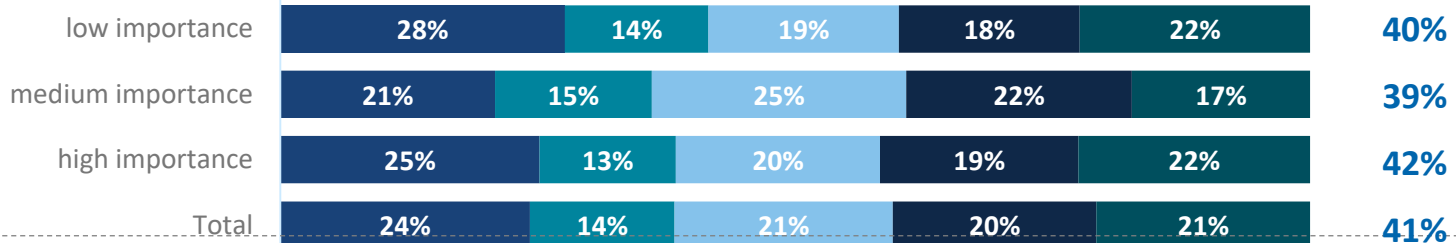
# Bivariate results: Desire to go on long-distance trips next three years / importance of ecological sustainability

Top-2-Box

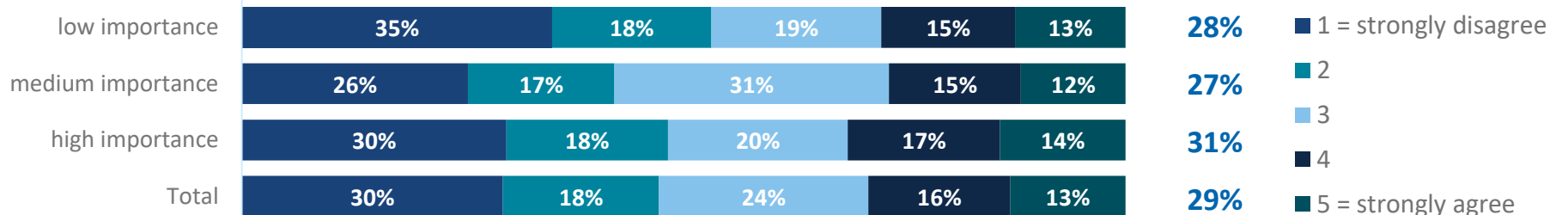
“I’m **thinking** about long-distance travel more frequently than three years ago.”\*



“My **desire** for long-distance travel is stronger than three years ago.”\*



“It is more **difficult to resist** long-distance travel than three years ago.”\*



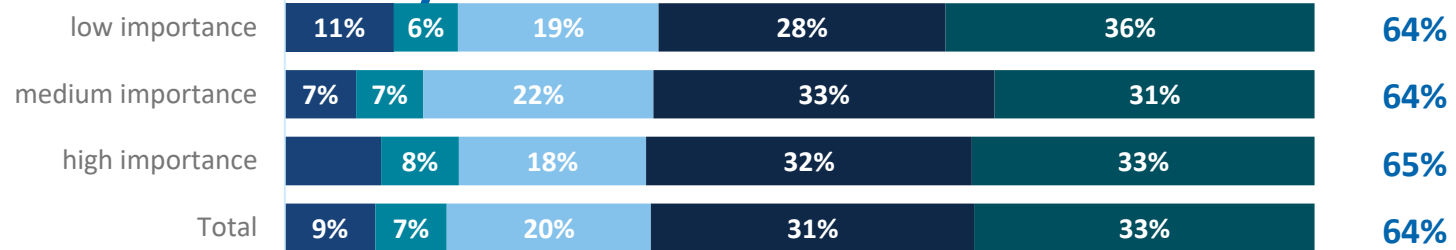
■ 1 = strongly disagree  
■ 2  
■ 3  
■ 4  
■ 5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Question: “How important is it to you to minimise your private travel’s environmental impact (e.g. carbon footprint)? Please use the scale from 1 = “not important at all” to 5 = “very important”. You can use the values in between to grade your assessment.” (answers classified into groups: “low importance” = 1 and 2; “medium importance” = 3; “high importance” = 4 and 5) / “To what extent do you agree with the following statements regarding your desire to travel long-distance in the next three years privately? Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

