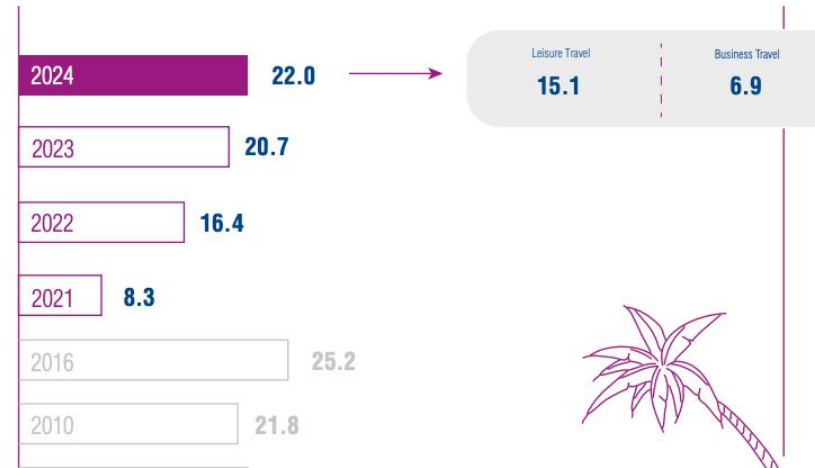


Turnover of German
tour operators in 2024
€ 39.8 billion

Turnover of travel
agencies in 2024
€ 22.0 billion



Urlaubsreisende



56,4 Mio.

2023: 54,2 Mio.
2022: 53,1 Mio.
2021: 47,8 Mio.
2020: 44,6 Mio.
2019: 55,2 Mio.

Urlaubsreisen



68,3 Mio.

2023: 64,5 Mio.
2022: 67,1 Mio.
2021: 55,1 Mio.
2020: 50,5 Mio.
2019: 70,8 Mio.

Ausgaben bei
Urlaubsreisen



90,1 Mrd.

2023: 86,3 Mrd. €
2022: 80,1 Mrd. €
2021: 56,0 Mrd. €
2020: 45,1 Mrd. €
2019: 73,1 Mrd. €

Expenses for holiday trips
in 2024 - new record:

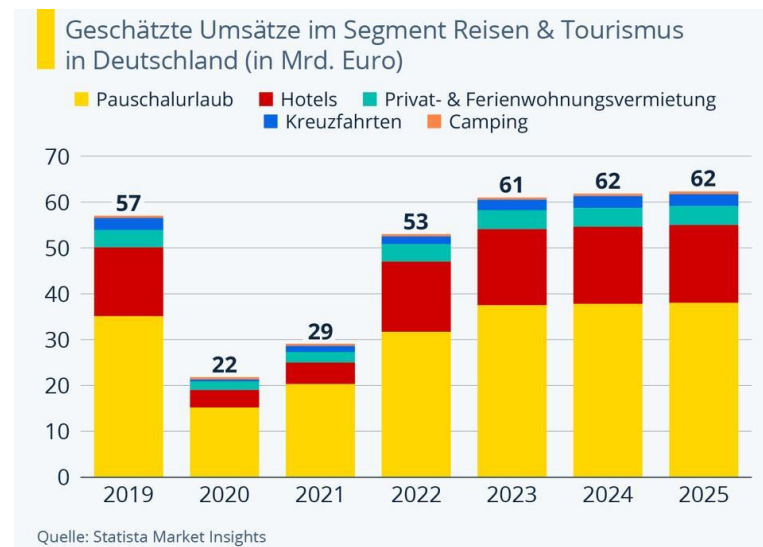
€ 90.1 billion

(2019: € 73.1 billion)

