

24.03.21, Digitale Woche Euregio

VERÄNDERUNGEN IM GRENZÜBERSCHREITENDEN TOURISMUS **DURCH CORONA**

#KristineHonig #Tourismuszukunft #Digitalisierung #Change

24.03.21, Digitale Week Euregio

VERANDERINGEN IN HET GRENSOVERSCHRIJDEND TOERISME **ALS GEVOLG VAN CORONA**

#KristineHonig #Tourismuszukunft #digitalisering #change



The image shows two men on a hilltop. On the left, a man with long brown hair and a beard, wearing a black t-shirt with a graphic, looks on. On the right, a man with short blonde hair is looking through a blue and white binocular viewer mounted on a post. The viewer has the word 'SUPERFOCUS' in blue letters. The background shows a green hillside with some buildings under a cloudy sky.

**EIN BLICK ZURÜCK
VOR CORONA**

Duitsers in Nederland:

- » Hotels, Vakantiehuisjes/bungalowparken, kampeerplaatsen
- » Kust, maar stijgende aantallen in het groene Nederland
- » Fietsen

Duitse in Nederland (grensgebied):

- » Winkelen
- » Dagje uit

Niederländer in Deutschland:

- » Hotels, Ferienwohnungen & Camping (!)
- » Mittelgebirge
- » Wandern

Niederländer in Deutschland: (Grenzgebiet):

- » Shopping
- » Tagesausflug

A man with brown hair and a beard, wearing a grey t-shirt and green sunglasses on his head, is shown from the side, reaching up to shoot a basketball. The ball is orange and blue and is suspended in the air above the hoop. The background features a green lawn, a tall pine tree, a swimming pool, and a building under a blue sky with white clouds.

**GEMAKKELIJK &
DICHTBIJ**

A man with a beard and sunglasses on his head, wearing a blue shirt, holds a red apple in his left hand and an orange in his right hand, presenting them to the camera. The background is a blurred outdoor setting with green trees and grass.

—
**ANDERS,
EN TOCH VERTROUWD**
—

A man with a beard and glasses, wearing a grey blazer over a black t-shirt, is high-fiving a woman. The woman has short brown hair, wears glasses, a patterned scarf, and a dark jacket. They are both smiling. The background is a wall with a mural featuring purple butterflies and a large white flower. The wall is made of horizontal wooden planks, some of which are painted light blue.

**VERTRAUEN &
WOHLFÜHLEN**

A photograph of two men bumping their fists in a celebratory gesture. The man on the left is older, with grey hair and glasses, wearing a black polo shirt and a black face mask with a small logo. The man on the right is younger, wearing a maroon t-shirt and a blue face mask with a white anchor pattern. They are standing in front of a wall covered in vibrant, abstract graffiti in red, blue, and white. The text 'TOERISME IN HET JAAR VAN CORONA' is overlaid in white capital letters, flanked by two short yellow horizontal lines.

