# TOP GERMAN SPA DESTINATIONS REVEALED



Baden-Baden is the most searched-for official spa town in Germany with 451,000 queries on Google and Bing every month. Oberstdorf in Bavaria and Winterberg in North Rhine-Westphalia are the second and third most searched for, with around 301,000 searches. This data comes from tour operator Fit Reisen who analysed the search data of 236 official spa towns and revealed the most popular German spa destinations.

All 236 officially recognized spa towns were analysed. German spa destinations must have natural treatments, adequate spa treatments and medical care to gain this title from the federal states. **Experts have analysed the query volume on Google and Bing, with all locations receiving around 13.3 million searches per month**. The company also looked at how often the resorts appeared in searches from eight international markets.

There is a distinct trend in the regions. With 94 of the 236 locations coming from Bavaria and Baden-Württemberg, five of these locations are within the top ten most searched for destinations. These make up around 42% of the total searches.

Rhineland-Palatinate has the highest average searches with each location receiving around 77,000 searches. Both Bad Kreuznach and Bernkastel-Kues are within the top 10, ranked sixth and eighth.

With 24 seaside resorts, the average number of searches per location is much higher with around 81,000 searches. This is over 40% higher than the average of around 56,000. Cuxhaven and Norderney are ranked seventh and ninth.

East German spa towns are not as popular with an average of around 36,000 searches for the 41 locations. This is much lower than the 61,000 average of the Western locations. Only four locations from the East make it into the top 50.

Despite many locations having the traditional ‘Bad’ in their names, they have an average of around 51,000 searches. The other 105 locations have an average of around 64,000 searches.

Looking internationally, Baden-Baden is the most searched-for German spa destination in Great Britain, France, the USA and the Gulf States. In the USA it is tied with Berchtesgaden. **The French search for Baden-Baden with around 40,500 searches per month.**

Winterberg is the most searched for in the Netherlands with around 49,500 searches. In Austria, Berchtesgaden is the most searched for. Bad Säckingen on the Upper Rhine is the most searched for in Switzerland. Poland has the highest searches for Heringsdorf on the island of Usedom.

This data shows that classic spa towns are still popular and there are distinct differences between regions.

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