Source: F.U.R. Reiseanalyse, Statista

Estimated turnover in tourism in billion € - package holidays needed

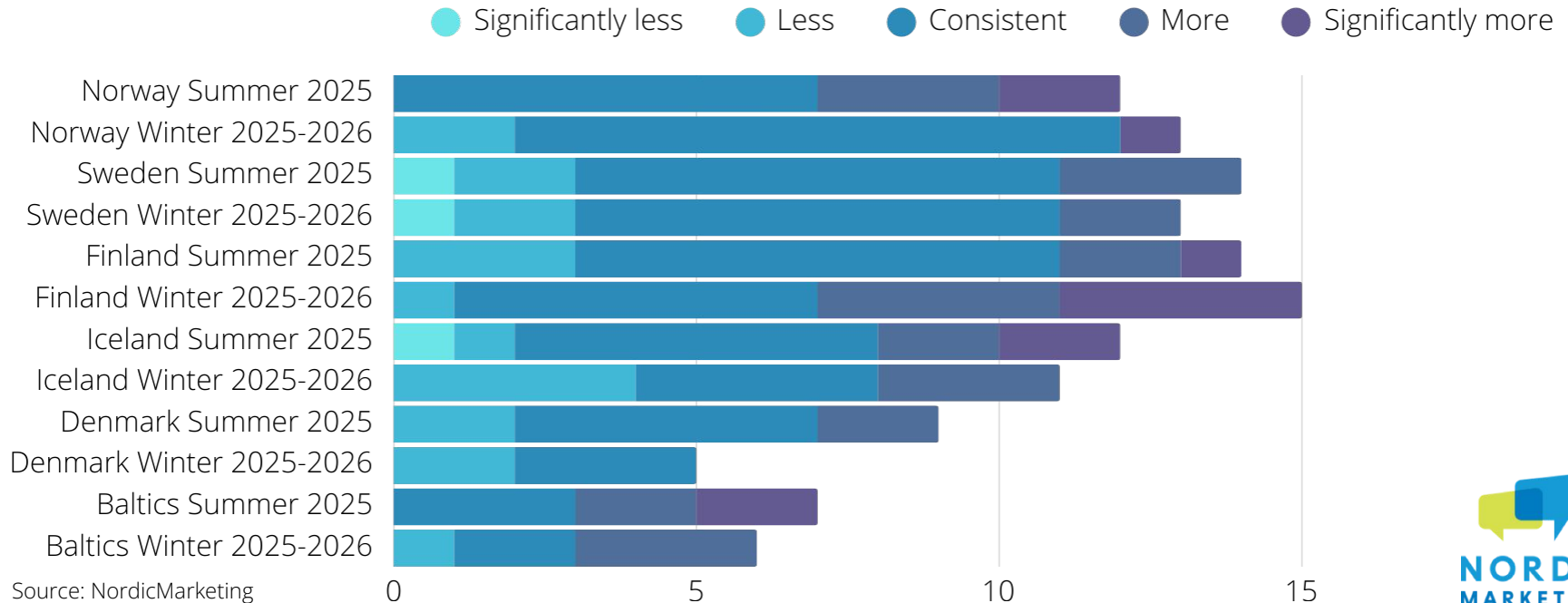
Package holiday (yellow), Hotels (red), Private & holiday
apartments (green), Cruises (blue), Camping (orange)



DACH Tour Operator Survey 2025

Which **countries** are in demand?

