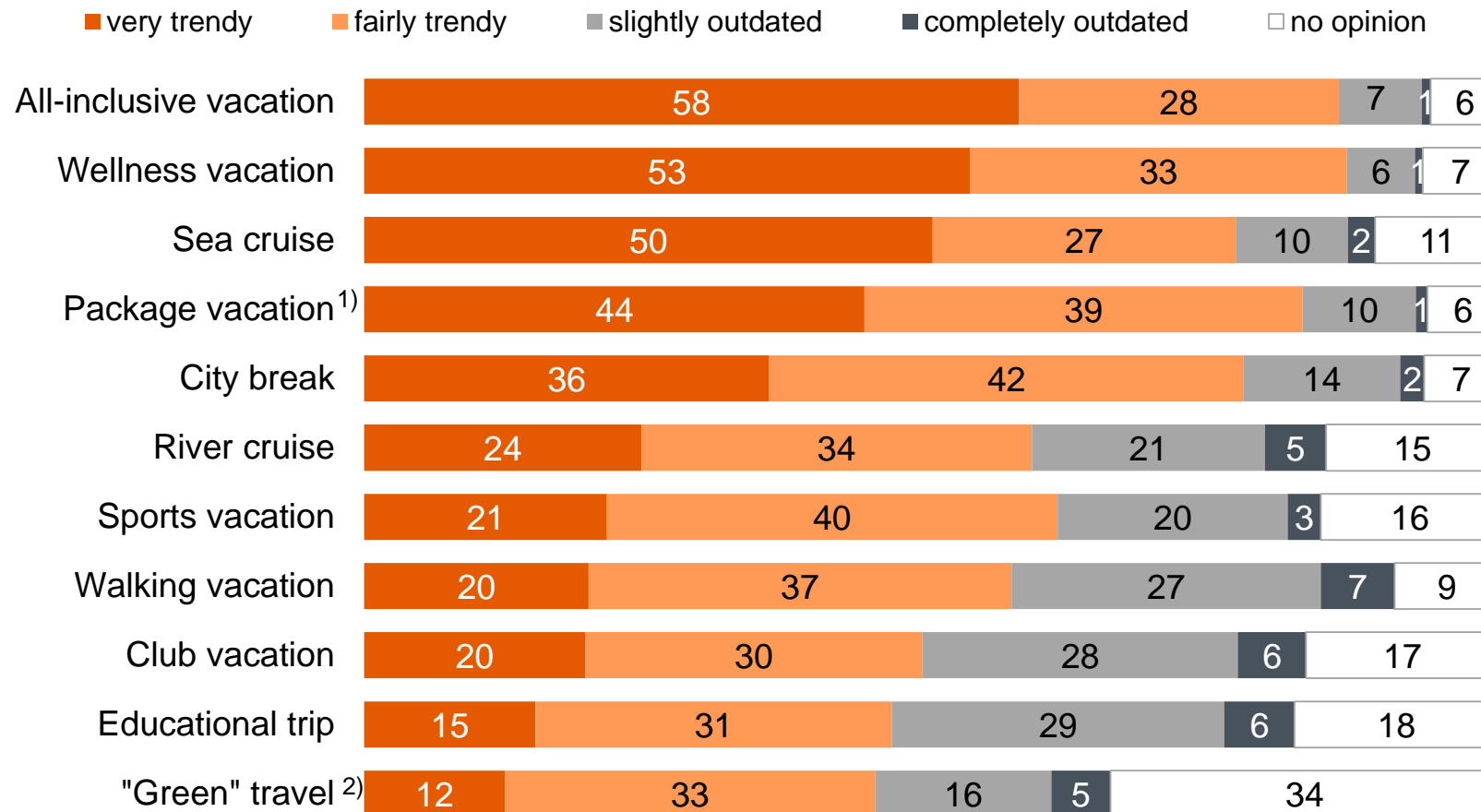


# According to Germans, all-inclusive vacations are above all very fashionable; wellness trips and sea cruises also popular

When you think about vacations, which of these types do you think is currently trendy and which are more outdated?

