

TOP 10 DESTINATIONS PREFERRED BY GERMAN TOURISTS



After two years of pandemic, hoteliers can breathe a sigh of relief for the time being: Corona measures are being increasingly relaxed and consumers are also willing to spend more money on vacations again, despite high inflation. This is shown by the high booking figures of airlines and tour operators. A recent survey by the European Tourism Council (ETC) also confirms that the desire to travel is high in Europe. But where do German tourists go? What are the most popular vacation destinations? Answers to these questions are provided by the VuMA Touchpoints 2022 consumer study - based on a survey of around 23,000 consumers. Brought to you by Tourism Review.

#10: Hungary, Bulgaria, Slovakia & other Eastern European countries - 2.2 %

In tenth place in the ranking of the most popular vacation destinations are countries such as Hungary, Bulgaria and Slovakia. 2.2 percent of German tourists spent their main vacation in Eastern Europe in 2021. In addition to historical attractions such as the parliament building in Budapest, Germans are also attracted to the region by the national parks in Slovakia or the famous Gold Beach in Bulgaria.

#9: Other Destinations across Germany - 2.3 %

In addition to the well-known vacation regions of the North Sea and Baltic Sea coasts, the low mountain ranges or the foothills of the Alps, Germany offers many other destinations for a vacation trip, for example, with major cities such as Berlin or Hamburg. 2.3 percent of Germans spent their main vacation in 2021 at domestic destinations in Germany.

#8: Greece Including Crete, Rhodes and Other Islands - 2.5 %

Many German vacationers are also enthusiastic about Greece. Last year, the Mediterranean climate attracted 2.5 percent of travelers to the Greek islands and mainland. From spring onwards, the temperature on the islands is suitable for a beach vacation. But the mainland also has plenty to offer with sights such as the Acropolis in Athens and Mount Olympus on the east coast.

#7: Croatia, Slovenia - 2.6 %

Croatia and Slovenia are the seventh most popular destinations for Germans. In 2021, 2.6 percent of vacationers were drawn to the eastern Adriatic coast. While Croatia, with its variety of islands, has been attracting many German tourists to the country for decades, Slovenia is still considered more of an insider tip. Yet the country also has a lot to offer away from the coast - from picturesque landscapes to mystical stalactite caves.

#7: Austria - 2.6 %

Croatia and Slovenia share the seventh place in the ranking with Austria. Here, too, 2.6 percent of Germans spent their main vacation last year. Particularly popular with Austrian tourists: activities such as hiking, camping or wellness.

#6: Upper Bavaria, Alps, Allgäu, Lake Constance - 2.8 %

Sixth place goes to Upper Bavaria, the Alps, Allgäu and Lake Constance. In summer, hiking and biking fans are often drawn here as well - in winter, the many ski slopes attract winter sports enthusiasts in particular to the vacation region. Bathing enthusiasts, meanwhile, seek out one of the many beach and leisure pools on Lake Constance.

#5: Canary Islands (Tenerife, Gran Canaria) - 3.2 %

3.2 percent of German tourists opted for a vacation on the Canary Islands last year. Thanks to the mild climate, vacationers can swim all year round on islands such as Tenerife, Gran Canaria, Lanzarote, Fuerteventura and La Palma.

#4: Turkey - 3.3 %

Turkey is the fourth most popular travel destination for Germans. In addition to the many historical buildings such as the Hagia Sophia or the Blue Mosque in Istanbul, the country also has a lot to offer for beach vacationers.

#3: Balearic Islands (Mallorca, Menorca, Ibiza, Formentera) - 3.7 %

Mallorca is possibly the German cliché vacation spot par excellence. And indeed, together with the next three largest Balearic Islands of Menorca, Ibiza and Formentera, the Mediterranean island, which belongs to Spain, recently accounted for 3.7 percent of Germans' main vacation trips.

#2: Italy Including Sicily, Sardinia and Other Islands - 4.4 %

Italy remains a classic among vacation destinations. Whether it's relaxing on one of the many tourist beaches, wine tasting in Tuscany or sightseeing in Venice or Rome - last year, 4.4 percent of German tourists spent their main vacation here.

#1: North or Baltic Sea Coast - 7.4 %

Be it the East Frisian Islands, Rügen or Usedom, Germany's coasts are by far the most popular travel destinations for German vacationers. Last year, 7.4 percent spent their main vacation on the North Sea or Baltic Sea coast.

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