

2023 INTERNATIONAL MARKET UPDATE

GERMANY

MARKET OVERVIEW

Results based on year ending June 2023

- Germany is South Australia's seventh largest inbound market and is currently 41% down on pre-Covid visitation levels, and 45% down on expenditure levels.
- German travellers often book their South Australia holiday using traditional retail agents for reasons of personal service, comfort, and safety.
- Key demand driving experiences include diverse natural landscapes, uniquely Australian wildlife experiences, authentic outback and wilderness experiences, and self-drive journeys, specifically Explorers Way.
- Most German visitors are free and independent travellers with self-drive remaining popular allowing wide regional dispersion into South Australia.
- Typical peak travel periods are the European winter season from September to April.
- 47% of German visitors to Australia are first time visitors.
- Germans are known to have a high rate of dispersal, visiting a couple of regions per trip.

SNAPSHOT OF CURRENT STATISTICS

Results based on year ending June 2023

VISITORS

 **15k**

NIGHTS

 **196k**

EXPENDITURE

 **\$21m**

AVERAGE SPEND

 **\$106** PER NIGHT
\$1,349 PER VISITOR

AVERAGE LENGTH OF STAY

 **13 nights**

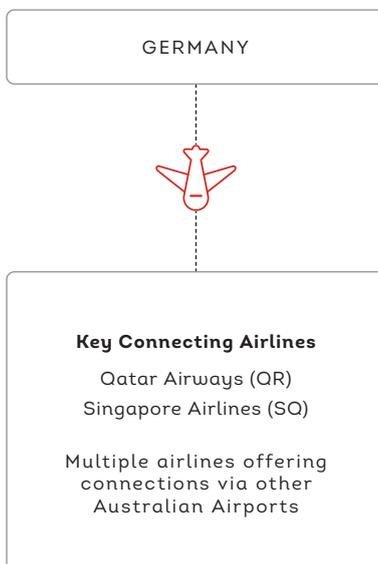
INTERNATIONAL RANKING IN SOUTH AUSTRALIA

#7 FOR VISITORS

#11 FOR NIGHTS

#11 FOR EXPENDITURE

AIR ACCESS



FAST FACTS & FIGURES

Annual average of 2017-2019 figures

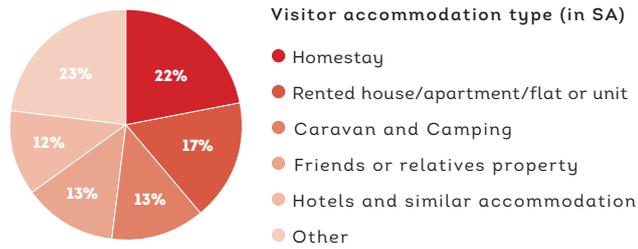
GERMANY	HOLIDAY	VFR [^]	BUSINESS	OTHER	TOTAL
Visits (SA)	23	4	2	1	27
Visits (AUS)	149	60	21	45	199
Nights (SA)	249	56	11	119	435
Nights (AUS)	5,873	1,045	238	1,277	8,434
ALOS[^] - Nights (SA)	11	14	6	119	16
ALOS[^] - Nights (AUS)	39	17	11	28	42
Expenditure					\$36M

(\$,000)

[^] ALOS = Average Length Of Stay, VFR = Visiting Friends and Relatives.

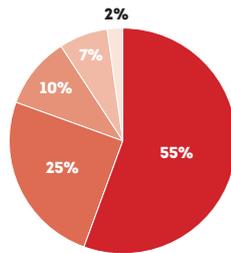
VISITOR ACCOMMODATION TYPE & TRAVEL PARTY DESCRIPTIONS

Annual average of 2017-2019 figures - current year samples not yet sizeable enough



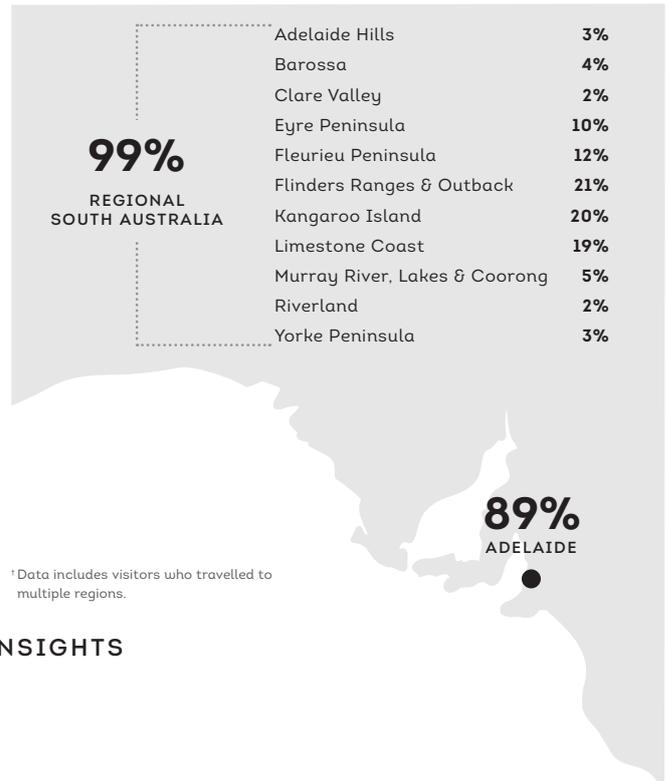
Travel party description (to SA)

