# FH Westküste

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German travel behaviour towards longdistance 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

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#### 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)

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#### **Objectives of the study**



- 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)





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#### **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."

Source: Deutsches Institut für Tourismusforschung / TREES (2023)







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#### Fact sheet survey



Source: Deutsches Institut für Tourismusforschung / TREES (2023)









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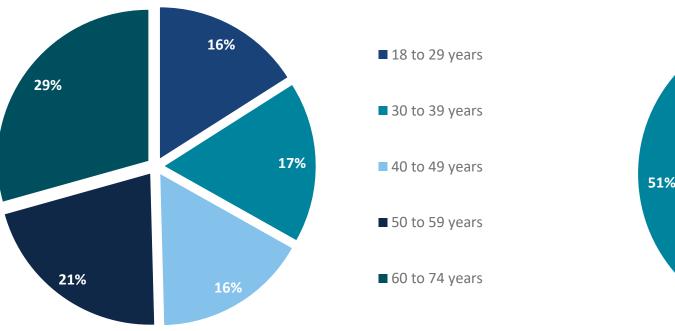


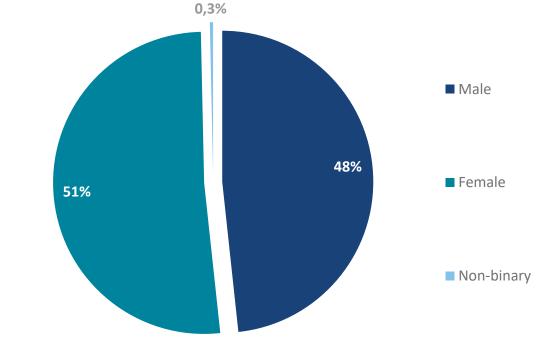
Sample Characteristics (Quota questions)





#### **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).

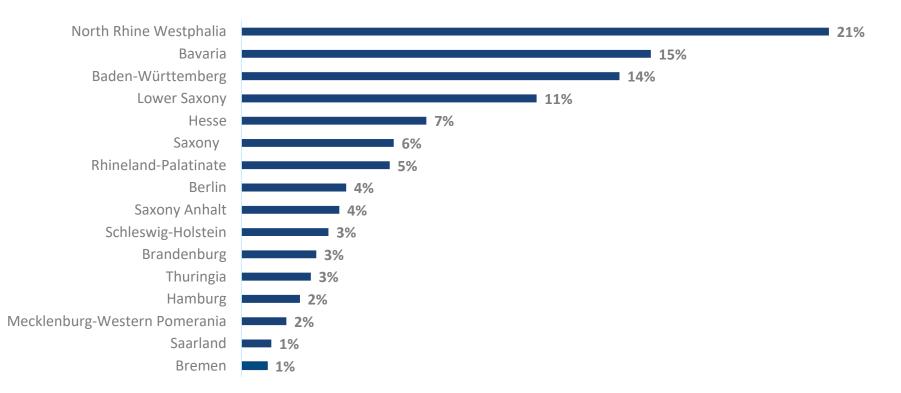




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#### Sample characteristics *Place of Residence (Federal State)*



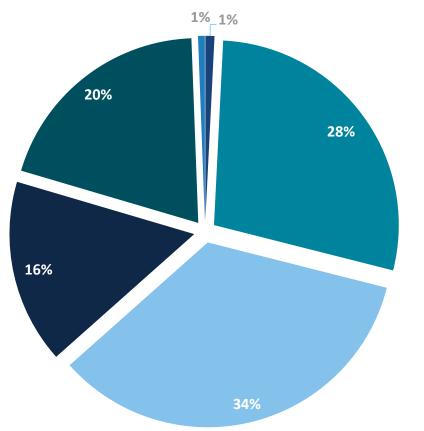
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. Question: "Please enter the federal state of your main residence." (single answer).



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#### 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

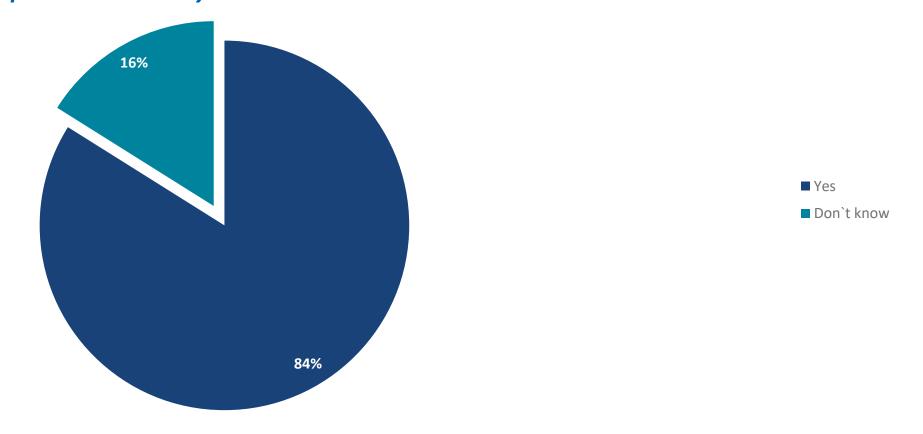
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. Question: "What is your highest educational qualification?" (single answer).





#### **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.



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2%

7%

#### Sample characteristics Familiarity South Africa





- 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.

91%

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)



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#### **Results: Perception of distant destinations**

The farther the destination is, the more excited I am to think about visiting there. 52% 11% 12% 30% 22% I want to escape from my present life, and travel to distant destinations can help me achieve this goal. 43% 14% 15% 26% 16% 31% The farther the destination is, the happier I feel when I think of visiting there. 17% 19% 19% 11% 30% The farther the destination is from my place of residence, the more I want to visit that place. 11% 17% 21% 32% 19% The farther the destination is, the more relaxed I feel when I think of visiting there. 19% 23% 16% 7% 23%

■ 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. 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**

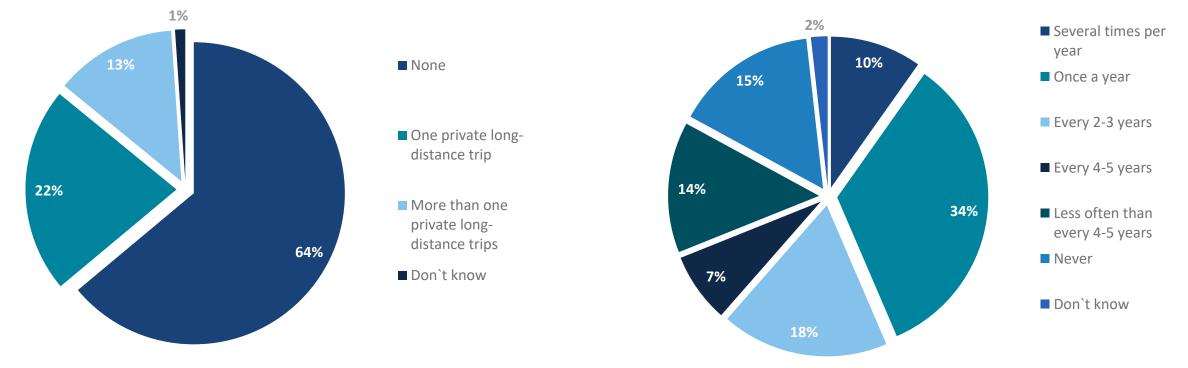
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#### Long-distance trips during Covid-19 times (since March 2020)



Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. Questions: "This survey is first about <u>long-distance travel in general</u>. 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 <u>since March 2020</u>, i.e. since the outbreak of the Covid-19 pandemic?" / "And how often did you go on private long-distance trips <u>before the Covid-19</u> <u>pandemic</u>, i.e. before 2020?" (single answer).

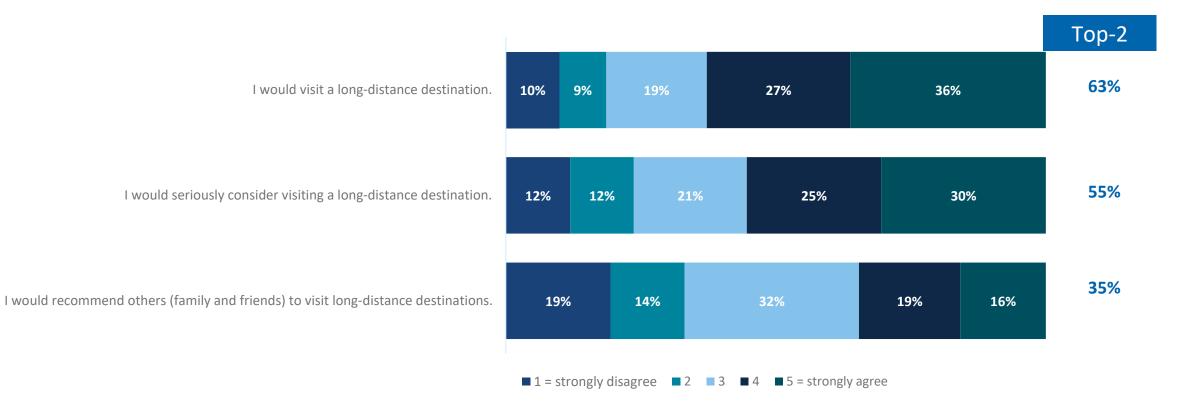
German travel behaviour towards long-distance destinations in times of crises: the case of South Africa

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





#### **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 <u>plans</u> 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)



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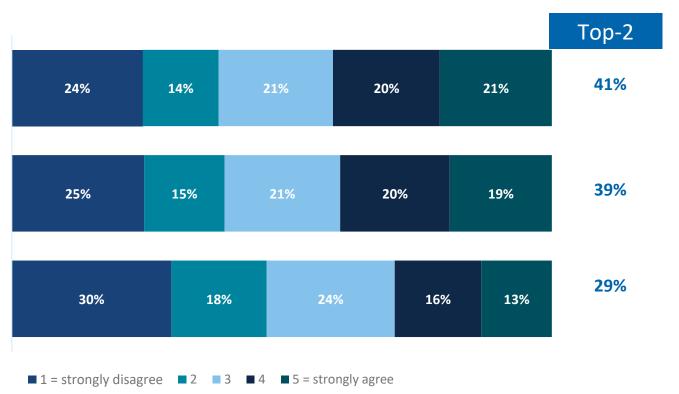


#### **Results:** <u>Desire</u> to go on long-distance trips next three years

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

I'm thinking about long-distance travel more frequently than three years ago

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



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 <u>desire to travel long-distance in the next three years privately</u>? 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)

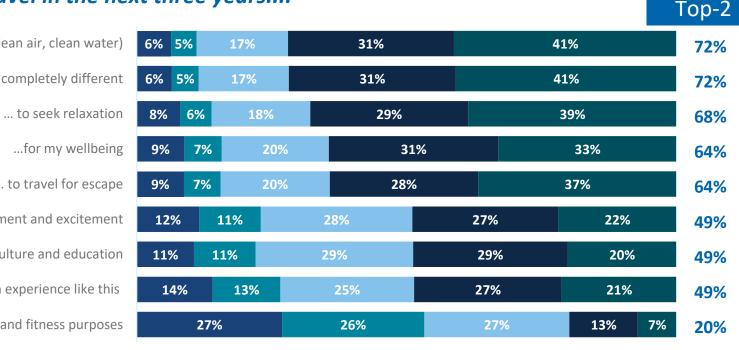


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#### **Results: Intrinsic travel motives long-distance trips**

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



... to experience nature (beautiful landscapes, clean air, clean water)

... to gain new impressions, to get to know something completely different

...for my wellbeing

... to travel for escape

... to seek enjoyment and excitement

... to do something for culture and education

... to experience something exclusive that not everyone can experience like this

... for health and fitness purposes

 $\blacksquare 1 = \text{strongly disagree} \blacksquare 2 \blacksquare 3 \blacksquare 4 \blacksquare 5 = \text{strongly agree}$ 

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





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#### **Results:** <u>Attitude towards South Africa</u> as a travel destination in the next three years

I think it would be interesting to travel abroad to South Africa.	10%	9%	20%	%	28%			34%	61%	
I think it would be a valuable experience to travel abroad to South Africa.	9%	8%	239	%	28	%	32%		60%	
I think it would be delightful to travel abroad to South Africa.	11%	10%		23%		28%		28%	56%	
I like the idea of travelling abroad to South Africa.	16%	6	13%		26%	23%	6	22%	45%	
I think it would be good to travel abroad to a far-away destination such as South Africa.	179	%	15%		31%		20%	16%	37%	
	■ 1 - c	stronglyd	licagroo	2	2 • 4 • 5 -	strongly ag				

