



## **„On the MIC with Petra Hedorfer“ – Episode 6 Sustainability**

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Moderation: Thorsten Schaubrenner

Guest: Eva Buzzi (Managing Director of Rail Tours Touristik  
and President of the Austrian Travel Association)



**Intro:** „On the MIC with Petra Hedorfer“ - the podcast of the German National Tourist Board with experts from all over the world.

**Schaubrenner:** Hello and welcome to "On the MIC with Petra Hedorfer", the podcast of the German National Tourist Board.

Dear Petra Hedorfer, as CEO of the GNTB, you are once again talking to international experts about various key topics in this exciting and informative series. And I, Thorsten Schaubrenner, will once again be supporting you as moderator. It's great that we're sitting together again today, dear Petra.

**Hedorfer:** Yes, Thorsten, I'm looking forward to it too. An exciting topic. Let's jump right in.

**Schaubrenner:** Absolutely. Joining us as a guest from Austria, from beautiful Vienna, is Eva Buzzi, President of the Austrian Travel Association. Hello, Ms Buzzi.

**Buzzi:** Hello from Vienna.

**Schaubrenner:** It's good to have you with us. After all, you are also the managing director of Rail Tours Touristik, a wholly owned subsidiary of Austrian Railways. And that actually puts us right in the middle of things, because, Petra, today we are talking about the new normal in travel, about sustainability and how suppliers and destinations deal with it. And that's why my first question, Petra: Why is it that no one can get around sustainability any more?

**Hedorfer:** Yes, Thorsten, I would say that climate change and environmental degradation are existential threats for Europe, for the whole world, for all of us. And with the European Green Deal, we in Europe, at least all the states that are involved, want to create a transition to a modern, resource-efficient and competitive economy that no longer emits any net greenhouse gases (note: net zero greenhouse gas emissions) by 2050. We are all seeing this summer how the climate is changing and what effects it is having on nature, on people and on the economy. The German government also has the goal that global warming should not rise more than 1.5 degrees by 2030. As the German National Tourist Board, we therefore also have goals that we have been pursuing for a long time, to act more sustainably and to create a bridge to sustainable, qualitative tourism. Perhaps for our listeners: Already this summer we were able to experience a memorable day. On 28 July was Earth Overshoot Day. The day marks the point in time when humanity has used up all the biological resources that the earth can regenerate in the course of a year. So you can see how finite this issue is and how sustainable action has become an essential prerequisite for competitive and sustainable tourism.

**Schaubrenner:** This is an incredibly important topic. And this Overshoot Day in particular shows how topical it is. We also have very interesting figures on how travellers rate this issue. Petra, take us along with you. What do we know? What urgency does this have for travellers in the meantime?

**Hedorfer:** You are absolutely right. It's not just that the sector, the industry, is reacting to this and is changing course - and has to change course. The customer also demands it. So big portals, Expedia Sustainable Travel Study, the Booking Sustainable Travel Report Study, to name just two. All of them deal with customer behaviour. And: What makes customers tick now when they travel and go on holiday? Do they want to become more sustainable? Let me put it this way, this year these studies say that almost 80 percent want to stay in sustainable accommodation at least once. So the customer is looking for this experience. They also want to act more sustainably in their lifestyle on holiday. It's no longer a green coat of paint. Expedia says that already seven out of ten travellers do not choose a country or a transport offer if the provider only pays lip service. So we need certificates, a reputation, we need credibility. From the customer's point of view, the demand is

definitely there. One more thing: The Nation Brand Index, the brand value, in which guests worldwide are asked how they perceive a country as a brand, says in the last study that 31 percent of the respondents put the protection of the environment and natural resources first. So here we definitely see a development. Unfortunately, we see it in climate change. But we also see opportunities for industry to tackle the issue - and the customer demands it.

**Schaubrenner:** Where does Germany stand in relation to these challenges? How is Germany perceived abroad in terms of this very credibility and commitment to sustainability?

