

travel audience  
an amadeus company

Turn  
**dreamers**  
into **visitors**

WHAT ARE THE PLANS OF GERMAN TRAVELERS FOR SPRING AND SUMMER 2021?





# What are the plans of German travelers for **spring and summer 2021**?

Germans are rightfully considered as the champions of the world tourism. Germany is regularly in the list of the top spenders on international tourism. According to the 2019 United Nations World Tourism Organization's (UNWTO) travel ranking, Germany was placed in the third position behind by China and the US.

The pandemic has changed the way we all travel and plan our vacation. However, as countries worldwide roll out COVID-19 vaccines there is hope that travel will resume soon in a safe and responsible way. Antici-

pating travel revival, we analyzed air travel search data from Germany made in January 2021 and found out:

- **When and where Germans are planning to travel in spring and summer**
- **What are the top destinations on their mind**



Online air travel searches are indicators of interest and demand to a destination from a certain market and potentially a signal to focus your advertising activities there.



# When and where are Germans dreaming to travel in **spring and summer**?

## When are they planning to go on a trip?

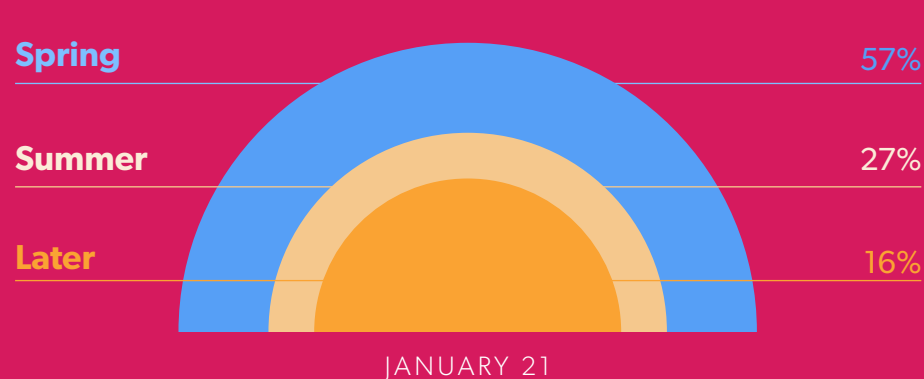
More than a half of air travel searches made by Germans in January 2021 by were for travel in springtime. 27 % of Germans are searching for summer trips followed by 16% who are making longer term plans. It shows that German market has a good potential for different types of campaigns, with short to mid-term focus, to grow this demand further.

## Where are they heading?

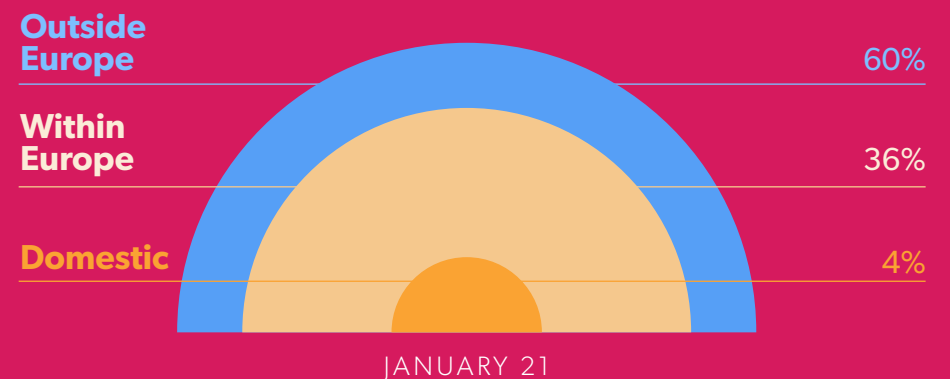
A vast majority of German travelers is searching for a trip outside of Europe followed by 36% that prefers travel within Europe. Only 4% of them consider domestic air travel for this spring and summer, which can be a signal for local Destination Marketing Organizations (DMOs) to start an awareness campaign on the domestic market.

