

“New prospects for the  
passenger shipping industry  
after the Corona crisis”



Andreas Reiter





# General touristic situation & prospects

**EU domestic markets normalised** since Q2'21  
Deeply rooted **desire to travel** (escape from own backyard)

## Inhomogeneous development

- \*Actual cases, travel ban, vaccination rate etc.
- \*Sectors (leisure destinations # city tourism, cruising...)

## Touristic long covid

- \*MICE:
- \*Meeting/Events: slow recovery from Q3'21, Business Travel declines: 30-50%
- \*(International) city tourism focusses on EU domestic markets

## River Cruises

Slight restart (DACH)  
Recovery 2022 (Austria, Germany, Switzerland and Europe)  
International Markets: 2023 (US/Asia)  
Impact of crisis: recruiting/image problems; market takeovers, concentration (rive/land side)

**International recovery** in Europe: 2024 (prepandemic level 2019, Tourism Economics)



# Revenge Travel

High saving rates

e.g. Germany (2020): 16,3%  
compared to 10,9% in 2019

"I'll get back what  
the pandemic has  
withheld"

Travel: rising  
appreciation, rising  
costs

Revenge traveller: 10% of  
tourists

(Source: Simon-Kucher & Partners /  
ROIRocket: Travel Trends 2021)

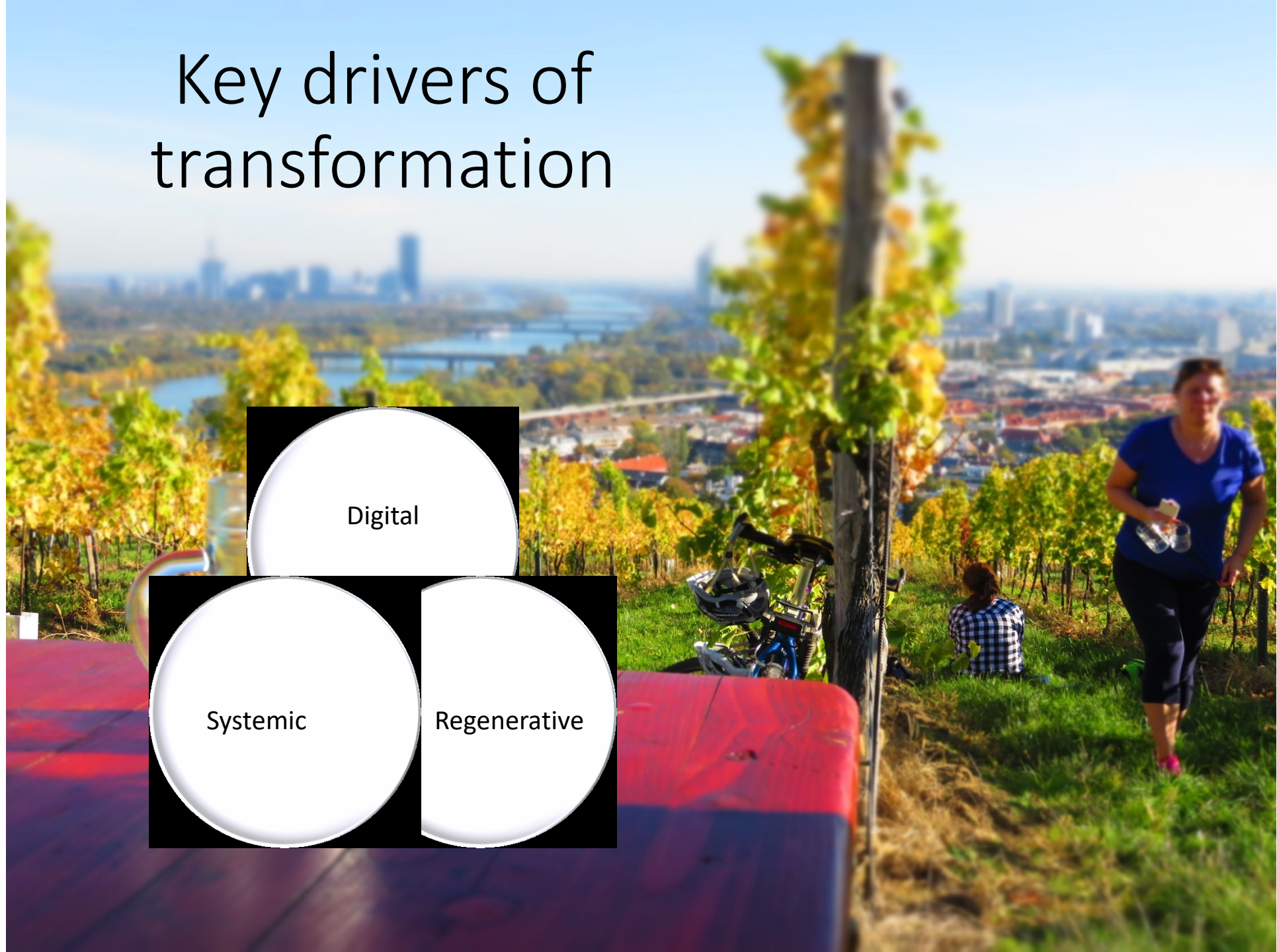


# Key drivers of transformation

Digital

Systemic

Regenerative





# Covid-19: Accelerator & game changer

Customer journey: safe & smart  
(Strict hygiene regulations, digital first, mobile cocooning)

Limitation of access at POI's  
(2G, time slots, registration, first come, first serve etc.)

Touchless experience  
(Contactless services (check in etc.), cashless pay, applications, sensors (door openers...))





# Smart crowd management at Points of Interest

The pandemic was a  
digital wake-up call for  
the travel industry

Predictive visitor  
management (AI)

All-in-one solutions:

Monitoring, mobility  
data-tracking,  
ticketing, payment,  
communication

outdooractive My Business

Thomas Wiedner  
Outdooractive Editors

Live Positions

- ☒ Live GPS Positions
- ☒ Buddy Beacon
- ☒ Wifi Tracker
- ☒ Eco Counter

Parking

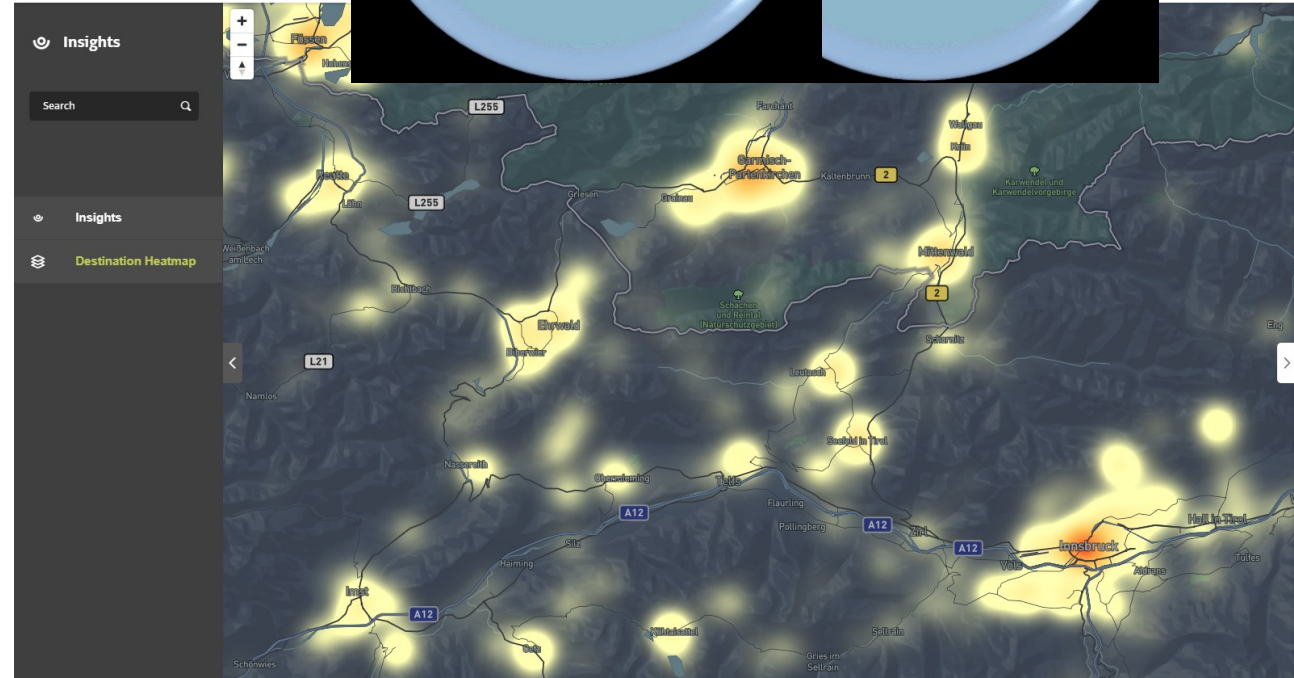
Map Views

Engagement

- ☒ Contributions
- ☒ Images

Time Range Last 24 hours

Heatmap ©Outdooractive



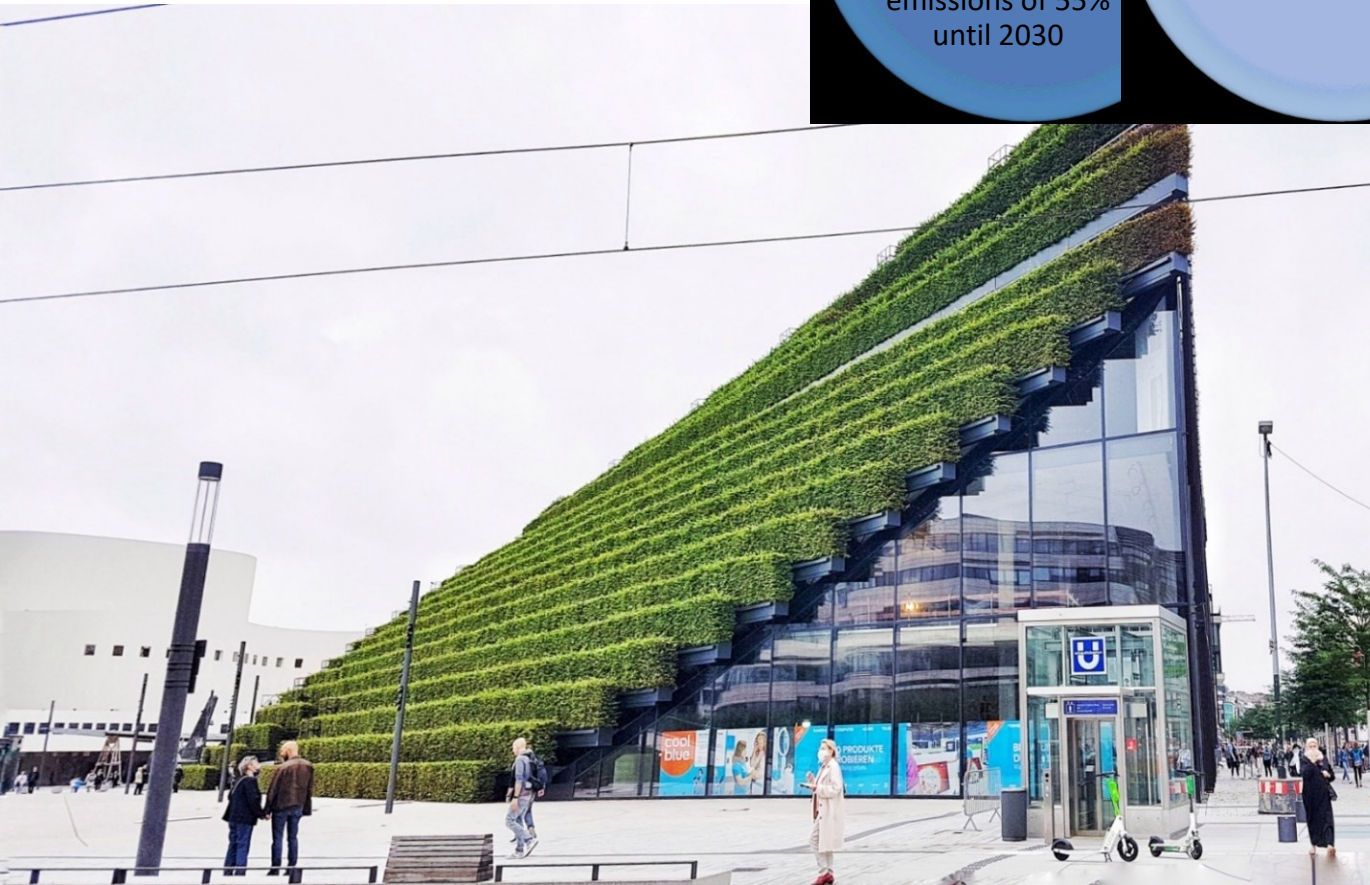


# Sustainable Development (SDG's)

Green Deal  
(EU, politics,  
investors)

"Fit for 55"  
Reduction of  
greenhouse gas  
emissions of 55%  
until 2030

Bottom-up  
(Generation Greta)





# Covid-19 changes traveller's mindset

## Nature Pleasure

- Eco travel, outdoor experiences, green luxury
