

Selected first results of the 56th Reiseanalyse

WELCOME TO THE KEY RESULTS OF THE REISEANALYSE 2026



The Forschungsgemeinschaft Urlaub und Reisen e.V. (FUR) is pleased to announce key results from the current Reiseanalyse 2026. The Reiseanalyse, which has been conducted annually for more than 50 years, is considered the most detailed study on German holiday travel demand. The FUR is a neutral, non-commercial interest group of tourism research users.

2025: Spending at record level once again

In 2025, there were over 57 million holiday travellers (5+ days), more than ever before. Total spending on holiday travel also reached a new record high of almost €92 billion. At the same time, the total volume of holiday trips fell slightly to just under 68 million.

In terms of holiday destinations, foreign countries dominated with a market share of 78%. 22% of all holiday trips stayed within Germany. Abroad, Spain was clearly ahead of Turkey, Italy, Greece, and Austria. In Germany, Schleswig-Holstein maintained its position at the top of the federal state rankings. In line with the immense importance of the Mediterranean region, air travel, hotel accommodation, and package holidays continued to account for high market shares. In terms of bookings, the long-standing trend towards more online bookings at the expense of bookings made in person continued.

2026: A good year for tourism in sight

Despite the rather negative assessment of the economic situation, Germans' holiday plans are positive: 76% of the population are planning to go on holiday in 2026. For 43% the destination is already fixed, for 33% the destination is still open. These figures are similar to those recorded a year ago and higher than before the COVID pandemic.

Extensive travel experience and a wide range of holiday motivations ensure that at least one long holiday trip a year is an integral part of most peoples' lives. These are positive conditions for a good tourism year 2026.

Artificial intelligence will play an increasingly important role in the future. AI will probably not influence whether, where and how we travel, but it will certainly influence how we plan our holidays: by 2025, AI applications were already being used for information and booking in 20% of all holiday trips. Strong growth is foreseeable for 2026 and the following years.

**Review 2025:
Record numbers of travellers
and total spending**

VOLUME OF HOLIDAY TRAVEL IN 2025:

Records for travellers and spending on holiday trips

Holiday
travellers



**57.1
million**

2024: 56.4 m
2023: 54.2 m
2021: 47.8 m
2019: 55.2 m

Holiday
trips



**67.7
million**

2024: 68.3 m
2023: 64.5 m
2021: 55.1 m
2019: 70.8 m

Spending on
holidays



**91.7
billion**

2024: 90.1 bn
2023: 86.3 bn
2021: 56.0 bn
2019: 73.1 bn

Holiday travel (5+ days)

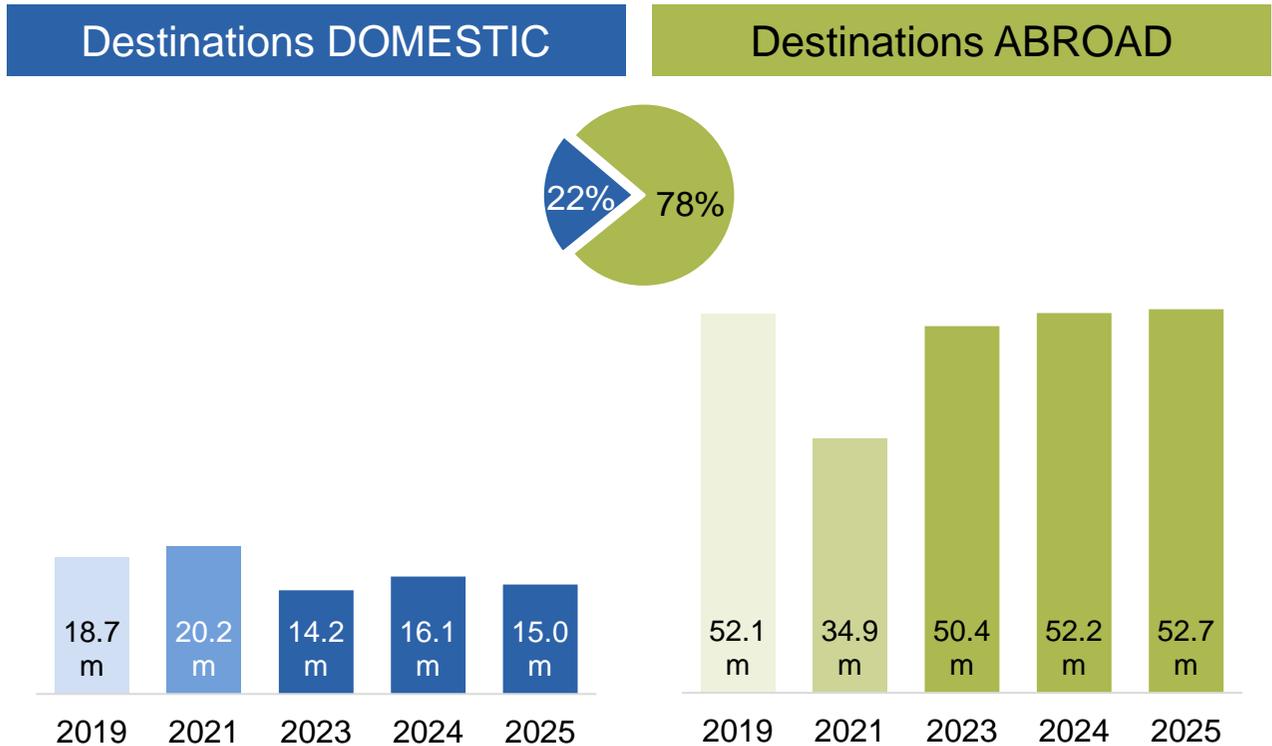
The holiday travel intensity, i.e. the proportion of people who took at least one holiday trip per year, was 80.5% in 2025. This equates to a good 57 million people, more than ever before. The number of holiday trips fell slightly compared to 2024 to just under 68 million. In terms of travel spending, 2025 was another record year: at just under €92 billion, the volume was €1.6 billion higher than in the previous year.

