

## Germany

### **Market Summary**

*Total visitor arrivals to Australia from Germany for the 2009 calendar year remain unchanged compared to 2008.*

*In late January and running until late February, Tourism Australia and Singapore Airlines have launched an online campaign to promote Australia, its cities and coastal lifestyle, to encourage Germans to visit Australia. Feedback from the trade is of cautious optimism about the overall outlook of the market, with consumer interest and forward planning starting to come back into the market, a positive sign of general confidence for travel.*

### **1. Market News**

- Germany suffered its worst recession since the Great Depression last year, when Europe's largest economy contracted 5 per cent, according to official figures. In December 2009, German consumer sentiment fell for the third month running, with shoppers wary of making major purchases such as holidays.  
*Source: Daily Telegraph 13 January 2010*
- Unemployment in Germany averaged 8.2 per cent of the workforce in 2009, with a total of 3.42 million people unemployed, compared with 7.8 per cent in 2008, the Federal Labor Agency says. Experts expect a further rise in January 2010. Among the hardest hit are young graduates, previously a group who travelled widely, but many of whom now live on benefits.  
*Source: Deutsche Welle 5 January 2010*
- The outlook for the German tourism market this year remains very unclear with a mix of optimism and pessimism in the latest surveys. Demand for long-haul holidays has picked up strongly, with a 34 per cent rise to date for summer 2010 compared with last year. Among short-haul destinations, demand is higher for Turkey and Greece.  
*Source: [www.fvw.com](http://www.fvw.com) 19 January 2010*
- Bookings for the upcoming summer holiday season have also been picking up, German tourism group TUI says. All-inclusive holidays, plus four and five-star

hotels were increasingly favoured by German holidaymakers, who have been looking for better value-for-money deals. Long-distance trips were particularly in demand - TUI Germany has cut summer prices for trips to Sri Lanka by 14 per cent and by 13 per cent for Thailand.

Source: Reuters 15 January 2010

## 2. Consumer insights

- Germans spent 60 billion Euros on holidays abroad in 2009, 2.25 per cent less than in 2008 according to a survey conducted by Commerzbank. The survey results also showed that Germans are the highest spenders on holiday followed by the Americans and the British.

Source: Handelsblatt 19 January 2010

- More than 75 per cent of Germans aged 14 to 64, representing 68 million people, are online and internet usage is continuing to increase across all age brackets, with most households having broadband access.

Source: [www.austrade.gov.au](http://www.austrade.gov.au) January 4, 2010

- The online travel market in Germany grew by 10.4 per cent in 2009 even though overall revenues declined according to industry research firm PhoCusWright Inc.

Source: [www.travelindustrywire.com](http://www.travelindustrywire.com) 21 January 2010

- Not all segments of the German population are equally affected by the developments in the labour market. This year, the over-65s will be an even more important factor for the travel industry. Operators working in this segment are currently planning around 10 per cent more trips than in the previous year. It is therefore expected that, as in the past five years, cruise bookings will once again see almost double-digit growth in 2010.

Source: [www.gfk.com/group/press](http://www.gfk.com/group/press) 26 January 2010

- Last year Germans, who usually like to travel to long-haul destinations, discovered their home country as a travel destination with 37 per cent choosing to holiday at home. Travel within Germany is more attractive in economically uncertain times and ecological considerations are also a major factor for 2010.

Source: [www.gfk.com/group/press](http://www.gfk.com/group/press) 20 January 2010

For the latest in visitor arrivals, please visit 'Research & Statistics' at

[www.tourism.australia.com](http://www.tourism.australia.com)