- Unaccompanied
- Adult couple
- Friends/relatives travelling together
- Family group
- Business



VISITOR DISPERSAL[†]

Annual average of 2017-2019 figures - current year samples not yet sizeable enough



IMPORTANCE FACTORS

Data from Consumer Demand Project (CDP) report - August 2023



49%

Safety and security
VS. 53% GLOBAL AGGREGATE



48%

World class beauty and nature
VS. 40% GLOBAL AGGREGATE



44%

Value for money
VS. 37% GLOBAL AGGREGATE



40%

Friendly citizens
VS. 31% GLOBAL AGGREGATE



38%

Good food and wine
VS. 37% GLOBAL AGGREGATE

GLOBAL AGGREGATE: This is from the Consumer Demand Project research conducted quarterly by Tourism Australia in 12 key international markets for Australia. Global aggregate refers to the average across all these markets.

MARKET INSIGHTS

- The travel distribution system in Germany features wholesalers and direct sellers. Bookings through traditional retail agencies remain strong for long haul travellers aged over 40 years.
- There has been an increase in online bookings for fares and accommodation, particularly those travelling for extended periods of time.
- Around 93% of all travel agencies are members of a cooperative or franchise system. The top five travel agency chains and franchise agencies for leisure travel are DER, TUI Leisure Travel, RTK Group, TSS Group, and Lufthansa City Center.
- Key German trade partners are decentralised with clusters around the country as follows: Frankfurt/Munich/Stuttgart, Hamburg/Hannover, and Berlin/Dresden.
- German travellers seek wildlife experiences, natural landscapes, soft adventure, authentic outback experiences, and unique coastal adventures.
- The SATC works closely with key travel trade partners to ensure South Australian holiday packages and deals are regularly promoted to German holiday planners, and showcases how South Australia is the perfect inclusion in an Australian itinerary.
- Developing awareness for South Australia among consumers is a key objective of the SATC achieved through public relations and marketing activities.
- German visitors are discerning and knowledgeable travellers. They have high expectations and carefully plan, seek detailed information from a range of sources prior to departure, and expect that promises are delivered.

TARGET MARKET PROFILE



Primary

High Value Traveller representing on average 44% of the German long-haul travel market. They are experienced travellers with a preference for Australia and have the following characteristics: generally spend more than 2 weeks abroad, high importance placed on nature, and fully independent travel is preferred.



Secondary

Youth traveller aged 18-29 years who plan to backpack or take a working holiday in Australia with high length of stay and wide regional dispersal.

INFORMATION SOURCES

Annual average of 2017-2019 figures – current year samples not yet sizeable enough



69%

Internet



35%

Friend/relative in Australia or visited



27%

Travel book or guide



25%

Other



19%

Travel agent



12%

Previous visit(s)



5%

Did not get any information

TOP 3 BARRIERS TO VISITING AUSTRALIA

Data from Consumer Demand Project (CDP) report – August 2023



It is too far to travel



Expensive airfares



High cost of travelling around

CONTRACTING & BROCHURE TIMES

Contracting times have become more flexible in this market, however it is important to check with partners to ensure that the required information is provided when needed. European travel law is very strict, and operators have to provide exactly what is described in any brochures. Changes to product offerings must be advised to the travel partner as soon as possible.

GERMANY CHECKLIST

Consider the following points when targeting travellers from Germany:

- ✓ Promote the expansive landscapes and secluded wilderness of South Australia.
- ✓ Demonstrate accessibility from Adelaide to the regions. For example, the Barossa is a 1-hour drive from Adelaide.
- ✓ Travelling long haul means that most German travellers will visit multiple Australian states. Therefore think about how your experience/product fits within an overall Australia itinerary.
- ✓ German travellers seek for information. Make sure to close the loop with itineraries and demonstrate what other products/experiences are accessible from your location/region.

KEY TRADE PARTNERS

KEY WHOLESALE PARTNERS

Australia Unlimited

Australia Tours

Best of Travel Group

Boomerang Reisen

DER Touristik

Explorers World of Travel

FTI Touristik

Tourlane

Travel Essence

TUI

INBOUND REPRESENTATIVE COMPANY IN AUSTRALIA

ATS Pacific

APTC

APTC

Australia One

Goway

ATS and Real Adventures

Pacific Destinations

Pan Pacific Travel

Direct

APTC

TOP TRAVEL WEBSITES & APPS

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Source: International Visitor Survey Dec 17, Dec 18, Dec 19 and June 23 conducted by Tourism Research Australia, Consumer Demand Project (CDP) Aug 23. Unless otherwise stated, all data refers to the Annual Average results for the 3 years from Dec 2017 to Dec 2019. Totals may not add to 100% due to rounding. VFR = Visiting Friends and Relatives. ALOS = Average Length of Stay (Nights).

Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete, or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information. Produced by the South Australian Tourism Commission October 2023.