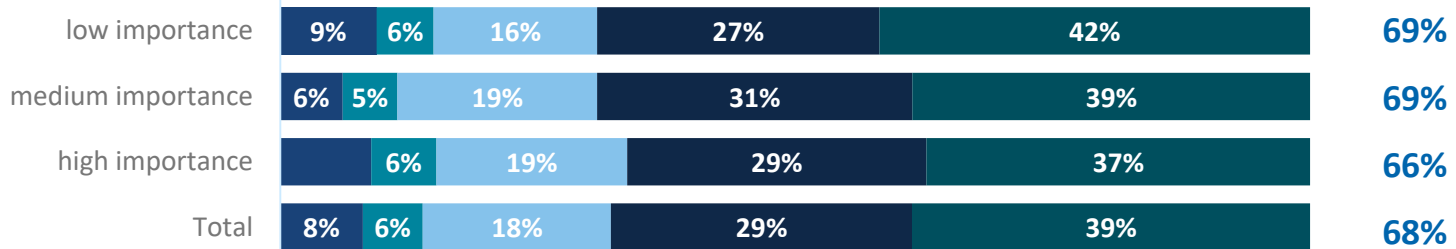
# Bivariate results: Intrinsic travel motives long-distance trips / importance of ecological sustainability I

Top-2-Box

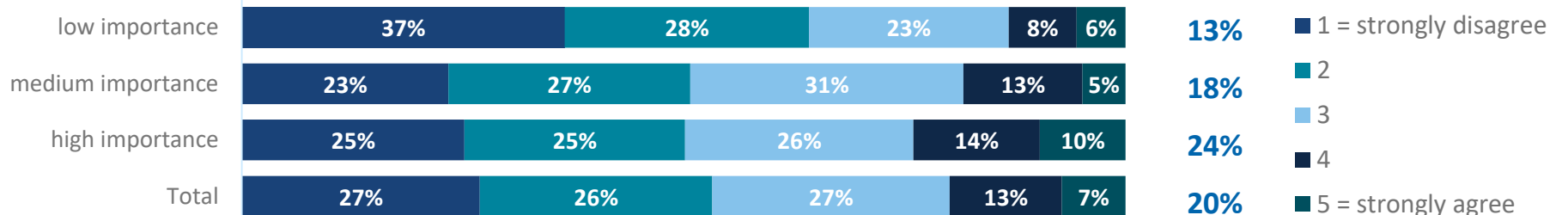
“I would consider long-distance travel in the next three years for my **wellbeing.**”



“I would consider long-distance travel in the next three years to seek **relaxation.**”



“I would consider long-distance travel in the next three years for **health and fitness purposes.**”\*



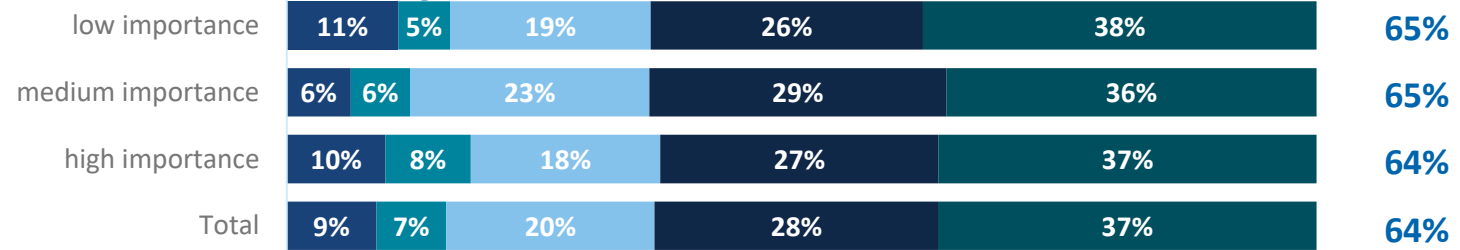
1 = strongly disagree  
2  
3  
4  
5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How important is it to you to minimise your private travel’s environmental impact (e.g. carbon footprint)? Please use the scale from 1 = “not important at all” to 5 = “very important”. You can use the values in between to grade your assessment.” (answers classified into groups: “low importance” = 1 and 2; “medium importance” = 3; “high importance” = 4 and 5) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

