



Spending by German travellers is forecast to recover to 2019 levels by 2025, visitation levels are not expected to recover until 2026.

Market Forecast Insights

Germany has seen the slowest recovery of Destination Canada's European markets. Weak foreign demand and structural challenges are hindering economic growth and driving Germany's underperformance. Spending by German travellers will fall just short of 2019 levels in 2024 before recovering in 2025. Visits from Germany will recover one year later (2026) than visits from other European markets.

- German spending will fall just short of a full recovery in 2024 but reach 109% of 2019 spending levels in 2025.
- Visits from Germany will recover and reach 92% of 2019 levels in 2025 and reach 101% in 2026.
- In 2025, Canada is projected to welcome 380,000 German visitors who will spend \$850 million.

Market Forecast Highlights¹

Spending and visitation levels (% relative to 2019)

	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Spend	100	8	12	60	85	97	109	122	133	141	146	150
Visitation	100	10	13	60	72	82	92	101	108	112	115	118

● 0%-50%
 ● 51%-75%
 ● 76%-100%
 ● 101%-120%
 ● 121%+

Forecast Context and Assumptions¹

Travel Sentiment

- More than three out of four Germans (77%) were thinking about vacation trips in 2024.²
- Fifty-nine percent of Germans said they were planning an international holiday in the next 12 months, the highest percentage among Destination Canada's overseas markets.²
- Although price was considered the top barrier to travel, the percentage of Germans citing price as a barrier (36%) was lower than in other overseas market.²

International Travel Conditions

- Visits to Canada show little sign of slowing through the end of 2023, indicating that visitation recovery will continue.

Economy³

- German Gross Domestic Product is expected to decline by 0.2% in 2023 and decline a further 0.1% next year.
- After depreciating more than 14% in 2022 and another 1% this year, the Canadian dollar is expected to strengthen against the Euro in 2024. The Canadian dollar will continue to strengthen in 2025/26, making Canada a more expensive vacation destination.
- Weak demographic growth will further constrain the German economy in the medium-term.

The DC Tourism Outlook Fall 2023 has been adjusted from 2023 to 2025 to reflect the latest arrival numbers.

¹ DC Tourism Outlook Forecast, Fall 2023
² YouGov Global Travel Profiles | December 2023
³ Oxford Economics



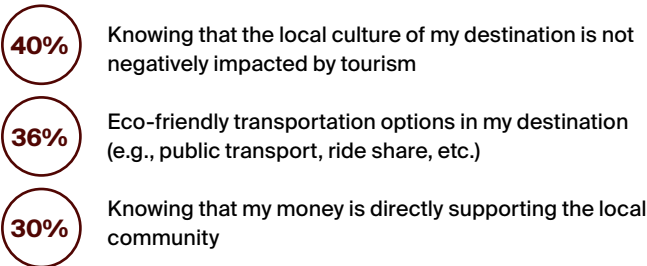
Total Long-Haul Travellers

Germans aged 18 and older who have taken a long-haul pleasure trip outside of Europe, North Africa and the Mediterranean in the past three years, or plan to take a such a trip in the next two years.

