

ASIAN AIR BOOKINGS DURING OKTOBERFEST 2026 CLIMBED SHARPLY



The world's biggest folk festival, Oktoberfest 2026, is set to attract record crowds by the end of this year. The celebration will take place in Munich, Germany, from 19th September to 4th October 2026, with the city authorities expecting about 6 million down from the previous year's 7.5 million visitors.

Amadeus' Travel Intelligence Data for Air and Hotel indicates that there is a significant difference in terms of segments that reflect who, where, and when, which means opportunities for hotels, destinations, and tour operators.

Solo Travel Dominates Air Bookings

While big groups are traditionally associated with Oktoberfest, **solo travelers will comprise the largest segment this year**, having booked 47% of all air tickets for the 12-day festival, up 2.2% year-on-year. Meanwhile, couples booked 33% of air itineraries (down 4.6% compared to 2025). Small groups of 3-5 travelers booked 13%, and large groups of 6 and more travelers – 7%.

Diversifying International Markets

The United States remains the top source market with 37% of air bookings, but it saw a 10% year-on-year decline. Growth from other markets has largely filled the gap:

India: +59.7% (or approximately +60%)

Japan: +30.7% (or +31%)

Canada: +9.1%

Australia: +5.7%

Spain: +8%

Italy: +7%

The UK declined 16%. These shifts underscore a more diverse international visitor base.

Domestic Travel from Northern Germany

Domestic air travel to Munich was up 2.4% overall. The largest contribution came from Hamburg (31.3% of air bookings), followed by Düsseldorf (22%), Berlin (11%), Bremen (10%), Frankfurt (9%), Cologne (7%), Münster (5%), and Hannover (5%). Bremen recorded the highest increase compared to last year (41%).

Hotel Performance Holds Steady on Rates

The occupancy for the three weeks of the event averages at 70.9%, down 5.3 p.p. compared to 76.2% recorded last year, with the daily price slightly up at EUR 326 (+0.8%). Occupancy reaches

its peak during the first half of the festival (September 20-27), at 78%, and daily rate - EUR 368 (+3.9% YoY).

Date: 2026-09-13

Article link:

<https://www.tourism-review.com/air-bookings-data-reveal-popularity-of-oktoberfest-2026-news15614>