Multiple choice; answers in % (rounded)



1) Package vacations, in other words flights, transfers and accommodation booked in a single package via a tour operator

2) Ecologically acceptable travel – from voluntarily offsetting CO2 from flights to vacations without a car or, for instance, in eco-hotels.

Source: GfK Verein; CAPI BUS survey July 2017; 2,005 men and women aged 14+ in Germany

# Gender and age hugely alter perceptions of the trend status of certain vacation types.

## Comparison of trend status of vacation types according to sociodemographics.

Multiple choice; answers in % (rounded)

Very trendy vacation type	All respondents	Men	Women	Aged 14-24	Aged 25-34	Aged 35-49	Aged 50-64	Aged 65 plus
<i>Basis (number of respondents)</i>	2005	982	1023	263	286	469	482	506
All-inclusive vacation	58	57	58	61	55	<b>63</b>	59	52
Wellness vacation	53	47	<b>60</b>	41	53	<b>61*</b>	52	54
Sea cruise	50	49	51	36	52	52	53	52
Package vacation	44	44	45	47	40	45	46	42
City break	36	35	36	39	34	37	36	34
River cruise	24	21	<b>27</b>	15	18	23	27	<b>32</b>
Sports vacation	21	22	21	21	22	25	23	16
Walking vacation	20	20	19	17	15	20	<b>24</b>	20
Club vacation	20	20	19	<b>25</b>	22	20	16	18
Educational trip	15	14	16	<b>20</b>	16	13	13	16
“Green” travel	12	12	13	12	13	13	14	10

