

GERMAN'S TRAVEL SHIFT: FEWER TRAVELERS ARE SPENDING MORE



expected.

A recent analysis shows that many Germans still desire to travel despite rising travel costs and inflation. Tour operators have reported booking turnovers for the current summer and upcoming winter that surpass pre-pandemic levels, according to data from the TDA analysis company. However, there are some instances where the number of holidaymakers within Germany is lower than

During June, the turnover for package tours and trips organized by travel agencies and online for the summer season increased by 15 percent compared to last year. This was due to higher travel prices and the spending habits of vacationers. Industry experts say the demand for hotels with higher star categories has also increased. Sales increased by 7 percent compared to the pre-Covid summer of 2019, but the number of travelers was still 18 percent lower. In April, Germany's summer travel sales surpassed the pre-crisis level for the first time.

The winter season of 2023/24, starting in November and ending in June, saw a significant increase in sales. Compared to the same period last year, sales had risen by 65 percent and 11 percent compared to pre-corona levels. At this stage, long-distance travel and cruises had a more significant share of sales, accounting for over 60 percent of total winter sales.

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