Short breaks (2-4 days)

For the short holiday segment (of the 14-75 years olds), the key figures for 2025 are: A little over 91 million short breaks were taken, which is slightly less than in the previous year. However, total spending remained stable at a very high level of just over €36 billion.

DESTINATIONS FOR HOLIDAY TRAVEL IN 2025:

Very high figures for travel abroad



Market shares domestic vs. abroad

Trips abroad also dominated in 2025. At 78% of all holiday trips, their share was very high, slightly higher than in 2024 and similar to the level in 2023.

Domestic vs. foreign holiday volume

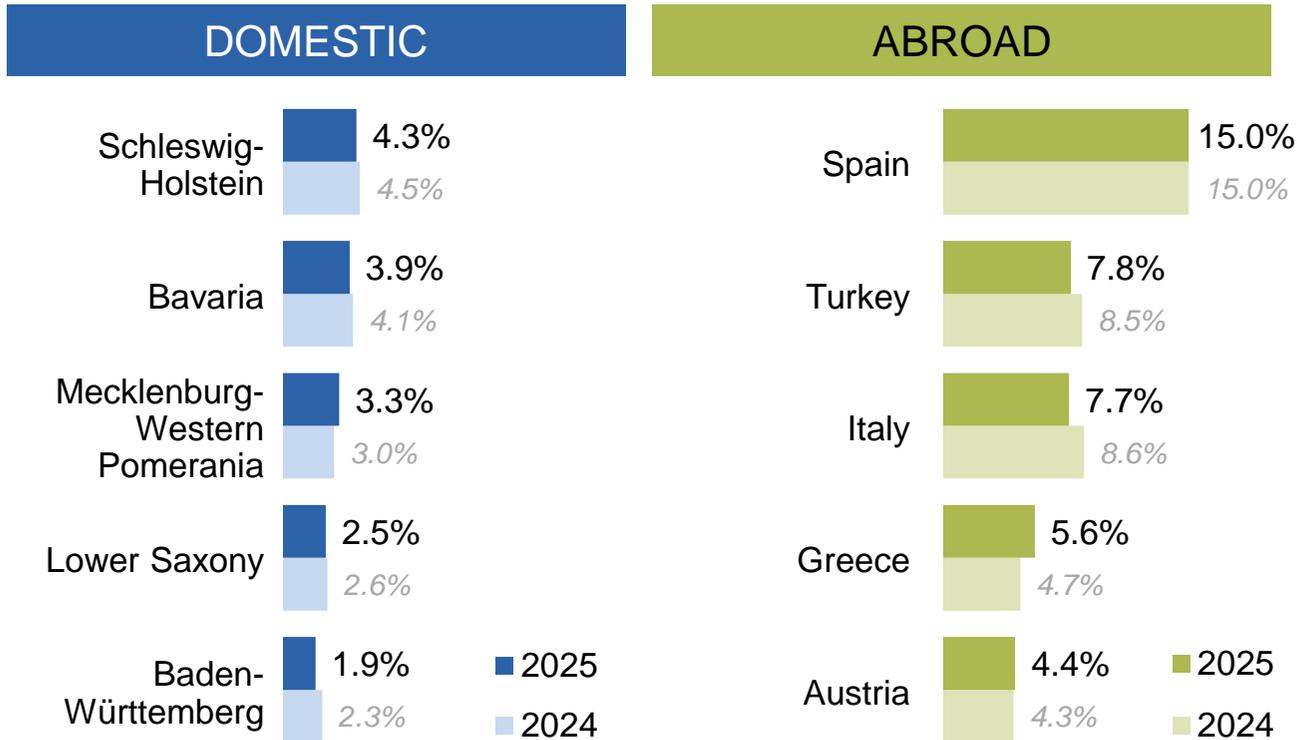
Germany was by far the most popular holiday destination. However, there was a decline of around 1 million holiday trips compared to 2024.

