

# Out of the niche!

## Research and actions in Germany to make the tourism offer more sustainable

Vienna, Sept. 11, 2015  
Ulf Sonntag, NIT



# Why my face looks different today ...



Foto: David Schmitz, [www.dailydose.de/fotos/1928.htm](http://www.dailydose.de/fotos/1928.htm)



*Focus of our work:*

Market research in tourism demand in Germany and Europe

Sustainable tourism development

Supporting tourism strategy, planning, policy

## Research: The idea to track sustainable tourism demand ...



### Our inspiration:



### Our tool:



### Our questions:

„My holidays should be as ecologically compatible, resource-efficient and environmentally friendly as possible” (since 2012)

42%\*

„My holidays should be as socially compatible as possible (i. e. fair working conditions for staff and respect of native population)” (since 2013)

49%\*

\* Reiseanalyse 2015; figures for “totally agree” and “agree“;  
Basis: German-speaking population in Germany 14+ years

**Policy:** The goal to increase sustainable tourism demand ...

- » The tourism sector offers enormous potential for environmental and climate protection.
- » At the same time it depends on an intact nature and the environment.
- » Aim to put environmental sustainability and climate protection on the industry's agenda and promote it.
- » Discuss with suppliers and tourism associations on ways to expand the sustainable travel option



Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety



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Secretary of State  
Jochen Flasbarth

Use **research** to help **policy** and to talk to the **industry**



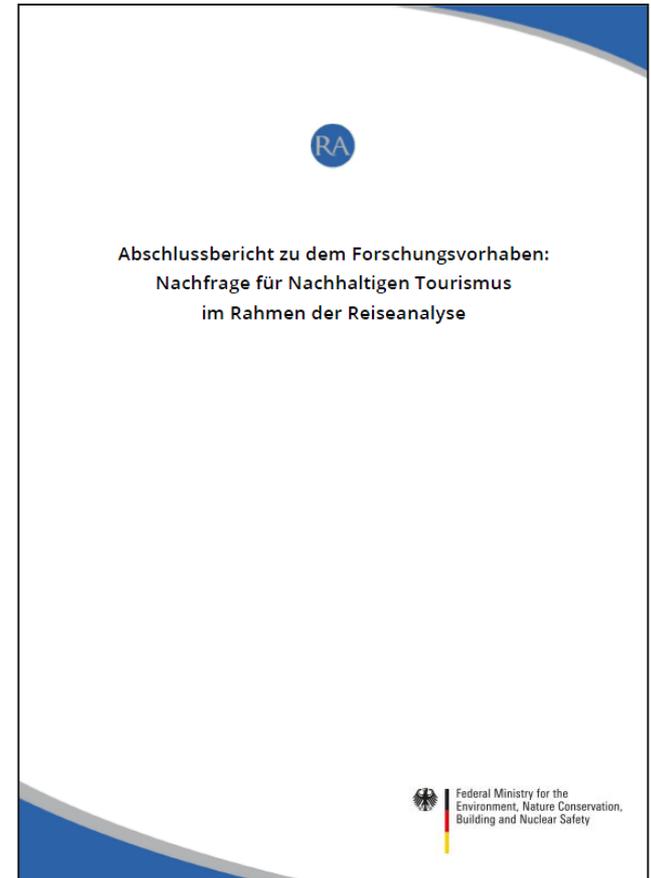
Federal Ministry for the  
Environment, Nature Conservation,  
Building and Nuclear Safety



Need for information to start  
the discussion with the  
industry and to convince

