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I. Marketing Activities

I.a Training / Education

1. Meiers Weltreisen DER Academy, November 2024 – November 2025

GIA secured a FKKW feature within the new training module of the B2B platform “DER Academy” highlighting the relaunch of the “Meiers Weltreisen” as DER’s more upscale long haul specialist brand. The FKKW are the only US destination specifically highlighted in the North America section and includes a banner linking to the German FKKW E-Learning, a video, an image gallery, a special recommendation and a product shoutout. By the end of December 2024, a total of 399 travel agents had completed the course which will remain online for a full year.

2. VUSA Pub Quiz Roadshow Mainz, May 22 2025

On behalf of VFK, GIA participated in a B2B travel agent event in the city of Mainz, which was part of the “Pub Quiz Roadshow” organized by the German Visit USA committee. The evening event featured roundtable workshops where small groups of agents were trained on the Florida Keys in an interactive setting and which was followed by a large pub quiz, where questions on the destinations were asked to make the agents qualify for winning prizes.

A total of 50 agents participated in the event (in addition, there were unfortunately 14 cancellations and 1 no-show). Photos can be found here: <https://we.tl/t-Z75wwol3Km>

3. VUSA Experts Event Bochum, July 10 2025

GIA had applied on behalf of VFK to be part of the VUSA Experts Event organized by the German Visit USA Committee, which is a B2B training event focused on providing in depth knowledge to advanced level travel agents. As interest in VUSA events usually is bigger than the available spots, the participation slots are being drawn in a “raffle” and VFK received one of those slots. The event will consist of a mix of advanced and basic presentations throughout the day, which the agents can pre-select. In the evening, there will also be an entertainment component at a local musical theater for the agents who attended all presentations (proof will be required).

4. FVW Destination Day “South Florida”, September 2025

The Florida Keys will be part of a virtual B2B training event together with the destinations of Naples and Sarasota, organized by FVW, the largest German trade publishing house. The “Destination Day South Florida” will be a 2 hour long live broadcast, which will be live-streamed on FVW’s website and youtube and which will feature a 25 minute long VFK webinar, as well as a 45 minute panel discussion about travel to Southern Florida. The Destination Day usually sees around 100-200 viewers live and the recording will be accessible afterwards in the FVW archive.

5. VUSA Switzerland Roadshow, September 2025

GIA has registered for participation in the annual travel agent training roadshow organized by the Swiss Visit USA Committee, which will take place in September 2025. The roadshow will visit six cities in three days across Switzerland and will feature morning and evening events, where VFK will have a table as part of a roundtable workshop. We expect to train around 200-240 Swiss travel agents throughout the three days.

I.b Shows / Events

1. VFK Sales Mission, May 18-23

From May 18 through 23, GIA executed a sales mission through the German cities of Cologne, Düsseldorf, Frankfurt, Hannover and Hamburg to meet with some key tour operators and industry partners, as well as train reservation and sales staff at several important tour operators. We met with seven different tour operators including three of our top 5 performers, executed five staff trainings and attended the assembly of the German Visit USA Committee at the US Consulate General in Frankfurt, where we met with around 50 of the major US tourism industry players. Consensus feedback from basically all tour operators that we've met during the week was that the year started very strong with a flurry of early bookings but that the number of booking requests slowed down significantly by the end of January / early February. However thanks to the strong volume of early bookings, most TOs expect only a small decrease compared to a strong 2024 (some predicted even a flat year).

During the week, we also participated in a B2C Florida event with CANUSA in Hamburg, one of our top3 tour operators, where we had 45 selected clients invited. The event included an activation station where all clients had to come by, gift and brochure bags were distributed and VFK held a 20 minute presentation on the destination.

Photos can be found here: <https://we.tl/t-Z75wwol3Km>

2. Queer Games Cologne, June 6-9

GIA has secured sponsorship at this year's rendition of the international LGBTQ sports tournament Queer Games, which will take place in Cologne in early June and which will draw hundreds of LGBTQ+ athletes from all over the world to attend various sports competitions. The Florida Keys sponsorship will include logo presence on the tournaments website, as well as brochure distribution and banner placement at selected event locations throughout the four day sports event.

3. IPW 2025 Chicago, June 14-18

VFK has confirmed that GIA will attend international tradeshow IPW in Chicago in June on behalf of VFK to join meetings with German, Austrian, Swiss and BeNeLux tour operators during the show. GIA has provided input for the appointment selection system and will provide additional input upfront for the final appointment schedule.

