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## **BARIG on the German Government's National Tourism Strategy: Foundation Laid, but Location Costs Remain Problematic**

The international airline association BARIG (Board of Airline Representatives in Germany) welcomes the National Tourism Strategy for Germany, which has now been adopted by the Federal Cabinet.

BARIG Chairman and Executive Director Michael Hoppe states accordingly:

"Tourism—whether within Germany, from abroad, or in the outgoing business—contributes significantly to the German economy. In the past, this important role was often not recognized at the federal political level and, thus, did not receive sustainable support. Therefore, we very much welcome the National Tourism Strategy for Germany adopted by the Federal Cabinet this week. This has laid an important foundation for the future development of Germany as a tourism location in an increasingly competitive international market. However, the high location costs remain problematic.

Nevertheless, we are delighted that the vital contribution of air transport for tourism to and from Germany has been recognized. Furthermore, the demand that Germany must regain more air transport connections is also extremely important. In this way, the strategy ties in with the Coalition Committee's decision of November 2025 to strengthen aviation in Germany. However, it remains clear that the biggest obstacle to a positive development of the local air transport hub are Germany's location costs, which are still far too high compared to other European countries. The Federal Government's announcement that it will reverse the recent increase in air traffic tax from July 1, 2026, can only be a first step, but it is not nearly enough. There is an urgent need for further cost reductions to be implemented immediately in order to strengthen the entire industry as a driver of growth and, thereby, provide new impetus for economic development, which is still very weak."

### **BARIG / Board of Airline Representatives in Germany e.V.**

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***BARIG (Board of Airline Representatives in Germany e.V.)** represents the interests of more than 100 national and international airlines in scheduled, charter, low cost, and air cargo business. Since the foundation in 1951, the airline association works for the improvement of frame conditions in the aviation industry in Germany and is the key industry contact for politics, authorities, industry, and media.*

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