 $\blacksquare 1 = \text{strongly disagree} = 2 = 3 = 4 = 5 = \text{strongly agree}$ 

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

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Most people who are important to me understand if I travel to South Africa.	12%	12%		31%	26%	20	)%	46%
Most people whose opinion I value would support that I travel to South Africa on holiday.	17%		16%	33%	21	%	12%	33%
Most people who are important to me would agree with me regarding travel to far-away destinations like South Africa.	17%		17%	33%	20	%	13%	33%
Most people whose opinions I value would agree with me about travelling to South Africa on holiday.	20%		18%	3	4%	18%	9%	28%
Most of the people whose opinions I value would recommend that I travel to South Africa on holiday.	20%		21%		33%	17%	9%	26%
	■ 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. Question: "The following is about South Africa as a <u>potential long-distance destination for you personally</u>. We would like to know what you think about South Africa as a potential travel destination <u>in the next</u> <u>three years</u>. 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

uth Africa's medical facilities to take D-19 pandemic before travelling.	9%	9%	32%	29%		229	%	51%
the ongoing war in the Ukraine and ernational travel to South Africa.		25%	17%	26%	18%		14%	32%
his option might be more expensive r to Germany.		29%	18%	27%	1	5%	12%	27%
me and travel safety in South Africa.		25%	25%	30%		14%	7%	21%
t low when travelling to South Africa		26%	23%	33%		11%	5 7%	18%

■ 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. 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)

I will be able to get the necessary information about South precautions for any emergency because of the COVID-

The cost of living is rising due to various challenges, including t increased energy costs, but I can afford long-distance inter

If I have the choice, I will rather travel to South Africa, although th than travelling to other destinations closer

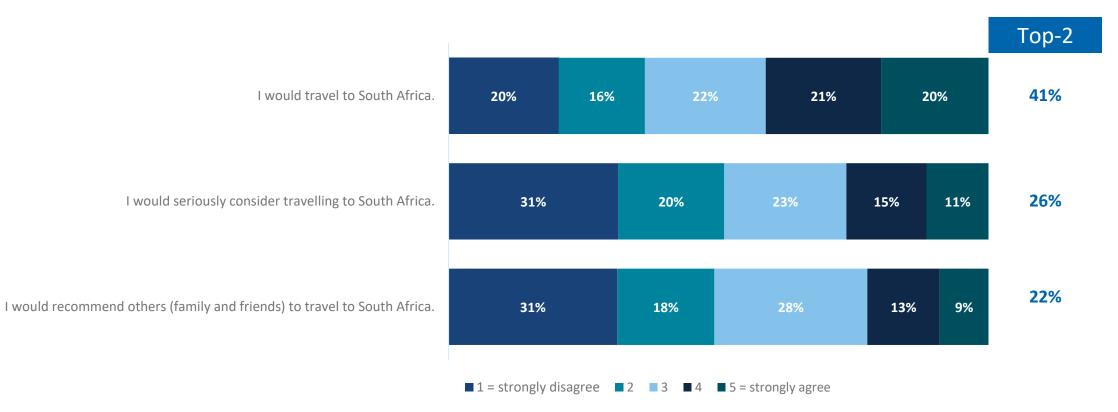
I am not worried about crim

I think that I can keep my carbon footprint





#### **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)



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#### **Results: Country Image South Africa**

	Natural landscapes and scenery			35%					83%	
South Africa`s	Wildlife				36%		40	0%		76%
	History and tradition	5%		33%		39%		20	%	59%
	Cultural treasures	6%		34%		38%		209	%	58%
	Culinary specialities	7%		36%		36%		18	3%	54%
	Respect for other nations	5%	12%		47%		27%		10%	37%
	Products and services	3%	17%		55	%		20%	5%	25%
	Country innovativeness	6%	18%			54%		17%	5%	22%
	Handling environmental protection	10%		28%		44%		13%	<b>5%</b>	18%
Assumption of international social respons	ibility (e.g. to promote human rights)	10%		28%		45%		14%	6 <mark>4%</mark>	18%
	Level of education	7%	2	7%		48%		149	% 3 <mark>%</mark>	17%
Fairness of int	ernational economic and trade policy	7%	239	6		53%		139	% <mark>4%</mark>	17%
	Political stability	12%	6	32%		43%		1	1% 2 <mark>%</mark>	13%
	Civil rights	149	%	33%		41%			9% 3%	<b>12%</b>

■ 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 as-pects 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)



78%

77%

77%

70%

59%

58%

52%

47%

41%

31%

47%

42%

41%

27%

21%

23%

19%

15%

14%

9%



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#### **Results: Image South Africa as a travel destination**

#### South Africa...

...has world-class national parks, conservancies and nature reserves.

...offers a variety of unique flora and fauna.

...offers various natural attractions (mountains, lakes, rivers).

...has excellent weather.

...offers tourists unique food/cuisine experiences

... has a unique culture and way of life to share with tourists (religion, traditional culture).

...has unspoiled beaches.

... has museums, monuments, historical locations and artefacts of interest.

... offers various entertainment activities (sports, theme parks, water parks, casinos, shopping).

...hosts a variety of festivals, the arts, music concerts.

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

41%

51%

37%

41%

31%

35%

35%

43%

38%

36%

34%

32%

27%

21%

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 <u>South Africa as a travel destination</u>. 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)

4%

4%

4%

6%

7%

8%

10%

14%

15%

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

19%

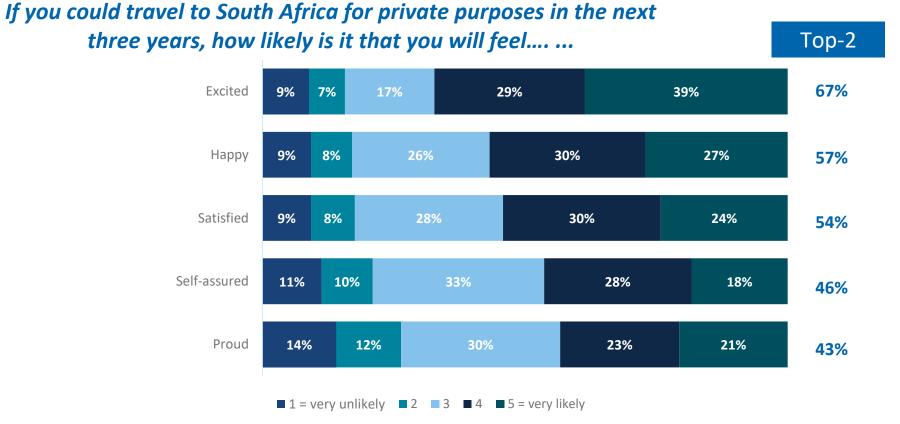
19%







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



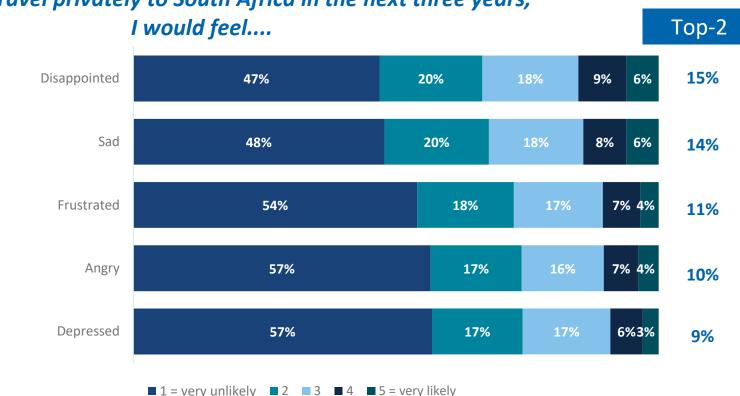
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. Question: "If you could travel to South Africa for private purposes in the next three years, how likely is it that you will <u>feel</u>.... 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,

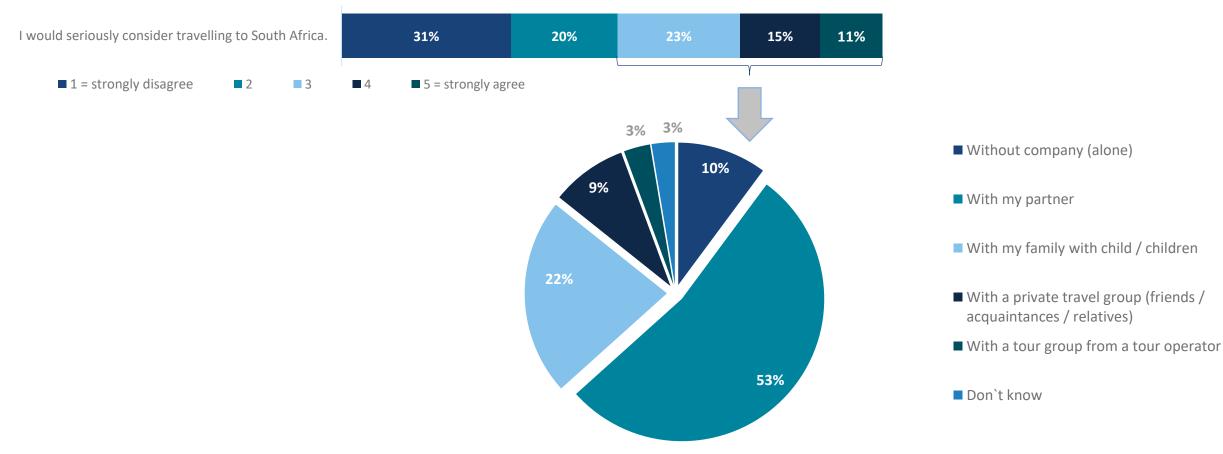
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. Question: "And if you could not travel to South Africa for private purposes in the next three years, how likely is it that you will feel....Please use the scale from 1 = "very unlikely" to 5 = "very likely". You can use the values in between to grade your opinion." (Randomised items)



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#### **Results: Travel companions to South Africa**



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.

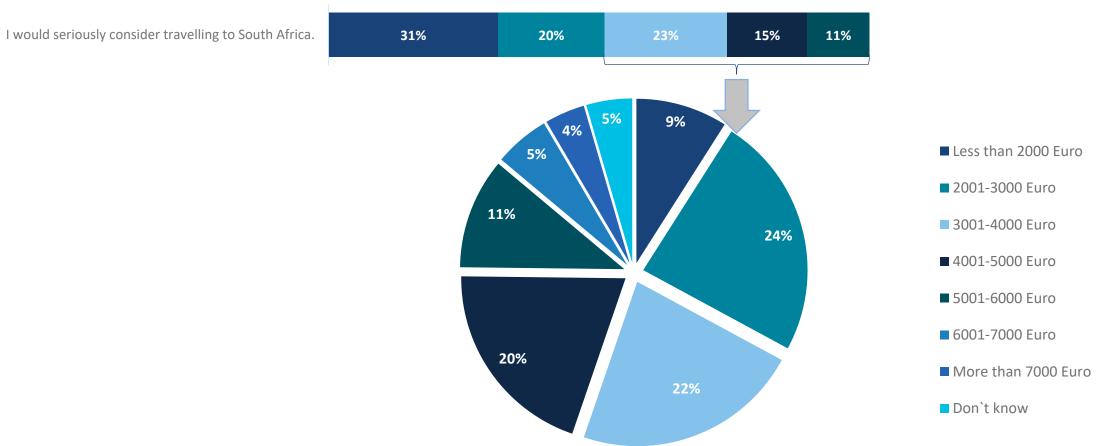
Question: "You have indicated that you would consider travelling to South Africa in the next three years. With which travel companion would you probably travel to South Africa?" (single answer)



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



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)