4. Pridefest Cologne 2025, July 4-6

GIA has once again confirmed VFK's participation in the annual Pridefest in Cologne in July 2025 with a shared booth right by main stage on Heumarkt in cooperation with local LGBTQ specialist tour operator Teddy Travel.

5. Gay & Lesbian City Festival Berlin, July 19-20

GIA is currently registering for a VFK booth at the Schwul-Lesbisches Stadtfest, which will take place in Berlin in July. This is one of the largest LGBTQ+ community events in Germany's capital Berlin. This year, we will partner with Pink Globus, a newly launched LGBTQ travel agency, based in Berlin, owned by LGBTQ influencer Phil Hollister, who has traveled to the Keys before and which will feature an online promotion as well as offline elements.

6. Edeltravel Client Event, September 13

On September 13, VFK will be part of a Florida themed client event in Dusseldorf, organised by luxury specialist tour operator Edeltravel. This event will be part of a joint luxury promotion together with the CVBs of Fort Lauderdale and Naples, Marco Island & the Everglades.

7. Postponed: Faszination Fernweh Client Event

VFK had originally committed to be part of a Florida & New England client event organised by tour operator specialist Faszination Fernweh, which was scheduled to take place in December. This event had to be postponed due to the main organizer being on extended sick leave. We hope to be able to execute the event at a later point during the current fiscal year.

II. Travel Trade Marketing

1) Deluxe Market Campaign CRD Select [Mostly executed]

GIA has confirmed participation in a deluxe market promotion together with CRD Select, the newly launched upscale brand of North America specialist CRD. The campaign is in cooperation with the CVBs of The Palm Beaches and Naples/Marco Island and is centered around the creation of a [new luxury itinerary](#) highlighting the three destinations with three overnights each. The promotion will also include a feature in the [newsletter of luxury deals platform Secret Escapes](#) (300,000 subscribers), a print advertorial in a Munich daily newspaper (942,000 readers), as well as a feature in the [CRD Select email newsletter](#) and a dedicated virtual training with CRD Staff on December 19. The advertorial has been published in February, the newsletters have been published in February, too.

The advertorial can be found here: <https://we.tl/t-MUqvKsWXUC>

In late May, a client magazine will be published with the newly created itinerary.

2) Flamingo Company Fernreisen, Berlin [Executed]

Online specialist Flamingo Company Fernreisen approached the FKKW for a [prize raffle promotion](#) leading up to Christmas at no cost to the FKKW in return for a high value giveaway. TDC was able to secure hotel overnights from Key West Historic Inns for this social media based promotion. However, due to the marketing person falling sick for most of December, the promotion ultimately had to be delayed and took place in late March.

Creatives of the campaign can be found here: [Ankündigung](#) (Reel), [Sunset Hours](#) (Post), [Lust auf die Keys](#) (Reel), [Lovely Stays](#) (Story), [USA for Foodies – Key Lime Pie](#) (Post), [Gewinnspiel](#) (Post)

3) Edeltravel Luxury Campaign [Currently Running]

To further establish the FKKW as an upscale destination, we are partnering again with Edeltravel, one of Europe's premier luxury specialists, who supported our KlassikRadio campaign in spring 2024. We are working together with the CVBs of Naples & Marco Island as well as Fort Lauderdale for whom Edeltravel will build a new luxury fly drive. The fly drive will be promoted through a month long SEO campaign, 10 second spots in the Edeltravel showroom, a full page advertorial in Edeltravel's client magazine "Essence", online features on Edeltravels blog and newsletter. In addition, all three destinations will be hosting an evening event at Edeltravels showroom in Dusseldorf where selected clients will be invited.

While the promotion had generally been approved by all Florida partners, Edeltravel eventually had to announce that they will not be able to organize the B2C event in the first quarter of 2025, which was prerequisite for the participation of Naples. In February, Naples was able to reconfirm participation, so the campaign is now moving again and [was launched](#) in Q2/2025, with the consumer event taking place on September 13 and the video ads running in September, too. The advertorial pages can be found here: <https://we.tl/t-Z75wwol3Km>

4) Argus Reisen Online Coop [Executed]

In December, GIA was in the process of hashing out details for a B2C marketing cooperation including multiple website, newsletter features and a prize raffle campaign together with North America specialist tour operator Argus Reisen. Unfortunately, following the decision of the TDC to revise the marketing plan and halt all previously non-approved marketing activities in January/February 2025, we had to inform Argus Reisen that we are not able to confirm our participation at that point. Eventually we were able to confirm participation in [a prize raffle campaign](#) running in the time leading up to Easter in April.

