

QUICK FACTS AND INSIGHTS GERMANY

Economic environment

Population:	83million
Internet penetration:	61% of the population use the internet
GDP 2006 (PPP):	US\$2,654 billion
GDP growth:	c. 2%

Germany is the world's 5th largest economy, and leads within Europe. Following several years of stagnation, the economy grew by over 2% in 2006. Economic growth is expected to slow in 2008, but recover again in 2009.

Source: Economist / ETC

German outbound travel trends

- Holidays are a very important part of life for most Germans. Germany is the world's top market in terms of the number of outbound holidays taken and second in terms of holiday spend.
- Touring holidays and city breaks are amongst the most popular holiday types for Germans (after beach holidays). Popular activities include sightseeing, exploring the scenery and hiking / walking. Relaxing, enjoying nature and being active are some of their strongest reasons for taking a holiday.
- In terms of destination choice factors, value for money is increasingly important – reports suggest there has been an increase in people looking for special deals and offers, while low-cost flights are a key decision factor.
- In general, Germans tend to take their longer holidays during the summer months but secondary holidays and short breaks are spread throughout the year.
- Although there has been growth in direct and online booking, travel agents and package holidays still feature in German travel planning.
- The highest proportion of holidaymakers going abroad from Germany is in the 30 to 60 age range, and they tend to be in the higher socio-economic groups.

Scotland's visitors

- Germany is Scotland's second top holiday market and we have many things to meet the demand for nature, outdoor activities and sightseeing. Key highlights for visitors to Scotland include scenery, touring, history and heritage and hiking / walking.
- Visits to Scotland are concentrated in the summer months, followed by the spring. Summer holidays in Scotland last on average around 2 weeks.
- Many of the German visitors to Scotland organise their own travel and accommodation, rather than using travel agents. The internet is the main source of gathering information on holidays and increasingly for making bookings.
- Reflecting the popularity of touring holidays, the most common ways for Germans to travel to Scotland is by air, followed by ferry.
- B&Bs are generally the most frequently used type of accommodation. Camping is also popular with some Germans.
- Scotland attracts Germans from all age groups, most commonly travelling in parties of 2 adults. While a proportion of our visitors have been to Scotland before, the majority are first-time visitors, and therefore require considerable information.

For more information on Scotland's German visitors, visit www.visitscotland.org