

Dear Partners and Trade Contacts:

In the summer time we connect with the world. Most Germans go on holiday in summer as this traditional vacation time remains an essential part of our lives. However, we now also connect better with the world in another sense. At last, free wireless internet access was introduced in Frankfurt at the beginning of the month. Till the end of the year another 100 major German cities will follow and also offer free wireless internet access. Please stay connected with us and enjoy reading!

Kind regards,  
Marina Noble & noble team

#### Germany doing well

The German national economy is doing very well – and not only people earning a high salary are benefiting from this situation. The good news in the new "Study on the Distribution of Wealth and Growth of the Economy": Poverty in Germany is not growing and the gap between incomes is stable. New figures of the German Institute for Economic Research (DIW Berlin) prove that the differences between poor and rich families have not increased in the year 2012. However, this trend – that the gap widens – only stopped in 2006. Incomes are still on very different levels, but the gap has not grown (as in most other countries). The second good news: the current economic upswing is expected to continue. Three of the leading institutes on economic research believe in an increase of GDP, by 1.8% (Rheinisch-Westfälische Institut für Wirtschaftsforschung and Kieler Institut für Weltwirtschaft) or 1.9% (Ifo-Institut) for this year and by 1.8% (Ifo) to 2.1% (IfW) for next year. Private consumption will remain the main pillar of the upswing. Unemployment continues to decline and incomes to go up. Due to these factors, experts believe that people will consume two percent more than last year. (Source: Frankfurter Allgemeine Zeitung)

#### Watching TV remains favourite past-time activity

The average German avails of three hours and 56 minutes free time per day – according to the latest results of the "Freizeit-Monitor 2014 der Stiftung für Zukunftsfragen" (Leisure Time Monitor 2014 of the "Foundation for Future Studies"). And these almost four hours are real free time! Cooking, cleaning, looking after the children, shopping, phoning with the parents; this all has been done already. During the almost four hours, watching TV remains the favourite pastime activity. Other top ten activities are to daydream, spend time with the partner, sleep in, talk about important things and look after oneself. Nowadays, the main differences of leisure time activities are not within regions and classes but with different phases of life. With teenagers the internet is in first place, followed by watching TV and making phone calls (while not at home). Young adults' favourite activities are to be online, followed by making phone calls and watching TV. The most popular activity with couples is to watch TV; in second place is to spend time with the partner and to listen to the radio. Pensioners prefer to watch TV, listen to the radio and read newspapers or magazines. By the way, a total of 66% are satisfied or very satisfied with their amount of free time. One last comment, hardly any activity takes longer than two hours. "The Germans constantly seem to need new impulses". (Source: zeit.de)

#### Germans love brick and mortar shops

When it comes to a recent study of Nielsen, Germans are 'traditionalists' regarding their shopping behaviour. Germans still love to go shopping for food and for other goods of daily life. Only 17% of the Germans buy groceries, animal food and toiletries online. The European average is 26%, while in China the share of online buyers is even as high as 37%. According to the study, almost half the Germans (47%) regard shopping as a pleasant pastime activity. However, e-commerce can look to a positive future: 34% of the people questioned can imagine buying these products online. Shopping statistics for hygienic products, electronic devices, books and music show that Germans are inclined to buy online. The future, however, is expected to strengthen both online and 'real' shops: e.g. the younger generation of up to 34 years already shops food online (30%). Sixty percent of this age group has positive feelings towards online shopping. (Source: internetworld.de)...

#### New Lufthansa economy fares

Lufthansa is following budget airlines by introducing 'pay for what you use' economy fares for flights within Germany and Europe from October. The three-tier economy fares system - Light, Classic and Flex - means that passengers with only carry-on baggage will pay less than those checking in luggage, and there will be diverse other booking options as well. The aim is to bring Lufthansa's lowest headline fare closer to budget carriers while protecting the overall yield level.