**Hedorfer:** I want to give you the floor right now, dear Eva, and not monologue here. But if I call up the SDG Index (Sustainable Development Goals) for both of us, the Development Goals Index, then we, Austria and Germany, are among the leaders here. That means measuring sustainable goals, indexing them: What have we achieved? Is there development and progress? After the Scandinavian countries - Finland, Denmark, Sweden and Norway - Austria and Germany are already at the top of this Top 10 ranking. There are very good results. But that does not mean that all the homework has been done. A lot of leverage is still needed here. But I would like to say that a great deal has already been achieved over two or three decades in terms of environmental protection, sustainable thinking and social development.

**Schaubrenner:** Yes, Ms Buzzi, the ball is now in your court, so to speak, and in the court of the railways, the Austrians, or the Austrian passengers. How do you assess this issue of sustainability?

**Buzzi:** Yes, of course, incredibly important. I mean, I can only underline everything you, Petra, have just said. I would even go one step further and simply say that the word climate change expresses far too little what we are going through. Climate crisis is still a nice word, not to mention climate catastrophe. Without painting any devils on the wall right from the start. But I think we should use a language that is more or less appropriate to the dramatic situation we are currently experiencing with the climate, which we are all noticing now. On the subject of my stomach: I already said at the beginning that, of course, as Managing Director of ÖBB Rail Tours, the subject is

night trains and rail travel. We all know that on an average holiday, about 80 percent of the emissions are caused by the journey. And that alone shows how much leverage we have in our hands to make our holidays or the holidays of our guests climate-friendly. If we go back to 2016, ÖBB decided, to the laughter of all neighbouring countries, to fully take over the night network, which was in the process of being "dissolved" by Deutsche Bahn. And also to take it over as its own business. And no one thought what a great success, a success in terms of demand, this would achieve. We know that we still have to take many, many steps in terms of quality, quantity and so on. We now see - and this again underlines exactly what you said, Petra: The customer demand is there. And we are now being asked to satisfy this demand.

**Hedorfer:** If I may say, Eva, I agree with you completely. A change of direction is necessary. Customers are looking for sustainability, credibility, also in their holiday behaviour. When I look at our figures: You know that, but I want to tell the listeners that the Austrian market is a very important one for us. It is always in this top 5 incoming ranking, i.e. guests coming from abroad. Before the crisis, there were four million overnight stays in Germany by Austrians. And 20 per cent of them travelled by train in '21. And by the way, we can say that the crisis has brought us even closer together. So not even more rail customers, but also a faster market recovery overall. The topic is accessibility and these excellent rail connections. Eva, can you say something about the connections?

**Buzzi:** Yes, very, very much so. Germany is one of our top destinations. Especially when it comes to environmentally friendly rail travel. Our most successful Nightjet at the moment is to Hamburg. We are incredibly proud of that. You can really say you've won the lottery if you get a seat on it. You can also see that it's almost fully booked until the end of October. So it's almost frightening. The entire Ruhr region is also easily accessible with our trains, which we take to Amsterdam, Brussels and then, of course, right across Germany. And Berlin is also easily accessible by night train. So you can see that we really do cover a very large area of Germany from our little Austria, which you can now reach even better and more comfortably by train since 2017/2018.

**Schaubrenner:** This is really a great success story.

Now I want to get back to sustainability. So when I get on a Nightjet, what kind of balance do I arrive with? How much more climate-friendly is my journey than if I were to come to Germany by plane or car?

**Buzzi:** So we have such a ... How should we put it? A rule of thumb that we say that rail is 50 times more climate-friendly than air travel. And about 30 times more climate-friendly than the car. This is an average value, of course, because no matter which means of transport I use, it always depends on how high the load is within the means of transport. But that's the rule of thumb that applies. And that's already a lot of CO2 that we save our climate, so to speak.

**Hedorfer:** Are Rail Tours and ÖBB thinking about increasing the frequency? Do you want to increase the frequency? And is there also a quantitative development in the perspective of even more sustainable journeys from Austria?

