

HOLIDAY PLANNING AND BOOKING – GERMANY – 2020

German travel brands can mitigate the disruption caused by COVID-19 by harnessing domestic tourism in the short to medium term.



Dr. Christina Wessels,
Category Director,
Lifestyles, Health &
Wellbeing, Household
Care & Leisure, Germany



Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Market context

- Tighter COVID-19 rules impact confidence in travel
- Travel industry hit hard by COVID-19
- Predicted recession causes spending uncertainty among German consumers
- Money concerns put people off going on holiday

Mintel predicts

- Long-term prospects of the domestic holiday market remain strong
- Volume of the domestic tourism market will fall by a record level in 2020
- Volume of the overseas tourism market will be hit hard in 2020 and recovery will be slow

What consumers want and why

- Consumers want holidays closer to home
- Consumers want flexible cancellations and rescheduling of holidays
 - Graph 1: attitude towards holiday planning and booking, August 2020
- Consumers want flexible cancellations and rescheduling of holidays
- Consumers want travel advice

Opportunities

- Harness holidaying in Germany
- Marketing that focuses on escapism will appeal
- Focus on the most engaged consumers
- Lead with expertise online
- Quick download resources

THE IMPACT OF COVID-19

- COVID-19's impact on travel
- Market size and forecast following the COVID-19 outbreak
- Key shifts in consumer behaviours
 - Graph 2: "In regard to holiday plans, which of the following have you done as a result of the COVID-19/coronavirus outbreak?", 27 March-6 April 2020
- Key shifts in consumer behaviours

Holiday Planning and Booking – Germany – 2020

- Graph 3: "To what extent would you feel comfortable or uncomfortable doing the following activities?" 1 July-15 September 2020

- Key shifts in consumer behaviours
- How COVID-19 is impacting key consumer segments
- COVID-19 continues to threaten the tourism industry...
- ...but domestic tourism benefits
- Capitalise on greater flexibility over where to work
- The impact of COVID-19 on the marketing mix
- The impact of COVID-19 on the German economy
- How a COVID-19 recession will reshape the industry

MARKET DRIVERS

COVID-19

- Concern over exposure to COVID-19 is growing again
 - Graph 4: "How worried are you about the risk of being exposed to the coronavirus?" 3 March-15 September 2020
- Concern over exposure to COVID-19 is growing again
- German consumers cope with lifestyle changes
 - Graph 5: "To what extent are you worried about how the outbreak might affect your lifestyle?", 3 March-15 September 2020
- German consumers cope with lifestyle changes

The German economy

- COVID-19 pushes Germany into recession, but growth will resume in 2021
 - Graph 6: real GDP growth, 2008-20 (est)
- Unemployment and short-time work generate uncertainty for German consumers
 - Graph 7: OECD consumer confidence index, January 2019-August 2020

Financial wellbeing

- Going on holiday is dependent on financial wellbeing
 - Graph 8: going on holiday, by financial wellbeing, August 2020
- One in three consumers have started to feel the impact of COVID-19 on their finances
 - Graph 9: change in financial situation since the start of COVID-19, May 2020-August 2020

Sustainability

- Climate change is a top priority
- Sustainable travel still in its infancy

WHAT CONSUMERS WANT AND WHY

Holiday participation

- Holiday participation drops significantly due to COVID-19
 - Graph 10: holiday participation 12 months prior to March 2020, March 2020
- One in three Germans opt for holidays in 2020
- Focus on Younger Millennials
 - Graph 11: holiday participation in 2020 by generation, August 2020
- Younger Millennials drive the tourism market in 2020
- Use social media to target experience-hungry Millennials
- A bridge in the middle of the Austrian Alps has become an instagram hotspot
- Target parents with a stress-relief angle...
- ...ensure their safety...
- ...and offer them flexible payment options

Holiday destination

- Pandemic boosts holidaying in Germany
 - Graph 12: holiday destination in 2020, August 2020
- Pandemic boosts holidaying in Germany
- Northern and Southern Germany in particular are popular
- Europe popular for fall and winter seasons
 - Graph 13: holiday destination in 2020, August 2020

