

Local Tourism during Pandemic Lockdown



An illustration showing a white airplane cabin with a row of windows. A red, spiky virus particle is being ejected from an open airplane door. The virus particle is surrounded by other smaller virus particles, suggesting a pandemic outbreak. The background is a light yellow color.

Local Tourism during Pandemic Lockdown

According to the International Monetary Fund (IMF), the pandemic has caused a 65% decline in global tourist arrivals in the first half of 2020, compared to 8% during the global financial crisis and 17% during the SARS epidemic of 2003

For some countries, tourism can represent over 20% of their GDP and, overall, it is the third largest export sector of the global economy.

The pandemic has also led to a shift in travel preferences, with many people opting for **local travel** instead of **international travel**. According to a survey conducted by **Booking.com**, **59%** of respondents said they would prefer to travel **domestically** in the future.

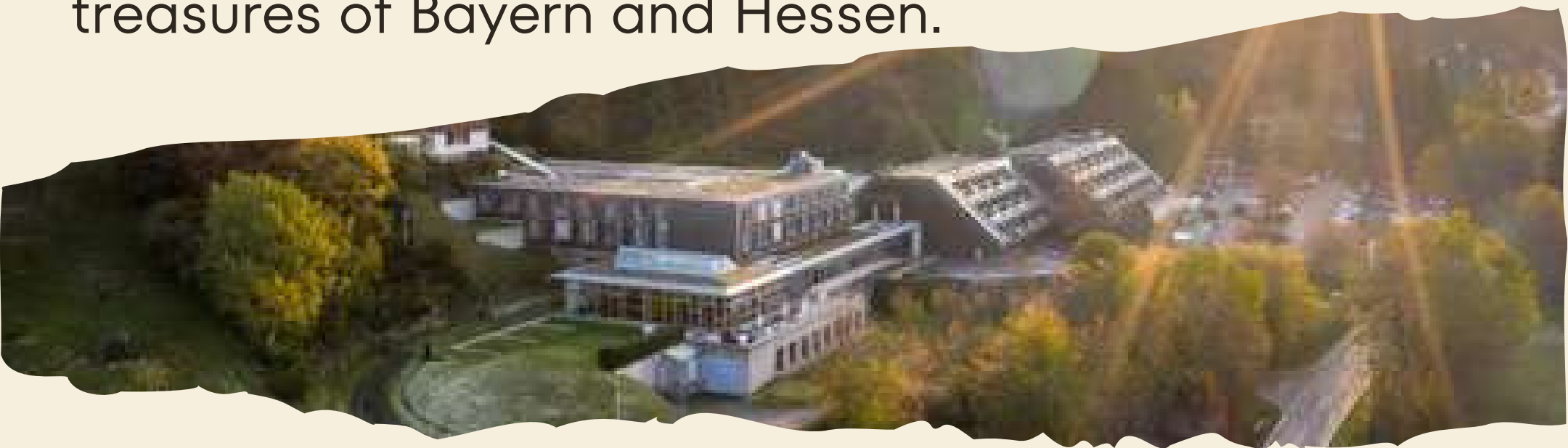


The **Treasure** Is Closer Than You Think

Promoting **Local Tourism** 5.4.2024 - 7.4.2024



Embark on a transformative 3-day workshop designed to boost local tourism in Germany's Hessen and Bavaria states. Starting at Collegium Glashütten Hotel in Taunus, the program seamlessly blends theory with hands-on experience. The workshop continues at a surprise location in Bavaria, adding an element of exploration. Participants will be treated to a blend of theoretical sessions and practices, fostering a comprehensive understanding of strategies to boost local tourism. This immersive event promises a unique fusion of education and experience, highlighting the cultural and touristic treasures of Bayern and Hessen.

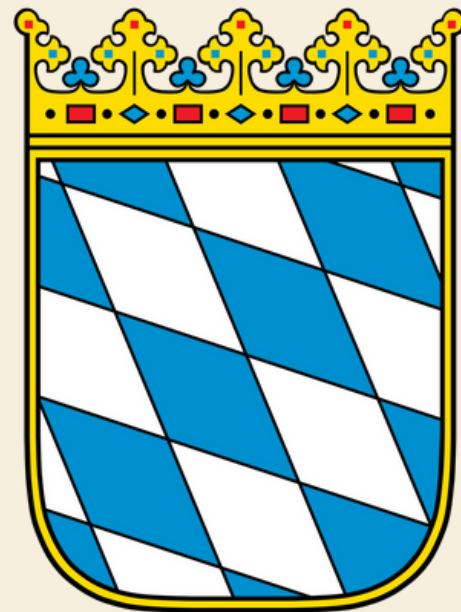


The Workshop is designed for

Germany
Simply inspiring



FLiXBUS



TIME FRAME

Hessen & Bayern

05.04.2024

FIRST DAY

Arrival - Introduction - First Activity

SECOND DAY

Pandemic and Local Travel Session -
Hiking - Departure to 2. Surprising
Place in Bayern

06.04.2024

07.04.2024

THIRD DAY

Design Thinking and Idea Collection -
Reflection - Departure

The **Team** and Materials Needed

A team of 3 person can manage all the program.

- Team Leader/Trainer
- Logistics
- Assisstant

For two States, one Hotel in Hessen and the other in Bavaria is planned. The Green Transport from Collegium Glasshüte to Bavaria's Surprise Hotel is already planed. Training Material including all drinks and snacks have been prepared.



The Outcomes

1. **Inspired Advocates:** Participants emerge as motivated advocates for local tourism, ready to champion its growth.
2. **Youthful Visionaries:** Equipped with experience, workshop participants become the promoters of future programs, fostering a new era of youth-driven initiatives for local tourism development.