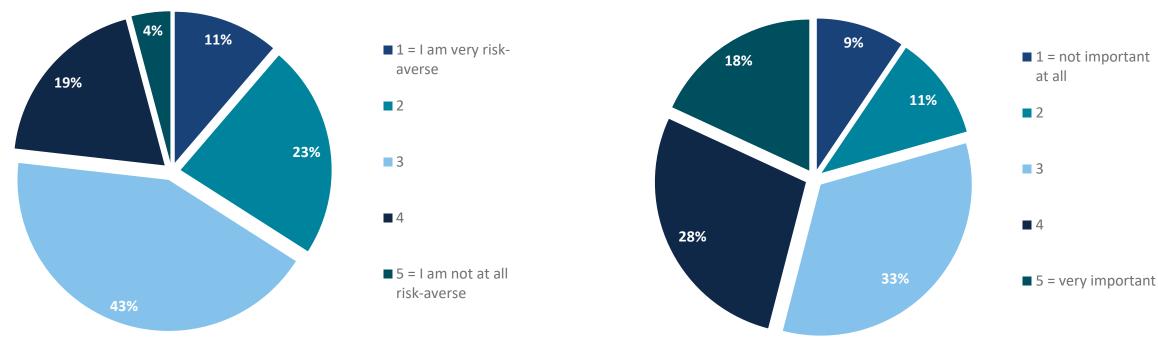
## **Further Sample Characteristics**





#### **Sample characteristics**

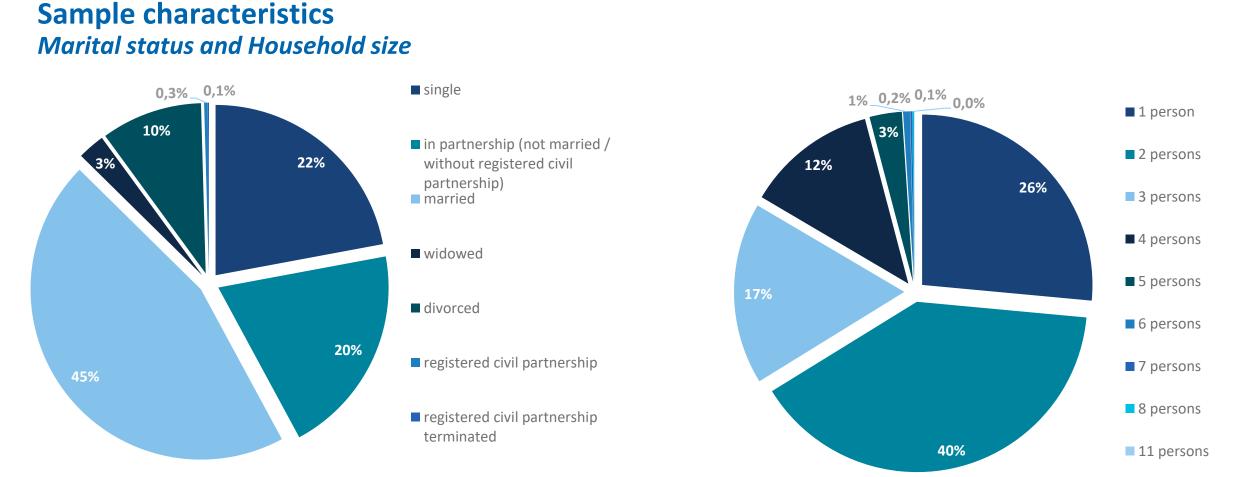
#### Risk Type



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. "

#### 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: "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)

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#### Deutsches Institut für Tourismusforschung Sample characteristics Children / Adolescents in household

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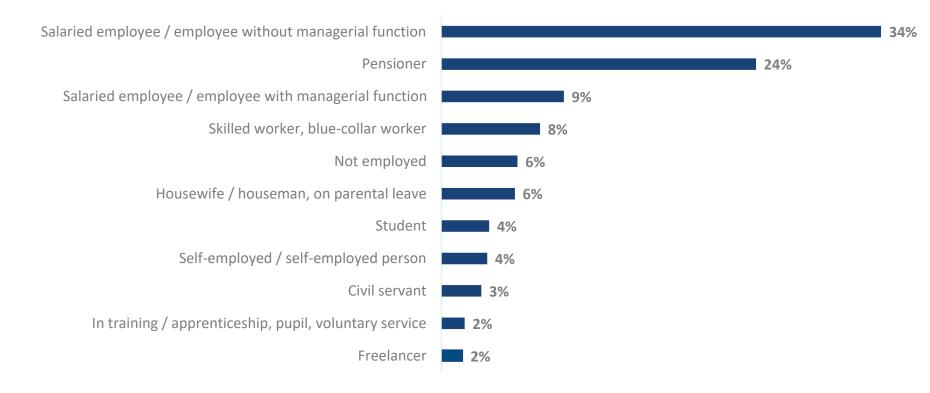
# Children younger than 7 years Children from 7 to 13 years Adolescents from 14 to 17 years

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)

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#### 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).

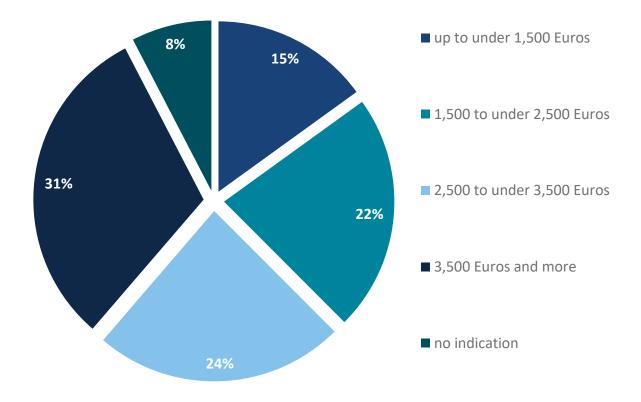








#### Sample characteristics Household net income



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)



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# Long-distance travel in general: age groups



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

"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."\*

				,	-0-0		•	Тор-2-Вох
18 to 29 years	8%	20%		33%		24%	15%	39%
30 to 39 years	14%	18%		32%		20%	15%	35%
40 to 49 years	17%	2	21%		33%	19%	11%	29%
50 to 59 years	20%		18%		34%	19%	10%	29%
60 to 74 years	21%	6	24%		31%	15%	6 9%	24%
Total	17%	2	21%	3	32%	19%	11%	30%
18 to 29 years	5% 13%	6	29%		34%		20%	53%
30 to 39 years	10%	14%		31%	26	%	20%	46%
40 to 49 years	13%	12%		30%	2	3%	18%	46%
50 to 59 years	14%	13%		29%		27%	17%	44%
60 to 74 years	22%		19%		27%	21%	11%	32%
Total	14%	15%		29%		26%	16%	43%
18 to 29 years	10%	19%		33%		23%	15%	38%
30 to 39 years	12%	21%		33%		19%	15%	34%
40 to 49 years	19%	14		35%		21%	11%	32%
50 to 59 years	19%		.8%		4%	19%	11%	30%
60 to 74 years	239	%	22%	6	29%	17%	8%	25%
Total	17%	1	9%	3:	3%	19%	11%	31%

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)

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



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#### **Bivariate results: Perception of distant destinations / age groups II** Top-2-Box 18 to 29 years 11% 29% 20% 7% 33% 27% 30 to 39 years 22% 18% 9% 17% 27% "The farther the destination is, the more 40 to 49 years 19% 22% 17% 8% 24% relaxed I feel when I think of visiting there."\* 50 to 59 years 22% 19% 8% 15% 24% 60 to 74 years 24% 25% 34% 5% 12% 18% Total 19% 23% 34% 16% 7% 23% 18 to 29 years 5% 6% 37% 33% 20% 70% ■ 1 = strongly disagree 30 to 39 years 32% 26% 7% 12% 24% 58% "The farther the destination is, the more 2 40 to 49 years 26% 24% 12% 10% 50% excited I am to think about visiting there."\* 3 50 to 59 years 12% 14% 31% 18% 49% 4 60 to 74 years 15% 27% 16% 15% 27% 43% $\blacksquare$ 5 = strongly agree 11% 12% 30% 22% 52% Total

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)

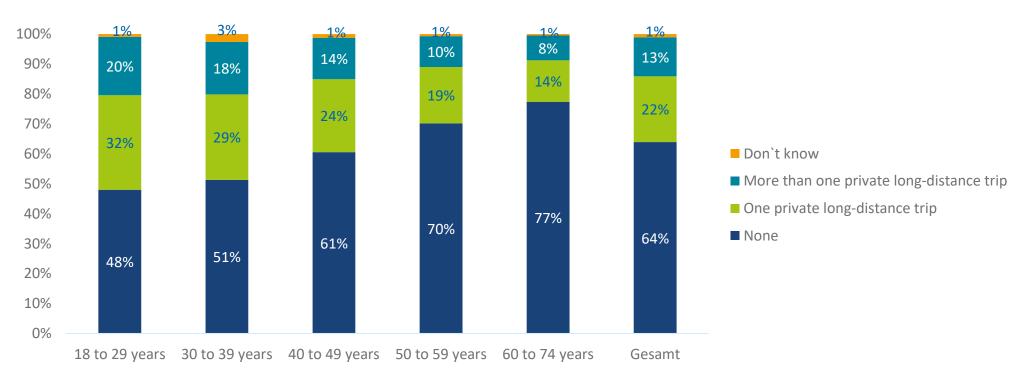


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### **Bivariate Results: Long-distance travel behaviour <u>during Covid-19 times</u> / age groups**



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

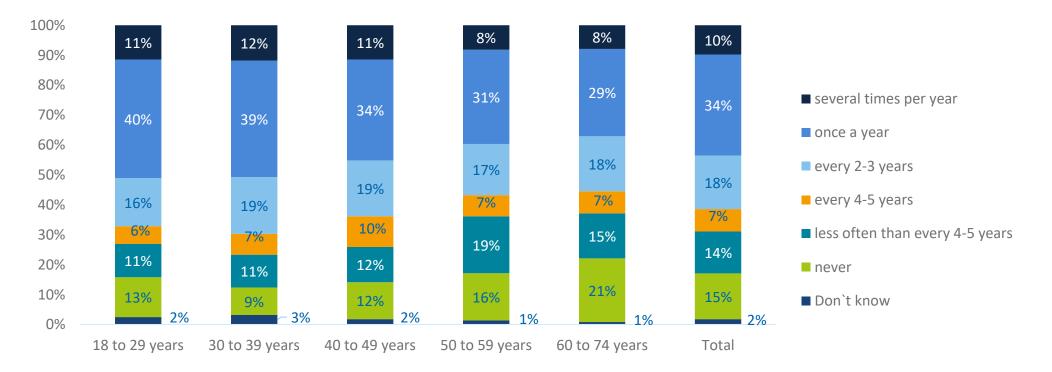
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.\*Differences are significant (Chi Square Test; p < 0.05) Questions: "How old are you?" (open question / answers classified into groups) / "This survey is first about <u>long-distance travel in general</u>. 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 <u>since March 2020</u>, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)







#### **Bivariate Results: Long-distance travel behaviour <u>before Covid-19 times</u> / 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)



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## **Bivariate results:** Intention to undertake long-distance travel next

three years / age groups								10p 2 80x	
three years / age groups	18 to 29 years	4% <mark>3%</mark> 1	5%	29%			49%	78%	
	30 to 39 years	5% 8%	16%	2	9%		41%	71%	
"I would visit a long-distance destination." *	40 to 49 years	6% 7%	24%		23%		39%	63%	
e e e e e e e e e e e e e e e e e e e	50 to 59 years	11%	11% 1	8%	26%		35%	61%	
	60 to 74 years	18%	12%	19%		26%	26%	52%	
	Total	10% 9	9% 19%	6	27%		36%	63%	
	18 to 29 years	5% 7%	20%		32%		37%	C0%	
	30 to 39 years	5% 7% 5% 12%		_	30%		34%	68% 64%	
"I would seriously consider visiting a long-	40 to 49 years	3%         12%           7%         9%		%	23%		34%	58%	
distance destination."*	50 to 59 years	15%	13%	19%	23	8%	30%	53%	
	, 60 to 74 years	20%	14%		22%	21%	23%	44%	
	Total	12%	12%	21%	255	%	30%	55%	
	18 to 29 years		3%	34%		26%	19%		— a
	30 to 39 years	13%	11%	32%	_	20%	22%	45%	1 = strongly disagree
"I would recommend others (family and	40 to 49 years	20%	11%	3270	34%		5% 18%	44%	2
friends) to visit long-distance destinations."*	50 to 59 years	23%		4%	31%	-	18% 18%	35%	3
	60 to 74 years	27		17%		1%	15% 10%	32%	4
	Total	19%	14%	1770	32%		19% 16%	25% 35%	■ 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)