FOR TRAVELING IN MARCH AND LATER

## When are they planning to travel?



## Searches within and outside Europe

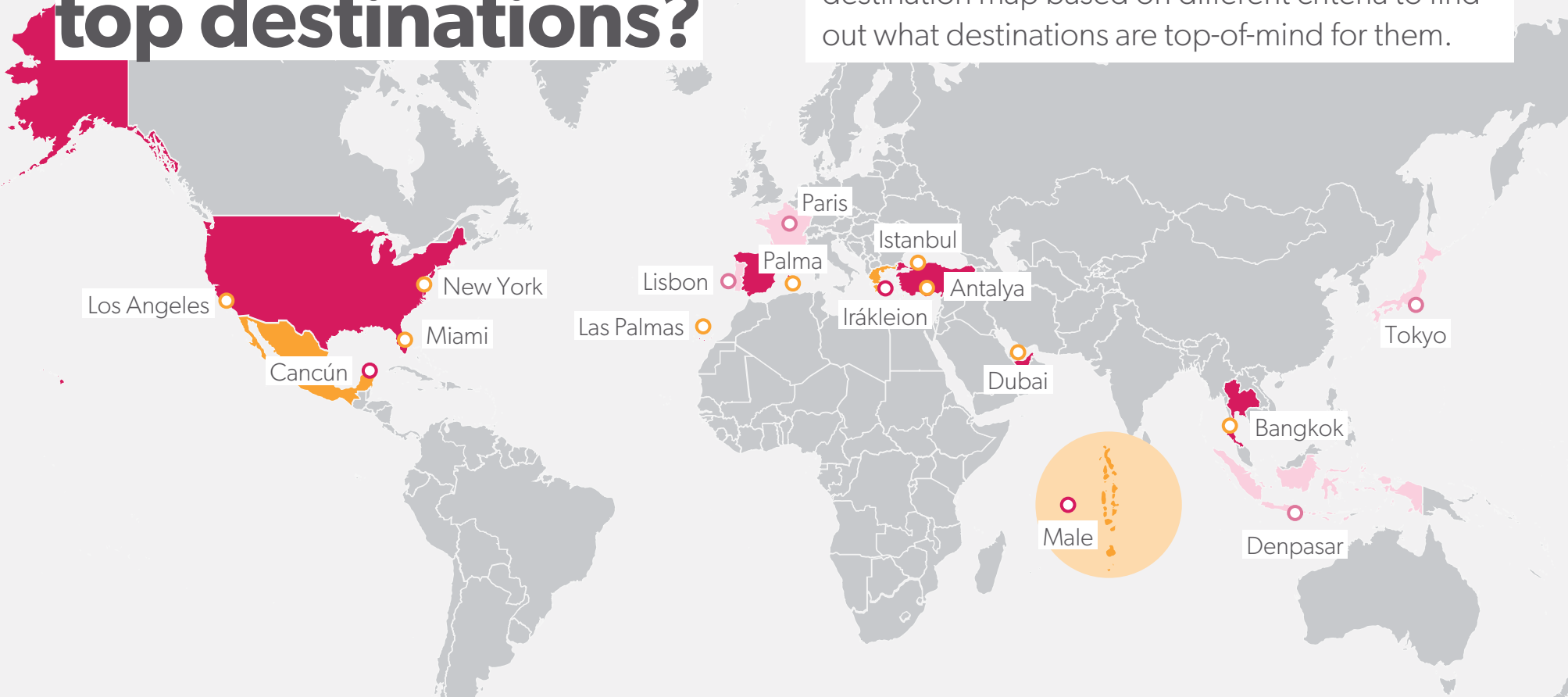


The German market would be an ideal target for non-European destinations that want to bring visitors in spring and summer. A conversion-oriented advertising campaign can become a great way to attract German travelers to these destinations.



# What are the top destinations?

We analyzed searches made by German travelers in January 2021 and put together the top destination map based on different criteria to find out what destinations are top-of-mind for them.



### Top in terms of search volumes

|       |    |                                   |
|-------|----|-----------------------------------|
|       | 1  | Dubai, UAE                        |
|       | 2  | Istanbul, Turkey                  |
| +38 ▲ | 3  | Cancún, Mexico                    |
|       | 4  | Bangkok, Thailand                 |
|       | 5  | Palma, Spain                      |
|       | 6  | New York City, USA                |
|       | 7  | Antalya, Turkey                   |
| +21 ▲ | 8  | Las Palmas de Gran Canaria, Spain |
| +62 ▲ | 9  | Male, Maldives                    |
|       | 10 | Lisbon, Portugal                  |

### Top for travel in spring

|       |    |                    |
|-------|----|--------------------|
|       | 1  | Dubai, UAE         |
|       | 2  | Bangkok, Thailand  |
|       | 3  | New York City, USA |
|       | 4  | Istanbul, Turkey   |
|       | 5  | Palma, Spain       |
| +32 ▲ | 6  | Cancún, Mexico     |
|       | 7  | Miami, USA         |
|       | 8  | Tokyo, Japan       |
| +42 ▲ | 9  | Male, Maldives     |
|       | 10 | Los Angeles, USA   |

### Top for travel in summer

|       |    |                     |
|-------|----|---------------------|
|       | 1  | New York City, USA  |
|       | 2  | Istanbul, Turkey    |
|       | 3  | Palma, Spain        |
|       | 4  | Bangkok, Thailand   |
|       | 5  | Antalya, Turkey     |
|       | 6  | Los Angeles, USA    |
|       | 7  | Denpasar, Indonesia |
| +16 ▲ | 8  | Dubai, UAE          |
|       | 9  | Miami, USA          |
| +9 ▲  | 10 | Irákleion, Greece   |

▲ Increase in ranking position in comparison to 2020





# What are the **top destinations**?

The ranking for the most searched cities for domestic travel remained almost the same in comparison to the last year: big cities with busy airports are still at the top. We can see more changes within Europe: several Spanish and Greek islands as well as Moscow climbed up and secured a spot at the top.

