

Travel in Germany

Market Direction | 2024-10-08 | 45 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €2150.00
- Multiple User License (1 Site) €4300.00
- Multiple User License (Global) €6450.00

Report description:

In 2024, travel in Germany continues to tackle the challenges of high energy prices and stricter regulations, which, in turn, results in fluctuating travel prices. As sustainable practices are increasingly expected and compulsory, the industry is embracing sustainable initiatives and certifications, including the EU Ecolabel, Certified Green Hotel, Dehoga Umweltcheck or the Green Key in hotels, to name a few. Local tourism destinations are also growing in popularity as more sustainable travel op...

Euromonitor International's Travel in Germany report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Travel market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Travel in Germany
Euromonitor International
October 2024

List Of Contents And Tables

TRAVEL IN GERMANY

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 Surface Travel Modes Sales: Value 2019-2024

Table 2 Surface Travel Modes Online Sales: Value 2019-2024

Table 3 Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 In-Destination Spending: Value 2019-2024

Table 6 Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

TOURISM FLOWS IN GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Arrivals in Germany hit record above pre-pandemic levels

Preferred destinations for German travellers evolve

PROSPECTS AND OPPORTUNITIES

Full recovery and future of tourism flows to be determined by multiple factors

Long-distance tourists

CATEGORY DATA

Table 7 Inbound Arrivals: Number of Trips 2019-2024

Table 8 Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 Inbound City Arrivals 2019-2024

Table 10 Inbound Tourism Spending: Value 2019-2024

Table 11 Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 Domestic Spending: Value 2019-2024

Table 16 Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 Forecast Domestic Spending: Value 2024-2029

Table 18 Outbound Departures: Number of Trips 2019-2024

Table 19 Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 Outbound Tourism Spending: Value 2019-2024

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 21 □Forecast Outbound Departures: Number of Trips 2024-2029

Table 22 □Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 23 □Forecast Outbound Spending: Value 2024-2029

AIRLINES IN GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity continues to rise among German air passengers

Lufthansa maintains lead of scheduled airlines in Germany

PROSPECTS AND OPPORTUNITIES

Travellers to become increasingly demanding when looking for value

AI will continue to optimise customer experience due to growing digital transformation

CATEGORY DATA

Table 24 Airlines Sales: Value 2019-2024

Table 25 Airlines Online Sales: Value 2019-2024

Table 26 Airlines: Passengers Carried 2019-2024

Table 27 Airlines NBO Company Shares: % Value 2019-2023

Table 28 Non-Scheduled Carriers Brands by Key Performance Indicators 2024

Table 29 Low Cost Carriers Brands by Key Performance Indicators 2024

Table 30 Full Service Carriers Brands by Key Performance Indicators 2024

Table 31 Forecast Airlines Sales: Value 2024-2029

Table 32 Forecast Airlines Online Sales: Value 2024-2029

LODGING (DESTINATION) IN GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

New hotel builds and development continue in Germany

Polarisation within hotels an obstacle for mid-market options

PROSPECTS AND OPPORTUNITIES

The forecast for lodging remains positive due to newest trends

Short-term rentals to continue expanding throughout the country

CATEGORY DATA

Table 33 Lodging (Destination) Sales: Value 2019-2024

Table 34 Lodging (Destination) Online Sales: Value 2019-2024

Table 35 Hotels Sales: Value 2019-2024

Table 36 Hotels Online Sales: Value 2019-2024

Table 37 Other Lodging Sales: Value 2019-2024

Table 38 Other Lodging Online Sales: Value 2019-2024

Table 39 Lodging (Destination) Outlets: Units 2019-2024

Table 40 Lodging (Destination) Rooms: Number of Rooms 2019-2024

Table 41 Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024

Table 42 □Hotels NBO Company Shares: % Value 2019-2023

Table 43 □Hotel Brands by Key Performance Indicators 2024

Table 44 □Forecast Lodging (Destination) Sales: Value 2024-2029

Table 45 □Forecast Lodging (Destination) Online Sales: Value 2024-2029

Table 46 □Forecast Hotels Sales: Value 2024-2029

Table 47 □Forecast Hotels Online Sales: Value 2024-2029

Table 48 □Forecast Other Lodging Sales: Value 2024-2029

Table 49 □Forecast Other Lodging Online Sales: Value 2024-2029

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table 50 Forecast Lodging (Destination) Outlets: Units 2024-2029

BOOKING IN GERMANY

KEY DATA FINDINGS

2024 DEVELOPMENTS

Online bookings continue to gain the preference of German travellers

Der Touristik is now Dertour in a dramatically changed booking landscape

PROSPECTS AND OPPORTUNITIES

AI and immersive technologies will empower tourists to travel better

Consumers will increasingly expect sustainable travel options

CATEGORY DATA

Table 51 Booking Sales: Value 2019-2024

Table 52 Business Travel Sales: Value 2019-2024

Table 53 Leisure Travel Sales: Value 2019-2024

Table 54 Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 Forecast Booking Sales: Value 2024-2029

Table 56 Forecast Business Travel Sales: Value 2024-2029

Table 57 Forecast Leisure Travel Sales: Value 2024-2029

Travel in Germany

Market Direction | 2024-10-08 | 45 pages | Euromonitor

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€2150.00
	Multiple User License (1 Site)	€4300.00
	Multiple User License (Global)	€6450.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	Phone*	
First Name*	Last Name*	
Job title*		
Company Name*	EU Vat / Tax ID / NIP number*	
Address*	City*	
Zip Code*	Country*	
	Date	2026-02-08
	Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com