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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. We will receive a further update on registration numbers by the conclusion of the course.

#### **2. 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 was targeted specifically at agents with advanced knowledge of the USA and allowed for all participants to decide whether they would like to hear a “Basic” or “Expert” presentation – the Keys had 7 groups with expert level and 3 groups with basic level presentations showcasing our good training penetration of the market over the last years. After a five hour long session with ten 15 minute long roundtable workshops, agents were invited to an evening reception and entrance to the musical “Starlight Express”. Overall, 81 agents attended the event, which required (for a lot of participants) a hotel overnight. Feedback to the event was all around great!

Photos of the event can be found here: [https://vusagermany-my.sharepoint.com/personal/office\\_vusa\\_travel1/\\_layouts/15/onedrive.aspx?id=%2Fpersonal%2Foffice%5Fvusa%5Ftravel1%2FDocuments%2FEvents%2F2025%2F2%5FUSA%20Experts%20Event%202025%2F11%5FFotos%2FUSA%20Experts%20Event%202025&ga=1](https://vusagermany-my.sharepoint.com/personal/office_vusa_travel1/_layouts/15/onedrive.aspx?id=%2Fpersonal%2Foffice%5Fvusa%5Ftravel1%2FDocuments%2FEvents%2F2025%2F2%5FUSA%20Experts%20Event%202025%2F11%5FFotos%2FUSA%20Experts%20Event%202025&ga=1)

#### **3. Swiss Tour Operator Trainings & Mini Mission, August 2025**

From August 12-15, 2025, GIA executed a mini agency sales mission on behalf of multiple of our destination clients to our top industry partners in Switzerland. During this trip, Albert executed VFK destination trainings at the offices of tour operators Knecht Reisen, Kuoni and Hotelplan/Travelhouse for a total of 29 reservation staff and sales agents. In addition, Albert met with product & marketing managers of a total of ten tour operators, two travel media companies and one airline in the greater Zurich area. A separate meeting notes report was forwarded to VFK at the end of August.

#### **4. 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.

#### **5. FVW Destination Day “South Florida”, October 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.

#### **6. DERTOUR Campus Travel Talks, Luxemburg, October 2025**

GIA has confirmed participation in an exclusive B2B training event in Luxemburg together with Germany-based tour operator Luxemburg, who also has a strong and long established presence in the small but wealthy Luxemburg market. VFK will be the only destination at the evening event, where we will be able to hold a 30 minute presentation and where we will be able to network with the participating travel agents throughout the evening. We expect a participation of 20-25 travel agents.

#### **7. DERTOUR Florida Day, April 2026**

GIA is also in discussions with DERTOUR about the participation in a dedicated Florida training event, which is planned to take place at the headquarters of DERTOUR, our #1 tour operator, in Frankfurt in April of next year.

### **I.b Shows / Events**

#### **1. Gay & Lesbian City Festival Berlin, July 19-20**

GIA has registered for a VFK booth at the Schwul-Lesbisches Stadtfest, which took place in Berlin on July 19-20, 2025. This is one of the largest LGBTQ+ community events in Germany’s capital Berlin. This year, we partnered 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. In addition, we hired promoter and VFK LGBTQ ambassador Manuel Wiedemann (former Vice Mr. Gay Germany) to represent the Florida Keys at the “Lesbisch-Schwules Stadtfest”. The cooperation together with Pink Globus worked well and draw additional attention to the Florida Keys as a welcoming LGBTQ destination.

Impressions of the event can be found here: <https://we.tl/t-SJZfC1LvX>

#### **2. 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.

#### **3. Joker Reisbeurs, Mechelen (Belgium), October 2025**

GIA has confirmed participation in the consumer event “Reisbeurs USA & Canada” which will take place on October 19 in the city of Mechelen, Belgium and will be organised by Belgian tour

operator specialist Joker Reisen. This is a full day consumer event with a long history and is thus very established, drawing usually four digit crowds with a very strong affinity to North America. VFK will have its own table at the travel market and will also be part of the presentation component, where we will be part of a larger one hour long Florida presentation.

#### **4. 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 next year.

## **II. Travel Trade Marketing**

### **1) 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>

### **2) Pink Globus LGBTQ+ Coop [Executed]**

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 ran online promotions around the time of the LGBTQ city festival in Berlin and also had a booth right next to the VFK booth at the LGBTQ city festival to provide bookable Florida Keys product to interested clients. A video of the promotion can be found here: <https://we.tl/t-SJZfC1LvHX>

### **3) America Unlimited Newsletter & Online Campaign [Executed]**

At a meeting during the VFK Sales Mission, we came across a short term marketing opportunity by tour operator specialist America Unlimited, where we were part of a prize raffle campaign with famous German actress Elena Uhlig, who has a strong social media following (400k+ followers on Instagram), which fit 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. This was executed in June.