**Buzzi:** Yes, the desire and the vision is definitely there. But no one knows better than I what a complicated creature the railway is, or rather the railways throughout Europe. We have already ordered new train material and are trying to achieve the maximum train length that is permitted for all platforms. With the frequency, we are very, very dependent on the infrastructure of the countries we travel through. At the moment, we know that Germany in particular has a huge issue, that the frequencies on the rails are very tightly timed and therefore we cannot say: Okay, we'll add a second night jet behind the two hours after the night jet. That is simply not possible at the moment because of the infrastructure. But of course we also want to expand the destinations. We already have some very good ideas that are not yet one hundred per cent ready to go, and we will now primarily focus on attracting even more customers to the train with new, better and more comfortable train material.

**Hedorfer:** But that means, let me say, that the expansion of the infrastructure must of course keep pace with this transformation and with the new needs. Our Federal Minister of Transport has also promised speed here, which means massive investment and expansion and a focus. Not only on the issue of punctuality and accessibility, but also on quantitative developments. I think it is the future, and we will

see that in a decade we will certainly see a development here and that these forms of travel will be used much more naturally in the modal split. I am convinced of that, yes.

**Buzzi:** Yes, me too, absolutely. Especially if ... It is quite clear, even for a rail romantic like me, that not all traffic flows can be diverted to the railways now. That is simply factually impossible. But there are calculations that within a certain radius, let's say 400-500 kilometres, there is still plenty of room to accommodate customers. And it is also easier to increase frequencies in this area. So I am very optimistic that we are on the right track.

**Hedorfer:** I would say that the strategic goal of becoming more sustainable is also related to the length of stay. This means that if these emissions occur during the journey and on site during the holiday, then an impact should also be made on the duration of the holiday, so that longer holidays are possible. And the railway offers a wonderful opportunity to make a stopover every now and then when you travel via the southern railways. In Nuremberg, Bamberg, Würzburg or in the direction of the north. It's so easy to arrive in the middle of the city. And then you can relax and spend a few days in one city and another. Thorsten, do you know that almost 30 percent of our customers take so-called round trips? Germany is worth more than one stop. Eva, we don't only have one Vienna, we have many big cities in Germany.

**Buzzi:** We have the big block here in the East - and that's it, yes? That is to say, I envy you that you have such wonderful metropolises spread all over Germany that are ideal to travel to by train. So - great thing.

**Hedorfer:** Exactly, yes.

**Schaubrenner:** Ms Buzzi, I wanted to ask again: How far can sustainability go? Is that the end of the line for green electricity for the railways? Or do you have the impression that the demand is there? We heard Petra Hedorfer describe it at the beginning: Lip service is no longer enough. Something really has to happen. What can we still concentrate on? Is green electricity enough? Or do you have the impression that travellers really want to experience sustainability comprehensively?

**Buzzi:** So the demand is definitely there. And I believe - and here I may jump into my role as President of the Austrian Travel Association - that there is a tremendous need for advice. Customers would like to travel sustainably, but they don't know what possibilities there are, or where the biggest levers are, where they themselves can be socially and ecologically sustainable in all areas. On the one hand, we are back to the journey. If I fly now, we can't completely eliminate that from our consciousness: What is the benefit of offsetting? Where can I reduce my emissions? It starts with small things, such as travelling to the airport by train instead of by car. Or that I have the option of blending Sustainable Aviation Fuels. And then we also come to a very big topic that is very close to my heart, namely advising people to stay longer. It is better to travel once for a week than twice for three days. Or rather once for three weeks than three times for one week. And I think there is still a lot of room for raising awareness among our customers.

**Hedorfer:** Eva, as far as food is concerned, you have more and more sustainable and certified offers in the catering on the trains. I also know about Deutsche Bahn. So in the customer journey, at the various stations - in the hotel, on the journey, on site - the topic of sustainability should definitely not only be advertised more strongly, but also addressed. The provider, the service provider, must also participate.

