



Germany

Traveler gender:

51% female, 49% male

Average traveler age:

43-45 years

Average annual income:

\$102,000

Average party size: 2
(primarily couples)

Average length of stay:
17 days

Average daily spend:
\$300-\$350

Average annual paid time off: 35-44 days

Travel preference:
Fly-drives (individual)

Seeking: Parks, scenery, soft adventure, culture

Quirks of German travelers:

German-speaking travelers appreciate anything “free” or “included” such as WiFi, coffee/tea, breakfast, complimentary happy hours, etc. Value for money remains important.

They like to sit outside whenever possible and prefer open-air dining options, as they are not used to air conditioning. German travelers plan and think in kilometers, not in miles. If giving directions or explaining distances, it is better to provide the driving time instead of miles or kilometers.

They still love printed brochures and maps and continue to request them in large numbers.

Perception of the Great American West:

Germans are individual travelers who mostly experience the Great American West by car or motorhome. They think of the region as a place with wide-open spaces, authentic experiences, soft adventure, wildlife, and a great mix of world-famous sights and attractions with hidden gems, away from mass tourism, to discover!

The GAW region is perceived as pristine, safe, and with so much open space away from all the hustle and bustle. There are plenty of unique and world-famous sights as well as bucket-list attractions that can only be discovered here: bison herds, Native American culture (e.g. powwows), national and state parks, national monuments, memorials, scenic byways, ghost towns and so much more.

The region has small, charming, authentic American towns and friendly people, and is known to display the essence of authentic cowboy life with ranch vacations and horseback adventures.

There is plenty of soft adventure within unspoiled nature, like rafting, mountain biking or zip lining.