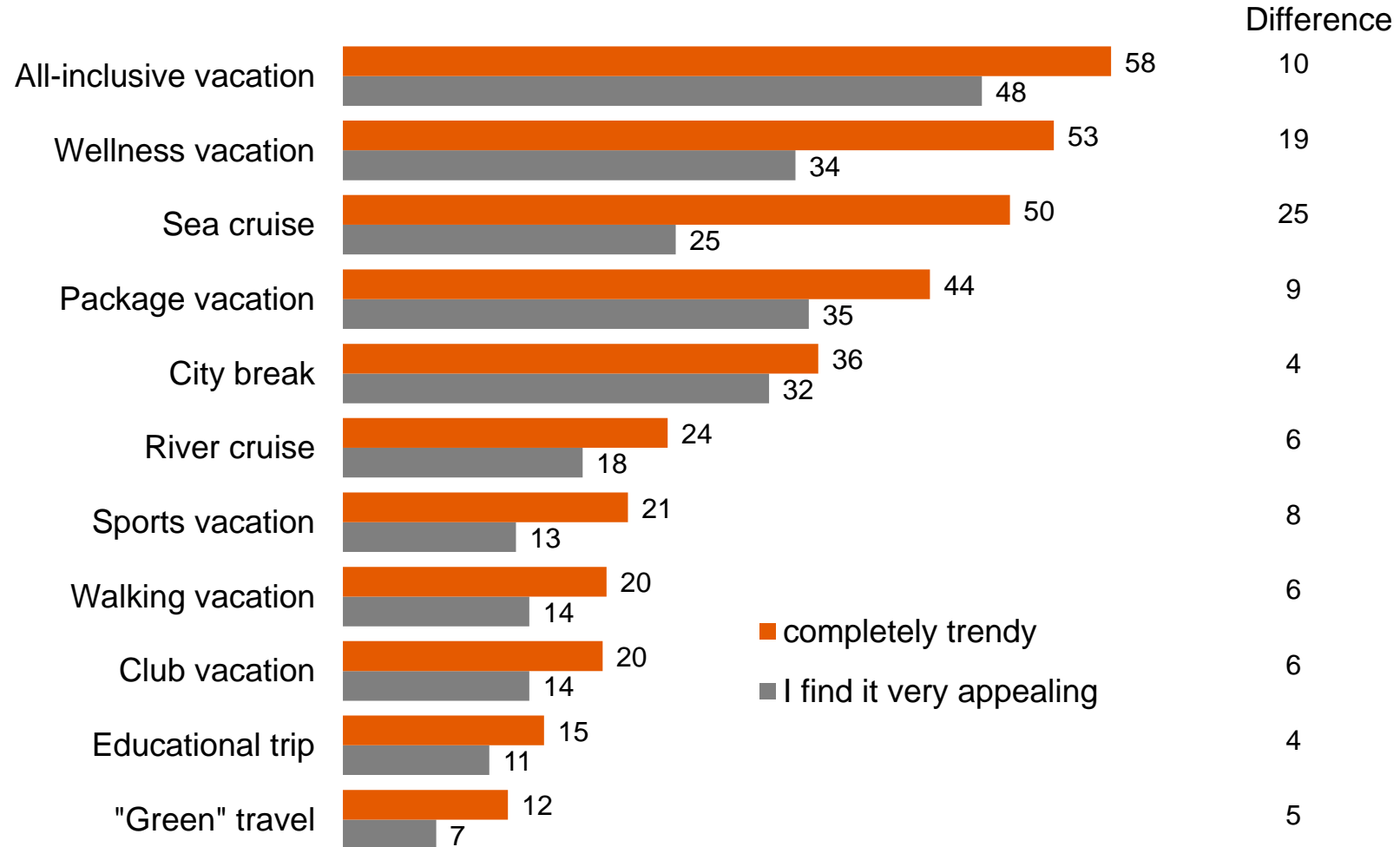
\* Women (35 -49): 66%

# There are occasionally wide gulfs between trend status and appeal

Which of these types of vacation do you think are currently trendy?

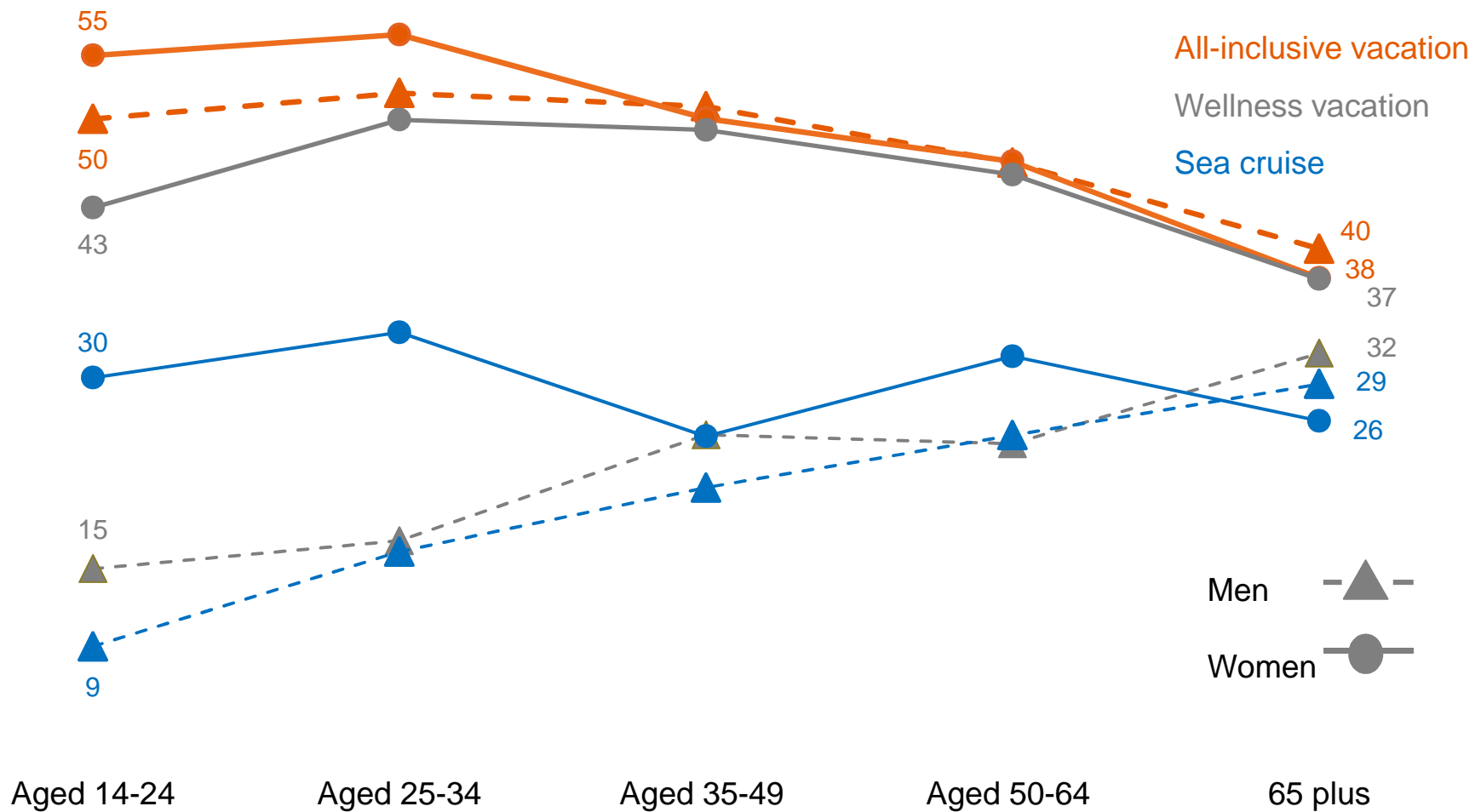
Which of these types of vacation do you personally find appealing?