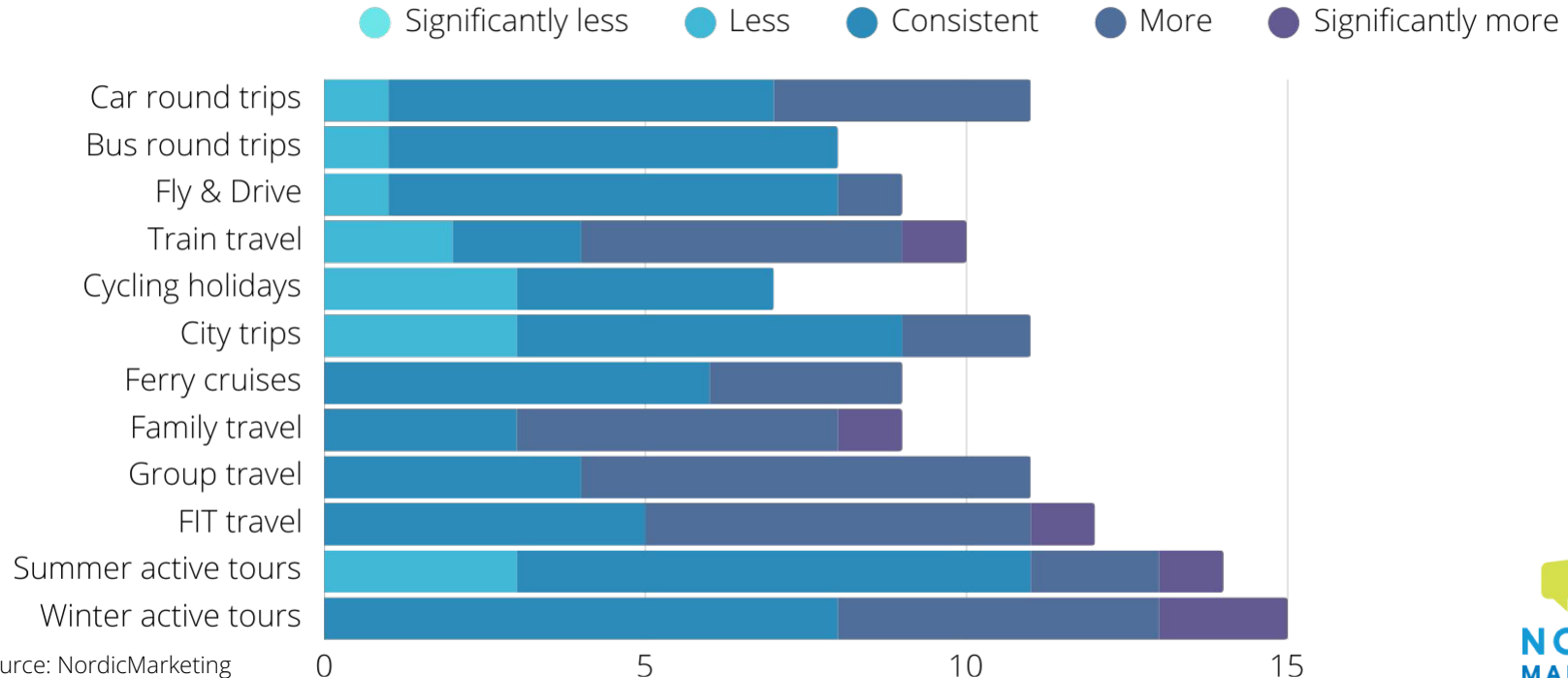
Number of bookings compared to the previous year