Type of holiday

- Rural and countryside holidays as the beneficiary
 - Graph 14: holiday type, August 2020 vs March 2020
- Promoting lesser-known regions in Germany with the help of influencers
- Target Generation Z with city breaks
 - Graph 15: type of holiday in 2020 (net), by generation, August 2020
- Target Generation Z with city breaks
- Position beach holidays as a way to relax for parents

Holiday booking method

- COVID-19 accelerated booking on smartphones
 - Graph 16: holiday booking method, August 2020 vs March 2020
- Millennials drive smartphone bookings...
- ...but Generation X should not be overlooked
- Travel agencies need to prove their value

Holiday Planning and Booking – Germany – 2020

Barriers for not going on holiday

- Exposure to COVID-19 top reason for not going on holiday in 2020
 - Graph 17: reasons not to go on a holiday in 2020, August 2020
- Draw in Baby Boomers with flexible bookings for 2021
- Financial concerns present an extra barrier

Attitudes towards holiday planning and booking

- COVID-19 calls for adjustments in booking policies
 - Graph 18: attitude towards holiday planning and booking, August 2020
- Flexibility is key for travelling in the time of the pandemic
- Booking.com underscores the importance of its Risk-Free Reservations program to attract guests with flexibility wishes
- Younger consumers more likely to need advice from a travel agent as a result of COVID-19
- Younger consumers more likely to need advice from a travel agent
- Invest in sustainable travel solutions

LAUNCH ACTIVITY AND INNOVATION

Sustainability

- Deutsche Bahn positions itself as 'Germany's fastest climate protector'
- Compensaid to make air travel CO2 neutral

Technology

- easyMeet enables easy online communication
- Lufthansa taps into podcast usage

Advertising and marketing activity

- Deutsche Bahn promotes domestic holidaying with its 'No Need to Fly Around the World in Germany' campaign
- TUI promotes 'We are prepared' in response to the lift of travel bans
- TUI provides COVID-protect for care-free holidays
- 'Bring me Home NOW' campaign by Lufthansa
- Encouraging Germans to travel overseas

MARKET SEGMENTATION, SIZE AND FORECAST

Forecasting during the COVID-19 pandemic

- Note on forecast in response to COVID-19
- Domestic tourism market was booming prior to COVID-19
- Record year for domestic tourism in 2019
- Overseas holidays take a backseat

Holiday Planning and Booking – Germany – 2020

- Domestic travel tipped for further growth in 2019
- Slowing German economy and summer heatwave boosted domestic travel in 2019
- Long-term prospects of the domestic holiday market remain strong
- Volume of the domestic tourism market will fall by a record level in 2020
- Volume of the overseas tourism market will be hit hard in 2020 and recovery will be slow
- Short- to medium-term disaster
- Short-term decline
- Medium-term struggle
- Long-term growth

APPENDIX

A note on COVID-19

- COVID-19's impact on travel and German consumer behaviour

Appendix – products covered, abbreviations and consumer research methodology

- Products covered in this Report
- Consumer research methodology
- Abbreviations
- A note on language

Appendix – market size and forecast

- Market size and forecast – value of domestic travel
- Market size and forecast – volume of domestic travel
- Market size and forecast – volume of overseas travel

About Mintel Reports: Germany

Access our reports now and get the most accurate, credible and powerful data, insights and analysis. Mintel Reports Germany gives you everything you need to know about what German consumers want and why.

In each report, we're analysing the market, new product innovations and the competitive landscape, as well as consumer behaviours across Germany. Our local analysts, supported by our team of global experts then translate it into what it means for you.

What makes us unique?

- ✔ A 360-degree view of German markets
- ✔ Experienced analysts based in Germany
- ✔ Expert-led support from global category experts

How Mintel Reports Germany will help your business grow:

01

Identify future opportunities by understanding what German consumers want and why

02

Make better decisions faster by keeping informed on what's happening across your market

03

See the trends and innovations impacting Germany both on a local and global level

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com | store@mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by a German licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

email: store@mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
Germany	+49 211 2409023
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850