**Buzzi:** Yes, absolutely. And this is also demanded by our supervisory board - now I'm back on the ÖBB side - that the products we offer customers along the travel chain are only sustainable products. For example - I mean, this is not a joke - we banned bananas from our lounges, even though it was proven to be our customers' favourite fruit. And now we have a Styrian apple. Over, out, forget the banana. Yes! So these are little things that are also very, very important for us. Also in our on-board bistros. In the hotel industry, the Austrian Hoteliers' Association has launched the "Klimateller" initiative, where sustainable production and sustainable offers are made. Even small things like always putting the vegetarian option first in a menu and meat second. So these are also small, very effective merging measures that can have a greater effect.

**Hedorfer:** I'm right there with you. In any case. Of course, the smaller the unit becomes and the service provider, the participant in the tourist chain, the kiosk, the

bicycle rental etc., all need this sustainable approach. And of course the customer is looking for orientation. He is looking for advice, I agree. But of course we also have many certificates. I don't know what is planned on the Austrian side, but we in Germany are already looking for an umbrella to transport this topic for consumers. No matter in which sales channel, in the personal consultation, in the travel agency, online, in the big portals. There are many certificates. This is a development of this stronger focus on sustainability. Our Federal Environment Agency is currently clustering 30 certificates alone that are valuable and important. And then there are many others that are also remarkable and take a step towards this sustainable positioning. So for the consumer, from the customer's point of view, it is of course not easy to find one's way around.

**Buzzi:** No, absolutely not. I would almost call it a proliferation of certifications that has happened in the last few years, where you don't even look at what exactly is being certified anymore, honestly. I only see the Austrian solutions, so to speak, I don't know much about Germany. We in the travel industry have a joint initiative, Futures, together with the DRV and SRV, where we are at least trying to bring this topic of climate and sustainability into line with the travel associations. And we are now taking the first step, which underlines exactly what you have just said. We are now jointly trying to create a uniform industry standard for the presentation of emissions during a holiday trip. Because there are so many different calculation methods, and customers are naturally confused if they calculate this saving on one platform and that emission on another. That means that the first step will be to be able to show together, at least within the roof region of our customers, how much CO<sub>2</sub> they consume on their journey. And how much they can save with various measures that they can then take.

**Hedorfer:** And Eva, if I may: So now we are talking about certificates, that they become more uniform. But we also have to - and this is what I'm postulating here - use digital technology. Keyword visitor guidance. This is also a sustainability issue. In other words, the distribution of travel flows, the reasonableness, the balance between guest and local, i.e. the population that lives in the destination. We do not yet have comprehensive approaches in this area. At the moment, we are on the way with our Open Data Project. It is a contribution to sustainable destination development to

open up this data, to make it available and to see it live in real time: Where do customers move? What travel flows do we have, what patterns, and how can we intervene in advertising and information?

**Buzzi:** Absolutely important. I mean, if you think about it, before 2020, when suddenly the buzzword overtourism was far away: it was said that there would never again be as many people in one place as there were then. And the empty St Mark's Square and I don't know what all. We're now more or less exactly back where we were in 2019. And of course these digital features are the right thing to do in order to steer the streams of visitors away from these masses. It's just the same as with cars: the traffic jam is always the others, not you. And that's exactly what we have to work on. Another very good concept, where Germany is almost a leader in communication, is the Second Cities.

**Hedorfer:** Yes.

**Buzzi:** It doesn't always have to be the well-known city, the metropolis, but these second cities and the charm of the second cities is something that is also very close to my heart, because most of them are of course easily accessible by public transport.

**Hedorfer:** Thorsten, we could switch to marketing now, which is what we have in common.

**Schaubrenner:** Absolutely.

**Hedorfer:** Germany and Austria, the German National Tourist Board and Rail Tours: when it comes to sustainable city breaks.