TOERISME IN HET JAAR VAN CORONA

—
**GRENS
SLUITINGEN**
—

**GEEN
TOERISTISCHE OVERNACHTINGEN**



**KEINE GASTRONOMIE,
KEINE ATTRAKTIONEN**

—
**QUARANTÄNE-
REGELUNGEN**
—

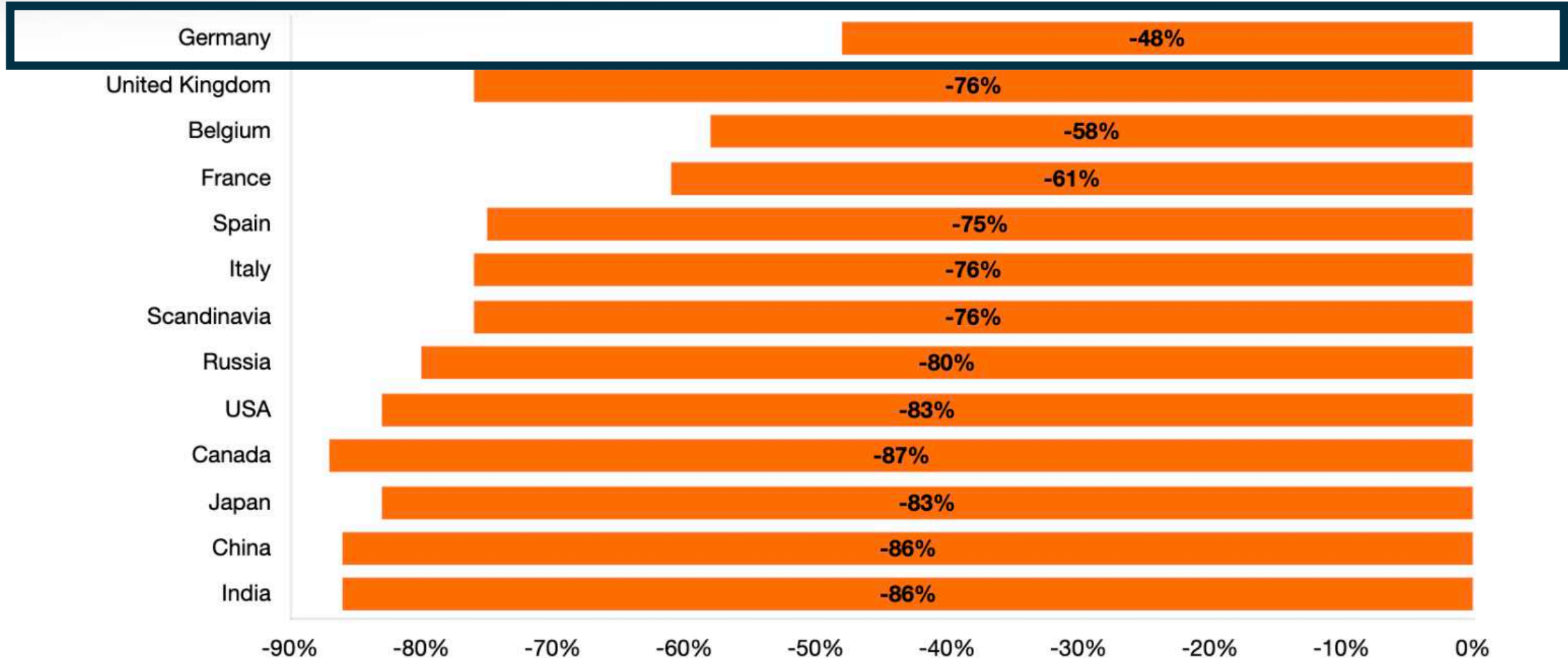
A woman with short brown hair and glasses, wearing a dark green tank top, is seen from the side, looking up at a tall, modern apartment building. The building has a colorful facade with vertical stripes of red, orange, yellow, and teal, and many windows. The image is slightly blurred, giving it a dreamy or aspirational feel.

—
**BEHOEFTE
AAN REIZEN**
—

Despite the pandemic and subsequent travel restrictions, about 3.2 million Germans stayed in the Netherlands for at least one night with a leisure or business purpose. Being a neighbouring country, the Netherlands was a good holiday destination amongst all the uncertainty regarding international travel.

2020: DEUTSCHE IN DEN NIEDERLANDEN

(GERMANY.TRAVEL, DZT)



