

COVID-19 study by IPK International on behalf of the GNTB

Deutschland
Das Reiseland



Survey in 18
countries

Sentiment and
travel
behaviour

Survey period
May 2020

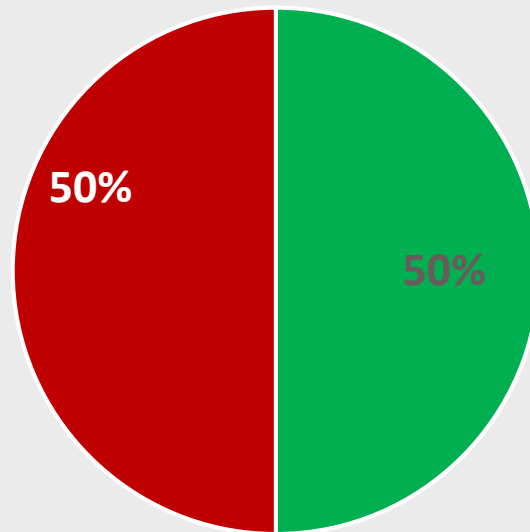
Cautious willingness to travel abroad

50% (source markets) would still consider international travel during the current coronavirus crisis

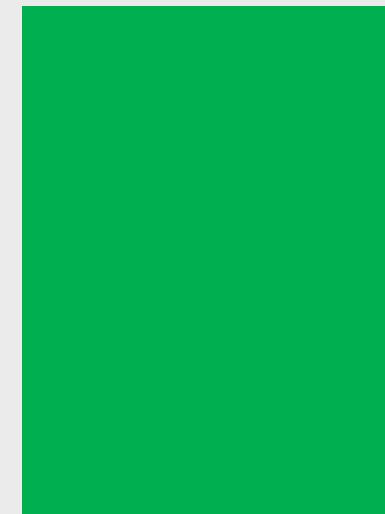
Europeans are more likely to travel abroad despite coronavirus

■ Travel abroad is a possibility

■ Travel abroad is out of the question



61%



■ Europeans

Source: COVID-19 study, IPK International, June 2020.

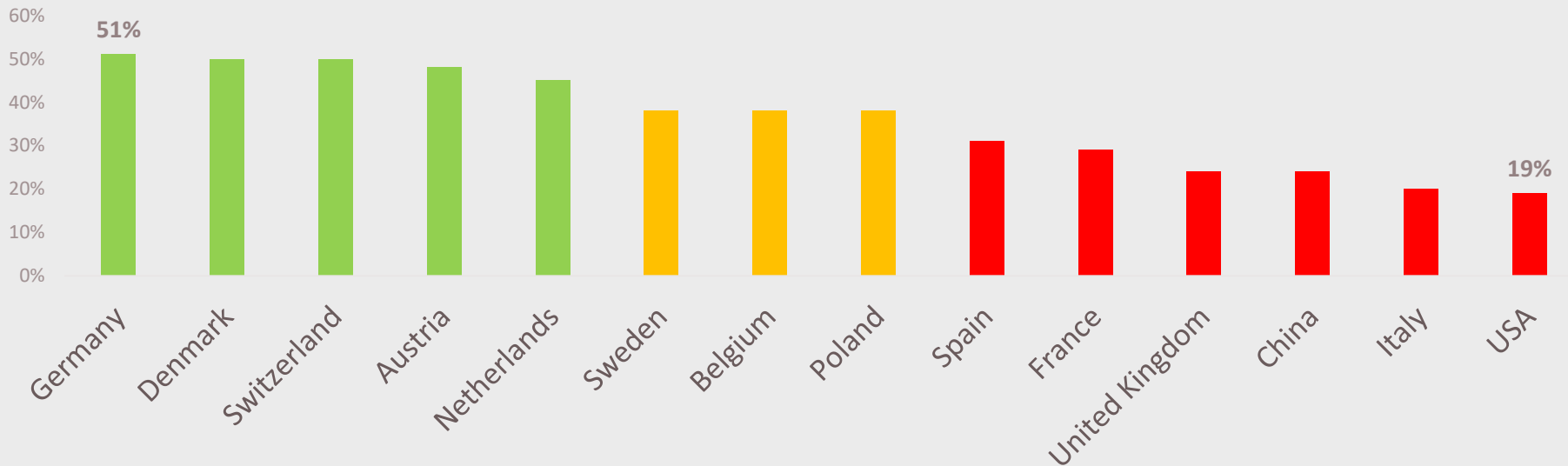
Question: Which destinations are you considering in principle ?

Assumption: lifting of travel restrictions, but no vaccine yet

Germany achieves the best score for low coronavirus risk in an international comparison

For the top source markets for inbound tourism to Germany Global outlook for international travel

Travel destination considered safe



Risk of coronavirus infection from international travellers' point of view

Medium

high

very high

More likely to be considered safe with regard to coronavirus:
Germany, Denmark, Switzerland, Austria, Netherlands

High-risk image:
USA, Italy, China, UK, France

Source: COVID-19 study, IPK International, June 2020.

Question: when it comes to coronavirus risk, which travel destinations do you consider safe/not safe?

Holidays in nature, travelling by car and self-catering considered low-risk

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Travelling by car
considered
low-risk
(48% share from
Europe)

Holidays in nature
& other outdoor
activities
considered
low-risk

Cultural travel, city
breaks and
sightseeing tours
considered
medium-risk

Visits to the
theatre, the
cinema and larger
events considered
high-risk.