

GERMANY

Market Profile



Market insights

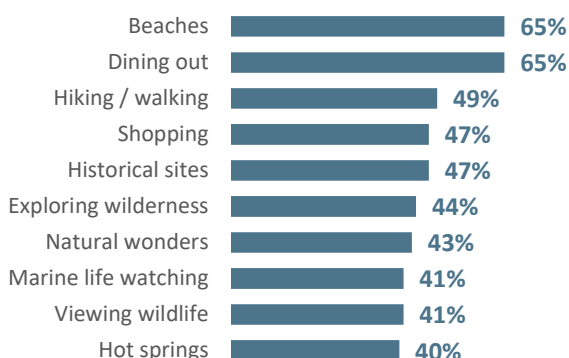
- + International tourism from Germany is expected to have recovered to pre pandemic levels by 2025. There were 8.300 visitors to Tasmania from Germany in December 2019.
- + Germany is a high value market for Australia and Tasmania as visitors tend to stay longer and disperse more widely. In December 2019 they were the 11th largest international leisure market and the 9th highest spending leisure market for Tasmania.
- + German UK visitors are more likely to stay longer (+15 nights) and to be a first-time visitor to Tasmania, just under 16% have visited previously.
- + Viewing wilderness and wildlife are key drivers for German visitors and bushwalking is a major activity while in Tassie, plus they love to visit national parks in Tasmania and immerse in nature.
- + However, they also take pleasure in visiting historic and heritage locations, museums and enjoy being able to self-drive which allows them flexibility to disperse more around the state.
- + German visitors are likely to choose overnight accommodations across all areas of the State with a particular emphasis in staying on the West and East Coast along with the North West.

Source: Tourism Tasmania’s Tasmanian Visitor Survey. All values on this page are the average across 2017-19, International Visitor Survey, Tourism Research Australia. YE Dec 2019 & TRA International Forecast 2023-2028



Interest in general tourism experiences

Experiences with the highest level of interest when on holiday anywhere for German visitors.



Source: Tourism Australia Future of Demand market profile



Tasmania’s associations

German visitors ranking[^] of Tasmania compared to other Australian destinations for the 24 experiences associated with Australia:

Ranking of Tourism Australia’s CDP associations	Average+	HYT*
WC nature and wildlife	3	4
Rich history and heritage	4	3
Good food and wine	8	9
WC aquatic and coastal	12	12

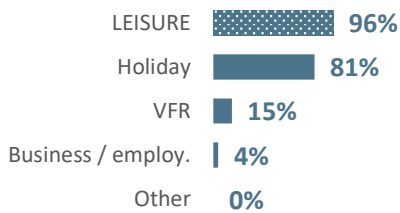
[^]Source: Tourism Australia: Ranked by importance to market. CDP means Consumer Demand Project. WC means World Class. *HYT means Tourism Australia’s High Yield Traveller classification. +Average: survey respondents who have travelled outside their country in the last 5 years or the in the next 2 years.

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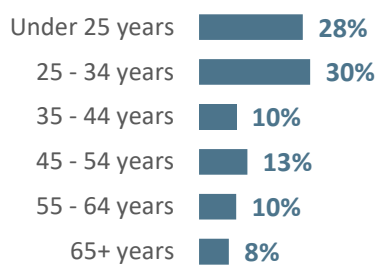
All data refers to German visitors to Tasmania.