**Schaubrenner:** That is what we should do. And I am curious to see what we can learn from Austria. But how we are also positioned here in Germany and what we can offer there. We have now got the two experts together in this podcast. Petra, would you like to give us a few key points?

**Hedorfer:** Yes, I have already said it and Eva has outlined it. We don't just have one capital, one Berlin, we have 16 federal states, we have many cities, pearls along the travel regions. And to connect all these cities, to promote them and to present them under their sustainability profile, Eva, that is what we have done in the cooperation of the railways ÖBB and DB in a marketing cooperation that has existed for 14 years. Do you know that it has been going on for so long?

**Buzzi:** Yes, I was even there for the first one. Frightening, I just realised. It's been 14 years. And this cooperation is really unparalleled. It is based on such a partnership, and the beauty of this cooperation is that both want exactly the same thing. We simply want to show - on the one hand: What can our customers in Germany do? What priorities can we set? And we will then present this here in city lights, in campaigns and also in workshops. And I have to say one thing: every time I attend one of your workshops, I have an incredible desire to leave for Germany immediately afterwards. And that's no joke, it's really true.

**Hedorfer:** Thank you very much for that. Your travel magazine, the counterpart to FVW, I would almost say Tourist Austria International, T.A.I. you call it, awarded an advertising Grand Prix again this year. And we were one of the winners. Our campaign was awarded a prize here. Three of the subjects, i.e. the advertising modules, were particularly outstanding in terms of creativity. Eva, you know how important Austrian customers are to us. And it is important to always have our finger on the pulse of our customers. And we are indeed connected, I believe, by sustainable travel behaviour in both directions.

**Schaubrenner:** Exactly. Excuse me. Petra, you also mentioned the small cities that are worth discovering and visiting here in Germany. And I think we have compiled a few figures, for example for a city where you don't immediately say: "Ah yes, I've always wanted to go there", or "I've got it on my list". That is Freiburg. Freiburg has already implemented quite a bit in terms of sustainability. And that's just an example. If you take sustainability into account in your travel behaviour, it's definitely worth taking a look. Would you like to tell us a little bit about it?

**Hedorfer:** Yes, very much so. Freiburg in the south of the country, at the foot of the Black Forest - for all the listeners who may not know the exact place in Austria - is really a best practice when it comes to climate neutrality. They are aiming to be climate neutral by 2038. That's not too far off. Today already, or since 2009, the light rail vehicles are completely emission-free, climate-neutral, with green electricity. And they also recuperate energy. So when the brakes are applied, the energy is fed back into the grid. We have had this university and student city for 40 years, Freiburg has the bicycle as the means of transport, every third person rides a bicycle there, tourists have bicycle stations all over the place. It costs one euro a day to rent a bicycle. I think that is also an issue: the pricing for all these sustainable offers. If you want to steer customers towards alternatives, the issue of price-performance certainly also plays a role. The share of car drivers has dropped from 39 to 21 percent in the city. What else can I report? Solar energy, solar compulsory on all commercial buildings. As in the whole of Baden-Württemberg, by the way. And what I also found fascinating: The New City Hall in Freiburg is the first city hall in the world with a zero-energy concept. 800 solar panels on the façade. That brings me to an interesting piece of information for us in today's discussion: we are already doing outdoor advertising with so-called murals, currently in the Czech Republic and in Poland. The paint can also break down CO<sub>2</sub>. So you advertise and produce and use energy as a resource on the one hand. On the other hand, this campaign is also a contribution to reducing CO<sub>2</sub>. So there are interesting possibilities. Many cities are setting out on this path. I believe that these initiatives should not be praised highly enough and should also be advertised and discussed. We need these initiatives not only in everything that is newly made, but also in the transformation of the infrastructure.

**Schaubrenner:** Definitely. Exciting information that we have received so far. I also found this idea of offering the regional apple instead of the overseas banana definitely very interesting and very worth considering. Eva Buzzi, that was great information from you as well. I ask myself now, looking into the future: What about the next steps in tourism? Where are they going? What could they look like?