- \*Making the most of outside space

## Immersive experiences

(Onshore experiences: local life/communities)

## Big Nostalgia

## Yearning for social life

(Magic places)





# Nature pleasure

Conscious escapes,  
immersive  
experiences

Mobile Cocooning

Hybrid formats  
(Glamping etc.)





# Big Nostalgia

“Age of nostalgia”  
(Zygmunt Bauman)

Excursions  
(Small groups)

Meaningful venues  
and events

vibrant local pulse  
instead of living  
museum





# Nano Tourism: Life seeing instead of sight seeing





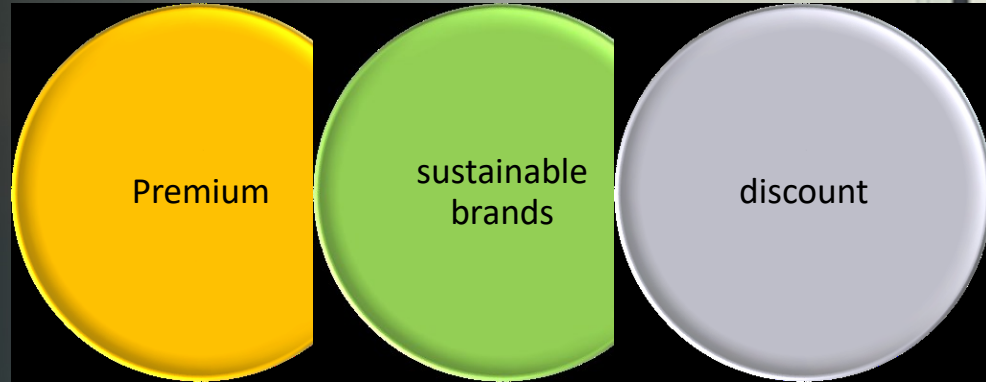
# Socio pleasure

Increasing demand for  
social rituals  
(Events, Christmas  
Markets etc.)





# Emerging stronger from the crisis...





# Segmentation

Cost-sensitive  
(hedonistic) milieus

- Discount
- De-personalisation

Middle classes are  
shrinking



„Truffel pigs“

- Curated & value based experiences
- Hidden places
- Personal high-end service
- De-materialisation







# Reset & redesign

Danube: **extremely attractive portfolio**

(Culture, scenic highlights, urban pulse etc.)

**Smart customer journey**

**Innovations out of crisis**

(Products, services, organisation)

Smart & regenerative

**Balanced tourism**

(Holistic approach (thinking in ecosystems river/land side), locals/visitors)

Happy inside & happy outside