

HOW WILL GERMAN TRAVELERS EXPLORE THE WORLD IN 2025?



According to a survey by the travel group Tui, 69.3 percent of Germans who want to travel are inspired by platforms like Instagram and TikTok. The survey also found that 21.2 percent of respondents prefer to use YouTube for travel ideas.

Travel Trends Are in Vogue for German Travelers

The survey found that 71.1 percent of Germans prefer to travel with their immediate family. For 16.3 percent of respondents, **family-friendliness is an important factor in their travel choices, and 17.8 percent also bring their grandparents.** Solo travel is also rising, with 17.2 percent of Germans traveling alone. Most solo travelers prefer to visit Europe (42 percent), explore within Germany (19.5 percent), or travel to Asia (10.5 percent). Additionally, around a third of those surveyed prioritize security when traveling alone.

The Baltic Sea Is Most Popular for Domestic Travel

Approximately a quarter of German travelers are planning a vacation within Germany. The strongest desire for a domestic holiday is among people from Brandenburg, Saxony-Anhalt, and Thuringia. The most popular domestic destinations are the Baltic Sea (40.1 percent), the North Sea (35.2 percent), and Lake Constance (21.8 percent).

Bleisure travel is common in the USA, and it's also gaining popularity in Germany.

Sun, moon, and stars: Around a quarter of Germans consider astrology when planning travel. A survey found that 29 percent of 18- to 44-year-olds consult the stars before traveling.

Tui Benefits from Wanderlust

TUI anticipates strong demand for next year. The Germans' desire to travel remains strong.

In August, TUI released its third-quarter figures. The hotel business, including brands such as Riu, TUI Blue, and Robinson, experienced significant growth while the demand for cruises remained high. By the end of June, **5.8 million customers had traveled with TUI, marking a four percent increase compared to the previous year.** The company surpassed analysts' revenue and profit expectations and described the quarter as record-breaking.

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