5) Go2Travel Railboard Coop [Developing]

Swiss tour operator specialist Go2Travel approached us with an opportunity for an out of home campaign, with the placement of VFK branded railroad boards, which will be on display at commuter trains in the larger Metro Zurich area in Switzerland. GIA confirmed participation and developed the designs together with Go2Travel. The railroad boards will feature VFK images, logo and a QR code which will lead to a specific landing page at go2travel.ch, which will also feature a Florida Keys themed podcast recorded by the two owners of go2travel during a previous marketing campaign. Railboard designs can be found here: <https://we.tl/t-Z75wwol3Km>

6) Pink Globus LGBTQ+ Coop [Developing]

GIA has confirmed participation in a joint promotion on behalf of VFK together with newly founded LGBTQ specialist travel agency "Pink Globus", which is based in Berlin. Pink Globus will run online promotions around the time of the LGBTQ city festival in Berlin and will also have a booth right next to the VFK booth at the LGBTQ city festival to provide bookable Florida Keys product to interested clients.

7) America Unlimited Influencer Campaign [Developing]

At a meeting during the VFK Sales Mission, we came across a short term marketing opportunity by tour operator specialist America Unlimited, where we will be able to be part of a prize raffle campaign with famous German actress Elena Uhlig, who has a strong social media following (400k+ followers on Instagram), which fits very well to the target audience of the Florida Keys. GIA and VFK committed to this promotion to take advantage of some short term activities to guarantee increased awareness and publicity, given the current socio-political climate which requires some additional positive messaging to stimulate summer/fall travel bookings.

III. VFK Internal

1. Ongoing discussions about new fiscal procedures with county clerks
2. Continued discussions about ongoing and planned marketing activities
3. Executed followup for tradeshow ITB 2025
4. Sent input for appointment planning for IPW 2025 tradeshow
5. Budget review and personell discussions with VFK staff
6. Finalization of FIT 2024 Roomnight Survey
GIA sent in the results and analysis based on the FIT 2024 Roomnight Survey, which included roomnight numbers booked to the Florida Keys by 38 German market tour operators
7. Finalization of 2025 Summer Inventory Report
GIA sent in the comprehensive 2025 Summer Inventory Report, which includes an overview of all the Florida Keys product available in the German speaking market and sold by tour operators to the German, Austrian and Swiss travelers
8. Coordinated input for inhouse PR representation for remainder of FY25 / FY26

IV. Travel Trade Assistance

1. CRD International, Hamburg
Finalised details for joint luxury promotion
2. Edeltravel, Dusseldorf
Finalised input for joint luxury promotion
3. Amerikareisen.at, Hannover/Vienna
Coordinated details for meeting during VFK Sales Mission and discussed plans for a joint marketing campaign in FY26 in the Austrian market
4. CANUSA, Hamburg
Discussed joint consumer event with multiple Florida partners during Sales Mission in May and held meeting to discuss booking situation and marketing ideas with product manager Karin Buhse

5. America Unlimited, Hannover
Coordinated meeting during May Sales Mission and held meeting to discuss new influencer marketing campaign and current booking situation
6. TUI, Hannover
Held meeting during Sales Mission to discuss hotel product development and potential FY26 marketing activities
7. DERTOUR, Frankfurt
Discussed further details for potential larger scale marketing promotion for 2025/26
8. FVW Medien, Hamburg
Discussed details for South Florida virtual training event together with trade publisher FVW Medien in September
9. Argus Reisen, Göttingen
Coordinated input for online prize raffle marketing coop with to Argus Reisen
10. Flamingo Company Fernreisen, Berlin
Finalised prize raffle promotion with Berlin based special Flamingo Company Fernreisen and Historic Inns of Key West
11. Die Reisebotschafter, Hannover
Held meeting during Sales Mission in May to discuss current booking situation; Die Reisebotschafter will hire new marketing manager in August
12. Sokrativ, Witten
Sokrativ informed us that affinity marketing campaign together with sustainable brand Bracenet will not come to fruition as Bracenet decided to pull out due to political situation in the US
13. Knecht Reisen, Windisch (CH):
Discussed potential training opportunity with Swiss tour operator Knecht Reisen
14. Explorer World of Travel, Düsseldorf:
Held meeting during Sales Mission with product manager Deborah Bernardi to discuss product development and current booking situation
15. Pink Globus, Berlin:
Coordinated further details for cooperation for LGBTQ city festival in Berlin with new local LGBTQ travel agency
16. CANUSA, Cologne:
Visited Cologne sales office of tour operator CANUSA during Sales Mission to execute training and discuss recent Florida visit of their two sales managers

17. USA Reisen Experte, Bergheim

Visited office of tour operator specialist USA Reisen Experte to train sales staff and discuss product development and marketing opportunities with owner David Siemetzki during Sales Mission.