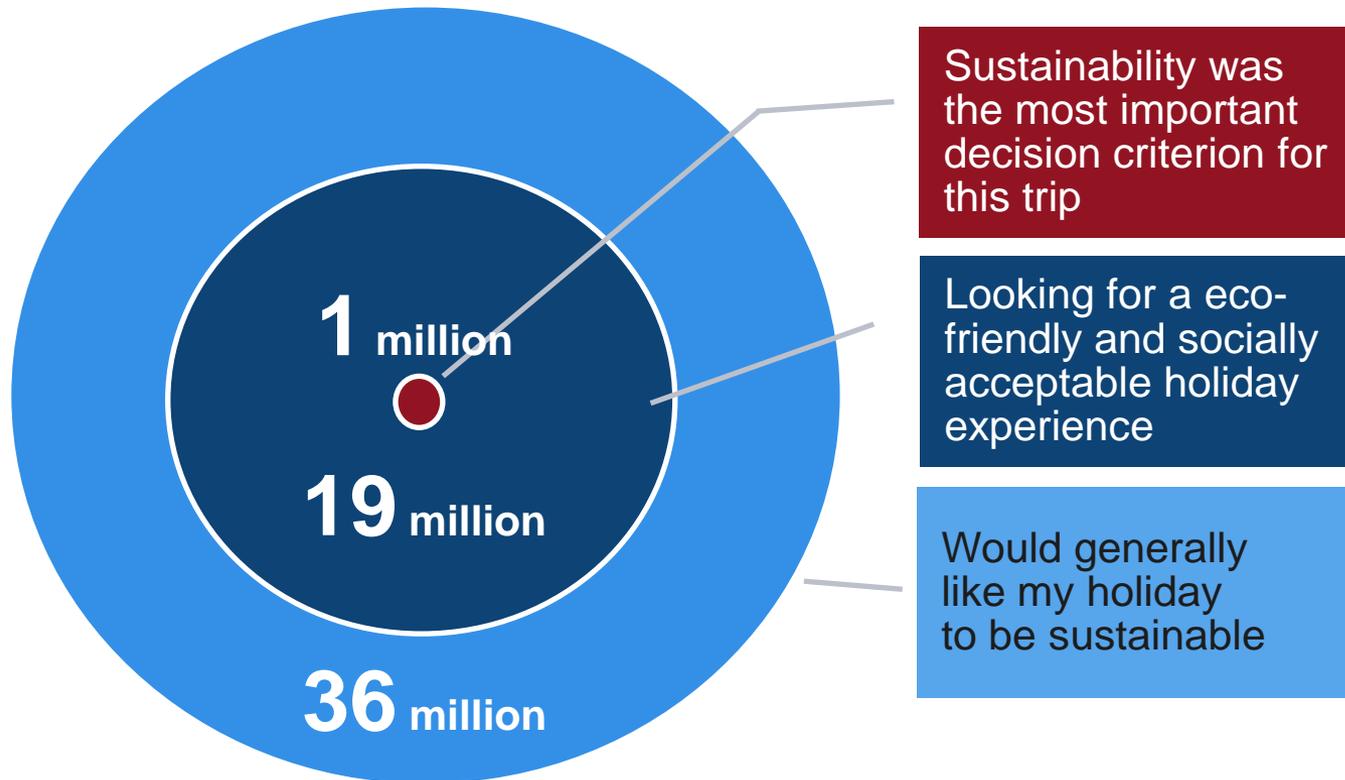
The right tool and the  
right competences to  
support the ministry

- » What is associated with “sustainable tourism”?
- » Which terminology is most widely understood?
- » How many travel/would like to travel in a (more) sustainable way?
- » Who is travelling?
- » How are they travelling?
- » Characteristics/Obstacles?
- » Responsibilities?