In addition, AU created a new open-jaw [fly drive from MIA to EYW](#), which served as a call to action for an associated online campaign, which also included a [newsletter feature](#) and additional social media promotions. A report of the newsletter & online campaign can be found here: <https://we.tl/t-SJZfC1LvX>

#### **4) Exciting West Advertorial Promotion [Developing]**

During IPW, GIA has been approached with an interesting and reasonable priced opportunity for an advertorial placement in the next edition of a client magazine produced and published by luxury tour operator Exciting West from Belgium. GIA has confirmed a double page spread in the next fall edition of the magazine.

#### **5) Journaway Online Promotion [Developing]**

GIA is currently in discussion with multiple other Florida destinations and online tour operator Journaway about a potential joint online promotion during late summer. The online promotion would include the creation of a new fly drive itinerary highlighting all participating destinations and a targeted online promotion of that itinerary. Final details (and our commitment) are still under discussion.

#### **6) USA Reisen Experte Florida Sunshine Cashback Campaign [Developing]**

To counter negative press about travel to the United States, tour operator specialist USA Reisen Experte has approached us with a newly developed marketing idea. This Florida promotion would be a joint effort by several Florida destinations to promote travel to Florida through a “cashback incentive”, where clients who have booked a trip to Florida will be incentivized to publish posts about their experiences on social media using a specific hashtag. The idea is to generate positive buzz by authentic client experiences.

The campaign will have a comprehensive multichannel approach and is scheduled to launch in November and will also be using a newly created Florida fly drive itinerary that will highlight all participating destinations.

#### **7) CANUSA Influencer Gaming Promotion [Developing]**

CANUSA, one of our top 3 tour operator partners, has approached us with a very innovative marketing idea surrounding the launch of the next part of the highly popular video game serie “GTA”, which is scheduled to take place in May 2026. The story of the open world game GTA VI will be taking place in the fictional city of Vice City, a swamp region called Grassrivers and a tropical island chain called Leonida Keys – which are based on Miami, Everglades NP and the Florida Keys. CANUSA’s idea is to create a special “GTA VI” themed fly drive itinerary to those three real world areas and promote this using a Twitch gaming streamer (Papaplatte) who has a reach of more than 1.3 million followers. The streamer would be traveling to the Keys in the time leading up to the launch of the game and would be livestreaming his trip to his large following while promoting destination awareness but also the bookable CANUSA itinerary. We

### **8) HeyUSA Podcast Promotion [Developing]**

GIA is currently in discussion with Belgian media company HeyUSA about a small promotion to highlight destination awareness of VFK in the Belgian market by producing a Florida Keys themed podcast using Belgium born Yves Vrielynck as a testimonial. The podcast is planned to be produced in Q4 of 2025 and will be additionally promoted with VFK newsletter and social media posts.

### **9) Travel Trend Online Promotion [Developing]**

GIA is also currently in discussion with Dutch tour operator Travel Trend about the creation of either a stand-alone Florida Keys marketing proposal or a joint Florida promotion. We have informed product manager Peter van Veenendaal about our intent but are still waiting for a specific proposal.

## **III. VFK Internal**

1. Continued discussions with VFK staff about ongoing and planned marketing activities
2. Coordinated and finalized planning for mini mission to Switzerland, provided full meeting notes report to VFK and executed follow up for meetings
3. FY26 Budget review and personnel updates with VFK staff
4. Coordinated input for inhouse PR representation for remainder of FY25 / FY26

## **IV. Travel Trade Assistance**

GIA executed sales calls with ten tour operators in Switzerland and provided a separate meeting notes reports to VFK at the end of August: Travelzone, Bischofsberger Reisen, Kuoni, Nextsky, BCD Travel, Hotelplan/Travelhouse, TUI Suisse, B&B Travel, Go2Travel, Knecht Reisen.