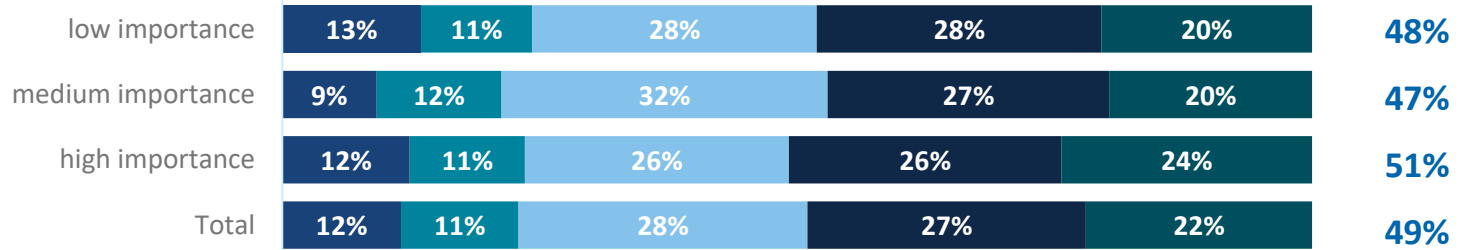
# Bivariate results: Intrinsic travel motives long-distance trips / importance of ecological sustainability II

Top-2-Box

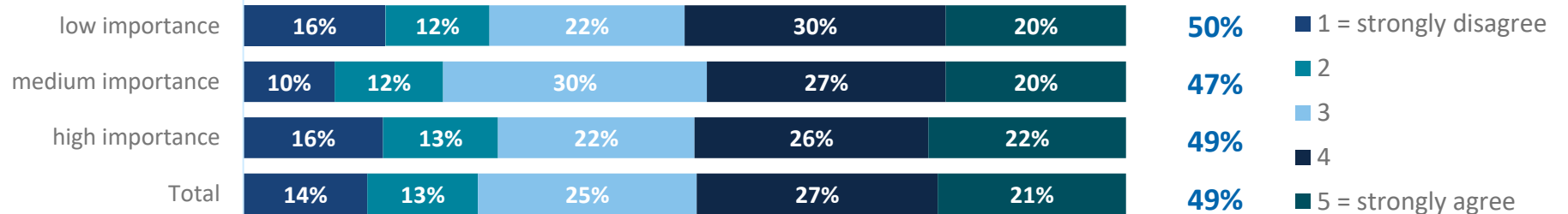
“I would consider long-distance travel in the next three years to **travel for escape**.”\*



“I would consider long-distance travel in the next three years to **seek enjoyment and excitement**.”



“I would consider long-distance travel in the next three years to **experience something exclusive** that not everyone can experience like this.”\*