* Calculations of NBTC based on CBS-data from Jan-Nov

Wichtigste Quellmärkte weltweit für Deutschland 2020

NIEDERLANDE

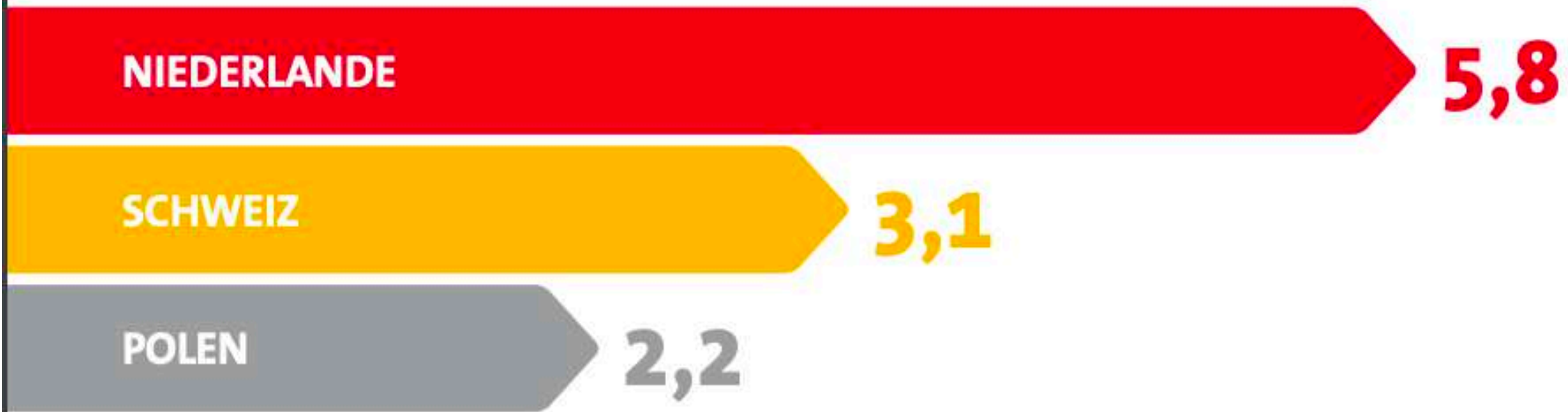
5,8

SCHWEIZ

3,1

POLEN

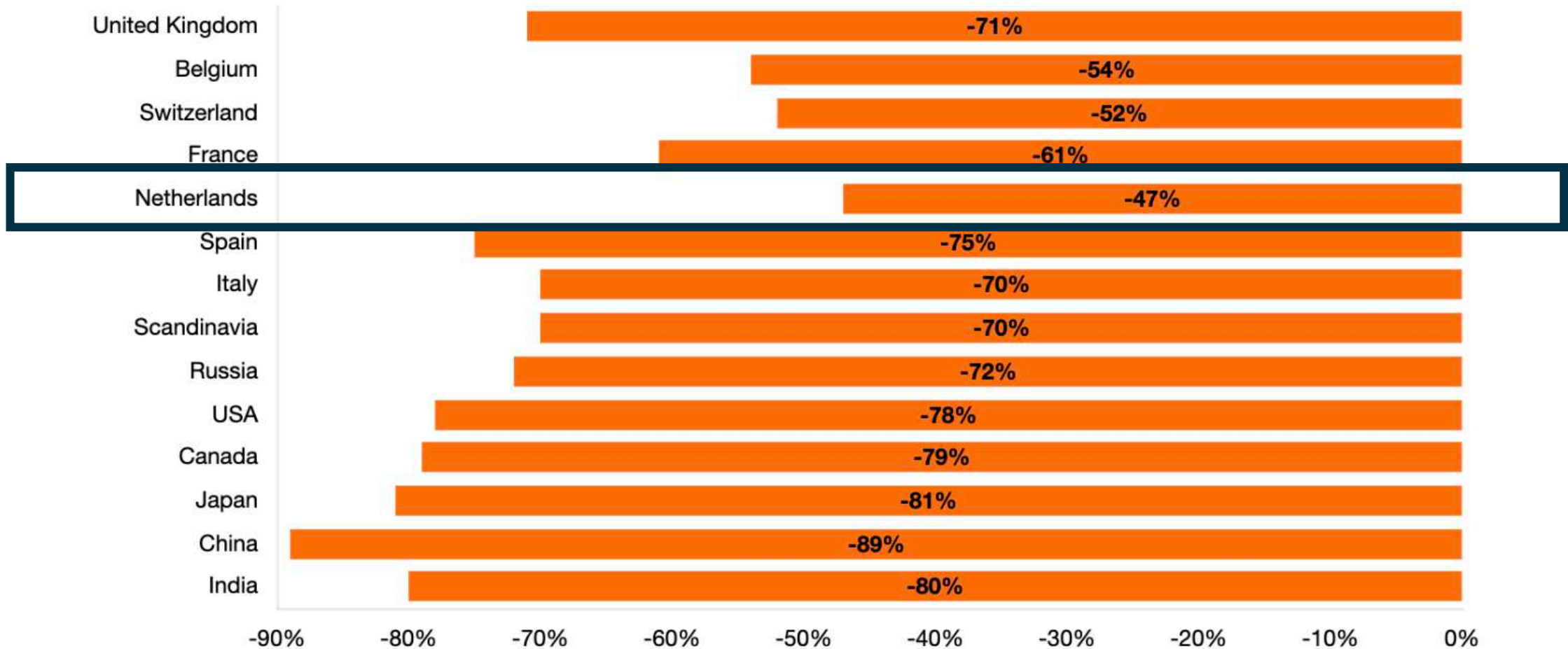
2,2



2020: NEDERLANDERS IN DUITSLAND

(GERMANY.TRAVEL, DZT)

Development international arrivals Q1-Q3 2020 vs 2019 by country of origin



A photograph of two men bumping their fists in a celebratory gesture. The man on the left is older, with grey hair and glasses, wearing a black polo shirt and a dark blue face mask with a small logo. The man on the right is younger, wearing a maroon t-shirt and a dark blue face mask with a white anchor pattern. They are standing in front of a wall covered in vibrant, abstract graffiti in red, blue, and white. The overall mood is positive and resilient.

**CORONA HEEFT HET REIZEN
VERANDERD**

A man in a dark t-shirt and shorts is running towards the camera on a grassy path. The scene is bathed in the warm, golden light of a setting or rising sun, creating a strong lens flare effect. In the background, there are trees, a modern building, and a tall tower (likely the CN Tower) visible on the left. The overall mood is peaceful and active.

**DICHTERBIJ,
MEER NATUUR**



MEER
INDIVIDUALITEIT

A man and a woman are running down a narrow, graffiti-covered street. The woman is on the left, wearing a blue long-sleeved shirt and dark jeans, running towards the camera with a smile. The man is on the right, wearing a blue t-shirt and khaki pants, running away from the camera with a smile. The street is lined with brick buildings, some with graffiti and posters. A small sign with a red circle and a blue dot is visible on the wall. The overall atmosphere is energetic and urban.