V. OVERVIEW of fulfillment requests

2025	DISTRIBUTION VIA INFOX, GIA & EVENTS	
Month	Consumer	Travel Industry
January	113	4
February	224	5
March	158	7
April	26	4
May		
June		
July		
August		
September		
October		
November		
December		
TOTAL	521	20

VI. German Market Update

German Market Assessment

(prepared by Albert Jennings, April 18)

This has been a roller-coaster month for the entire world, with trade tariffs being raised, then dropped, then amended and re-raised, then back-tracked; stock markets worldwide falling dramatically, only to rebound after following days’ announcements.

Travel sentiment to the USA has suffered, as has the USD, which has dropped in value from USD 1.05 to USD 1.14 against the EUR in one month. This makes travel to the USA much more affordable, but unfortunately not more predictable. It reciprocally makes travel to Europe more expensive for Americans, who have enjoyed 4-5 years of relatively inexpensive European travel. Please remember that the EUR was introduced in 2000 at USD 1.17.

The German press has been reporting particularly negatively about travel to the USA and not investigating the most obvious reason for a year-to-year drop in spring travel – namely national Easter holidays being counted in 2025 to Q2 / April. No-one is disputing that the current erratic US policy is disrupting the entire world. Emotions are running high as the current US administration turns on its traditional allies and risks a world-wide recession. Fears unfortunately are rising concerning discriminatory entry into the USA.

We at GIA are experiencing this primarily with reticence among certain German journalists to come to the USA as planned, because of angst (grounded or emotional – it doesn't matter) of being turned back upon entry because of their profession and personal opinions.

Business travel network warns of consequences of US border policy

European companies are increasingly critical of business trips to the USA. According to a survey by the business travel network BT4Europe, there is growing concern about refusal of entry, deportation and discrimination. Travel managers are reporting problems at US borders and are adapting their strategies. Some companies are already advising people to travel less to the USA or are looking at alternatives.

European companies apparently no longer see the USA as a land of unlimited opportunities. According to the European Network of Business Travel Associations, the survey was conducted at the beginning of April among member associations from several countries. The feedback paints a uniform picture: short-term business trips to the USA caused concern in many places - both among companies and the travelers concerned.

88% of respondents see an increased risk of being rejected, detained or deported upon entry. According to the survey, people with dual nationality, members of the LGBTQ+ community and travelers who have made public political statements, for example on social networks, are particularly affected.

BT4Europe warns of the consequences of this development: the uncertainty is leading to a systematic reassessment of business travel planning. In countries such as the Netherlands and Italy, travel to the USA has already become a strategic issue for companies.

Companies are responding with protective measures

Many companies have now taken measures to prepare their employees for potential problems when entering the US. These include carrying accompanying letters explaining the business purpose of the trip, extended insurance offers and legal support. It also includes warnings in booking systems and updated travel advice. In some places, there are already recommendations to reduce US travel or to check alternative markets.

Travel managers are also increasingly monitoring information from foreign ministries and checking ESTA applications particularly carefully, the report continues. The aim is to identify risks at an early stage and provide employees with the best possible protection.

Effects on transatlantic relations

According to BT4Europe, the current developments also raise economic policy questions. Companies are increasingly considering structural changes to their transatlantic travel strategies. These include the possible effects of customs duties, price developments in air travel or the choice of new locations for business relationships.

The association is calling for "free and safe business travel to be protected as part of stable trade relations". Meanwhile, many European companies remained vigilant - and adapted their travel policy to a new reality.

(ReiseVor9, April 15, 2025)

Both Albert Jennings / GIA and Cristian Meuter, General Director of Visit USA Germany, wrote to Spiegel Online with regards to the following article which does not take into consideration that European 2-Week Easter Holidays in 2024 were in March and thus attributed to Q1 in 2024. Easter 2025 is in April, and all Easter vacation travel from Europe to the USA will be counted for Q2.