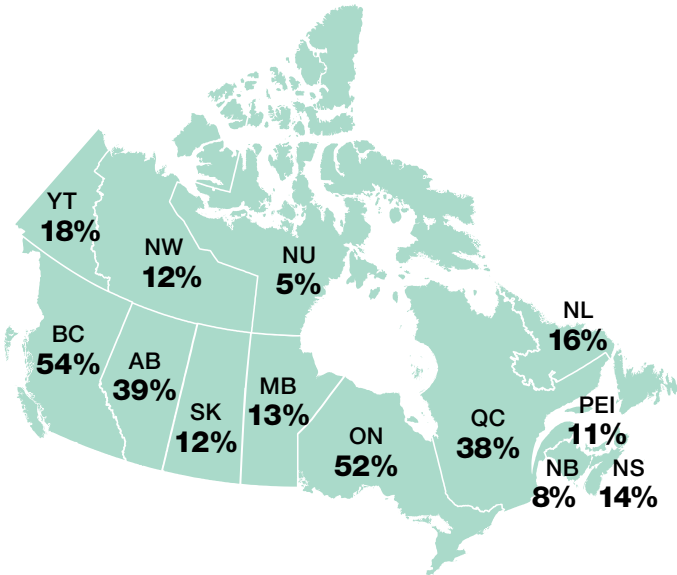
Potential Market Size⁴



Top 3 Most Important Sustainability Efforts⁴



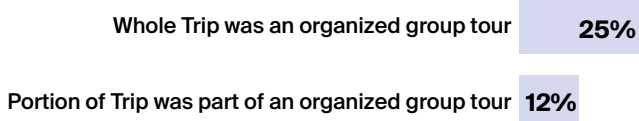
Likelihood to Visit Canadian Regions (Next 2 Years)⁴



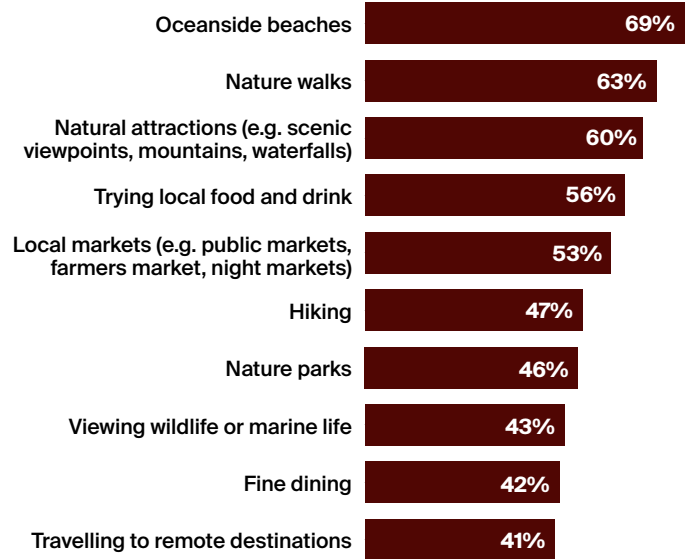
Travel Agent Usage for Most Recent Trip⁴



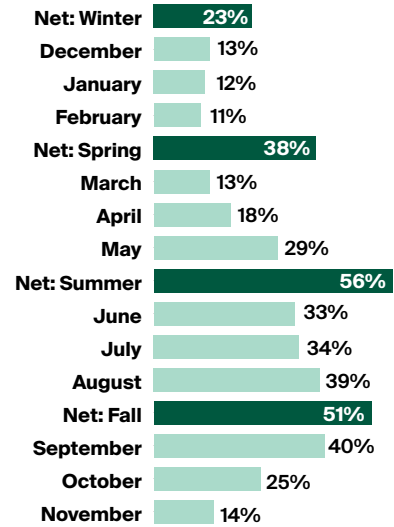
Organized Tour Usage for Recent Trip⁴



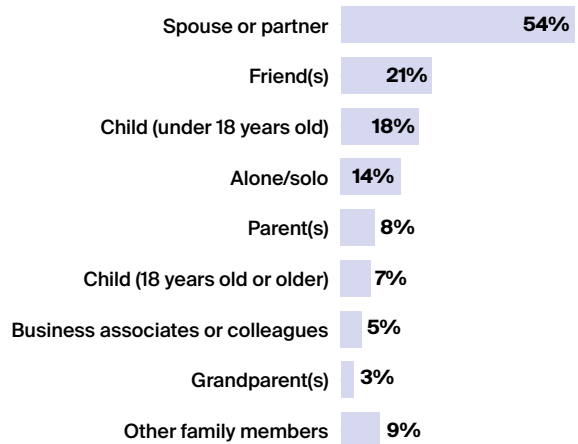
Top Activities of Interest While on Vacation⁴



Canada Consideration By Seasons⁴



Travel Party of Recent Trip⁴



For further information, please contact:

Barbara Ackermann | Account Director | T +49-234-324-98074 | barbara@destination-office.de