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#### Bivariate results: Desire to go on long-distance trips next three years / Top-2-Box age groups 18 to 29 years 11% 11% 27% 26% 53% 30 to 39 years 19% 18% 20% 22% 21% 43% "I'm thinking about long-distance travel more 40 to 49 years 25% 20% 20% 11% 24% 40% frequently than three years ago."\* 50 to 59 years 29% 16% 17% 19% 36% 60 to 74 years 32% 13% 16% 21% 18% 31% 19% Total 25% 15% 21% 20% 39% 18 to 29 years 13% 11% 21% 26% 29% 55% 30 to 39 years 25% 24% 16% 14% 21% 49% "My desire for long-distance travel is stronger 40 to 49 years 23% 19% 23% 42% 13% 23% than three years ago."\* 50 to 59 years 29% 15% 21% 16% 20% 36% 60 to 74 years 31% 33% 16% 21% 17% 14% 21% 41% Total 24% 14% 21% 20% 18 to 29 years 18% 17% 23% 14% 37% ■ 1 = strongly disagree 30 to 39 years 23% 20% 15% 23% 19% 34% "It is more difficult to resist long-distance 2 40 to 49 years 28% 16% 16% 25% 16% 32% travel than three years ago."\* 3 50 to 59 years 13% 35% 16% 13% 26% 4 60 to 74 years 36% 10% 19% 22% 13% 23% 30% ■ 5 = strongly agree Total 18% 24% 16% 13% 29%

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 <u>desire to travel long-distance in the next three years privately</u>? 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)



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#### **Bivariate results: Intrinsic travel motives long-distance trips / age** Top-2-Box groups l 18 to 29 years 3% 5% 33% 42% 76% 3%4% 30 to 39 years 32% 42% 74% "I would consider long-distance travel in the next 5% 4% 40 to 49 years 32% 36% 68% three years for my wellbeing."\* 50 to 59 years 12% 5% 17% 33% 32% 66% 60 to 74 years 12% 28% 22% 15% 22% 50% Total 9% 7% 20% 31% 33% 64% 2% 5% 18 to 29 years 35% 41% 77% 2%4% 30% 44% 30 to 39 years 74% "I would consider long-distance travel in the 40 to 49 years 26% 5% 4% 47% 73% next three years to seek relaxation."\* 50 to 59 years 29% 9% 4% 15% 42% 71% 60 to 74 years 9% 28% 26% 15% 21% 55% 39% 8% 6% 18% 29% 68% Total 18 to 29 years 18% 27% 30% 14% 11% 25% ■ 1 = strongly disagree "I would consider long-distance travel in the 30 to 39 years 19% 26% 13% 29% 14% 27% 2 next three years for health and fitness 40 to 49 years 27% 24% 7% 27% 15% 22% 3 purposes."\* 50 to 59 years 30% 26% 6% 12% 18% 4 60 to 74 years 34% 27% 10% 3% 13% 27% 26% ■ 5 = strongly agree Total 27% 13% 7% 20%

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 <u>purpose</u> 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)



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#### Bivariate results: Intrinsic travel motives long-distance trips / age groups II 18 to 29 years 2%4% 19% 28% 46%

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

Top-2-Box 18 to 29 years 2%4% 46% 28% 19% 75% 30 to 39 years 3%4% 30% 44% 74% 40 to 49 years 5% 6% 26% 42% 22% 68% 50 to 59 years 11% 5% 17% 28% 39% 67% 60 to 74 years 12% 23% 16% 23% 26% 49% Total 9% 7% 20% 28% 37% 64%

"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."\*

18 to 29 years	2% 7%	23%	3	31%		37%		68%
30 to 39 years	4% 7%	22%		33%		33%		67%
40 to 49 years	8% 10%	6	32%	24%		27%	6	50%
50 to 59 years	15%	13%	29%		27%		17%	44%
60 to 74 years	21%		16%	32%		23%	8%	31%
Total	12%	11%	28%	2	7%	2	2%	49%

18 to 29 years	8%	13%	21%		32%	27%	59%	1 = strongly disagree
30 to 39 years	7%	15%	26%		29%	24%	52%	2
40 to 49 years	14%	11%	28	8%	23%	25%	47%	3
50 to 59 years	17%	6 1	2% 2	.4%	26%	23%	48%	-
60 to 74 years	20	)%	12%	25%	28%	14%	42%	■ 4
Total	14%	139	<b>%</b> 25	5%	27%	21%	49%	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 <u>purpose</u> 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)



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#### **Bivariate results: Intrinsic travel motives long-distance trips / age** Top-2-Box groups III 18 to 29 years 45% 2% 34% 79% 30 to 39 years 2% 7% 18% 28% 45% 73% "I would consider long-distance travel in the next 5% 3% 31% 40 to 49 years 45% 17% 75% three years to experience nature (beautiful landscapes, clean air, clean water)."\* 50 to 59 years 9% 4% 13% 31% 42% 74% 60 to 74 years 10% 6% 30% 35% 20% 65% 6% 5% 41% Total 17% 31% 72% 18 to 29 years 3% 13% 32% 50% 83% 30 to 39 years 29% 46% 2% 6% 18% 74% "I would consider long-distance travel in the 40 to 49 years 32% 42% 5% 4% 18% next three years to gain new impressions, to 73% get to know something completely different."\* 31% 50 to 59 years 9% 4% 16% 40% 71% 60 to 74 years 31% 11% 7% 18% 33% 64% 6% 5% 31% 41% 72% Total 17% 18 to 29 years 6% 9% 32% 28% 25% 53% ■ 1 = strongly disagree "I would consider long-distance travel in the 30 to 39 years 29% 6% 14% 29% 22% 50% 2 next three years to do something for culture 40 to 49 years 8% 9% 31% 28% 23% 52% 3 and education."\* 50 to 59 years 26% 14% 14% 29% 17% 44% 4 60 to 74 years 15% 27% 31% 17% 11% 48% 29% ■ 5 = strongly agree 29% 20% Total 11% 11% 49%

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 <u>purpose</u> 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



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Bivariate results: F	Perception of d	istant	: <mark>destin</mark> a	tions / inc	ome grou	ips l	Top-2-Box	
	up to under 1,500 euros	21%	21%	34%	<b>6</b> 11%	13%	24%	
"The farther the destination is from	1,500 to under 2,500 euros	16%	20%	36%	19%	9%	28%	
my place of residence, the <b>more I</b>	2,500 to under 3,500 euros	13%	20%	32%	23%	11%	35%	
want to visit that place."*	3,500 euros and more	18%	22%	29%	18%	13%	32%	
	no indication	19%	18%	35%	18%	10%	28%	
	Total	17%	21%	32%	19%	11%	30%	
	up to under 1,500 euros	18%	16%	30%	22%	14%	36%	
"I want to <b>escape</b> from my present	1,500 to under 2,500 euros	12%	15%	33%	26%	15%	40%	
life, and travel to distant destinations	2,500 to under 3,500 euros	11%	15%	28%	30%	16%	46%	
can help me achieve this goal."*	3,500 euros and more	14%	14%	25%	28%	19%	47%	
	no indication	17%	14%	33%	20%	16%	36%	
	Total	14%	15%	29%	26%	16%	43%	
	up to under 1,500 euros	22%	20%	30%	15%	13%	28%	1 = strongly disagree
"The farther the destination is, the	1.500 to under 2,500 euros	17%	18%	37%	18%	9%	27%	2
<b>happier</b> I feel when I think of visiting there."*	500 to under 3,500 euros	14%	20%	34%	23%	10%	33%	3
	3,500 euros and more	18%	19%	31%	19%	14%	33%	
	no indication	21%	18%	30%	21%	9%	31%	4
	Total	17%	19%	33%	19%	11%	31%	■ 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)



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<b>Bivariate results</b>	: Perception of c	listant	destinatior	is / income	groups II	Top-2-Box	
	up to under 1,500 euros	24%	23%	33%	12% 9%	21%	
"The farther the destination is,	1,500 to under 2,500 euros	19%	25%	34%	17% 6%	22%	
the more <b>relaxed</b> I feel when I	2,500 to under 3,500 euros	17%	23%	35%	18% 7%		
think of visiting there."	3,500 euros and more	19%	22%	33%	16% 8%	25%	
	no indication	21%	21%	40%	14% 5%	19%	
	Total	19%	23%	34%	16% 7%	23%	
	up to under 1,500 euros	12%	19% 24%	25%	21%	46%	
"The farther the destination is,	1,500 to under 2,500 euros	12% 12	% 24%	31%	21% 52%		<ul> <li>1 = strongly disagree</li> <li>2</li> </ul>
the more <b>excited</b> I am to think	2,500 to under 3,500 euros	8% 10%	26%	34%	21%	EC%	3
about visiting there."*	3,500 euros and more	11% 10%	24%	29%	25%	EE0/	4
	no indication	14% 1	1% 31%	28%	16%	44%	■ 5 = strongly agree
	Total	11% <b>12%</b>	25%	30%	22%	52%	

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)

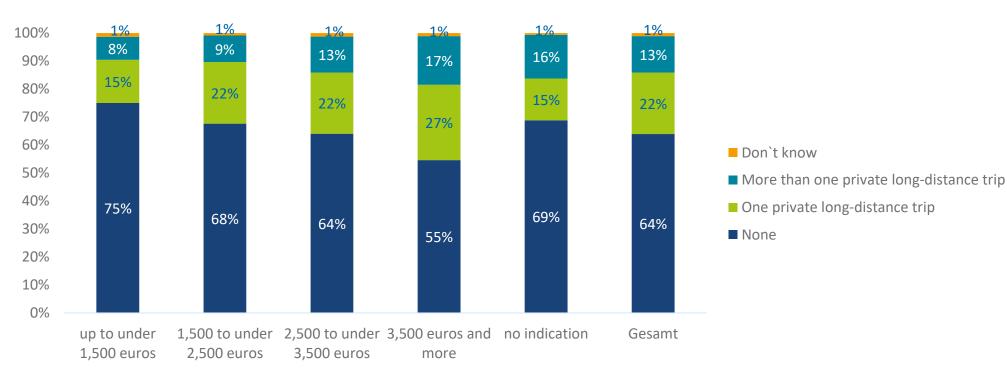


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#### **Bivariate Results: Long-distance travel behaviour <u>during Covid-19 times</u> / income groups**



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 <u>long-distance travel in general</u>. 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)

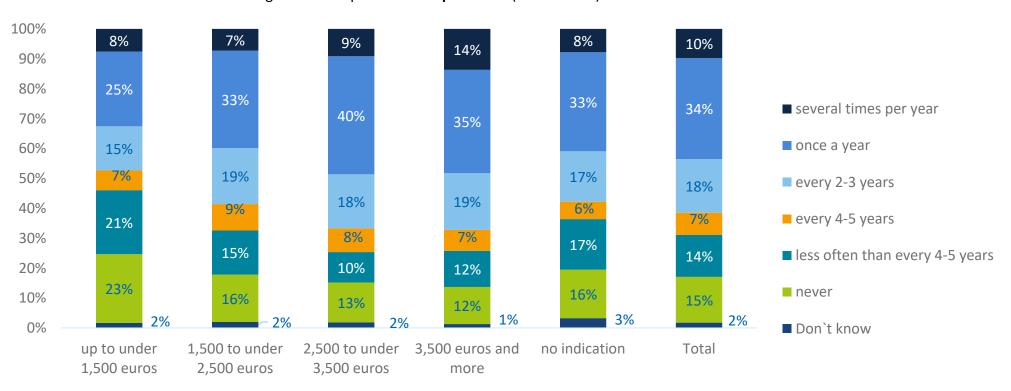


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#### **Bivariate Results: Long-distance travel behaviour <u>before Covid-19 times</u> / income groups**



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 <u>long-distance travel in general</u>. 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 <u>before the Covid-19 pandemic</u>, i.e. before 2020?" (single answer)



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### **Bivariate results:** Intention to undertake long-distance travel next