To date neither Albert nor Cristian has received a response from Spiegel Online, Germany's largest online news platform. Neither disputes that the current situation is affecting traveler sentiment to the USA, but such one-sided reporting lacks empirical explanation, which Albert and Cristian correctly noted and openly criticized.

Possible consequence of Trump's policies Number of travelers to the USA plummets

The confrontational policies of the US government could now have an impact on tourism. In March, almost 30% fewer Germans arrived in the USA than in the same month last year. Danes are avoiding the States even more.

US President Donald Trump has started a trade war with the whole world - and countries outside the US are also reacting with drastically fewer trips to the country. According to initial data from the US National Travel and Tourism Office's (NTTO) inbound travel statistics for March, around 17% fewer holidaymakers, business travelers and other visitors arrived from Western Europe than in the same month last year. Overall, there were almost 12% fewer visitors - excluding Mexico and Canada. With a total of around 139,000 arrivals, 28% fewer people arrived at airports and ports from Germany.

The reason for the decline in figures in February did not seem clear: the same month in the previous year, which was used for comparison, was a leap year, and other effects such as the higher motivation to travel after coronavirus in 2023 and the expensive US dollar could also have played a role. According to the NTTO, the number of visitors to the USA from Western Europe fell by 1% in February compared to February 2024, and by 9% from Germany.

However, the drop in numbers could now be more clearly attributable to Trump's confused political course. The fact that Germans were taken into deportation custody in the USA in March may also have had a deterrent effect. Germany and the UK subsequently updated their advice for citizens traveling to the USA to draw attention to the country's entry regulations.

This could also cause problems for trans people with their documents when crossing the border. This is because, according to an executive order by Donald Trump, official documents must in future state the gender assigned at birth - including visa applications and US passports.

According to the NTTO, Luxembourg recorded the sharpest decline in numbers compared to the same month last year within Western European countries with a drop of 43% - although there were fewer travelers overall - followed by Iceland with a drop of 35% . Denmark recorded 34% fewer travelers - perhaps an effect of Trump's takeover fantasies of Greenland. 8% percent fewer people arrived in the USA from France, 25% from Spain and 14% from the UK.

Among the Eastern European countries, the sharpest drop in arrivals was from Hungary (minus 26%) and Slovakia (minus 21%), while 23% more people traveled to the USA from Poland. A good 3% fewer visitors came from Asia. In contrast, the NTTO recorded 18% more arrivals from the Middle East: Turkey (up 51%), Saudi Arabia (up 26%), Qatar (up 25%) and Israel (up 19%) led the way there.

Twelve percent fewer people arrived from African countries, arrivals from Oceania fell by eight percent, from South America by ten percent, from Central America (excluding Mexico) by 24%

and from the Caribbean by 26%. There were 39% fewer arrivals by air from Mexico. The US NTTO's arrival statistics for March do not include data for Canada.

(Spiegel Online, April 9, 2025)

Travelers book alternatives to the USA

Interest in trips to the USA is declining. According to Evaneos, this is reflected in bookings worldwide.

Laurent de Chorivit (Co-CEO of the travel booking platform Evaneos) reports that bookings for trips to the USA on the Evaneos platform have fallen by 11% worldwide since Donald Trump's re-election. "We have observed that inquiries and bookings have decreased in all markets in which we are represented. Travel to the USA has never been particularly popular on the German market - but here, too, bookings for trips to the USA have actually halved."

In addition to the election, this global decline can also be attributed to the inflationary trend in the USA, the rejection of the political model, increasing instability due to tariffs that have already been introduced and others that have been announced, as well as growing concerns about security and freedom of movement.

On the other hand, demand for alternative destinations is increasing. Evaneos is currently seeing strong growth for the destinations Mexico and Brazil. "It is also worth mentioning Egypt (plus 50%) which is gaining significantly in popularity this year after a phase characterized by geopolitical instability at the end of 2023 and beginning of 2024 - especially in connection with the conflict in the Middle East," says de Chorivit.

The tourism expert believes that travel behavior is a reflection of social developments. "Travel today is more than just a short getaway from everyday life - tourist movements are increasingly politicized."

Official figures from the US government

The US National Travel and Tourism Office published preliminary figures on April 8. According to these figures, the number of visitors from abroad fell by 11.6% in March compared to the same month last year. This does not include arrivals from Canada and land crossings from Mexico. However, air travel from Mexico fell by 23%.