**SPONTANER,
KURZFRISTIGER**

A photograph of two men bumping their fists in a celebratory gesture. The man on the left is older, with grey hair and glasses, wearing a black polo shirt and a dark blue face mask with a small logo. The man on the right is younger, wearing a maroon t-shirt and a dark blue face mask with a white anchor pattern. They are standing in front of a wall covered in vibrant graffiti, featuring thick, swirling lines of red, blue, and white. The overall mood is positive and resilient.

UND CORONA HATTE
NOCH WEITERE EFFEKTE



**ONLINE
TICKETING**

**VISITOR
MANAGEMENT**



**DIGITAL
PAYMENT**



**DIGITAL
EVENTS**

Loading

**NEW
WORK**

A group of ten people are sitting in a row of white lounge chairs with wooden frames, positioned on a paved patio area next to a swimming pool. They are all using laptops, suggesting a remote work environment. The individuals are dressed in casual summer attire, including t-shirts, tank tops, and shorts. The background features lush greenery, including large bushes and trees, and a building with a tiled roof. The scene is bright and sunny, indicating a pleasant outdoor setting. A semi-transparent blue banner is overlaid on the right side of the image, containing the text 'WORK-LIFE-BLENDING & WORKATION'.

**WORK-LIFE-
BLENDING &
WORKATION**

GLOBALER
KLIMA
STREIK

**CLIMATE
CRISIS**



**EIN BLICK NACH VORN –
NACH BZW. MIT CORONA**

**CORONA –
DER KAMPF GEHT WEITER**



VERANDERINGEN
ZULLEN BLIJVEN BESTAAN



**(GEVOELDE) VEILIGHEID
ZAL EEN THEMA GAAN BLIJVEN**

*return
reuse,
recycle.*

**NACHHALTIGKEIT
IN ALLEN BELANGEN**

P

L

A

Y



FLEXIBILITÄT &
SPONTANITÄT

A photograph of two men on a hilltop. The man on the left, with long brown hair and a beard, is looking through the eyepiece of a blue and white telescope. The man on the right, with short blonde hair, is holding the telescope and looking through the objective lens. The telescope has the word 'SUPERFOCUS' written on it in blue. They are both looking intently at something in the distance. The background shows a hilly landscape with green trees and some buildings under a cloudy sky.

**WAT BETEKTENT DIT
VOOR NEDERLAND-DUITSLAND?**

Duitsers in Nederland:

- » Hotels, Vakantiehuisjes/bungalowparken, kampeerplaatsen
- » Kust, maar stijgende aantallen in het groene Nederland
- » Fietsen

Duitse in Nederland (grensgebied):

- » Winkelen
- » Dagje uit

Niederländer in Deutschland:

- » Hotels, Ferienwohnungen & Camping (!)
- » Mittelgebirge
- » Wandern

Niederländer in Deutschland: (Grenzgebiet):

- » Shopping
- » Tagesausflug

A man with short brown hair and a beard, wearing a grey t-shirt and green sunglasses on his head, is captured from the side as he shoots a basketball. His arms are raised, and the orange and blue ball is suspended in the air above the hoop. The basketball hoop is a portable model with a black backboard and a white net. The scene is set outdoors on a paved basketball court. In the background, there is a lush green lawn, a tall, slender evergreen tree, and a swimming pool with a wooden deck and lounge chairs. A large, multi-story building with a tiled roof is visible in the distance under a bright blue sky with scattered white clouds.

**GEMAKKELIJK &
DICHTBIJ**

A man with a beard and sunglasses on his head, wearing a blue shirt, holds a red apple in his left hand and an orange in his right hand, presenting them to the camera. The background is a blurred outdoor setting with green trees and grass.

—
**ANDERS,
EN TOCH VERTROUWD**
—

A man with a beard and glasses, wearing a grey blazer over a black t-shirt, is high-fiving a woman. The woman has short brown hair, wears glasses, a patterned scarf, and a black hoodie. They are both smiling. The background is a wall with a mural featuring purple butterflies and a large white flower. The wall is made of horizontal wooden planks, some of which are painted blue.

**VERTRAUEN &
WOHLFÜHLEN**



**BESTE VORAUSSETZUNGEN
FÜR DIE ZUKUNFT**



HERZLICHEN HARTELIJKE
DANK! **DANK!**

KRISTINE HONIG

CONSULTING | TOURISMUSZUKUNFT

#change #stakeholdermanagement
#customer experience #barcamps



kristine@tourismuszukunft.de
+49 170 489 54 32