[www.bmub.bund.de/N51279/](http://www.bmub.bund.de/N51279/)

# Sustainable tourism demand in Germany: Many want it, few do it!



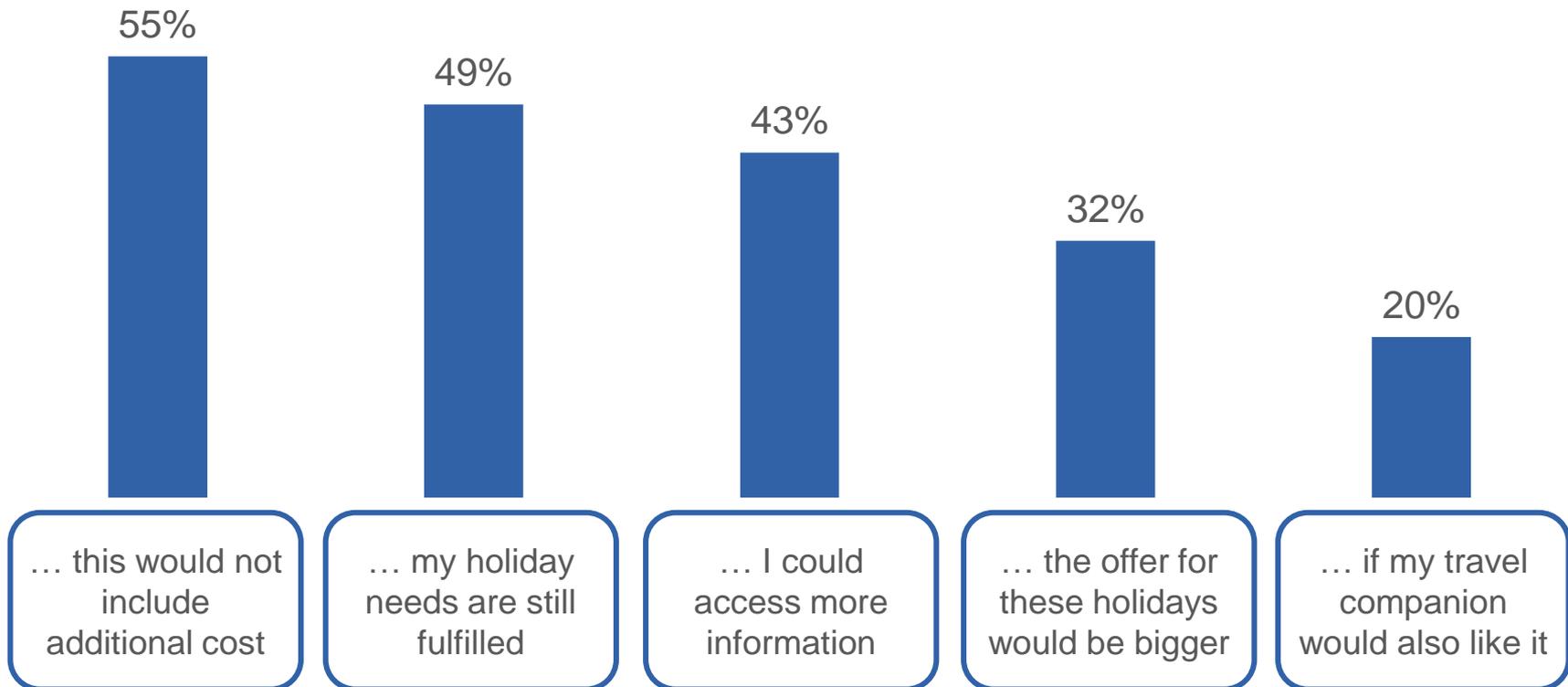
Source: Reiseanalyse 2014  
in [www.bmub.bund.de/N51279/](http://www.bmub.bund.de/N51279/)

- » Huge interest for sustainable holidays
- » All socio-demographic segments
- » They want:  
regional food/drinks, eco-friendly accommodation,  
specialist tour-operator, relevant information,  
respect the locals
- » They do not want:  
Cut down in long-haul or plane travel
- » 1/3 would pay more for a sustainable  
engagement of the tour-operator



