



PRESS RELEASE

Survey on travel behaviors in Germany in 2022: Focus is shifted to flexibility and sustainability

- Almost half the German population is traveling less now than before the Corona pandemic
- The car is by far the most popular way of traveling for Germans
- For more than every third person, sustainability is important in planning travel

Berlin, 06.07.2022 - Summer has arrived, and Germans are once again going on vacation more and more, after more than two Corona years with strict travel regulations. Have the last two pandemic years changed the travel behavior of people in Germany? And which role does the aspect of sustainability play in this year's travel plans? Just in time for the beginning of this summer's vacations, MyPostcard, Germany's most successful postcard app, has conducted a current representative survey together with YouGov, an institute for public research, to analyze the travel behavior of Germany's citizens this year¹.

The pandemic has significantly changed the travel behavior of many Germans

The effects of the global Corona pandemic have had a major impact on tourism over the past two years. The latest survey by MyPostcard and YouGov shows that the pandemic has also had a lasting effect on Germans' travel habits: Almost half of respondents (48%) are traveling less now than they did two years ago. The influence of recent years is also noticeable in the choice of travel destination: Germany and Europe remain Germans' favorite travel destinations. With 38%, more than a third of those surveyed plan to spend their vacation in Germany this year. Among those aged 55 and over, 46% are even planning to travel in their own country. In addition, a total of 47% are drawn further away and are planning a vacation within Europe. Particularly among the 18-34 year olds (55%), a vacation in Germany is less popular. This year, just 15% of the respondents are considering a long-distance trip.

¹ The data used is based on an online survey conducted by YouGov Deutschland GmbH, in which 2105 people participated between June 15 and 17, 2022. The results were weighted and are representative of the German population aged 18 and over.





Vacation by car is in vogue

Flights being canceled at short notice and new travel regulations have taught us one thing: to remain flexible when planning vacations. So it's no surprise that the majority of Germans (54%) are planning to travel by car this year - an increase of 30% on last year². Alongside the car, the airplane remains a popular way to travel for 39% of Germans. Among 18-34 year-olds in particular, almost every second person (46%) prefers to fly on vacation. Just one in five (22%) plan to travel by train this year. Five percent of respondents said they will travel by van or camper van.

The influence of sustainability is changing travel patterns, but is usually not a decisive factor in vacation considerations yet

German travelers are becoming increasingly aware of the impact of their travel plans on the environment: more than one third of respondents (40%) said they were influenced by the aspect of sustainability when planning their trips. This proportion is particularly high among the younger generation (18-34-year-olds), at 47%. Of the 32%, more than half (57%) are also prepared to accept higher costs for more sustainable travel. However, for around a third of these, this is linked to the amount of the surcharge. Seven percent of those surveyed said they would already invest more money here. When it comes to air travel in particular, there is a noticeable change in terms of sustainability: One in five people consciously avoid traveling by air, both for long and short journeys (20% and 18% respectively).

Despite the growing trend towards more sustainability in vacation planning, other factors currently seem to be even more important for many Germans: More than half of those surveyed (55%) stated that sustainability has no influence on their travel plans.

About MyPostcard

MyPostcard is Germany's most successful postcard app and makes it possible to send personal photos as real printed postcards from anywhere via smartphone. With more than 70,000 designs, the company also has the world's largest range of postcards and offers audio and video cards in addition to postcards and greeting cards. MyPostcard takes charge of printing, and delivering the personalized postcards worldwide with the help of an international printing network. The company, based in Berlin and New York, was founded in 2014 by designer and serial

² Statista survey: "Number of people in Germany who travel by car on vacation from 2018 to 2021":
<https://de.statista.com/statistik/daten/studie/182269/umfrage/anzahl-der-personen-die-mit-dem-auto-in-den-urlaub-fahren/>





entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over five million users. Today, 35 employees work at the company. MyPostcard supports various social projects worldwide, including Amnesty International, All-Out.org, Terre des Femmes and in the past the #FreeDeniz campaign in cooperation with N24 / Axel Springer.

MyPostcard has a prestigious list of partners, including Deutsche Post, Haribo, adidas, Google and TUI. In the Financial Times ranking, MyPostcard is one of the Top 1000 Fastest Growing Companies in Europe. In the e-commerce sector, the company ranks 19th in Europe. MyPostcard has won the gold Stevie Award in the Company of the Year category, as well as the coveted Licensing International Award. Additionally, the company won this year's German Innovation Award 2022 with their audio postcard. The MyPostcard app is available free of charge in the [App Store](#) (ranked 4.7 stars) and [Play Store](#) (ranked 4.1 stars). The app is currently available worldwide in eight languages.

For more information, please visit <http://www.mypostcard.com/>.

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