1. CamperDays, Cologne  
Met with CEO, product and marketing managers of camper rental platform CamperDays at their head office in Cologne to discuss potential cooperations in the future
2. Reisereporter/Madsack, Hannover  
Met with Mauro Guevara, sales manager of travel platform Reisereporter, to discuss marketing opportunities in cooperation with tour operators on their platform
3. HeyUSA, Antwerp(Belgium)  
Met with Sebastiaan Klijnen from Belgian media company HeyUSA to discuss potential podcast promotion and media visit in FY26

4. CANUSA, Hamburg  
Met with Alexandra Wirsum to discuss potential creative gaming / influencer promotion in FY26 surrounding launch of video game GTA VI
5. Journaway, Leer  
Discussed details for potential online campaign together with other Florida CVB partners and online tour operator Journaway (decided to move to FY26)
6. USA Reisen Experte, Bergheim  
Discussed further details for potential cashback campaign together with tour operator USA Reisen Experte and various other Florida partners in FY26
7. Geoplan Reisen, Berlin  
Initial discussions about a potential Florida marketing campaign together with tour operator Geoplan in next fiscal year; waiting for more details
8. FVW Medien, Hamburg  
Finalized details for South Florida virtual training event together with trade publisher FVW Medien in October
9. Pink Globus, Berlin:  
Finalized details for cooperation for LGBTQ city festival in Berlin with new local LGBTQ travel agency
10. Exciting West, Oostkamp (Belgium)  
Confirmed participation in advertorial campaign with Belgian tour operator Exciting West
11. America Unlimited, Hannover  
Coordinated and finalized details for newsletter & online ads campaign
12. Travel Trend, Rotterdam (Netherlands)  
Discussed initial details for planned marketing campaign, waiting for specific proposal
13. Explorer World of Travel, Düsseldorf:  
Continued discussion about potential marketing coop opportunity together with tour operator Explorer for fall
14. Flamingo Fernreisen Company, Berlin:  
Discussed potential B2C event opportunities in either December or January in Berlin
15. Edeltravel, Düsseldorf  
Coordinated further details for upcoming luxury marketing campaign and B2C event

## **V. OVERVIEW of fulfillment requests**

<b>2025</b>	DISTRIBUTION VIA INFOX, GIA & EVENTS	
<b>Month</b>	<b>Consumer</b>	<b>Travel Industry</b>
January	113	4
February	224	5
March	158	7
April	26	4
May	123	5
June	724	3
July	515	7
August	34	4
September		
October		
November		
December		
<b>TOTAL</b>	<b>1,817</b>	<b>39</b>

## **VI. German Market Update**

### **Mood in German Travel Agencies Improves**

Dr. Fried & Partner's Sales Climate Index for August 2025 is slightly better overall than in the previous month, with most travel agencies satisfied with the current situation. Short-term business appears to be going well. 35.3% of the travel agencies surveyed (brick-and-mortar and online agencies) stated that the current situation for the sale of travel services was good (previous month: 27.2%). 48.9% of respondents answered "satisfactory" (previous month: 51.9%) and 15.8% answered "poor" (previous month: 20.9%). 58.2% believe that demand will remain the same in the next six months (previous month: 56.9%). 26.2% expect demand to fall (previous month: 34.3%) and 15.6% expect demand to rise (previous month: 8.8%).

The figures for August regarding hopes for higher earnings in the next six months are as follows: 17.0% expect an improvement (previous month: 10.4%). 51.1% expect no change (previous month: 49.6%), while 31.8% anticipate a deterioration (previous month: 40.0%).

Taking into account the business situation and expectations, the sales climate index for August stands at 92.9. In the previous month, it was only 86.9.

*(FVW, August 19, 2025)*

### **German Consumer Climate: Higher income expectations halt downward trend**

The consumer climate has halted its downward trend. This is due to improved income expectations, which have risen noticeably compared with the previous month. In contrast, both economic expectations and the propensity to buy continue to decline. The propensity to save remains virtually unchanged. As a result, the consumer climate indicator for October 2025 forecasts an increase of 1.2 points to -22.3 points compared with the previous month (revised -23.5 points).

The rise in income expectations is the main reason for the current improvement in the consumer climate indicator. On the other hand, neither the slight decline in the propensity to buy nor the propensity to

save, which remains virtually unchanged compared to the previous month, are making a positive contribution.

"After falling for three months in a row, the consumer climate has now ended its downward trend – at least for the moment," explains Rolf Bürkl, Head of Consumer Climate at NIM. "Income prospects – a key factor influencing the consumer climate – improved from 4 points to 15 points, completely offsetting the previous month's slump. Whether this marks the beginning of a sustained turnaround is more than uncertain. The consumer climate remains at an extremely low level. The geopolitical situation, concerns about jobs, and renewed fears of inflation are likely to stand in the way of a thorough recovery at the moment."