#### three years / income groups

	up to under 1,500 euros	14%	10%	22%	26	5%	28%	54%	
	1,500 to under 2,500 euros	9%	9%	20%	27%		34%	62%	
I <b>would visit</b> a long-distance	2,500 to under 3,500 euros	9% 7	7% 179	%	30%		37%	67%	
estination." *	3,500 euros and more	8% 1	.0% 16	5%	25%	41	۱%	66%	
	no indication	15%	7%	22%	21%		35%	56% 63%	
	Total	10%	9%	19%	27%		36%		
								40%	
	up to under 1,500 euros	19%	12%	6	30%	20%	19%	55%	
ا would seriously consider	1,500 to under 2,500 euros	11%	12%	22%	26	%	29%	59%	
isiting a long-distance	2,500 to under 3,500 euros	10%	10%	21%	28%		31%	63%	
estination."*	3,500 euros and more	10%	13%	15%	24%	3	9%	47%	
	no indication	16%	14%	2	.4%	24%	23%	55%	
	Total	12%	12%	21%		6	30%		
	up to under 1,500 euros	23	0/	18%	35	%	13% 12%	25%	<b>—</b> 4
would recommend others	1,500 to under 2,500 euros	19%			35%	20%	13% 12%	34%	1 = strongly disagre
amily and friends) to visit long-	2,500 to under 3,500 euros	16%	14%		35%	20%	15%	35%	2
istance destinations."*	3,500 euros and more	18%			29%	19%	21%	41%	3
	no indication		:6%	// 14%	29%	1978		31%	4
		2	070	14/0	29/0	10/		35%	

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 <u>plans</u> 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)



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income groups	up to under 1,500 euros	27%	14%	22%	20%	16%	36%	
'm <b>thinking</b> about long-distance	1,500 to under 2,500 euros	25%	16%	21%	20%	17%	38%	
ravel more frequently than three	2,500 to under 3,500 euros	20%	15%	23%	22%	20%	42%	
ears ago."	3,500 euros and more	26%	15%	19%	18%	22%	40%	
	no indication	27%	13%	25%	22%	14%	36%	
	Total	25%	15%	21%	20%	19%	39%	
	up to under 1,500 euros	29%	15%	21%	17%	18%	35%	
	1,500 to under 2,500 euros	25%	14%	21%	20%	20%	40%	
My <b>desire</b> for long-distance travel	2,500 to under 3,500 euros	20%	14%	22%	24%	20%	44%	
stronger than three years ago."	3,500 euros and more	25%	14%	19%	18%	24%	43%	
	no indication	25%	12%	27%	19%	16%	36%	
	Total	24%	14%	21%	20%	21%	41%	
	up to under 1,500 euros	35%		16%	24%	10%	24%	1 = strongly disa
t is more <b>difficult to resist</b> long-	1,500 to under 2,500 euros	31%	16%	% 24	% 18	% 11%	28%	2
distance travel than three years	2,500 to under 3,500 euros	24%	20%	26%	16%	13%	30%	
jo."	3,500 euros and more	30%	17%	21%	16%	16%	32%	3
	no indication	29%	18%	25	% 14%	14%	28%	4
	Total	30%	18%	249	% 16%	13%	29%	■ 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 <u>desire to travel long-distance in the next three years privately</u>? 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)



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#### **Bivariate results: Intrinsic travel motives long-distance trips / income** Top-2-Box groups l 9% up to under 1.500 euros 13% 19% 28% 31% 59% 1,500 to under 2,500 euros 7% 6% 22% 30% 35% 65% "I would consider long-distance 2,500 to under 3,500 euros 7% 7% 33% 34% 67% travel in the next three years for 3.500 euros and more 32% 9% 6% 20% 33% my wellbeing." 65% no indication 21% 32% 10% 7% 30% 62% Total 9% 7% 20% 31% 33% 64% up to under 1.500 euros 12% 8% 17% 29% 35% 63% 1,500 to under 2,500 euros 8% 5% 19% 30% 38% 68% "I would consider long-distance 2.500 to under 3.500 euros 6% 5% 43% 28% travel in the next three years to 71% 3,500 euros and more seek relaxation." 7% 6% 31% 38% 69% no indication 25% 38% 9% 8% 20% 62% 8% 6% 18% 29% 39% Total 68% up to under 1,500 euros 29% 24% 13% 8% ■ 1 = strongly disagree 21% "I would consider long-distance 1,500 to under 2,500 euros 27% 25% 27% 13% 8% 21% 2 travel in the next three years for 2,500 to under 3,500 euros 25% 28% 7% 27% 14% 21% 3 health and fitness purposes." 3,500 euros and more 28% 26% 27% 13% 6% 19% 4 27% no indication 29% 29% 7% 8% 16% 27% 26% $\blacksquare$ 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

Total

values in between to grade your opinion." (Randomised items)

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

27%

13%

7%

20%

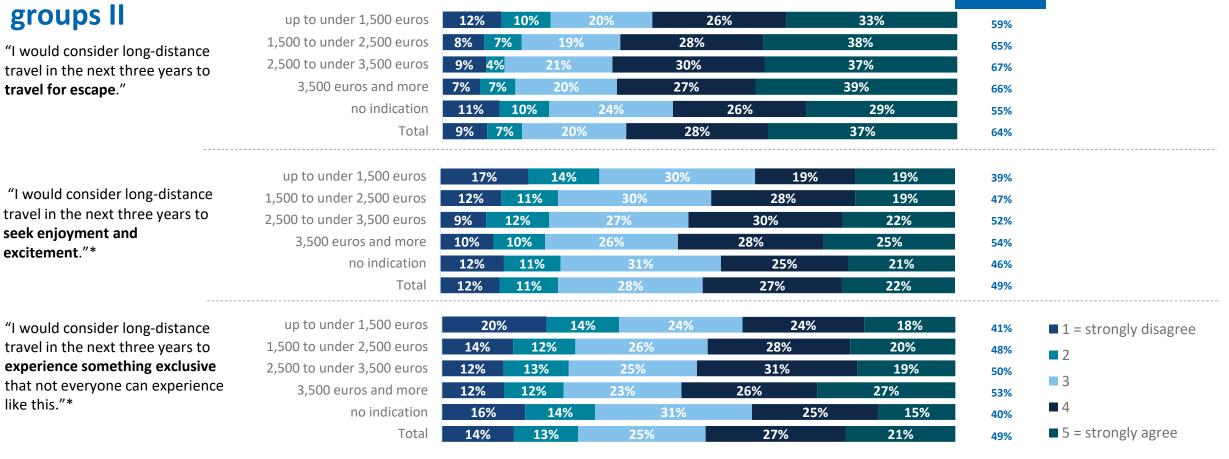


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### Bivariate results: Intrinsic travel motives long-distance trips / income



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 <u>purpose</u> 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)



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

Top-2-Box

groups III						· ·	
	up to under 1,500 euros	9% 7% 17	% 29%	3	8%	66%	
"I would consider long-distance travel in the next three years to <b>experience nature</b> (beautiful	1,500 to under 2,500 euros	<b>6% 6% 18%</b>	33%	3	8%	71%	
	2,500 to under 3,500 euros	<b>5% 4% 18%</b>	30%	429	6	73%	
landscapes, clean air, clean	3,500 euros and more	5% <mark>3%</mark> 14%	31%	46%		77%	
water)."*	no indication	<b>11% 5% 2</b> 2	1% 27%	3	7%	64%	
	Total	6% <mark>5%</mark> 17%	31%	419	%	72%	
"I would consider long-distance	up to under 1,500 euros	10% 8% 15	<b>5% 29%</b>	3	7%	66%	
travel in the next three years to	1,500 to under 2,500 euros	<b>6% 4% 21%</b>	31%	38	38%		
gain new impressions, to get to	2,500 to under 3,500 euros	<b>5% 4%</b> 16%	34%	40%		74%	
know something completely	3,500 euros and more	<b>5% 5% 15%</b>	29%	46%		76%	
different."*	no indication	10% <mark>5%</mark> 18%	31%	38	38%		
	Total	6% <mark>5%</mark> 17%	31%		6	<b>72%</b>	
	up to under 1,500 euros	14% 15%	29%	24%	18%	42%	1 - etweenely, dies are a
"I would consider long-distance	1,500 to under 2,500 euros	11% 10%	34%	28%	13%	42%	1 = strongly disagree
travel in the next three years to do something for <b>culture and</b> education."*	2,500 to under 3,500 euros	8% 10%	28%	32%	21%	43% 53%	2
	3,500 euros and more	9% 12%	25%	30%	24%	54%	3
euucation.	no indication	13% 12%	33%	23%	18%	42%	4
	Total	11% 11%	29%	29%	20%	49%	■ 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



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#### **Bivariate results: Perception of distant destinations / level of** Top-2-Box education I low educational level 21% 17% 18% 33% 12% 29% "The farther the destination is from medium educational level 14% 23% 18% 12% 30% my place of residence, the more I want to visit that place."\* high educational level 17% 22% 21% 10% 31% 31% 17% 21% Total 32% 19% 11% 30% 40% 19% 12% low educational level 24% 15% "I want to **escape** from my present life, and travel to distant 43% medium educational level 11% 16% 25% 18% 30% destinations can help me achieve high educational level 11% 16% 29% 16% 44% this goal."\* 26% 16% Total 14% 15% 43% 1 = strongly disagree 30% low educational level 20% 16% 34% 17% 13% "The farther the destination is. the 2 medium educational level 15% 20% 11% 30% 36% 18% happier I feel when I think of visiting 3 there."\* high educational level 18% 21% 11% 22% 32%

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)

19%

11%

31%

■ 5 = strongly agree

19%

17%

Total



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#### **Bivariate results: Perception of distant destinations / level of** Top-2-Box education II low educational level 22% 14% 9% 23% 19% 36% "The farther the destination is, the medium educational level 24% 19% 16% 34% 6% 25% more relaxed I feel when I think of visiting there."\* high educational level 7% 20% 25% 15% 21% Total 19% 23% 16% 7% 23% low educational level 15% 12% 27% 27% 19% 47% ■ 1 = strongly disagree "The farther the destination is. the 2 medium educational level 10% 12% 31% 23% 55% more excited I am to think about 3 visiting there."\* high educational level 9% 12% 31% 23% 54% 4 $\blacksquare$ 5 = strongly agree 11% 12% 30% Total 22% 52%

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)

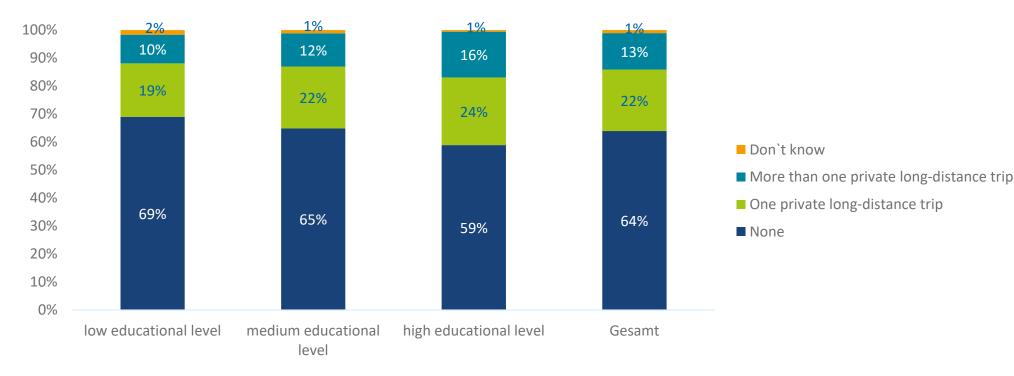


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# Bivariate Results: Long-distance travel behaviour <u>during Covid-19 times</u> / level of education



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 <u>long-distance travel in general</u>. 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 <u>since March 2020</u>, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)



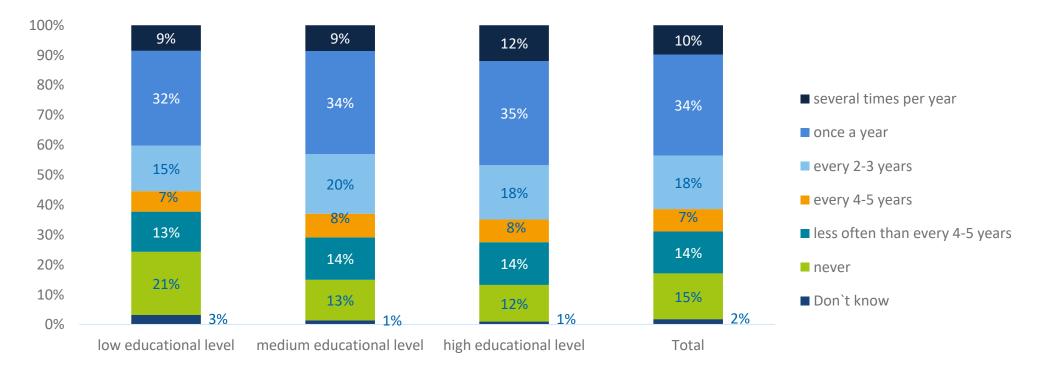
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# Bivariate Results: Long-distance travel behaviour <u>before Covid-19 times</u> / level of education