### 3. Trade Update

- Falling Australian hotel prices is good news for savvy European tourists. Hotels in Australia lowered prices by as much as six per cent in the latter part of 2009 and some hotels in Sydney even dropped prices by up to 12 per cent. Average hotel prices are now AU\$154 per night.  
*Source: eturbonews.com 19 January 2010*
- For the second year in a row wholesaler Best of Travel Group has produced a yearly diving brochure dedicated to Australia and the Pacific region. The brochure was released in January 2010.  
*Source: Anecdotal feedback*
- For the first time wholesaler Boomerang Reisen has become the supplier of Australian tourism products to Tchibo who are distributing a travel brochure throughout their network of approximately 1,300 retail stores throughout Germany. Tchibo's main business is selling coffee as well non-food consumer goods.  
*Source: Anecdotal feedback*
- German wholesaler FTI has launched their inaugural "Gold by FTI" brochure which is a dedicated brochure on luxury travel around the world. The brochure also features various Australian products.  
*Source: Anecdotal feedback*
- German wholesaler Explorer Fernreisen has launched a stop-over brochure with Vietnam Airlines which features Vietnam as a stop-over destination to Australia.  
*Source: Anecdotal feedback*
- TUI Deutschland projects a total of 4.8 million German long-haul holiday travellers this year (Vs 4.6 million in 2009). The tour operator has reported an increase in bookings of 34 per cent for long-haul-travel since December. Destinations that are particularly in demand include Thailand, the US, Canada, South Africa, Cuba, Mauritius, and recently Costa Rica, Jamaica, Kenya and Namibia. These trips are booked primarily by couples and senior citizens. The "all inclusive" and "up-market" products continue to gain popularity, with growing niche markets including houseboats, wellness/ spa holidays.  
*Source: Tourism Germany Newsletter, 31 January 2010*
- Tour operators specialising in the German young adult market seem to be largely unaffected by the economic crisis. Over 80 per cent of the members of the Deutscher Fachverband für Jugendreisen (the respective trade association) report a satisfactory business year in 2009. Recent survey results from the "Reisenetz-Saisonumfrage" anticipate growing sales in the German youth sector for 2010. Speciality programs like language camps are gaining popularity on traditional leisure holidays. The report estimates the share of the young adult market represents about one third of the total German tourism market.  
*Source: Tourism Germany Newsletter, 31 January 2010*
- Rewe Group's tour operators for modular holidays and long-haul travel (Dertour, Meier's Weltreisen and ADAC Reisen) have reported sales of €1.5 billion in the 2008/09 financial year, practically unchanged from the previous year. The number of packages sold grew by 6.7 per cent, with the average package price

having dropped by 6 to 7 per cent. Sales of domestic packages and packages for Mediterranean destinations grew by over 30 per cent. Destinations in North America enjoyed an increase in sales of 7 per cent, those in the Middle East of over 20 per cent. Cruise (ocean) sales grew by 20 per cent, and river cruise sales grew by 6 per cent. Mexico suffered a sales decline of 25 per cent (mainly due to the H1N1 Influenza outbreak), and Australia experienced a decline in sales of 10 per cent. Sale prices of summer 2010 packages have declined by approximately 6 per cent on last season, with long-haul package prices up to 15 per cent cheaper. Early booking savings can add up to 40 per cent off the advertised retail price.

*Source: Monthly Newsletter for Travel Professionals, No. 12, Vol. 13*

- STA Travel in Frankfurt has published a “Work & Travel” brochure and a catalogue promoting language courses abroad [www.statravel.de](http://www.statravel.de).  
*Source: Monthly Newsletter for Travel Professionals, No. 12, Vol. 13*
- As at December 2009, there were 2,322 Aussie Specialist agents in Germany, of which 67 per cent were fully qualified

#### **4. Airline News**

- Singapore Airlines will start five flights per week from Manchester to Singapore via Munich, effective 28 March 2010. The flight will be operated on a Boeing 777-300ER aircraft and makes Munich the airline’s second destination in Germany after Frankfurt.  
*Source: Singapore Airlines press release 15 December 2010*
- Emirates increased their capacity ex. Dusseldorf by changing the aircraft from an Airbus 330-200 to a Boeing 777-300 on their doubly daily flights to Dubai, effective January 2010.  
*Source: Tourism Germany Monthly Newsletter, number 1, volume 14*