Multiple choice; answers in % (rounded); general vacationers who did not state "I don't really travel"



# The level of enthusiasm for various vacation types evens out with increasing age among men and women.

Comparison of appeal on a personal level for types of vacation according to sociodemographics.  
I personally find this very attractive; in % (rounded)



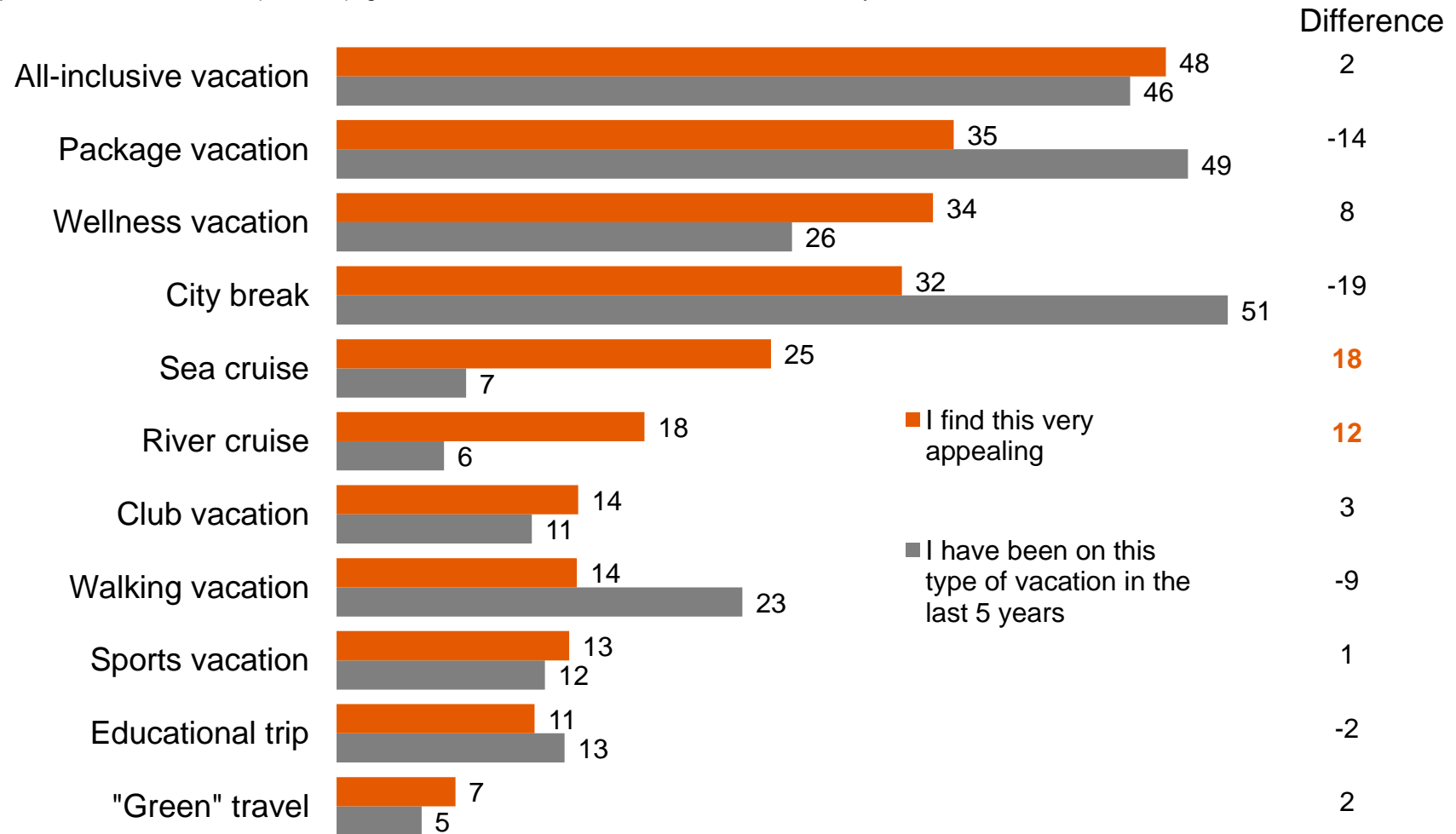
Source: GfK Verein; CAPI BUS survey July 2017; 2,005 men and women aged 14+ in Germany  
GfK Compact /// FOCUS TOPIC /// Edition 2017/09