Purpose of visit

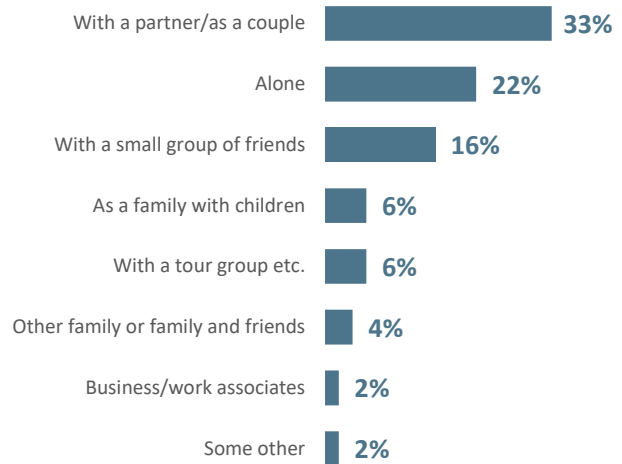


VFR = visiting friends or relatives
Leisure = holiday + VFR

Age



Travel party



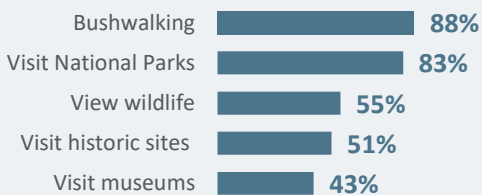
Compared to the average international visitor to Tasmania:

- More likely to be on holiday
- More likely to be aged under 34; largest cohort is aged 25-34
- More likely to be travelling as a couple / with a partner or alone

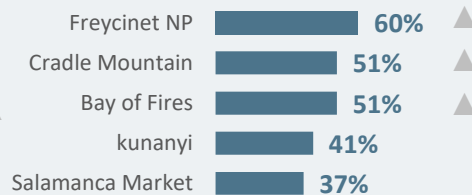
Top 5's in Tasmania

All data indicates top experiences visitors from this country participated in while in Tasmania.

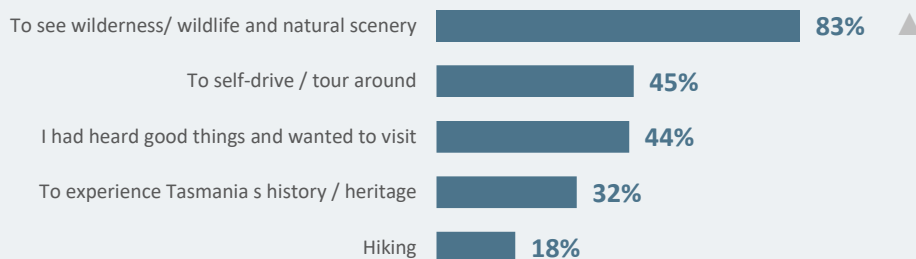
Activities



Attractions



Top influences to visit



▲ indicates more likely to participate in than the average international visitor

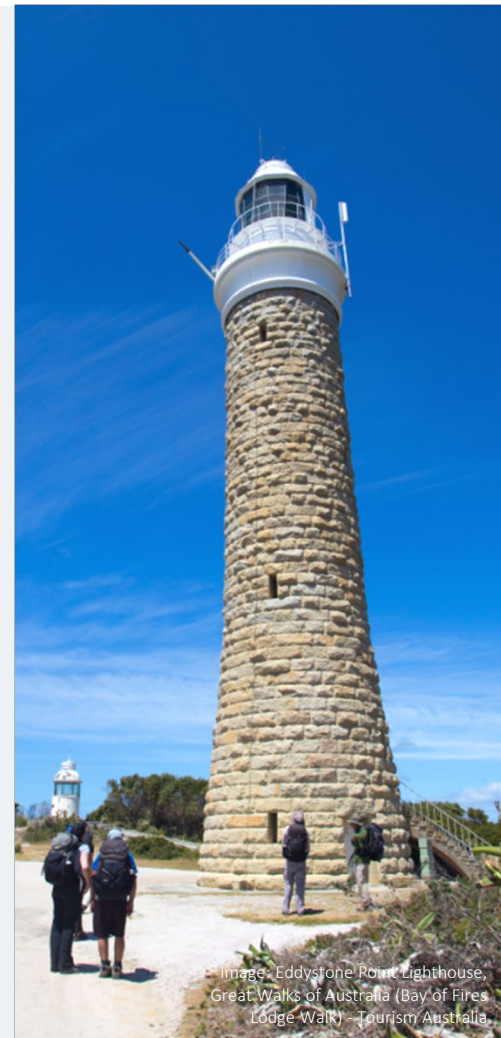


Image: Eddystone Point Lighthouse, Great Walks of Australia (Bay of Fires Lodge Walk) - Tourism Australia