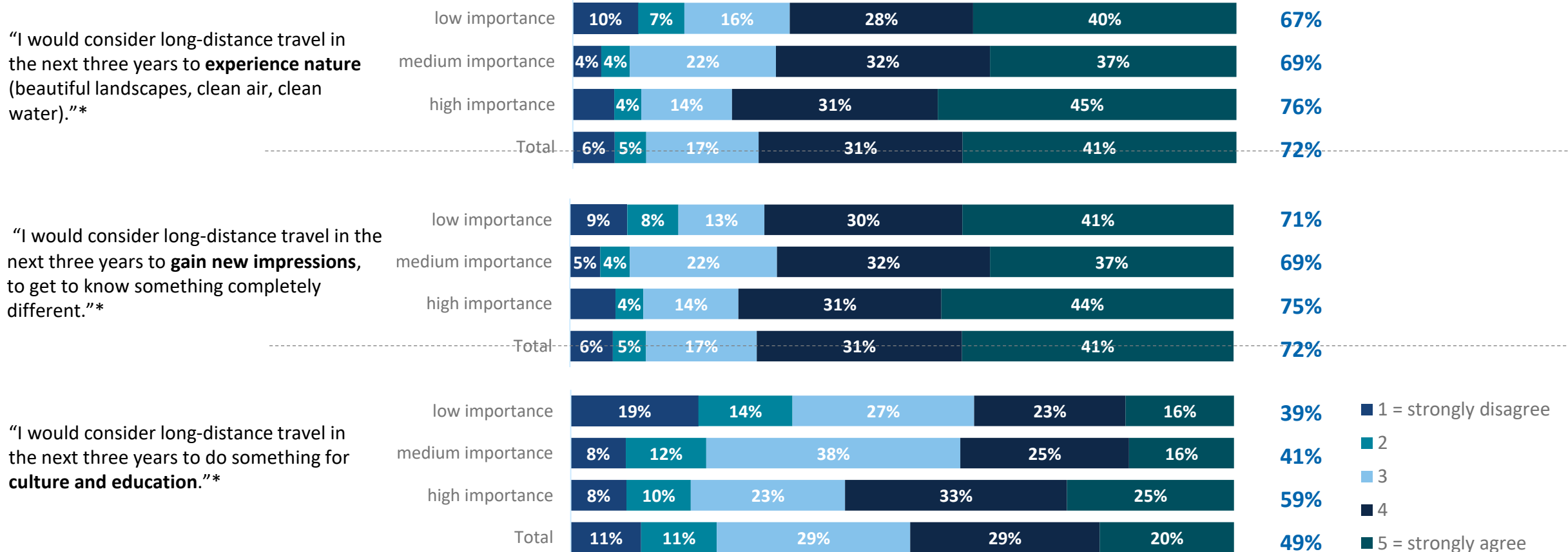


■ 1 = strongly disagree  
 ■ 2  
 ■ 3  
 ■ 4  
 ■ 5 = strongly agree

Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: “How important is it to you to minimise your private travel’s environmental impact (e.g. carbon footprint)? Please use the scale from 1 = “not important at all” to 5 = “very important”. You can use the values in between to grade your assessment.” (answers classified into groups: “low importance” = 1 and 2; “medium importance” = 3; “high importance” = 4 and 5) / “Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = “strongly disagree” to 5 = “strongly agree”. You can use the values in between to grade your opinion.” (Randomised items)

# Bivariate results: Intrinsic travel motives long-distance trips / importance of ecological sustainability III

Top-2-Box



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05)  
 Questions: "How important is it to you to minimise your private travel's environmental impact (e.g. carbon footprint)? Please use the scale from 1 = "not important at all" to 5 = "very important". You can use the values in between to grade your assessment." (answers classified into groups: "low importance" = 1 and 2; "medium importance" = 3; "high importance" = 4 and 5) / "Now we would like to know for what purpose private long-distance travel would be an option for you in the next three years. Please use the scale from 1 = "strongly disagree" to 5 = "strongly agree". You can use the values in between to grade your opinion." (Randomised items)



## Content

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- ▶ Background and Objectives of the study
- ▶ Study Design and Methods
- ▶ Univariate results
- ▶ Selected bivariate results
- ▶ **Interim conclusion and planned multivariate analyses**

## Interim Conclusion I

- ❖ Germans who do not rule out or plan to travel abroad in the next three years have extensive experience with long-distance travel and more than half are seriously considering a long-distance trip in the next three years.
- ❖ When asked whether the desire to go on a long-distance trip is greater than it was three years ago – i.e. in the "pre-crises period" – the picture is divided: about 40% agree that the desire is greater (top-2 values), but about the same number also disagrees with the corresponding statements (low-2 values). This already indicates that the multiple crises can lead to very different psychological reactions.
- ❖ Core travel motives for going on long-distance trips are experiencing nature and gaining new impressions (72% each) as well as relaxation (68%), wellbeing and escape from everyday life (64% each).
- ❖ The youngest age group (18-29 years) shows the greatest interest in long-distance travel across all questions – the 60-74 age group the least. Furthermore, it is evident that people with a medium level of education and a medium to high income are particularly interested in long-distance travel in the next three years.