**Buzzi:** Well, I've already mentioned a bit of what's on my mind. I think the first thing we all need is courage and confidence that we can achieve these goals together. I

think that is the most important thing. We must not forget one thing: The Glasgow Declaration, which has been signed by the major tourism operators and tourism businesses, stipulates that emissions in tourism should be reduced by 50 percent by 2030. By 2050 by 100 percent, i.e. to be completely climate neutral. And by 2030 - we really don't have much time left. That must be clear to all of us. This also means a lot for Austria, because we must not forget: Winter and ski tourism, which generates high turnover and very high margins, is of course also very energy-intensive. Not only on site with the cable cars, which already do a lot to ensure that as little energy as possible is used here, but also through the journey, which for us in winter tourism is done to a large extent by car. That brings us back to the 80 percent. In other words, how do we manage this, bearing in mind that in Germany, our biggest and favourite market, especially for winter tourism, fewer and fewer young people are getting a driving licence or owning a car? How do we deal with that? There will be a lot of brainpower to put into this in the future in order to literally torch this issue. I have already mentioned the second topic briefly: A lot will depend on information and communication. And also informing people that a more climate-friendly, not to say neutral, holiday does not necessarily have to mean doing without. On the contrary, it is something very positive and certainly not something I have to do without. That is the second issue that we certainly still have to consider. Yes, and the third issue is that it is certainly not only the price that matters, but also the availability. I have to have climate-friendly, climate-friendly offers readily available at any time in any place to get people on this track, so to speak. And here, too - keyword smart cities, keyword last mile, keyword first mile - we will still have to do some of the famous homework.

**Hedorfer:** Well, Eva, I agree with you 100 per cent. Completely. I think the information is very important. Of course, development is also important. The topic of training and further education is very important. In general, the whole issue of taking the employees with us on this journey of transformation, of the reorganisation of tourism. This requires appreciation for what has been achieved, it requires training, it requires investments, it also requires role models who can lead the way. And I also have a vision: What will this country look like in 2030, 2040? I hope that we can secure topography through tourism, but also through preservation. So these changing dependencies. Tourism is employment and we want to continue to secure

jobs in the region. For that we need a sustainable tourism offer that on the one hand protects the environment and on the other hand preserves the landscape and topography. You mentioned winter tourism, keyword artificial snowmaking etc., and the same of course applies to our low mountain ranges. But if areas in these nature parks are also cultivated - and they are increasingly being maintained because of the cultivation through tourism - then this is mutually dependent. So the changing dependencies call for more togetherness, for joint action, responsible action, in order to ensure quality tourism also in the future. Let's do this together and learn from each other and take as many people as possible with us on this journey.

**Schaubrenner:** Petra, I have another question, Eva Buzzi mentioned it: Sustainability does not necessarily have to be more expensive for the end consumer. I'm interested, of course, because our podcast is also aimed at decision-makers in the tourism industry. Can you also make a profit with sustainable tourism? It's not just about the pure end in itself of offering something sustainable. As you mentioned, we also have to preserve jobs. In the end, we have to come out with a profit somewhere. What feedback do you get from the industry?

**Hedorfer:** Yes, we have an Expert Industry Panel. Eva, this is a survey of more than 280 CEOs who make up about 70 per cent market coverage in our source markets. So large tour operators, travel agency chains, OTAs. And they say in the July survey, which is conducted four times a year, that they think Germany is a leader in terms of sustainable offers. And that they want to sell more and more sustainable offers, but that only one third of their customers, around 31 percent, specifically ask about them. So that's where advertising, education and initiative come into play, which is in demand from all of us. Education, edutainment. The industry is certainly steering this course and will certainly only do so if it can earn money with it. I mean, we are all that self-confident. This is not a l'art-pour-l'art business, but at the end of the day it has to pay off for every market participant.

**Schaubrenner:** Yes, and that means that the industry can certainly take this first step and ensure that there is a supply. Because the demand is obviously there, as we have learned.