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



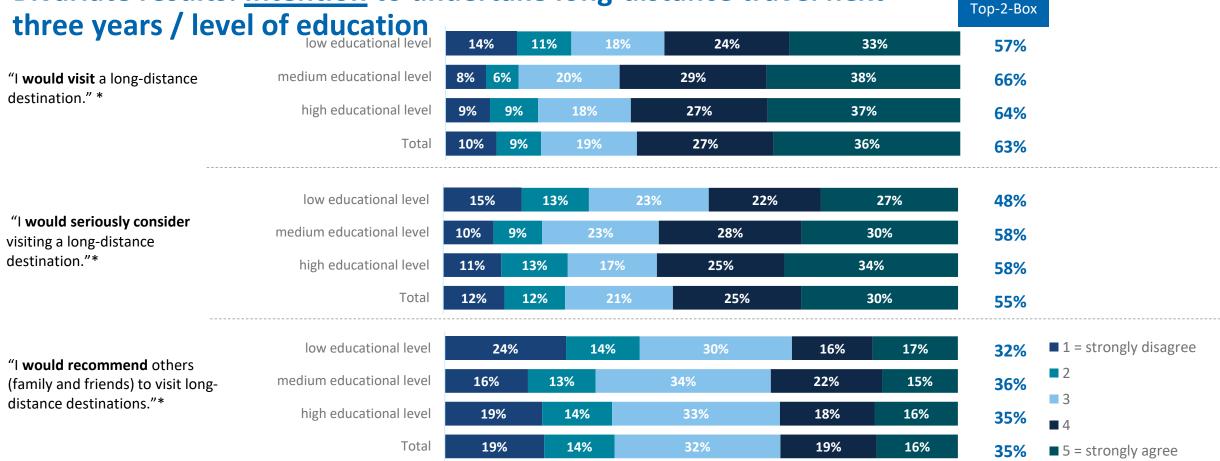
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05) Questions: "What is your highest educational qualification?" (single answer/ answers 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 <u>long-distance travel in general</u>. 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 <u>before the Covid-19 pandemic</u>, i.e. before 2020?" (single answer)



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### **Bivariate results:** Intention to undertake long-distance travel next



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) / "What are your <u>plans</u> 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)



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#### Bivariate results: Desire to go on long-distance trips next three years / Top-2-Box level of education low educational level 27% 14% 22% 19% 18% 37% "I'm thinking about long-distance medium educational level 20% 15% 22% 22% 21% 43% travel more frequently than three years ago." high educational level 26% 15% 21% 20% 18% 38% 15% 21% 19% Total 25% 20% 39% 21% low educational level 28% 13% 17% 21% 38% "My desire for long-distance medium educational level 19% 15% 23% 21% 22% 43% travel is stronger than three years ago."\* high educational level 26% 14% 21% 19% 40% Total 24% 14% 20% 21% 21% 41% ■ 1 = strongly disagree 34% low educational level 15% 14% 13% 27% "It is more difficult to resist longmedium educational level 25% 19% 13% distance travel than three years 18% 31% 3 ago."\* high educational level 30% 18% 16% 13% 29% 30% 18% 16% 13% Total 24% ■ 5 = strongly agree 29%

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 <u>desire to travel long-distance in the next three years privately</u>? 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)



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



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 <u>purpose</u> 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)

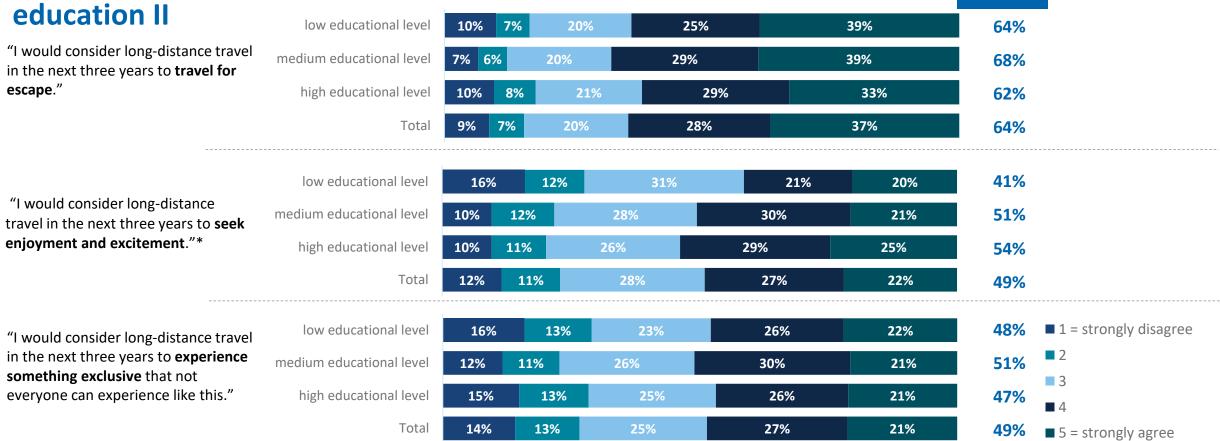


## DI Tourismusforschung

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



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 <u>purpose</u> 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)

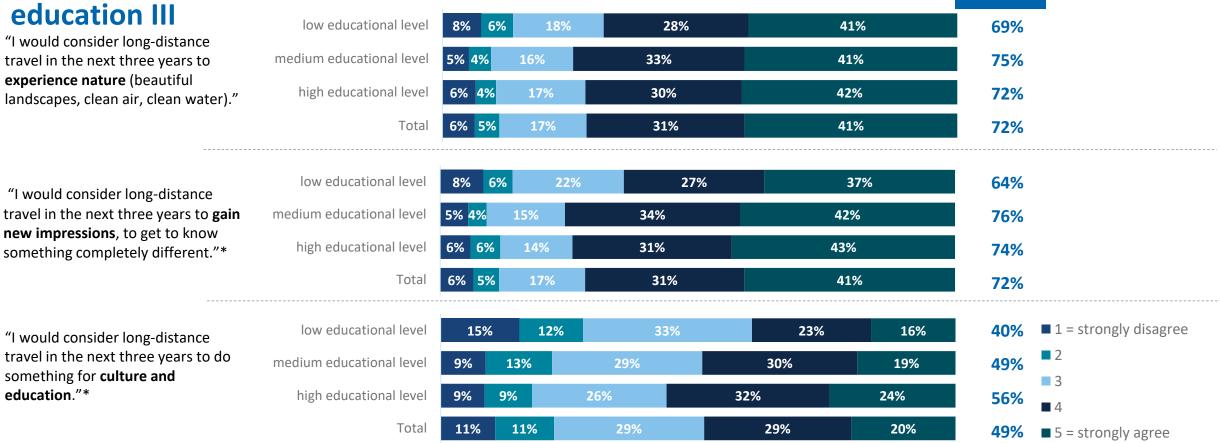


### DI Tourismusforschung

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



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 <u>purpose</u> 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: Risk types



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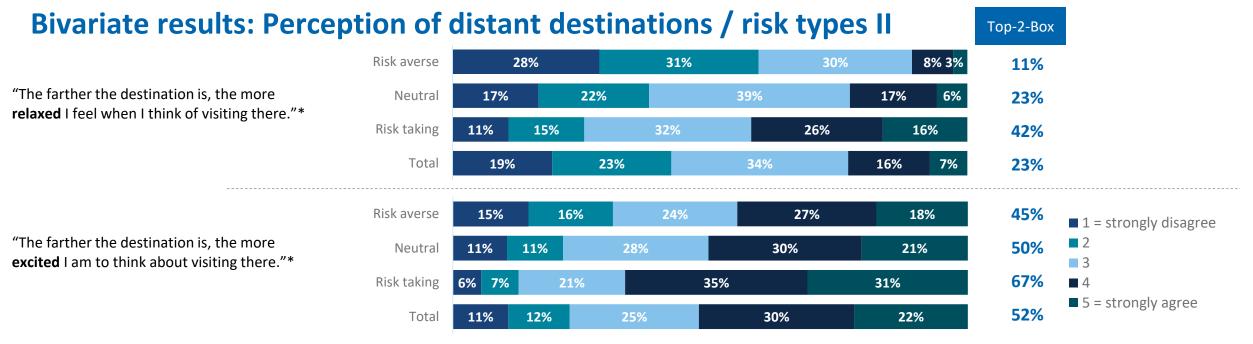
#### **Bivariate results: Perception of distant destinations / risk types I** Top-2-Box 11% 5% 24% Risk averse 30% 16% 15% 19% Neutral 37% 19% 10% 30% "The farther the destination is from my place of residence, the more I want to visit that place."\* **Risk taking** 10% 12% 27% 29% 23% 52% 21% 11% Total 17% 32% 19% 30% 20% 21% 30% Risk averse 19% 11% "I want to escape from my present life, and 12% 14% 32% 29% 14% 42% Neutral travel to distant destinations can help me achieve this goal."\* Risk taking 7% 9% 23% 32% 30% 62% 16% Total 14% 15% 26% 29% 43% ■ 1 = strongly disagree Risk averse 25% 6% 18% 27% 12% "The farther the destination is, the happier I 2 16% 17% 19% 10% Neutral 29% feel when I think of visiting there."\* 3 12% 22% Risk taking 10% 30% 52% 4 19% 19% 11% Total 17% 31% ■ 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 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)



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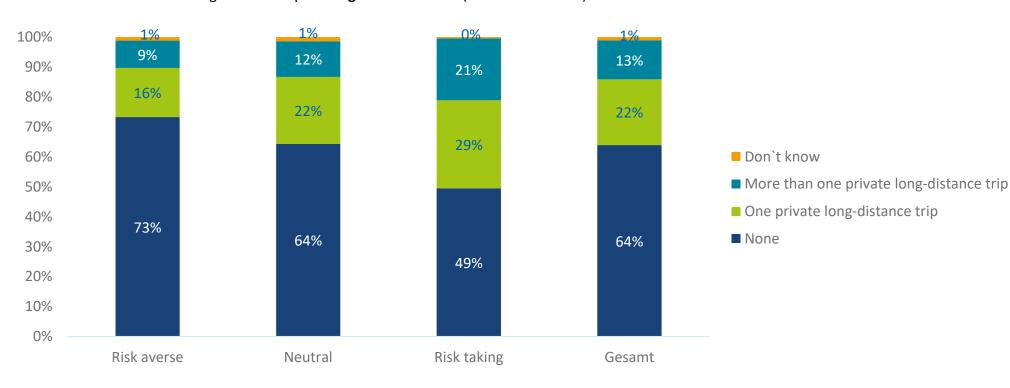
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05) Questions: "Once you assess yourself, what kind of risk type are you? Please use 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 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 <u>during Covid-19 times</u> / risk types**



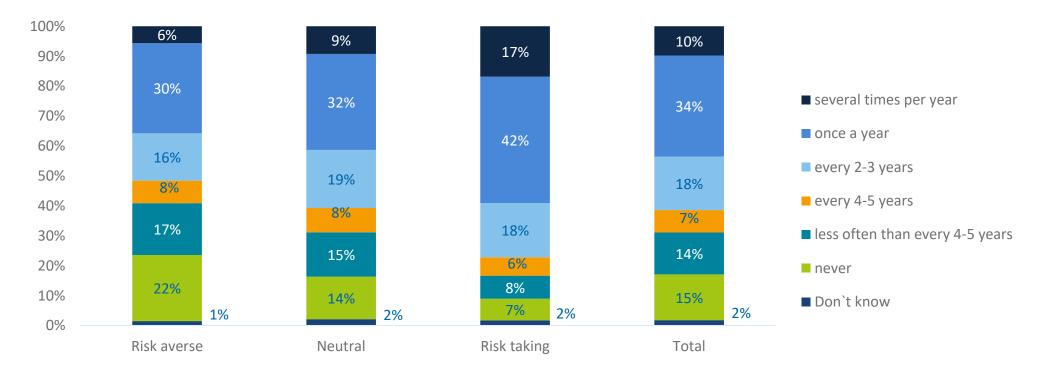
Long-distance trips during Covid-19 times (since March 2020)\*