#### **5. Competitor news**

- The Vietnam National Administration of Tourism says that it aims to attract more tourists from Germany in 2010 and will be aggressively promoting the destination at the International Tourism Berlin (ITB) fair scheduled for 10 to 14 March 2010.  
*Source: Vietnam News Agency Bulletin 12 January 2010*
- The US has introduced a mandatory online form - the Electronic System for Travel Authorisation (ESTA) - that must be filled in and approved before a flight is boarded. It is currently free but the US Senate is pushing for a charge of at least US\$10 to be introduced this summer.  
*Source: [eturbonews.com](http://eturbonews.com) 20 January 2010*
- Travel guide publisher Lonely Planet has listed the top ten popular destinations to visit this year – among them are New Zealand, Malaysia and the US – Australia doesn’t feature.  
*Source: [www.traveldailynews.com](http://www.traveldailynews.com) 25 January 2010*

- The Australian dollar has reached a two-year high against the Euro and could go even higher, according to currency analysts which could make it a less attractive destination choice for European tourists due to the unfavourable exchange rate.  
*Source: [Businessday.com.au](http://Businessday.com.au) 6 January 2010*
- Cape Town Tourism has appointed Kleber Public Relations Network to change perceptions of the South African city in Germany, Austria, and Switzerland.  
*Source: [www.forimmediaterelease.net](http://www.forimmediaterelease.net) 14 January 2010*
- German commentators, including football legend Franz Beckenbauer, are voicing concerns about high ticket prices for the World Cup in South Africa, claiming that few fans can afford them. Only 6,700 of the 21,000 tickets allocated to German fans have been bought by supporters.  
*Source: Daily News 22 January 2010*
- Due to the poor economic situation, Lufthansa flew fewer passengers in 2009 than in the previous year. In 2009 calendar year, around 55.6 million passengers opted for flights with Lufthansa, a decline of 2.6 per cent compared to the previous year. Passenger numbers dropped in all traffic regions with the exception of the Middle East/Africa.  
*Source: [eturbonews.com](http://eturbonews.com) 12 January 2010*
- Vietnam Airlines have increased their frequency out of Germany, with daily flights from Frankfurt (previously six times a week).  
*Source: [travel inside newsletter](#) 14 January 2010*
- The Dubai Department of Tourism and Commerce Marketing (DTCM) counted 210,521 hotel guests from Germany in the first nine months of 2009, representing an increase of 11.7 per cent compared to the same period in 2008. Dubai Airport served 264,426 passengers from Germany in the same period, an increase of 14 per cent.  
*Source: [Monthly Newsletter for Travel Professionals](#), No. 12, Vol. 13*
- The US office of Travel & Tourism Industries counted 1.26 million visitors from Germany in the first nine months of 2009. This accounts for a decrease of 7.2 per cent compared to the same period in the year before. For 2010 to 2013, an annual growth of 2-3 per cent is anticipated.  
*Source: [Tourism Germany Monthly Newsletter](#), number 1, volume 14*
- 980,000 Germans have visited Egypt between January and October 2009.  
*Source: [Tourism Germany Monthly Newsletter](#), number 1, volume 14*
- In the eleven months to November 2009, New Zealand welcomed 63,997 visitors from Germany, an increase of 4 per cent relative to the same period a year ago. German visitor arrivals for holiday purposes have increase by 10 per cent in the same period (to 45,809).  
*Source: [www.tourismresearch.govt.nz](http://www.tourismresearch.govt.nz), 29 January 2010*