The propensity to buy remains extremely low. High food and energy prices are causing consumers to remain cautious about spending. In addition, the geopolitical situation is increasing uncertainty and making it difficult for consumers to plan ahead. As a result, many consumers currently consider it unfavorable to make major purchases (e.g., furniture or electrical/electronic devices) in view of the general economic situation.

German consumers do not expect a radical recovery of the German economy in the near future. This is in line with the majority of economic experts, who recently revised their growth forecasts for this year downwards. The German economy is now expected to stagnate in 2025.

*(Nuremberg Institute for Consumer Decisions, Sept 26, 2025)*

### **More and more Germans are Traveling in Autumn**

The tourism digital association *VIR* has observed that more and more citizens are deliberately postponing their holidays until autumn. The evaluations by Travel Data + Analytics (TDA) underscore this trend.

According to the booking status at the end of July, this results in a 75.6% increase in turnover for October 2025 compared to October 2019. For the entire summer season from May to Oc Compared to the same month last year, October 2025 shows growth of 10.9%. By comparison, the entire summer season grew by only 6%. This makes October the fastest-growing travel month in the summer period.

According to the Internet Travel Distribution Association (*VIR*), there are three reasons for this trend: climatic conditions, costs and demographic change. This is because more and more Germans belong to the target group of so-called empty nesters – people whose children have already left home or who are already retired.

This target group is no longer tied to the traditional holiday seasons and can plan their travel periods flexibly and individually. In addition, most traditional summer destinations are still pleasantly warm in October. Some destinations and hosts are responding to the growing demand in the off-season. Greece, for example, is extending the holiday season into November.

Price increase during traditional summer months

Another important aspect is the increase in prices during the traditional summer months. In comparison, prices for accommodation and flights in October are often significantly lower in many destinations.

Travellers benefit from attractive offers and special discounts during this period, as many hotels, holiday resorts and tour operators want to specifically promote demand in the off-season.

Families and flexible holidaymakers in particular can benefit from these price advantages and plan their holidays in a more cost-conscious manner. This makes October an alternative for many Britons who value good value for money, not only in terms of climate but also financially.

"We are observing a change in people's travel behaviour," says Michael Buller, CEO of *VIR*. "The classic idea of a summer holiday no longer suits more and more travellers. Instead, we are seeing a shift in bookings for summer holidays to October. We expect this trend to continue to grow."

*(FVW, Sept 4, 2025)*

## **Autumn holidays are trending: More and more Germans are traveling later in the year – and saving money in the process**

*HolidayCheck* data shows that October is now the busiest month of the year for travel

Tourism experts have been observing the so-called late-season effect for some time, and now clear figures are available for the first time: Current analyses by *HolidayCheck* show that more and more Germans are opting for autumn holidays. October, rather than the traditional summer months, is now the busiest month for travel on the portal. Rising booking figures are also being recorded for November and December – a clear indication that the season is noticeably extending.

Booking analyses show double-digit growth compared to the previous year. For vacationers, this also means that those who travel later save money. This fall, trips to 27 regions surveyed are on average 11 percent cheaper than in the summer months. The savings potential is particularly high in the Turkish Aegean (-31%), Sardinia (-24%), Rhodes (-23%) and Formentera (-23%).

“In all three months – October, November, and December – we are seeing a significant double-digit increase in bookings. This clearly shows that the travel season is increasingly shifting to the fall,” explains Nina Hammer, travel expert at *HolidayCheck*.

The advantages are obvious: autumn trips are cheaper, the well-known vacation resorts are less crowded, and the climate is often more pleasant than in midsummer. In the Mediterranean region and the Canary Islands in particular, mild temperatures make beach days and outdoor activities possible.

Popular destinations in fall 2025

The Greek islands are among the favorites, scoring points with warm days, balmy evenings, and attractive value for money. Egypt also remains a classic destination for sun seekers. The Turkish Riviera impresses with well-equipped resorts that allow for beach vacations even in cooler temperatures.

“The Cape Verde Islands are also experiencing a remarkable upswing. New hotel complexes and stable flight offerings are ensuring that this previously rather exclusive destination is increasingly coming into focus,” says Hammer. In addition, the Canary Islands, Balearic Islands, and Andalusia remain fixtures in the fall business.

In addition to price and relief, the weather also plays a role. “This year in particular, we saw very high temperatures at the beginning of the main holiday season, both in Germany and in classic holiday destinations,” explains Hammer. “This may lead to more people spending the hot weeks at home and traveling later in the year instead – when it gets cooler here and remains pleasantly warm in the south. ”

Conclusion

The trend is clear: more and more Germans are shifting their vacations to the off-season. *HolidayCheck* data shows double-digit booking growth and average price advantages of 11 percent for fall 2025.