# There is still huge untapped potential for cruises

Which of these types of vacation do you find appealing?

Which of these types of vacation have you been on at least once over the last five years?

Multiple choice; answers in % (rounded); general vacationers who did not state "I don't really travel"

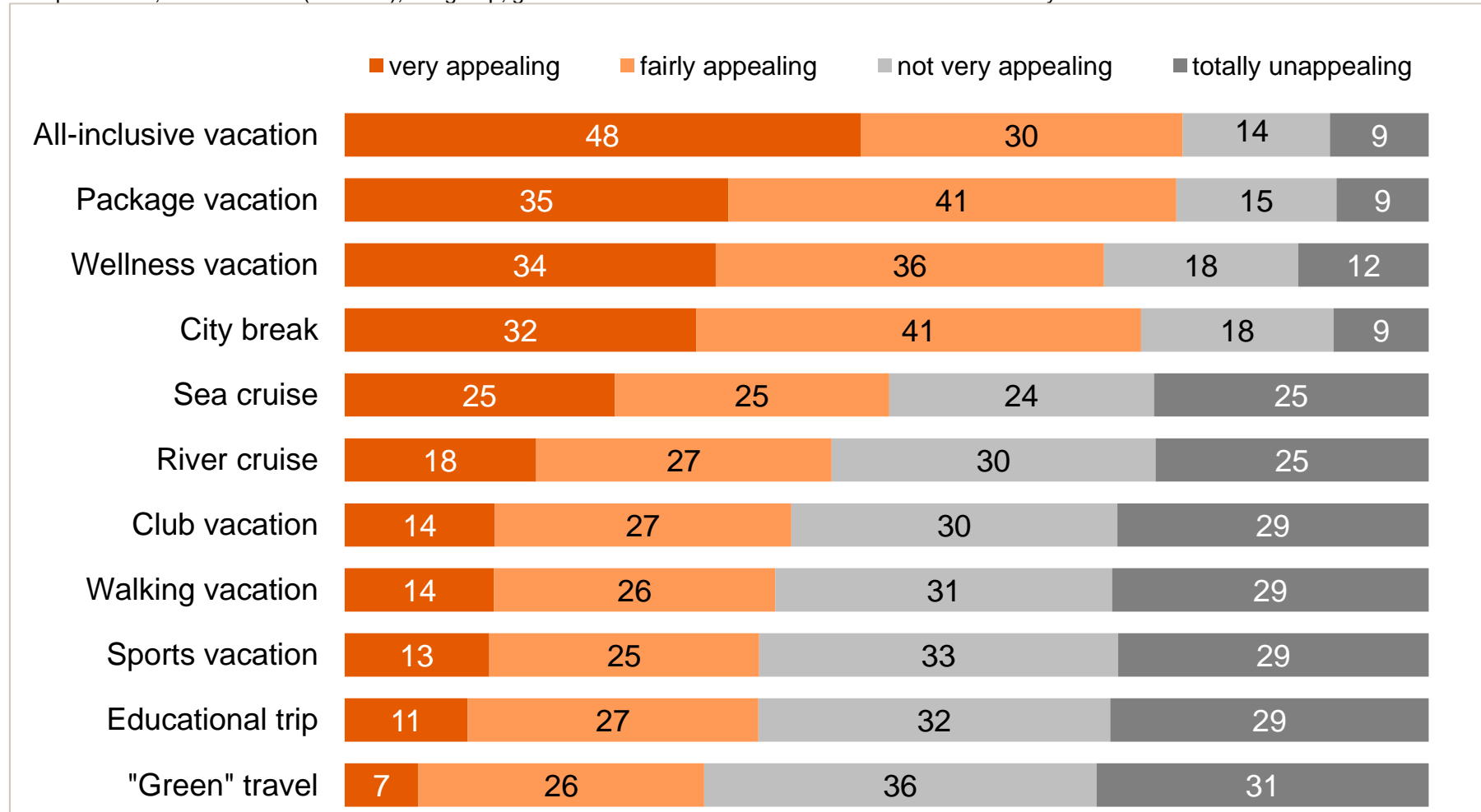


Source: GfK Verein; CAPI BUS survey July 2017; 2,005 men and women aged 14+ in Germany  