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) 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 <u>long-distance travel in general</u>. 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 <u>since March 2020</u>, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)





### **Bivariate Results: Long-distance travel behaviour <u>before Covid-19 times</u> / 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 <u>long-distance travel in general</u>. 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 <u>before the Covid-19 pandemic</u>, i.e. before 2020?" (single answer)



**Bivariate results:** Intention to undertake long-distance travel next

## three years / risk types

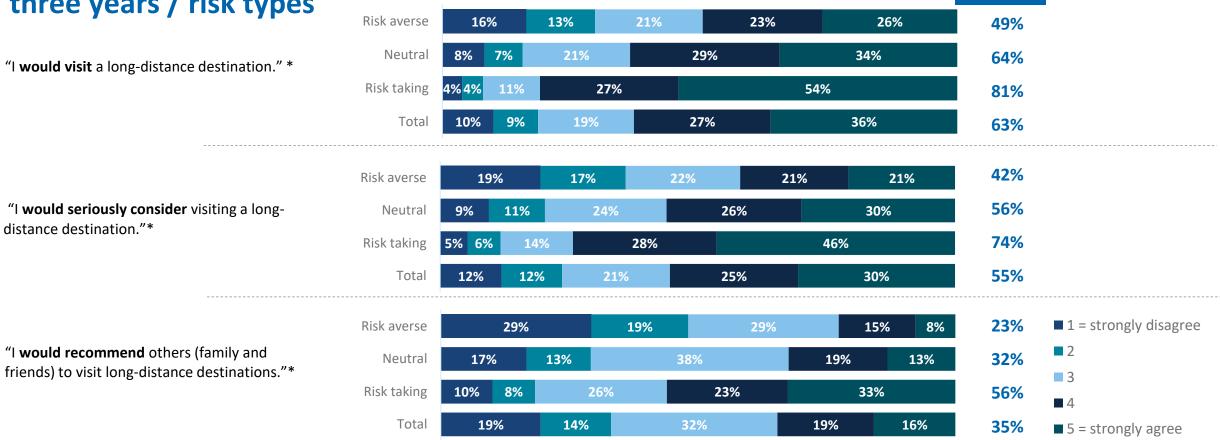
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Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05) Question: "Once you assess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



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#### Bivariate results: Desire to go on long-distance trips next three years / Top-2-Box risk types Risk averse 38% 19% 13% 12% 25% 22% 15% 23% 18% "I'm thinking about long-distance travel more Neutral 23% 40% frequently than three years ago."\* **Risk taking** 10% 10% 23% 26% 31% 57% 25% 15% 19% Total 21% 20% 39% 27% 38% **Risk** averse 19% 14% 14% "My desire for long-distance travel is stronger 22% 13% 23% 18% 41% Neutral than three years ago."\* Risk taking 10% 8% 23% 36% 58% Total 24% 14% 20% 21% 21% 41% ■ 1 = strongly disagree Risk averse 43% 11% 18% 21% 7% "It is more difficult to resist long-distance 2 16% 17% 13% 29% Neutral 26% travel than three years ago."\* 3 16% 22% Risk taking 16% 24% 22% 44% 4 30% 18% 16% 13% Total 24% 29% ■ 5 = strongly agree

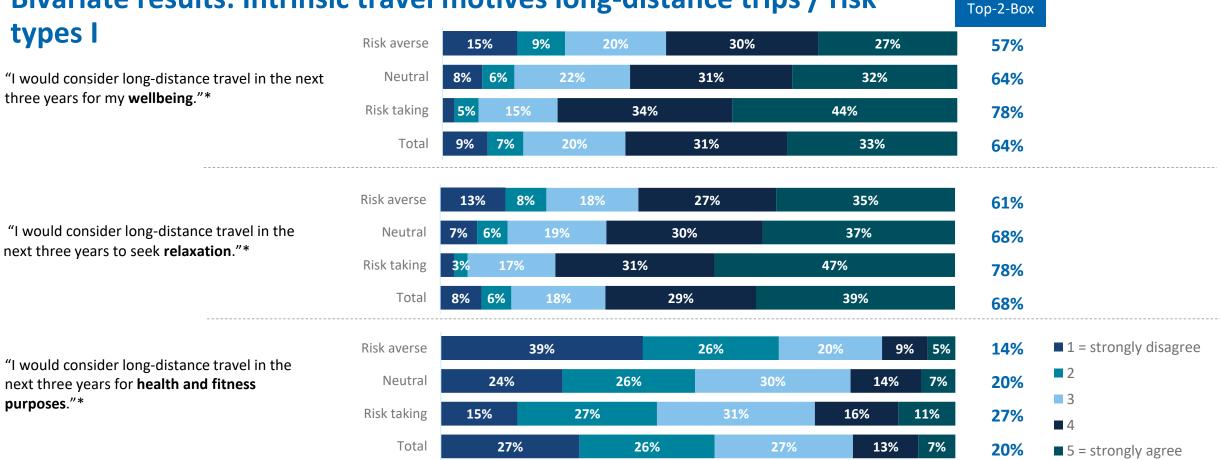
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05) Question: "Once you assess yourself, what kind of risk type are you? Please use 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 <u>desire to travel long-distance in the next three years privately</u>? 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)



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



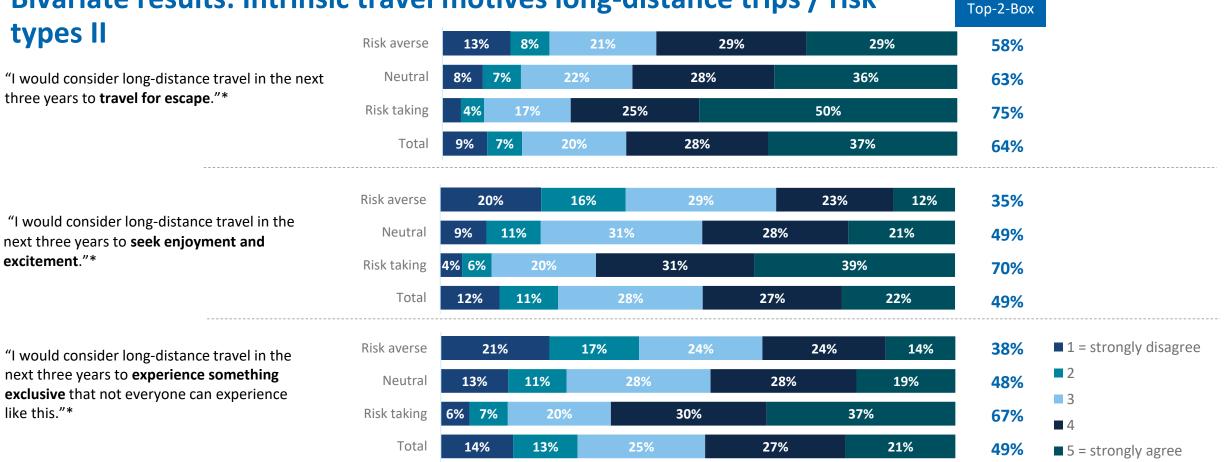
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05) Questions: "Once you assess yourself, what kind of risk type are you? Please use 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 <u>purpose</u> 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)



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



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 <u>purpose</u> 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)



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

Top-2-Box types III Risk averse 10% 6% 30% 35% 65% "I would consider long-distance travel in the next 5% 5% 32% Neutral 40% 72% three years to experience nature (beautiful landscapes, clean air, clean water)."\* **Risk taking** 2% 29% 53% 83% 6% 5% 31% 41% Total 17% 72% 8% 32% Risk averse 10% 17% 32% 64% "I would consider long-distance travel in the 6% 3% 19% 31% Neutral 41% 72% next three years to gain new impressions, to get to know something completely different."\* 29% Risk taking 12% 54% 3% 83% 6% 5% Total 31% 41% 17% 72% ■ 1 = strongly disagree 18% 40% Risk averse 14% 26% 14% "I would consider long-distance travel in the 2 8% 11% 19% 48% Neutral 29% next three years to do something for culture 3 and education."\* 4% 8% 32% Risk taking 24% 32% 64% 4 11% 11% 29% 20% Total 49% ■ 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

# FH Westküste

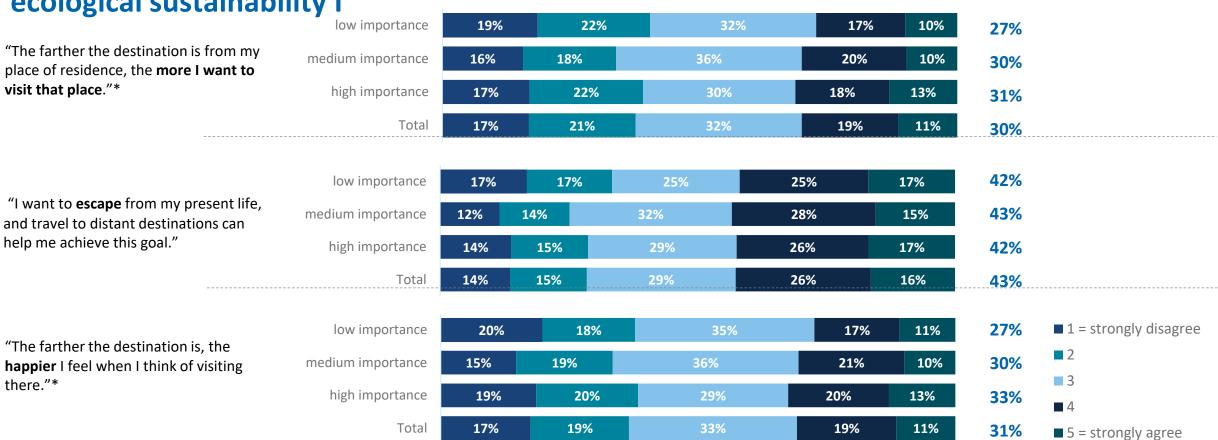
Top-2-Box

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



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)

# FH Westküste

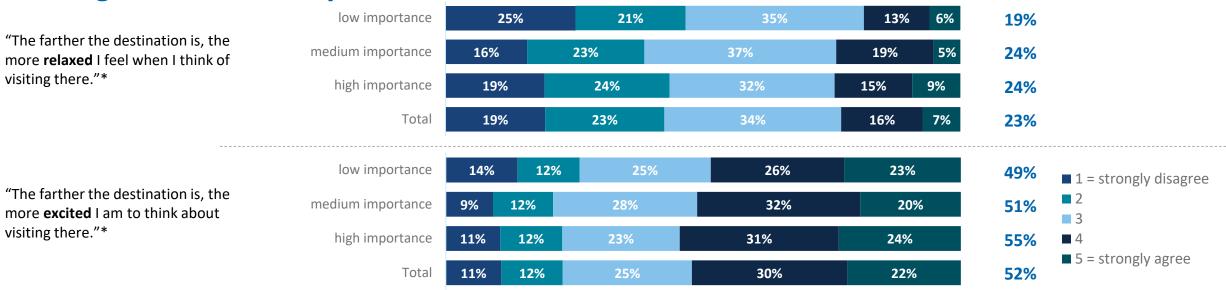
Top-2-Box

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



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)

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

2% 1% 1% 100% 1% 12% 13% 14% 13% 90% 80% 22% 19% 22% 24% 70% 60% Don`t know More than one private long-distance trip 50% One private long-distance trip 40% 66% 65% 64% None 61% 30% 20% 10% 0% low importance medium importance high importance Gesamt

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

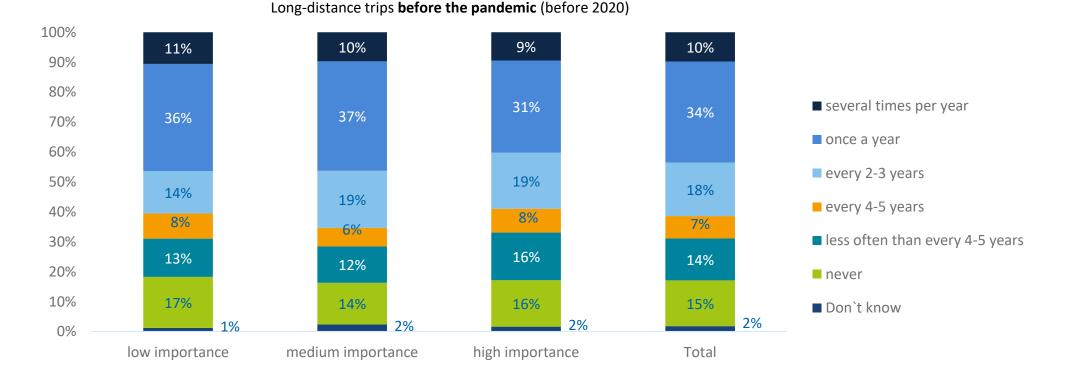
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding.\*Differences are significant (Chi Square Test; p < 0.05) Questions: "How important is it to you to minimise your private travel's environmental 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 <u>long-distance travel in general</u>. 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 <u>since March 2020</u>, i.e. since the outbreak of the Covid-19 pandemic?" (single answer)

