SUSTAINABILITY SHAPES TRAVEL CHOICES FOR MOST GERMAN TRAVELERS



Sustainability is becoming increasingly important for the majority of German travelers, with 67% of them saying that they consider it when planning their holidays. In addition, 40% of the population said they had made more sustainable choices on their holidays; however, price and concerns around authenticity are causing a decline. This can be seen in the '2026 Sustainable Travel Consumer Report' by Trip.com Group.

The research was carried out by interviewing 400 people in Germany in August 2026. This is part of a much larger research project, with 8,777 participants across 29 different markets.

Environmental Responsibility Leads Motivations

Protecting the environment and looking after travel destinations for the future are the main motivators. **The key reason for making more sustainable choices was environmental responsibility, with 55.5% of people citing this as the main reason.** Helping protect destinations for future generations was the second most common reason with 42.5% of people citing this. Supporting the local economy and population were also an important reason with 39% of people citing this.

Price and Trust Remain Key Issues

Price was cited as the main concern, with almost 32% of people stating this. Being unsure if the offer is sustainable is the second most common concern with 30.5% of people citing this. A lack of real sustainable options was also cited by 18.8%.

Booking Platforms Feel the Influence

Booking platforms are affected by this, with 63.8% of people saying they are influenced by sustainable options when choosing an online booking platform.

Many people want more transparency around sustainability. Almost 40% want sustainable options to be clearly labelled. 37.5% would like some practical advice on how to make their holiday more sustainable. 20.5% would like AI recommendations.

Trip.com Group highlights that they have a new feature in their app called 'Impact of My Trips'. This provides travelers with an overview of sustainable choices they have made. This includes staying in accommodations with the 'Certified Sustainable' label and approximate reductions in emissions when flying or travelling by train. The 'Certified Sustainable' label uses third-party certifications that follow the Global Sustainable Tourism Council (GSTC). The approximate emissions saved on flights are calculated using the Travel Impact Model recommended by Travalyst. Comparisons for trains use a petrol car as the baseline.

Shifting Preferences Toward Off-Season and Quieter Destinations

Almost 50% (48.8%) of people are interested in travelling outside of peak times. 38.5% would like to visit lesser-known destinations. 33.3% want to gain authentic insight into local culture and traditions. 23.3% value nature and outdoor experiences.

Extreme Weather Already Alters Plans

31% of people have had to change at least one travel plan due to extreme weather. **People are now considering the weather when deciding where to travel.** Trip.com Group highlights that the resilience of destinations and predictable holidays are becoming increasingly important.

Overall, the report shows that Germany is becoming more aware of sustainability in travel. However, there are still issues with transparency, authentic certifications and tools to show the impact.

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