October is now the busiest month of the year for travel – and airlines are also responding with an expanded range of offers. The late-season effect has thus become firmly established.

*(Tourexpi, Sept 24, 2025)*

## **To New York for €421 – “The Situation is Quite Unique”**

Since Donald Trump took office, fewer Europeans have been visiting the US. The slump is already having an impact on airlines. Fewer Europeans flew to the US during the important summer months.

Lufthansa is currently advertising prominently on its website for €421 from Frankfurt to New York and back – even for trips in mid-September. Its sister company Swiss is promoting similar prices. Munich residents pay hardly any more for flights to Seattle with Air France. European airlines are currently selling flights to the United States at special prices.

This downward trend in ticket prices has been observed for some time. At the beginning of June, the comparison portal *Check24* was still expecting a decline of six percent. According to *Check24*, users paid an average of EUR 896 for flights to the US during the 2024 summer holidays, compared to EUR 846 during this holiday season. Average prices are likely to have fallen further in the meantime.

This is because the US Travel and Tourism Authority has recorded a decline in arrivals since Donald Trump took office. Trump was elected US president in November and began his term in January, which he started with numerous critical decrees. While the number of visitors to the US remained steady at the end of 2024, it dropped significantly from January onwards.

The summer months of July and August had attracted the most visitors to the US in previous years, as statistics from the US Tourism Authority show. No data for August has been published yet, but German citizens have noticeably decided against traveling to the United States. In July, 15% fewer Germans entered the country – a relatively sharp decline compared to other countries. Approximately 163,000 people with German passports arrived by land, sea, or air during that month.

Danish citizens in particular are currently avoiding the United States. For months, Trump has been expressing interest in the island of Greenland, which is under the Danish flag. Since he took office, the number of Danish vacationers, business travelers, and students traveling to the US has fallen by 19%. Among people with Italian, Portuguese, or Polish passports, on the other hand, demand rose between January and July.

“The US is losing its appeal as a travel destination,” says Heinrich Großbongardt. The aviation expert has worked as a press spokesman for Lufthansa and Boeing, among others, and is now a freelance consultant. “The US has a brand image and stands for freedom and individuality. But vacationers don't want to see the National Guard patrolling Los Angeles and raids against immigrants taking place.” With his political decisions, Trump has created a climate that the majority of Europeans reject. The tariff increases in particular have dampened the mood.

European airlines are now also noticing the decline in passenger numbers. The Lufthansa Group, which includes brands such as Swiss and Austrian Airlines, earned less money from flights to North America in the second quarter. Among other things, airlines measure the revenue per seat kilometer offered. The higher the figure, the greater the profitability.

Revenues on the route network fell by 3.8% from April to June compared to the same period last year. The US market accounts for a significant portion of Lufthansa's revenue and is the group's second most important traffic area. At the beginning of the year, the group had still recorded an increase for the region.

However, demand from customers in the US who want to fly to Europe remains high, Lufthansa emphasized a month ago. CEO Carsten Spohr described the North American business as “robust” in this context. However, the company is canceling several flights from Germany to the US for the coming winter months of January and February.

Although fewer tourists are traveling from Europe to the United States, demand among students is only slowly declining, as statistics from the US Tourism Authority show. Nearly 12,000 Germans entered the US on student visas from January to July, which is no different from last year. There was an overall increase of one percent from Western Europe, even though Trump announced stricter entry requirements for foreign students in May.

However, the statistics are likely to change again in the coming months: during the semester breaks in June and July, the number of entries by Western European students was already declining compared to the summer of 2024, and the new semester does not begin until September.

Not only vacationers, but also German business travelers are choosing the US less often as a destination following Trump's tariff hammer - a decline of almost 2%. Nevertheless, the US authorities continue to record business travel from many other EU countries, even more frequently than in the previous year. Eastern Europeans in particular are increasingly drawn to the US, but so are Portuguese, Greeks, and Finns.

“The situation is quite unique,” says aviation expert Großbongardt. “Within a few months, consumer behavior has changed dramatically for a major travel destination.” The coronavirus pandemic and economic fluctuations were perceived as an exogenous shock in the industry. At least this could be

cushioned with contingency plans. Now, however, there is no external influence, but rather a significant problem with demand.

The extent to which the decline in arrivals in the US during the important summer months and the discounts currently on offer will be reflected in sales figures will only become clear in the financial results for the third quarter. The airlines will not publish these until November. By then at the latest, it should be clear how robust the North American business really is.

*(Wirtschaftswoche, Sept 7, 2025)*