In the period January to March, 7.1 million visitors traveled to the US from abroad, 3.3% less than in the first three months of 2024. About Canada: Flight Centre Travel Group Canada reports that vacation bookings to the US fell by 40% percent in March compared to the same month last year. Air Canada has reduced its spring flight schedule to Florida, Las Vegas and Arizona due to a lack of demand.

Some voices from the industry

Adam Sacks (President of Tourism Economics) says: "All survey data points to a significant mix of cancellations and a massive drop in travel intentions." This slump has financial consequences. Tourism Economics expects spending by international visitors to the US to fall by nine billion dollars this year.

Marco Jahn (President and CEO of New World Travel) told "ABC News" that bookings have dropped by 20% - 50% in the past eight to ten weeks, depending on the origin market. He particularly noted declines in Scandinavia.

Californian tour operator American Ring Travel offers carbon-neutral coach tours through the USA, which often attract environmentally conscious travelers from Europe, says Richard Groesz (Director of Contracting at American Ring Travel). However, bookings from Germany have stagnated since January, after Elon Musk supported the AfD in the federal election, according to the US broadcaster.

There are other factors that have an impact. The US has been the most popular destination for Japanese tourists for years, but data from JTB Tourism Research & Consulting showed that South Korea outperformed the US in January. The weak yen - and not Trump - is probably the biggest factor dampening the appeal of the US, said Takaaki Mitamura, a spokesman for Tokyo-based travel agency Veltra. Travelers would choose destinations where the currency effect is not as great, such as South Korea, Taiwan, Thailand and Australia.

(FVW Online, April 9, 2025)

Cristian Meuter, General Director of Visit USA Germany, responded immediately to this article and noted that Easter 2024 was in March, and that Easter vacation travel from Europe in 2025 will be counted in Q2 2025. FVW acknowledged this in a very short one-line response.

US mega-carrier United Airlines gives two contradictory forecasts

Which direction will the US economy take this year? United Airlines is taking a two-pronged approach and expects either stagnation or recession. Due to US President Donald Trump's import tariffs, some experts fear a recession in the USA. United Airlines is therefore taking an unusual step in its annual planning.

For United Airlines, the economic uncertainty following Donald Trump's round of tariffs is so great that it has issued two forecasts for the current year. One of these assumes a recession in the USA. Investors rewarded the move: the share price rose by around seven percent at times in after-hours trading.

There is no longer a unanimous opinion on future economic development, United explained the unusual step. It was therefore necessary to plan for a weaker but stable US economy as well as for a recession. In the latter case of a shrinking economy, United anticipates earnings of seven to nine dollars per share. If the economy remains stable, it may be 11.50 to 13.50 dollars per share. Some US economists fear that the high import tariffs imposed by Donald Trump could stifle the US economy.

From the third quarter onwards, capacity on flights within the USA is to be reduced by 4%, United announced.

The number of United passengers worldwide rose by 3.8% year-on-year to 40.8 million in the first quarter. Sales grew by 5.4% to a good 13.2 billion dollars (equivalent to 11.7 billion euros) and thus met the average expectations of analysts. The bottom line was a profit of 387 million dollars, following a deficit of 124 million dollars a year ago.

(dpa / German Wire Service, April 16, 2025)

Prices of World Wide Travel Destinations

To make this planning easier for travelers, the Swiss financial portal Hellosafe conducted a study into the average daily budget that a person needs on vacation in 136 countries around the world. The results show that the most expensive destinations are not always the ones you would initially expect.

Caribbean by far the most expensive

It is common knowledge that the Caribbean is not a cheap destination. However, it is surprising that the islands also leave popular luxury destinations in the Indian Ocean such as the Maldives, Mauritius or the Seychelles behind when it comes to prices.

The front-runner in the Caribbean is the island of Barbados, where vacationers need an average daily budget of 322 euros. Not only are hotel prices on Barbados high, but restaurant prices are also well above European standards.

On the neighboring islands of Antigua and Barbuda (303 euros) and St. Kitts and Nevis (265 euros), too, holidaymakers are anything but cheap. The Maldives are only the fourth most expensive destination in the world (262 euros).

Top ten most expensive travel destinations, per day expenses per person:

1. Barbados: 322 euros
2. Antigua and Barbuda: 303 euros
3. St. Kitts and Nevis: 265 euros
4. Maldives: 262 euros
5. Grenada: 252 euros
6. Switzerland: 245 euros
7. USA: 243 euros
8. Micronesia: 243 euros
9. Greenland: 216 euros
10. United Arab Emirates: 216 euros

(FVW Online, April 17, 2025)