

# New study proves: Despite price increases, travelers do afford more expensive vacations

- **27 percent of study participants plan more travel budget for their 2024 vacation**
- **To minimize vacation spending, 47 percent want to save on accommodation**
- **WhatsApp and postcards are the most popular channels for vacation greetings**

**Berlin, 06.10.2023** - Despite inflation and rising energy prices, many Germans are planning a more expensive vacation than before. This is the result of a recent survey by the postcard app MyPostcard and YouGov. The study also investigated which channels vacationers prefer to use to send vacation greetings. The result is surprising: after WhatsApp, the classic postcard is still the most popular.

As part of the study, 2,048 men and women aged 18 and over were surveyed on the subject of vacations. The result on future travel planning is particularly striking: 27 percent of those surveyed said that their vacation for 2024 will be more expensive than in previous years. For more than a third, the budget will remain the same. Only 10 percent plan to spend less money in the coming travel season. To save money, almost half will book inexpensive accommodation, 30 percent will choose to vacation in Germany or will not fly, and about one-fifth of savers want to conserve vacation funds by taking a low-cost package or last-minute trip.

## **Vacation pictures remain digital or even unused**

Nowhere are so many photos taken as during a vacation. Vacationers want to capture the special time and different impressions so that they can look back on this time after their time away and when they get home. However, the reality is different: 42 percent of the study participants archive their pictures digitally and at the same time 40 percent of the respondents state that most pictures remain unused on the cell phone, camera or memory card. Thus, what were once unique keepsakes become insignificant megabytes filling up storage space. Just under 20 percent create a photo book, frame some of the photos or print photo prints. Fully 10 percent take no vacation photos and keep the moments only in their memories.

## **Postcards as a way of expressing delight**

There are other ways to share vacation impressions: For 38 percent of those surveyed, sending postcards is an integral part of their vacation. The motivation for this varies greatly. For 46 percent of respondents, it is important to please friends and family with haptic vacation greetings. Out of tradition and nostalgia, 28 percent of respondents reach for pen and postcard. 20 percent simply love to share their travel experiences with others and cite this as the most important motivation for sending vacation greetings by post. The simple joy of writing cards is a reason for 14 percent to send a postcard with personal greetings. Incidentally, 18 percent of those surveyed state that they prefer to bring the postcard directly with them and not throw it in the mailbox, as they are concerned solely with the physical memento of the vacation.

For all travelers who find it difficult to write on postcards, are uncreative or can't find the right words, the study delivers welcome news. Although personal words on a postcard are important to 41 percent of the study participants, a short greeting is sufficient. 21 percent attach great importance to an individual message that can be used to describe experiences and express feelings. Some do not pay attention to the choice of words at all: 12 percent only pay attention to the motif and for 10 percent it is only important that the card arrives.

## 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 widest 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 entrepreneur Oliver Kray (CEO) and is now successfully operating in the e-commerce industry with over six million app downloads. 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. The company also won this year's German Innovation Award 2022 with the audio postcard. The MyPostcard app is available free of charge in the App Store (ranked 4.7 stars), Play Store (ranked 4.1 stars) as well as the Huawei App Store (5.0 stars). The app is currently available worldwide in eight languages.

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

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