

Germany Outbound - February 2016

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“Foreign holidays are high on the agenda for German consumers, considered an important leisure pursuit they are unwilling to dispense with even during harder economic times ... Germany’s strong economy and key role in Europe has kept consumer confidence relatively high, supporting demand for outbound travel.”
- Jessica Kelly, Senior Tourism Analyst

This report looks at the following areas:

The German outbound market is one of the largest and most developed in the world. Foreign travel is high on the leisure agenda for Germans and enjoyed by much of the population. The robust German economy and high standard of living enjoyed by Germans means that a vast proportion of citizens can bring travel aspirations to reality.

Although a well-developed market, outbound leisure travel is heavily concentrated on short- and medium-haul destinations in the Mediterranean and Europe. Germans are notorious sun-seekers enjoying the sun/beach holidays above all particularly as part of a package deal (flight, accommodation, transport). Spain, France, Italy and Greece have traditionally been the major pull for German sun-seekers for some years. In the past decade, Germans have been attracted by budget destinations offering the same sun/beach holiday but at budget or value prices. Turkey, Croatia, Bulgaria and Egypt have developed highly attractive resorts offering quality hotels at value prices. The all-inclusive resort is very attractive to Germans seeking value for money.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Der Touristik

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Travel agencies

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