The Light tariff, the cheapest fare, is targeted at passengers with only hand baggage, who comprise about one third of all Lufthansa passengers in Germany and Europe. They will have to pay additional charges if they want to check a baggage item, starting at €15 at the time of booking, €30 at the airport counter and €45 if the hand baggage (max. 8kg) is too heavy. A seat reservation also costs an extra €10 but on-board catering remains free. The Classic fare includes one check-in piece of luggage, a seat reservation and can be re-booked to another flight for an additional fee. The more expensive Flex fare offers free change of flight booking. (Source: fvw.com)

#### Young people trust travel agencies

Young people (10 – 27 years) have a high opinion of travel agencies: 27% believe they receive the best information on their holidays there. However, only three out of ten trust tour operators regarding this information. People aged ten to 27 years have even less trust in rating portals (16% trust) and booking portals (seven percent).

On a scale of one (very important) to six (unimportant) regarding the importance as source of information, photos and videos of the destination are most important (2.08 points), followed by recommendations of friends (2.12 points) and the website of tour operators (2.38 points). Surprisingly, blogs are in last place – only having a worth of 3.97. (Source: travel tribune)

#### The German online travel market

The number of Germans using the web to book their holiday online has grown constantly over the past decade. At the same time, the loss of traditional – stationary – travel agencies has been stopped. The number of travel agencies decreased from 12,639 in 2005 to 9,729 in 2013 but grew slightly in 2014 to 9,829. The online share of holiday bookings was merely seven percent in 2002, went up to 15% in 2005 and reached 37% in 2014. Forecasts are that this year 41% of the internet users will book online. The trend towards online bookings is even clearer when it comes to accommodation and flights. The proportion of people researching and booking online has risen to 52% for accommodation (32% in 2005), 49% for flights and 51% for rental cars (43% in 2005).

Some figures regarding the online bookers: Most of them travel as a couple (69%), 12% travel on their own or three people respectively; seven percent are four persons when traveling. When it comes to money spent for online bookings, the majority (30%) spends 1000 to 1,499 Euros; 24% spend the amount of 500 – 999 Euros for their booking; 18% 1,500 to 1,999 Euros; ten percent pay 2,000 to 2,499 Euros.

The most popular online tour operators in 2014 were: ab-in-den-urlaub.de and expedia.de (both 15%); followed by TUI-Fly.de (11.3%), HolidayCheck.de (9.7%) and Opodo.de (8.1%).

Regarding the rating of portals by other clients, 82% of users (all ages) believe these to be trustworthy, 13% say you cannot really believe in them, one percent even believes them to be not trustworthy. Only four percent say you can lay much trust in them. (Source: absatzwirtschaft.de)

#### ... Saving the best for last:

Can you imagine? In the year 1240, exactly on the date of July 11, Emperor Frederick II, granted merchants going to the fair in the city of Frankfurt his protection. And today, 775 year later, Frankfurt Fair still is the flagship of the city – and going strong.

The Fair started everything. Commerce led to the creation of the stock exchange, because visitors of other countries had to exchange their currencies. And the stock exchange – founded in 1585 – was the foundation stone of the financial place. Only after the First World War, Frankfurt Fair did start specialized events. The most important step of the company, however, was the expansion into foreign countries. Today, the five largest events abroad are in China. And the five largest Frankfurt fairs are: Buchmesse (Book Fair) with 270,000 visitors in 2014; Light and Building, 211,000; Ambiente (consumer goods trade fair) 144,000; Automechanika (Meeting place for the automotive industry) 138,000 and Musikmesse (Music Fair) with 65,000 visitors.

a service of:  
noble kommunikation,  
luisenstraße 7,  
63263 neu-isenburg,  
germany,  
fon +49(0)6102-36660 or  
01803-NOBLEKOM  
fax +49(0)6102-366611  
info@noblekom.de  
www.noblekom.de  
follow us @noblehaps:  
http://twitter.com/noblehaps  
facebook: noblehaps