Source: NordicMarketing

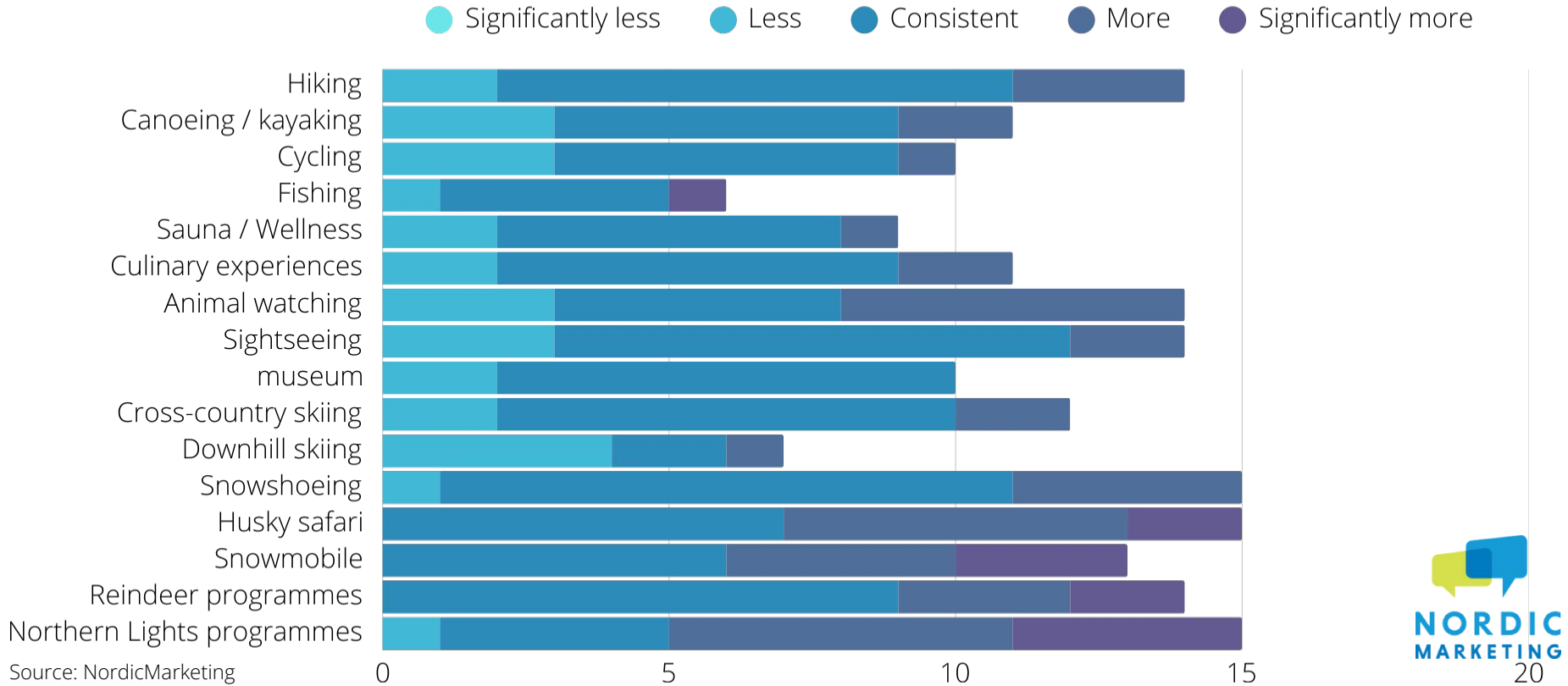
DACH Tour Operator Survey 2025

What **type of travel** is in demand? Compared to the previous year



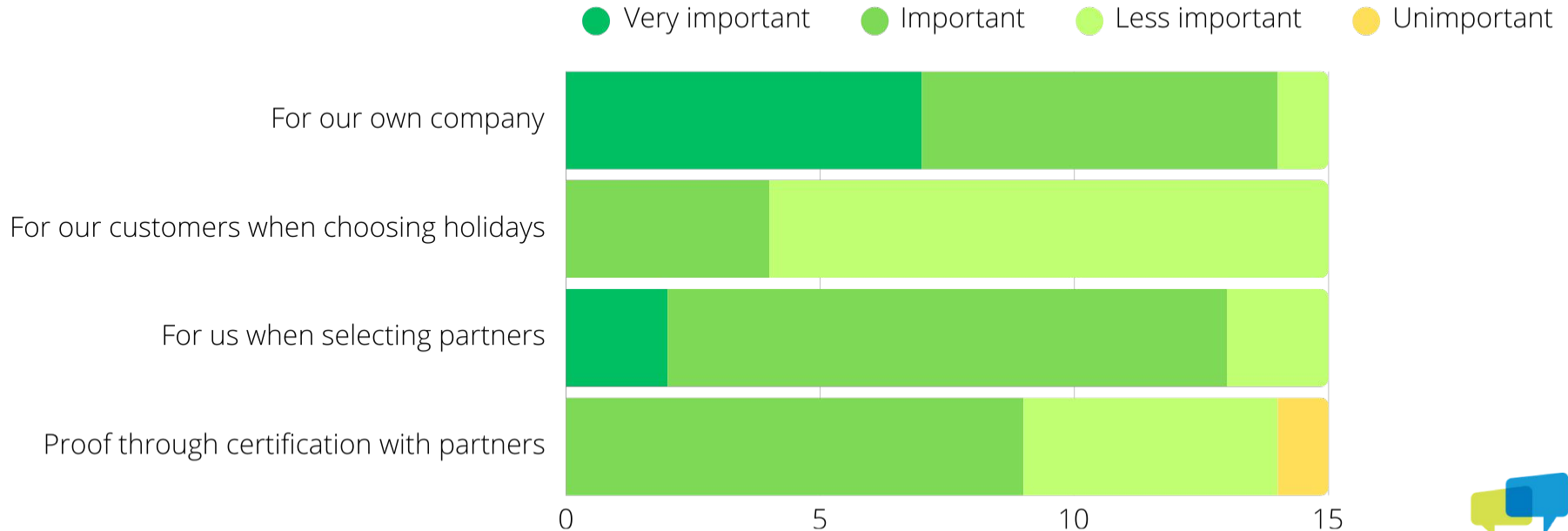
DACH Tour Operator Survey 2025

