

GERMANS EXPLORE TRAVEL DESTINATIONS DESPITE ECONOMIC SLUMP



Germans have an insatiable desire to travel, even during difficult economic times. "Despite all the economic and geopolitical challenges, Germans are still traveling! Vacations seem to be one thing they refuse to forgo," stated Norbert Fiebig, the President of the German Travel Association (DRV).

According to data from the DRV, sales for the summer season from May to October 2025 increased by twelve percent compared to the previous year. The number of travelers rose by six percent during this period. For the entire tourism year, from November 2024 to October 2025, the DRV reports **an eleven percent increase in turnover and four percent more travelers**. Germans are increasingly booking their summer holidays earlier. "Booking early is the new last-minute," stated Fiebig.

Last year, Germans spent more on travel than ever before, as reported by evaluations from the YouGov Institute for the DRV. 83.4 billion euros was spent on all pre-booked trips, a 5.6 percent increase from the previous year.

The highest increases this summer were in package tours to Eastern Mediterranean travel destinations, cruises, and long-distance travel. Package tours grew by six percent, with Turkey emerging as the most popular destination, generating around 1.2 billion euros in bookings.

In addition to classic travel destinations like Spain (around 1.2 billion euros in sales) and Greece (1 billion euros in sales), more affordable destinations such as Tunisia, Bulgaria, and Egypt are among the top ten. In these economically challenging times, travelers are being more cautious with their spending, which is reflected in their choice of travel destinations.

According to the DRV, **Albania is a new rising star travel destination**. This summer, the Balkan country experienced a remarkable growth rate of 36 percent. However, its sales levels remain relatively low compared to other Mediterranean countries.

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