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**NWU®** für Tourismusforschung Bivariate Results: Long-distance travel behaviour before Covid-19 times / importance of ecological sustainability

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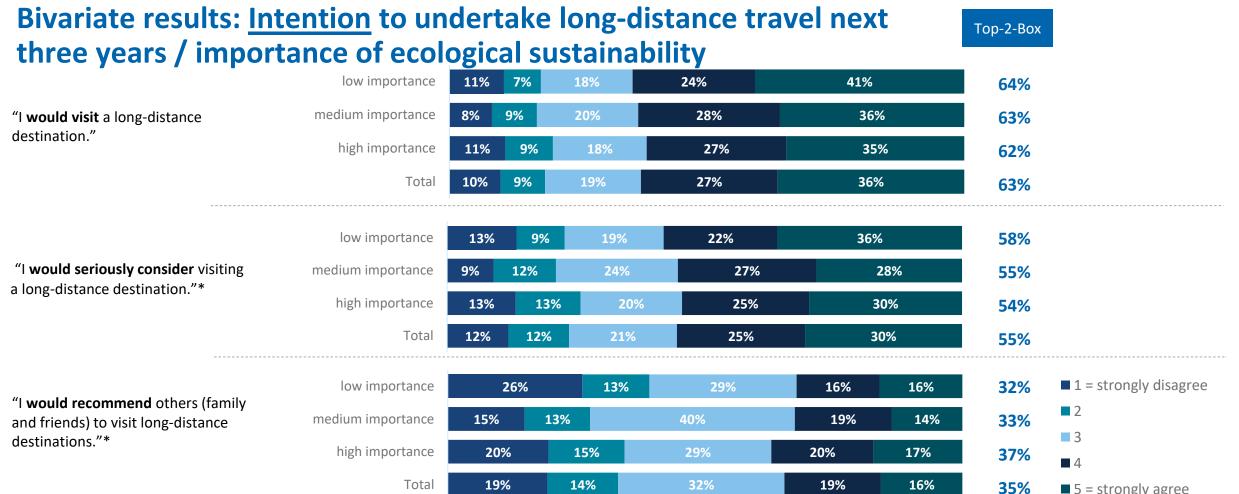
Source: Deutsches Institut für Tourismusforschung / TREES (2023), n= 2,021. Figures in valid percentages. Deviations from the individual values are due to rounding. \*Differences are significant (Chi Square Test; p < 0.05) Questions: "How important is it to you to minimise your private travel's environmental 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)

# FH Westküste

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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) 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 <u>plans</u> 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)

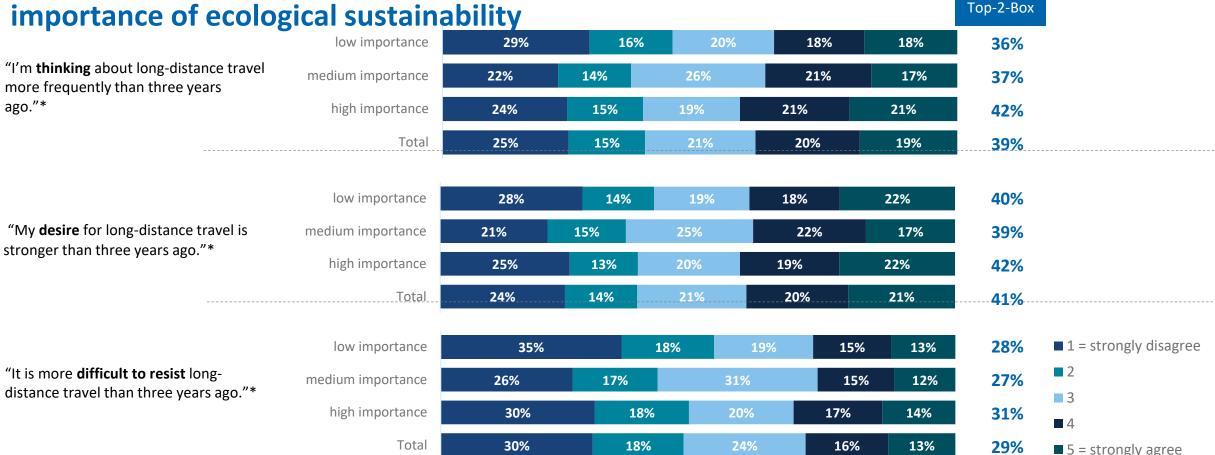
# FH Westküste

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## Bivariate results: <u>Desire</u> 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. \*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 <u>desire to travel longdistance in the next three years privately</u>? 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)



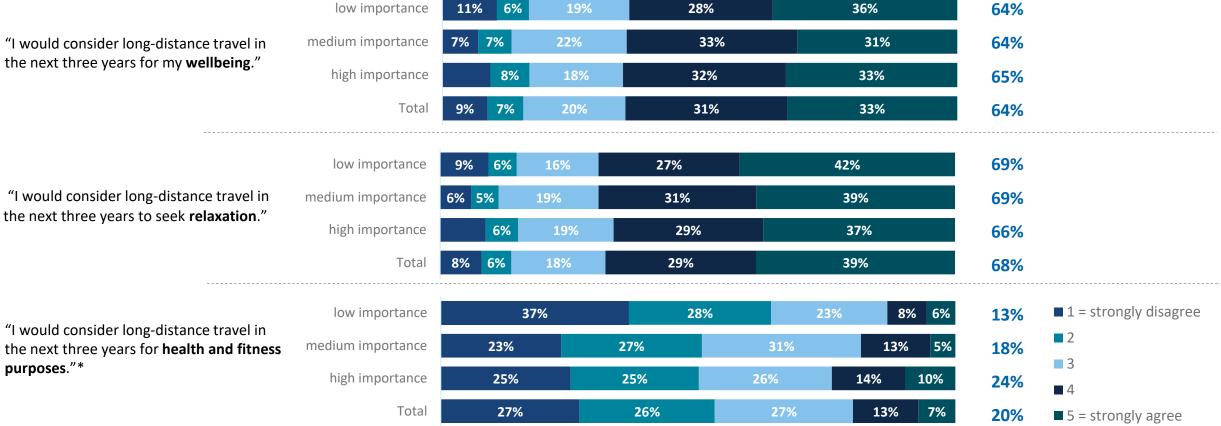
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## Bivariate results: Intrinsic travel motives long-distance trips /

### importance of ecological sustainability I



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 <u>purpose</u> 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)

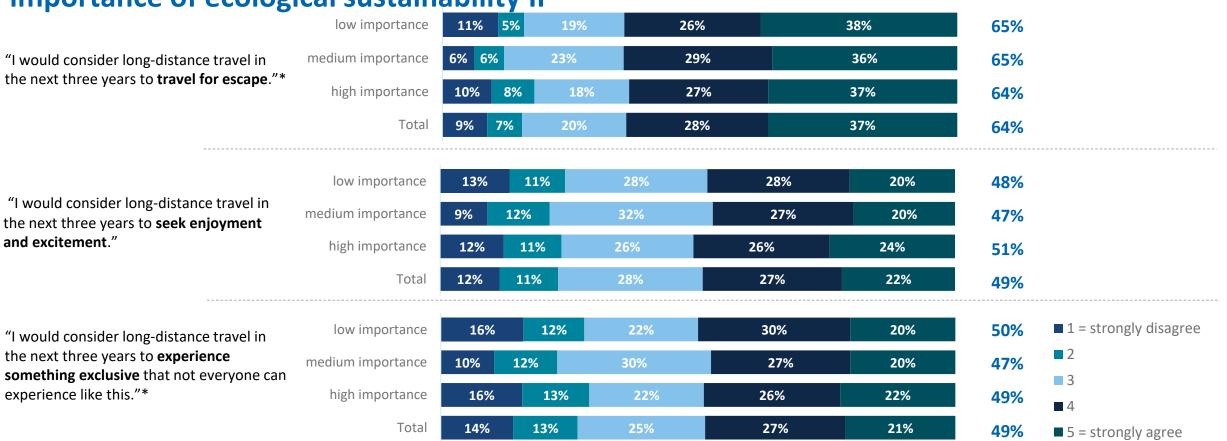


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## Bivariate results: Intrinsic travel motives long-distance trips / importance of ecological sustainability II



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 <u>purpose</u> 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)

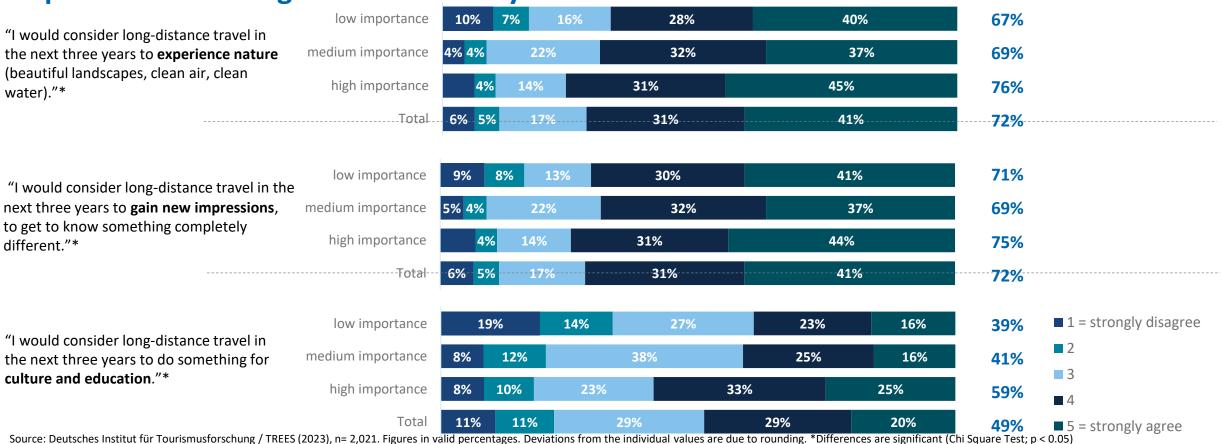


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## Bivariate results: Intrinsic travel motives long-distance trips / importance of ecological sustainability III



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 <u>purpose</u> 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

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











- 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.







- 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.







- 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.







- 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.



## Next steps: further multivariate analyses

Further advanced analyses will include:

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- 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 decisionmaking, 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.







Aldao, C., Blasco, D., Espallargas, M.P. & Palou Rubio, S. (2021). Modelling the crisis management and impacts of 21st century disruptive events in tourism: the case of the COVID-19 pandemic. Tourism Review, 76(4), 929-941.DOI: <u>https://doi.org/10.1108/TR-07-2020-0297</u>.

Aldao, C., Blasco, D. & Poch-Espallargas, M. (2022). Lessons from COVID-19 for the future: destination crisis management, tourist behaviour and tourism industry trends. Journal of Tourism Futures. DOI: <a href="https://doi.org/10.1108/JTF-02-2022-0059">https://doi.org/10.1108/JTF-02-2022-0059</a>.

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Ramires, A., Carvalho, I., & Correia, A. (2022). Pre- and post-pandemic travel behaviour and intentions: Clustering Portuguese generations. Anatolia. DOI: 10.1080/13032917.2022.2078848

Senbeto, D. L., & Hon, A. H. Y. (2020). The impacts of social and economic crises on tourist behaviour and expenditure: an evolutionary approach. Current Issues in Tourism, 23(6), 740-755. DOI: <u>https://doi.org/10.1080/13683500.2018.1546674</u>.

World Tourism Organization. (2021). International Tourism Highlights, 2020 Edition. UNWTO: Madrid. DOI: https://doi.org/10.18111/9789284422456.

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