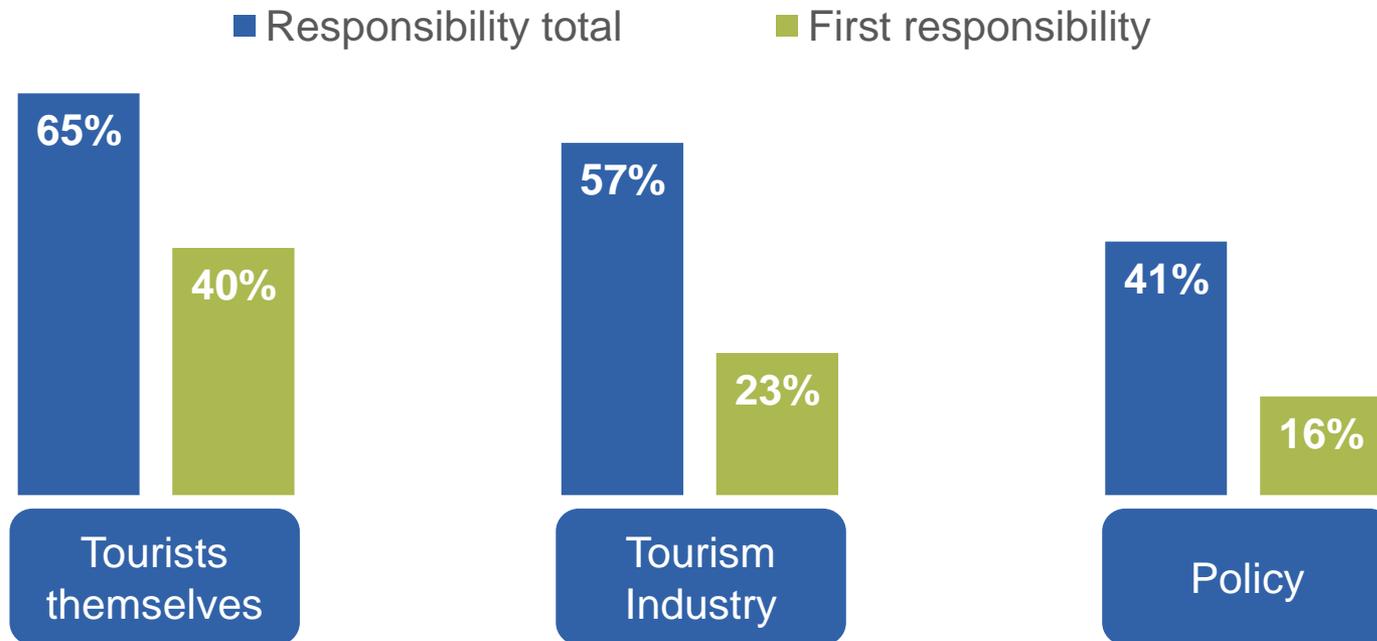
# Opportunities for (more) sustainable holidays:

I would like my holiday trips to be sustainable.  
It would be helpful for me, if ...



Source: Reiseanalyse 2014  
in [www.bmub.bund.de/N51279/](http://www.bmub.bund.de/N51279/)

# Who is responsible to make holidays more sustainable?



Source: Reiseanalyse 2014  
in [www.bmub.bund.de/N51279/](http://www.bmub.bund.de/N51279/)

## Conclusions by the **policy** to start talking with the **industry**

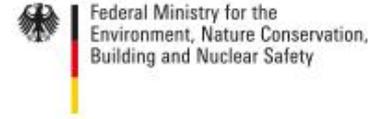
- » There is a substantial demand for sustainable tourism in Germany
- » The offer for sustainable tourism in Germany is not sufficient ...
- » ... existing products are often not found/recognised by the traveller



- » Presentation of research findings
- » Learning about the ministry's goals
- » Consensus about policy's conclusions
- » Common goal for more tourism products and more/better information about existing products
- » Critical issues:
  - » Price perception
  - » Complexity of products
  - » Transparency/Criteria/Certification



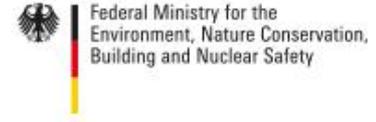
Some of the participants ...



