

# INFLUENCERS LOSE INFLUENCE ON GERMANS' TRAVEL PLANNING



Many German consumers are skeptical about travel tips they encounter online instead of relying on recommendations from friends and family when planning their vacations. This finding comes from a recent YouGov survey involving 2,090 German consumers.

The study reveals that social media influencers have less impact on travel planning than previously believed. **Only 8 percent of respondents seek inspiration from travel content on platforms like Instagram or YouTube.** Instead, combining digital and traditional sources influences their travel planning for the upcoming year.

## Unrealistic Inspirations with Little Relevance to the Target Audience

Over half (52 percent) of respondents who follow travel influencers on social media and travel blogs reported that the travel recommendations they encounter often exceed their budgets. Specifically, 18 percent stated that the trips featured cost "at least twice what I can afford," while another 13 percent mentioned that the trips were "several thousand euros" beyond their budget. In addition, about 24 percent of respondents expressed concerns about these recommendations' lack of cost transparency.

Forty-six percent of respondents noted that their travel choices had not changed significantly due to social media recommendations. Among those influenced by online suggestions, many seek more affordable alternatives. For instance, a quarter of these individuals try to book cheaper versions of trips advertised online. Furthermore, due to social media content, 20 percent are more inclined to choose spontaneous or last-minute trips or explore lesser-known destinations.

## Traditional Advertising Remains Crucial in Travel Planning

One-third of travelers intending to travel in the upcoming year rely on recommendations from friends and family. The second largest influence comes from traditional travel agents or tour operators, accounting for 21 percent of travelers. Travel magazines and articles follow at 17 percent. Additionally, 14 percent use mobile apps to plan their trips, while 13 percent find inspiration through holiday brochures and direct mail.

New tools are gaining popularity among the younger generation. **About 13 percent of individuals aged 25 to 34 utilize AI chat recommendations, and 17 percent seek travel inspiration on online forums.**

The results indicate that German consumers prioritize realistic travel options over unattainable ideals. To effectively reach this target audience, providers must understand their customers' budgets and tailor content accordingly while communicating costs. Social media campaigns remain crucial since consumers consult various sources when planning their trips. The travel industry should utilize all relevant marketing channels, including traditional advertising. Furthermore, customer loyalty is increasingly important, as many consumers rely on word-of-mouth recommendations.

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