GfK Compact /// FOCUSTOPIC /// Edition 2017/09

## Germans clearly find “carefree” packages the most appealing.

Independent of all trends, it is your personal view that matters: Which of these types of vacation do you find appealing?

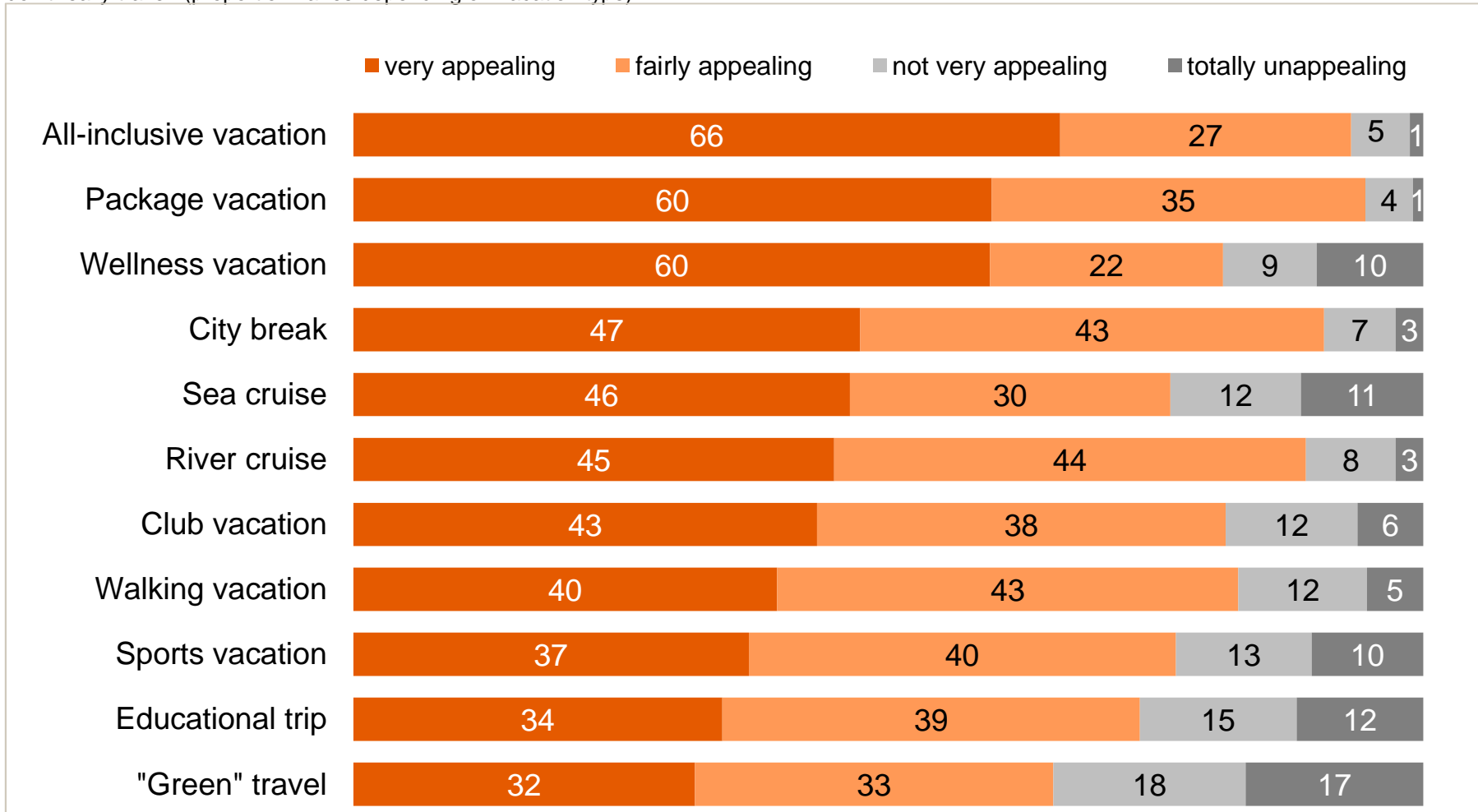
Multiple choice; answers in % (rounded); subgroup; general vacationers without 7% who stated “I don’t really travel”