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

## Interim Conclusion II

- ❖ The evaluation of the results according to risk type and importance of ecological sustainability is also interesting:
  - ❖ Risk-affine respondents show a significantly higher affinity for long-distance travel – both in terms of past travel and plans for the next three years.
  - ❖ People who state that it is important to them to keep their carbon footprint low when travelling do not perceive distant destinations less positive than those who care less about their environmental impact. In contrary, they even feel slightly more excited about visiting distant destinations than the average respondent. Also with regard to their long-distance travel behaviour in the past and interest in the future there are no significant differences between the high-importance group and people for whom the eco-balance is less important. This illustrates the large attitude behaviour gap on the topic of sustainable travel.
- ❖ A preliminary evaluation of the results regarding the perception of South Africa as a travel destination shows the majority of the respondents has a generally positive attitude towards South Africa as a tourism destination expressing interest and delight at the prospect of potentially experiencing travel and tourism to the country.

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

## Interim Conclusion III

- ❖ The support of a trip to South Africa by their reference groups (social norms) is seen more critically – agreements (top-2-values) range between 26 and 46%. However, this aspect appears not to influence their decision-making or perceptions towards South Africa too much.
- ❖ However, a central key to tourists' decision-making is the perceived ability of tourists to actually perform the action – in this case to travel to South Africa (perceived behavioural control). As such, among others access information that will aid in their taking the necessary pre-travel health precautions and their ability to manage crises and travel despite the current multiple crises are critical:
  - ❖ Regarding health issues (particularly Covid-19), the majority of the respondents feels rather secure to get all the necessary information. Hence, this does not seem to be a big obstacle for travelling to South Africa anymore.
  - ❖ However, only one third of the respondents agrees to be able to afford such a trip during the ongoing war in the Ukraine and the increased energy costs.
  - ❖ Intriguingly, up to half the surveyed respondents indicated that they were worried about crime in South Africa and is also aware that their carbon footprint can not be kept low when travelling to South Africa. These aspects might become critical in a real travel decision-making situation.

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

## Interim Conclusion IV

- ❖ South Africa's value proposition as a country is primarily based on its natural landscape and wildlife offerings which is also reflected in its image as a travel destination with very high agreements on all statements related to national parks and nature.
- ❖ Respondents indicating that they would seriously consider travelling to the country within the next three years would primarily travel with their partners (53%) or their families, including children (22%).
- ❖ Thus, is a generally positive perception amongst Germans of South Africa as a tourism destination and despite some obvious challenges, such as crime, the war in Ukraine and the subsequent public resource impact of long-distance travel to the country.

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

## Next steps: further multivariate analyses

Further advanced analyses will include:

- ❖ Exploring the influence of distance perception, positive and negative emotions, as well as South Africa's image on German citizen's long-haul travel behaviour towards South Africa
- ❖ Model the influence of long-haul travel desire, travel recency and travel frequency on German citizen's travel intentions
- ❖ Explore the effect of German's planned behaviour (attitude, subjective norms, perceived behavioural control) on decision-making, focusing on the impact of contemporary aspects such as the energy and financial crises in Europe, and the perceived climate impact [the carbon footprint] of long-haul travel to a destination such as South Africa
- ❖ Develop a segmented profile of Germans based on their socio-demographics to better understand German citizens as potential long-haul travellers based on their attitudes, perceptions towards long-haul travel, sustainable tourism, as well as perceptions towards South Africa.

Source: Deutsches Institut für Tourismusforschung / TREES (2023)

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***Deutsches Institut für Tourismusforschung/ TREES, February 2023***

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