

GERMAN TRAVEL TRENDS: EXPERIENCES ARE MORE IMPORTANT



According to a survey conducted by the market research institute YouGov, last year's German travel trends were largely confirmed: Not only the desire for active and adventurous travel is growing, but also the importance of the specific experience on the journey.

Classic Motives Persist, Specific Experiences Gain Ground

Although classic motives continue to be popular, the popularity comparison within the survey shows that specific wishes are increasingly shaping travel decisions – especially among the younger generation. So, **almost half of all respondents (45 percent) said they would consider an island or beach trip in the next two years**, while 32 percent were looking for classic and archaeological highlights. For 30 percent, local specialties are an attractive reason to visit a destination, and 26 percent want to witness natural wonders such as the Northern Lights or animal migrations. The same applies to 25 percent for hikes or excursions.

Younger Generations Display Greater Flexibility

While only 16 percent of all respondents stated that they would change their travel destination if their favorite activity is not available there, this figure rose to 37 percent among respondents aged 18 to 24. In addition, young people are much more likely to accept lower comfort levels or longer travel times to experience a particular highlight: While only 14 percent of all respondents are willing to compromise on these points, this figure is 28 percent for road trips and 20 percent for film and TV locations.

Value for Money Remains Central

Despite these changing German travel trends, it becomes clear that the majority of German travelers continue to think in terms of traditional travel motives – with the clear exception of price versus value. This factor was cited as a priority by 51 percent of respondents, followed by the landscape and environment (45 percent) and the local climate (40 percent). When it comes to the actual travel experience, many are already willing to make compromises: 69 percent of respondents have already had to adjust their travel plans to be able to do something that was important to them. At the same time, 78 percent of all respondents are generally open to solutions offered by local partners.

Multiple Facets Shape Modern Travel in Germany

It becomes clear from the above that there is no uniform overarching travel motive. Instead, each journey is increasingly determined by a variety of individual components: **In addition to local culinary specialties, getting to know the culture and history of a region is becoming more important to travelers.** Sports and nature experiences, as well as excursions into the wild, are also in demand. And even if value for money continues to be the top priority for most travelers, good weather, comfortable accommodation conditions, and new impressions are also decisive factors. In order to be able to meet the high expectations of tomorrow's travelers, destination marketers and tour operators should ensure that their offerings contain unique experiences that offer the best

possible price-performance ratio – and make room for local experts and their competencies.

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