

YOUNG GERMAN TRAVELERS ARE INCREASINGLY AFFECTED BY SOCIAL MEDIA



Many German travelers don't rely heavily on social media when choosing the next travel destination. However, this could change soon. While social media has only influenced 32 percent of travelers when deciding where to travel, it significantly impacts the younger generation of Germans. These are the findings of a recent survey commissioned by the reservation platform Opodo.

The statistics are clear: 52 percent of 18 to 24-year-old German travelers have chosen their holiday destinations based on social media recommendations, while only 12 percent of those over 65 have done the same. **The survey shows that as people get older, they are less likely to be influenced by social media when choosing their travel destinations.** This indicates that social media is gaining more influence, especially among younger people.

Disappointments? No Chance for the Online World

It's a well-known fact that sometimes our expectations don't match reality. A quarter of people who pick a travel destination based on social media end up disappointed with what they find when they get there. However, people still enjoy their vacations. Surprisingly, 24 percent of those surveyed would still post positive pictures from their trips online, even if their expectations weren't met. This shows that sharing travel experiences is as important as showcasing the destination.

Why Do German Travelers Post?

There are various reasons for posting holiday pictures on social media. Thirty-eight percent of respondents do so to preserve trip memories, while **16 percent share pictures to introduce their followers to new places.** Additionally, 23 percent of those surveyed chose not to post vacation pictures. Five percent admitted to doing so "so my followers think I have a great life."

Even if the vacation doesn't go as planned, many still choose to showcase the best moments. Why? Thirty-five percent say they don't want to dampen the mood of others, while 32 percent don't want to come across as complaining.

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