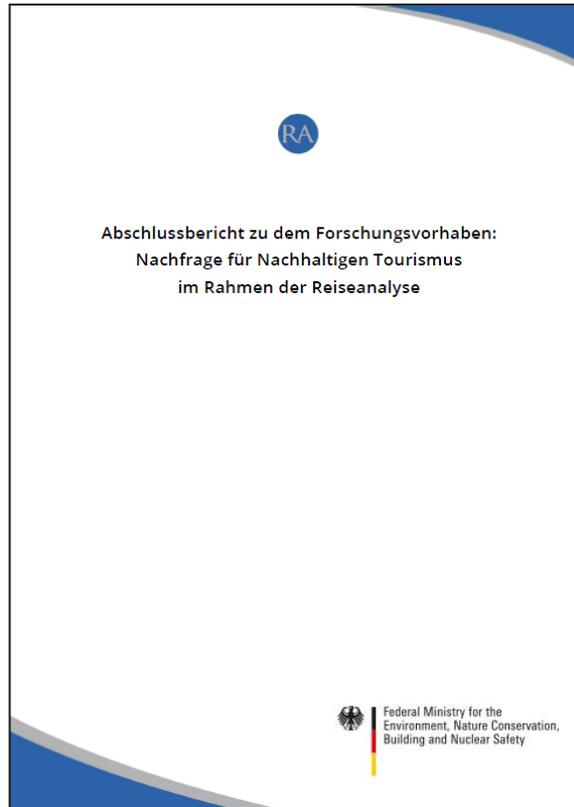
Studiosus



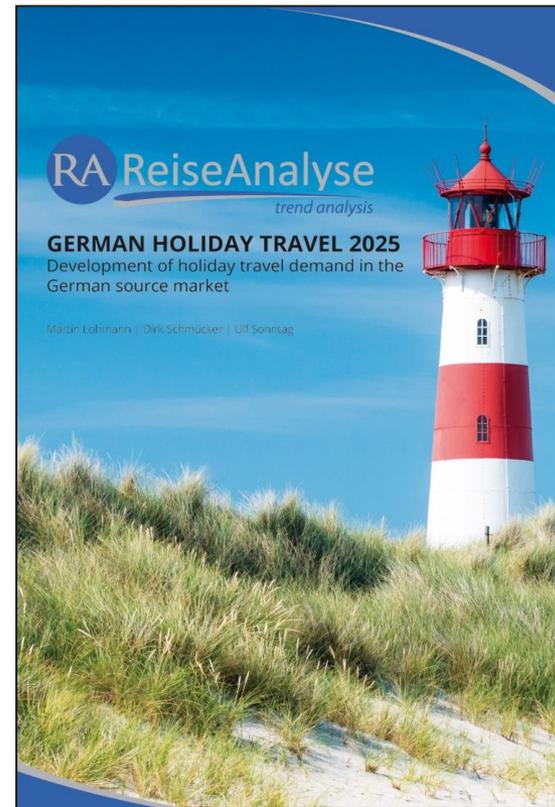
Plan to keep up the dialogue ...



**Next meeting 12 November 2015 about:  
Transparency/Certification etc.**



[www.bmub.bund.de/N51279/](http://www.bmub.bund.de/N51279/)



<http://www.fur.de/ra/publications-and-press/german-holiday-travel-2025/>

Thank you!



## Contact Details:



**Ulf Sonntag**

Leiter Marktforschung  
Prokurist

Institut für Tourismus- und  
Bäderforschung in Nordeuropa GmbH

Fleethörn 23  
D-24103 Kiel

Tel.: 0431 666 5670  
Fax: 0431 666 56710

[ulf.sonntag@nit-kiel.de](mailto:ulf.sonntag@nit-kiel.de)