## Highest domestic search volume

|      |                            |
|------|----------------------------|
| 1    | Munich, Germany            |
| 2    | Berlin, Germany            |
| 3    | Frankfurt am Main, Germany |
| 4    | Hamburg, Germany           |
| 5    | Stuttgart, Germany         |
| 6    | Düsseldorf, Germany        |
| 7    | Köln, Germany              |
| 8    | Dresden, Germany           |
| +6 ▲ | 9 Bremen, Germany          |
| 10   | Hannover, Germany          |



In case your destination is not in the top ranking for now, you might want to start raising awareness about it. Inspirational campaigns can be a suitable way to grow demand by building travelers' confidence and reassuring them about safety and convenience.

## Top destinations within Europe

|       |                                     |
|-------|-------------------------------------|
| 1     | Palma, Spain                        |
| +15 ▲ | 2 Las Palmas de Gran Canaria, Spain |
| 3     | Lisbon, Portugal                    |
| 4     | Athens, Greece                      |
| 5     | Barcelona, Spain                    |
| 6     | London, UK                          |
| +13 ▲ | 7 Thessaloníki, Greece              |
| 8     | Madrid, Spain                       |
| +22 ▲ | 9 Fuerteventura, Spain              |
| +11 ▲ | 10 Moscow, Russian Federation       |



▲ Increase in ranking position in comparison to 2020



# What are the top destinations?



Do you see your destination trending? Amazing! Don't miss out on an opportunity to convert demand to your destination into real visitors. Conversion-oriented advertising (e.g. display ads) will bring you bookings as soon as the borders reopen, and travel is safe again.

## Highest volumes for immediate travel

|       |          |                                   |
|-------|----------|-----------------------------------|
|       | <b>1</b> | Dubai, UAE                        |
|       | <b>2</b> | Bangkok, Thailand                 |
|       | <b>3</b> | Istanbul, Turkey                  |
| +29 ▲ | <b>4</b> | Cancún, Mexico                    |
| +47 ▲ | <b>5</b> | Male, Maldives                    |
|       | 6        | New York City, USA                |
| +11 ▲ | <b>7</b> | Las Palmas de Gran Canaria, Spain |
|       | 8        | Palma, Spain                      |
|       | 9        | Miami, USA                        |
|       | 10       | Cape Town, South Africa           |



## Highest ranking increase (within top 100)

|       |           |                                |
|-------|-----------|--------------------------------|
| +95 ▲ | <b>59</b> | Zanzibar, Tanzania             |
| +77 ▲ | <b>11</b> | Mexico City, Mexico            |
| +75 ▲ | <b>30</b> | Beirut, Lebanon                |
| +71 ▲ | 55        | Punta Cana, Dominican Republic |
| +70 ▲ | 34        | Tunis, Tunisia                 |
| +68 ▲ | 9         | Male, Maldives                 |
| +63 ▲ | 47        | Kayseri, Turkey                |
| +52 ▲ | 69        | Adana, Turkey                  |
| +49 ▲ | 22        | Funchal, Portugal              |
| +45 ▲ | 49        | Abu Dhabi, UAE                 |





TRAVELER SPOTLIGHT

# Germany

Highest daily average search increase from

## Erfurt

January shows **61.9% increase** compared to the average of last 12 months



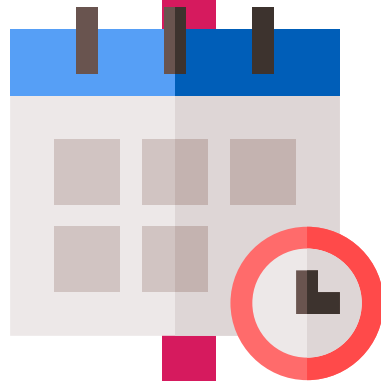
## 63 days

was the average time between searching and the travel day in January



## Jan 4

was the day with highest search volumes: **24.9%** above January average



## 8–9 pm

was the time with highest search volumes with **5.9%** of the daily searches

## 8 March

is the most searched day assuming the advance time on the peak demand date

## 7,6 days

is the average searched stay for March onwards




## Istambul

is the most searched destination on the peak day with **2.72%** of the total volume







As an Amadeus company, travel audience is a part of the leading technology company dedicated to the global travel industry and has access to unique travel data including searches, bookings, schedules and traffic.

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