## 6. Key Campaigns and Activities in Market

Current campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
1 December 2009	Ongoing	Launch of German Facebook page.	Young Experience Seekers	Tourism Australia
2 December 2009	2 December 2009	<i>Travel One Trade Supplement</i> : Australia supplement published in the trade publication.	Trade	Tourism Australia, Tourism Queensland, Tourism New South Wales, Qantas
3 December 2009	4 January 2010	<i>Just2Guide.de</i> online media partnership and content initiative on Barefoot Australian luxury.	Barefoot Luxury Experience Seeker	Tourism Australia
4 December 2009	18 December 2009	<i>Welt.de</i> luxury guide online media partnership and content initiative on Barefoot Australian luxury.	Barefoot Luxury Experience Seeker	Tourism Australia
4 December 2009	4 January 2010	<i>Glam.de</i> and <i>petra.de</i> online media partnership and content initiative, including an online competition.	Barefoot Luxury Experience Seeker	Tourism Australia
11 January 2010	22 January 2010	<i>University Roadshow</i> : Roadshow held in 10 German university cities. Includes the distribution of 70,000 youth mini-booklets, a major Facebook competition and tour operator integration.	Young Experience Seekers	Tourism Australia, STA Travel, various other youth operators
15 January 2010	01 February 2010	<i>Launch of ASP</i> : Trade advertising promoting the relaunch of the Aussie Specialist Program, including a raffle.	Travel agents	Tourism Australia, Emirates, Singapore Airlines, Qantas, Mantra Group
19 January 2010	11 February 2010	<i>Singapore Airlines Roadshow</i> : Tourism Australia is partnering with Singapore Airlines on their roadshow in 11 German cities and expect to train 300 travel agents	Travel agents	Tourism Australia, Singapore Airlines, Tourism New Zealand

26 January 2010	27 January 2010	<i>Tourism Australia Industry meetings:</i> Industry functions in Frankfurt and Munich to provide our key industry partners an update on Tourism Australia's 2009-2010 Annual Operating Plan and to have an open discussion on how to continue to best target the German trade and consumers to maintain the high level of interest and bookings.	Trade	Tourism Australia
12 January 2010	12 February 2010	<i>Opodo.de online promotion:</i> Online campaign with major German online portal Opodo.de involving a banner linking to a micro-site with Qantas offers and Australia destination content and information	Experience seeker	Tourism Australia, Opodo, Qantas Airways
17 January 2010	12 February 2010	<i>Billboard / Online-campaign with various trade partners:</i> The billboards will feature in six German regions (centred around Lufthansa City Center travel agency locations). The campaign will also have an online component on lcc.de including offers to Australia, videos, destination content.	Experience seeker	Tourism Australia, Lufthansa City Center, Qantas, DERTOUR, Meier's Weltreisen
25 January 2010	28 February 2010	<i>Tourism Australia Singapore Airlines brand coop advertising campaign:</i> An online campaign on news and travel portals featuring Australian cities and coastal lifestyle linked with a tactical Singapore Airlines offer. Three German direct sellers will extend this campaign through their own advertising offers in different media channels (e.g. direct mail, advertorial, outdoor advertising).	Experience Seekers	Tourism Australia, Singapore Airlines, Explorer Fernreisen, Boomerang Reisen, Best of Travel Group

Upcoming campaigns and activities				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
02 February 2010	07 February 2010	FTI billboard advertising and online campaign: The billboards will feature in six German cities with the online component on fti.de including offers to Australia, destination content.	Experience Seekers	Tourism Australia, Singapore Airlines, FTI
15 February 2010	21 February 2010	<i>Advertising in major German train stations:</i> Posters highlighting Australian experiences (wildlife, nature, coastal) will feature across major rail stations throughout Germany and include Singapore Airlines/ Meier's Weltreisen tactical offers.	Experience Seekers	Tourism Australia, Singapore Airlines, Meier's Weltreisen
20 February 2010	01 March 2010	<i>This is my Western Australia:</i> TV travelogue shooting the destination highlights of Western Australia with German celebrity, Sophie Schütt (German actress).	Experience Seekers	Tourism Australia, Tourism Western Australia, Singapore Airlines
10 March 2010	14 March 2010	<i>Internationale Tourismus Börse (ITB):</i> Annual trade and consumer show held in Berlin. A joint trade and media 'Happy hour' event will be held on the 11 March 2010 at the stand.	Trade and Consumer	Tourism Australia and stand partners
March 2010	March 2010	<i>International Media Hosting Program:</i> Der Feinschmecker (food & wine magazine) travelling to Tasmania, Melbourne and Sydney.	Experience Seekers	Tourism Australia, Tourism Tasmania, Tourism Victoria, Tourism New South Wales