# Enthusiasm clearly grows with experience, but not all vacation types consistently win over respondents.

Independent of all trends, it is your personal view that matters: Which of these types of vacation do you find appealing?

Multiple choice; answers in % (rounded) **subgroup:** Have been on this type of vacation in the last five years; general vacationers who did not state "I don't really travel" (proportion varies depending on vacation type)



# Appeal of vacation types occasionally varies greatly, but all-inclusive vacations take first place across all age groups

## Comparison of appeal on a personal level for types of vacation according to sociodemographics.

Multiple choice; answers in % (rounded)

Appeal of vacation type (Very appealing)	Aged 14-24		Aged 25-34		Aged 35-49		Aged 50-64		Aged 65+	
	Men	Women	Men	Women	Men	Women	Men	Women	Men	Women
<i>Basis (number of respondents)</i>	136	126	150	136	233	236	239	242	224	281
All-inclusive vacation	50	55	52	57	51	50	47	47	40	38
Package vacation	36	45	30	<b>47</b>	35	41	36	30	31	30
Wellness vacation	15	<b>43</b>	17	<b>50</b>	25	<b>49</b>	25	<b>46</b>	32	37
City break	25	<b>39</b>	29	39	29	37	29	31	31	35
Sea cruise	9	<b>30</b>	16	<b>33</b>	21	25	25	31	29	26
River cruise	7	<b>15</b>	10	<b>18</b>	8	<b>15</b>	18	23	30	26
Club holiday	19	26	10	<b>20</b>	13	15	11	13	12	9
Walking holiday	11	17	6	<b>14</b>	<b>17</b>	11	14	18	16	13
Sports holiday	23	18	<b>27</b>	15	12	12	13	9	7	8
Educational trip	10	<b>22</b>	9	14	10	8	6	<b>14</b>	9	<b>16</b>
“Green” travel	9	7	4	8	5	7	7	9	4	<b>9</b>

Source: GfK Verein; CAPI BUS survey July 2017; 2,005 men and women aged 14+ in Germany  
 GfK Compact /// FOCUSTOPIC /// Edition 2017/09