What **activities** are in demand? Compared to the previous year



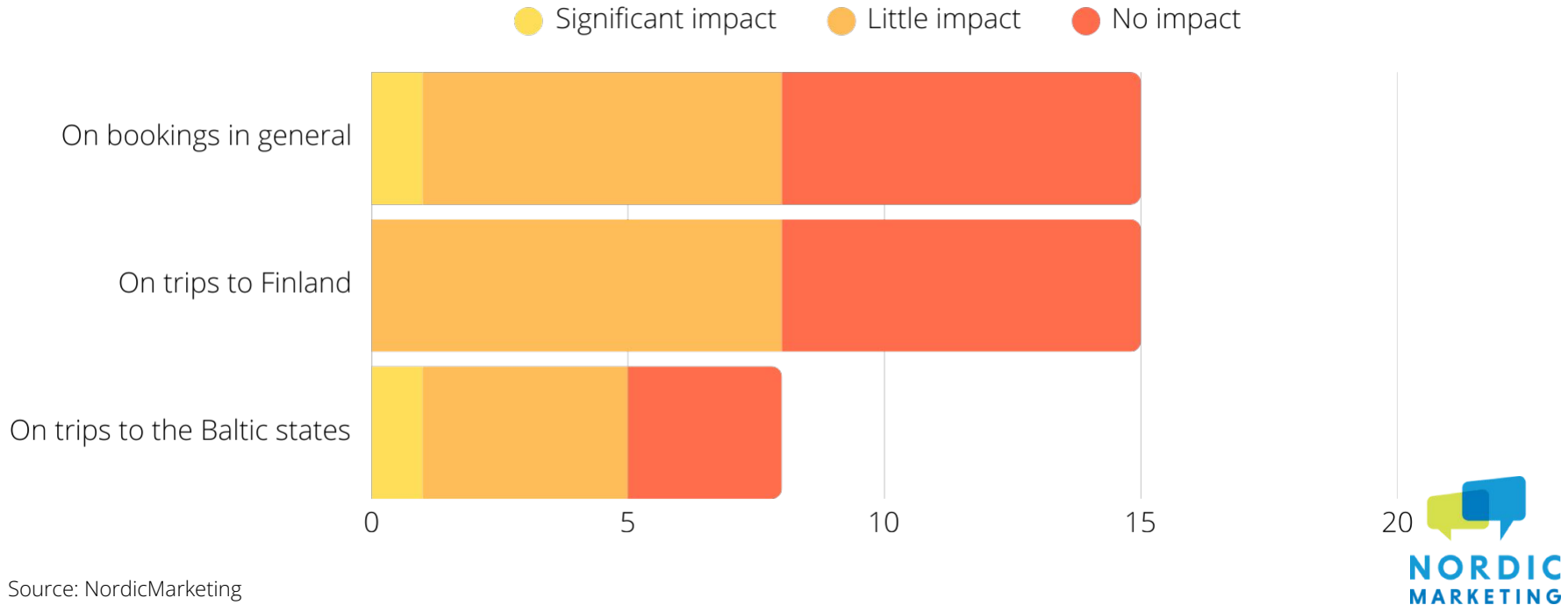
DACH Tour Operator Survey 2025

How important is **sustainability** to you



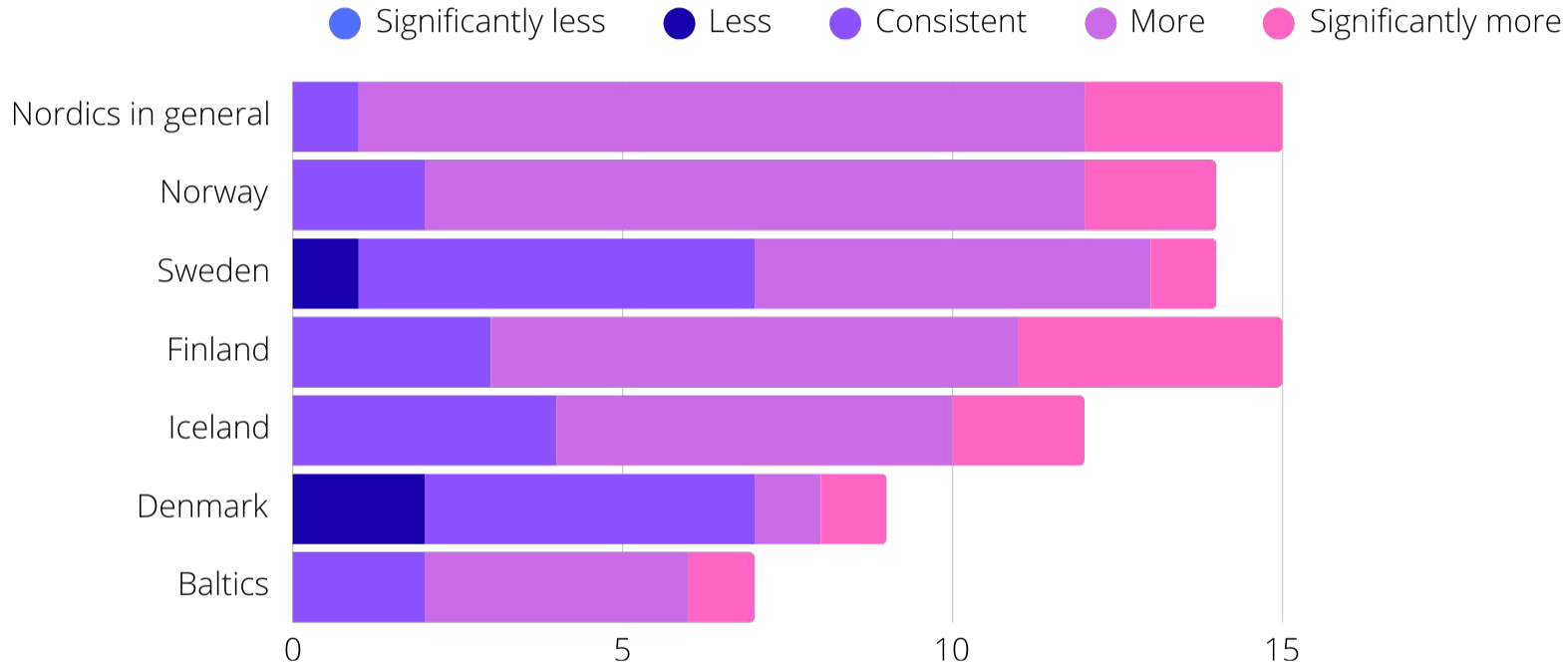
DACH Tour Operator Survey 2025

How is the **war in Ukraine** affecting your customers' bookings?



DACH Tour Operator Survey 2025

How do you see the **trends** for 2026-2027?



Source: NordicMarketing

Thank you!

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