**Hedorfer:** And there are already offers. Far too few, I agree with Eva Buzzi. And a relevant image of Germany needs to be painted in sustainable offers. In other words, everything from every region and every destination should be offered in a sustainable way.

**Schaubrenner:** Dear Eva Buzzi, we have already covered a lot on this topic of sustainability, on this topic of smaller cities. Perhaps there is something else in the back of your mind that you say needs to be mentioned today in this podcast. Because time, it's moving fast. Is there a topic, is there an aspect that we haven't touched on yet, where you say we should at least throw a brief spotlight on it?

**Buzzi:** Perhaps one more topic, which is also very important to me personally. Both we in Austria and - let me say this confidently - you in Germany: For us, a guest who lives and thinks sustainably is a high-quality guest. That is exactly the kind of guest we all want to have and that is exactly who we are fighting over. He should come to us or he should come to you. Strong margins, behaves the way we like it. But what do we do with the many, many others who don't have it in them yet? Who perhaps also don't have the financial means to tread precisely this path with us that we would like to take together. Customers who also have a right to a holiday, who also want to relax. But where we say: Hm, maybe that won't quite be the future. That is something that has really been on my mind lately. What do I offer these people? And I have not yet found a way to roll out our new concept of sustainability, this New Normal, to come back to the title, for everyone and to make it an experience for everyone.

**Schaubrenner:** Petra Hedorfer, I am sure you already have an answer in the back of your mind, not only how to get this guest.

**Hedorfer:** So my wish, Eva, ... I understand what you mean. So it's about universal sustainable travel for everyone. My wish would be that we don't have to say "sustainability" anymore.

**Buzzi:** Right, yes.

**Hedorfer:** That it goes over like that, that a journey can also be sustainable ... And I don't want to get carried away: What is the right form of holiday now? All trips should have a valuable impact and conserve resources. We don't start with that. A lot has already happened and in this transformation alone we see that there are more and more people whom we have already reached on all forms of holidays and also purses, in part at least on this qualitative path.

**Schaubrenner:** Petra, I thought that was a fantastic closing. How do you see it?

**Hedorfer:** So it was fantastic. And maybe I can add a little commercial. We have a Sustainable Tourism Day, Eva, which will be the first in Germany, on 28 September. You are cordially invited. A fantastic programme in which we will work with science and - I think we should also say this: of course we also need research and development, innovations will be more in demand today than ever before, even in universities. So education again, I would like to promote that. And we have a lot of federal competitions for sustainable initiatives, to give visibility to these initiatives, but also to bring along the funding backdrop. Without political and financial public support, we will not succeed in this transformation. Industry is paying its share, but we also need, in my view, a clearer petition. If funding is provided and public money flows, then this must be a *conditio sine qua non*. It must be an indispensable condition that sustainable conditions exist for any promotion in tourism.

**Schaubrenner:** Absolutely.

**Buzzi:** Yes, thank you very much for the invitation. It's a great initiative. Thank you, Petra.

**Hedorfer:** You're welcome, Eva! All the best and hopefully not too hot days, moderate days and a good autumn for you in Austria.

**Buzzi:** So back to Germany. Thank you.

**Hedorfer:** Wonderful, goodbye! Thank you to Hamburg and see you very soon.

**Schaubrenner:** Yes, I also thank you, dear Eva

Buzzi, dear Petra Hedorfer, that was again very exciting, very informative. At this point, I would like to point out, as always, this podcast series itself and the subscription options, because there is a lot more. For example, we have already talked here about the US market or the special features of travellers from Great Britain and last time - widely heard and much praised - about the topic of nature travel with a special focus on the Dutch. Of course, we are particularly pleased if you, dear listeners, subscribe to "On the MIC with Petra Hedorfer". You can listen to the GNTB podcast on Spotify, Apple, Google and anywhere else there are good podcasts: And of course on our website [www.germany.travel](http://www.germany.travel). Thank you very much from my side, happy listening and safe travels.