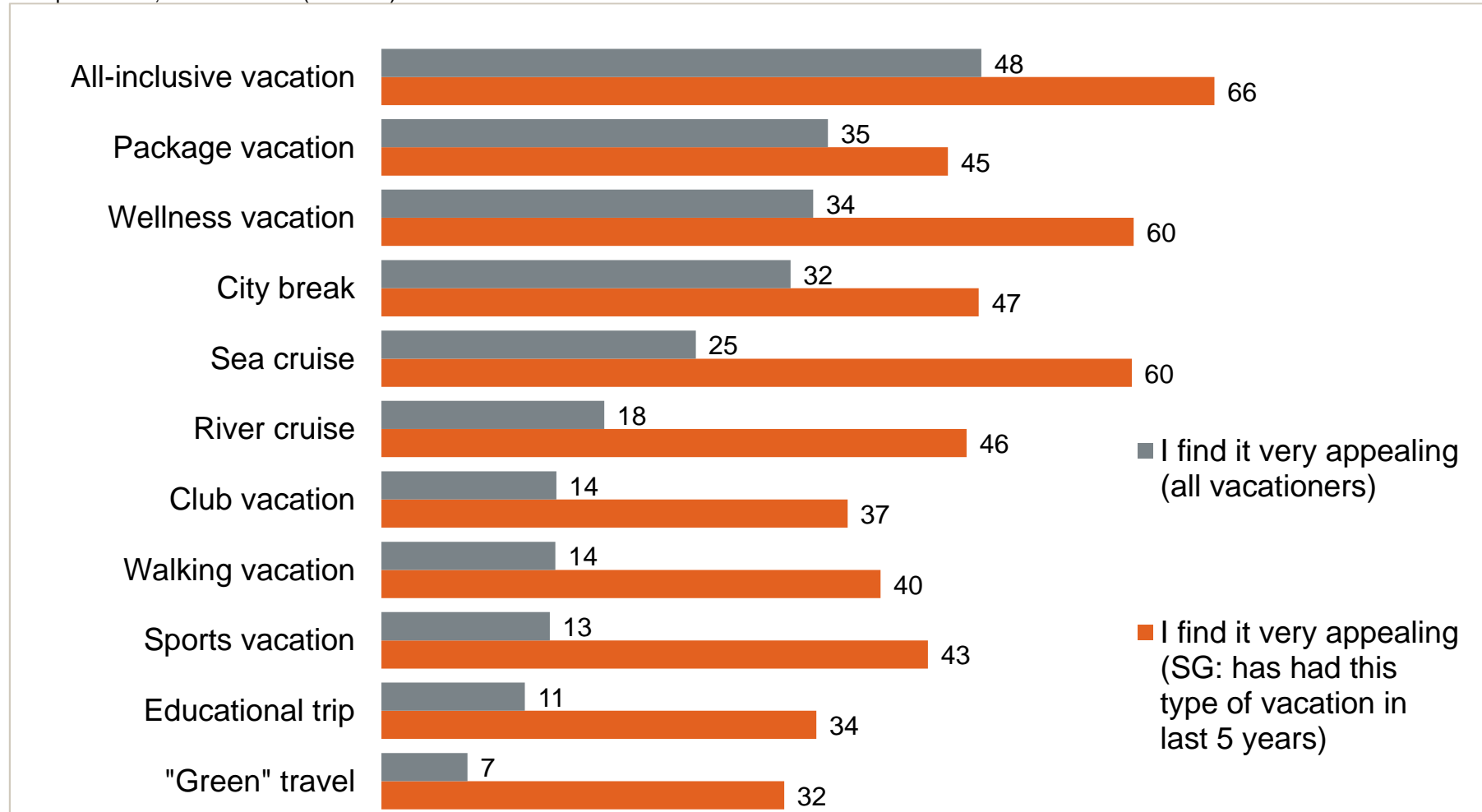


# Clearly not all vacation types are equally appealing.

Which of these types of vacation have you been on at least once over the last five years?

Which of these types of vacation do you find appealing?

Multiple choice; answers in % (rounded)



# Survey description

## Method

Source:	<b>GfK Verein / GfK Travel &amp; Logistics</b>
Method:	GfK Classic BUS (CAPI), face to face-survey
Survey period:	July 2017
Target population:	Allgemeine Bevölkerung ab 14 Jahren (repräsentativ)
Target size:	N= 2,005 Personen
of which:	
men	n = 982
women	n = 1,023
aged 14 – 24	n = 263
aged 25 – 34	n = 286
aged 35 – 49	n = 469
aged 50 – 64	n = 482
aged 65+	n = 506