Destinations abroad accounted almost 53 million holiday trips in 2025, 0.5 million more than in the previous year.

Of the short breaks (2-4 days) in 2025, approximately 72% were domestic, slightly less than in 2024 and 2019.

DESTINATIONS FOR HOLIDAY TRAVEL IN 2025:

Spain dominates abroad; Schleswig-Holstein top in Germany



Domestic destinations

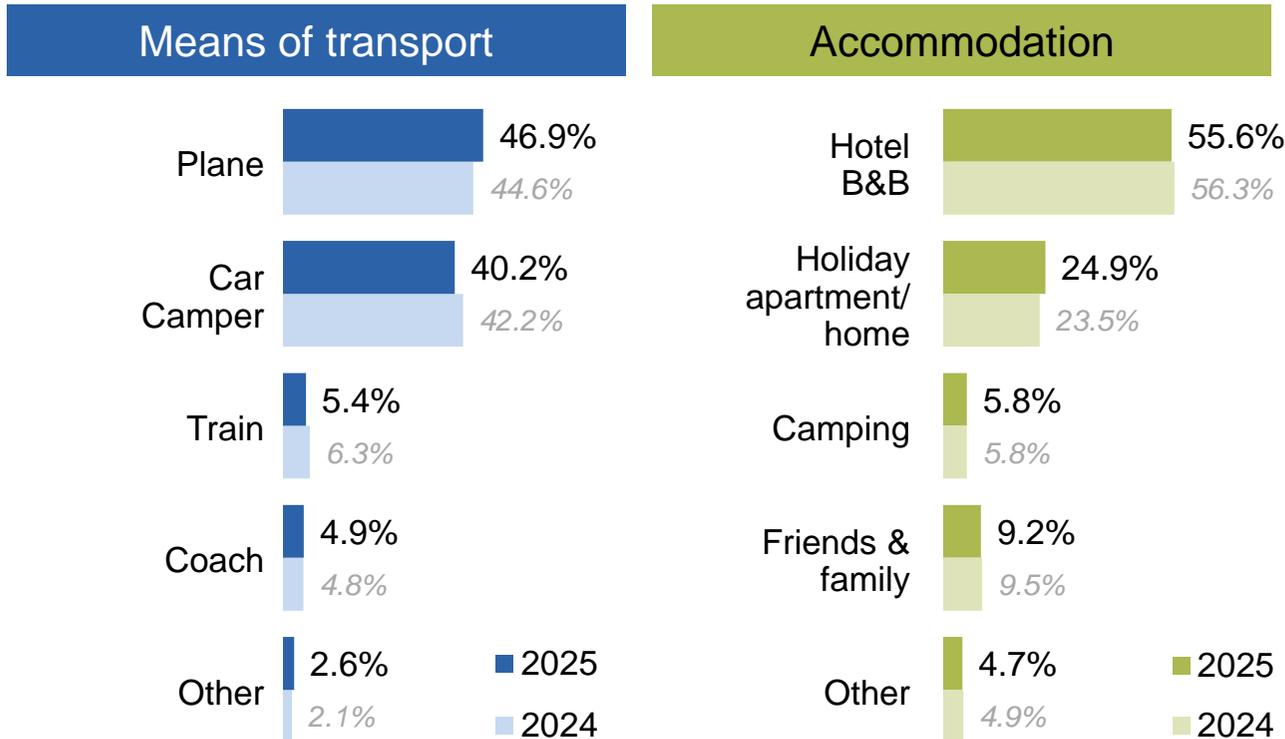
In the ranking of the federal states with the highest demand, Schleswig-Holstein defended its top position ahead of Bavaria. This was followed by Mecklenburg-Western Pomerania, Lower Saxony and Baden-Württemberg. Except for Mecklenburg-Western Pomerania, all these destinations were slightly below the previous year's level.

Destinations abroad

Spain consolidated its dominance abroad. Turkey and Italy followed with slightly lower market shares than in the previous year. Greece and Austria, in the next places, were able to grow. The market share of long-haul destinations was 8.6% (2024: 6.9%; 2023: 9.3%).

HOLIDAY TRAVEL BEHAVIOUR IN 2025:

Further growth in air travel, in line with destination choice



Mode of transport

In line with the dynamics of travel destinations, there was renewed growth in the market share of air travel and a decline in car travel. Coach travel remained stable.

Accommodation

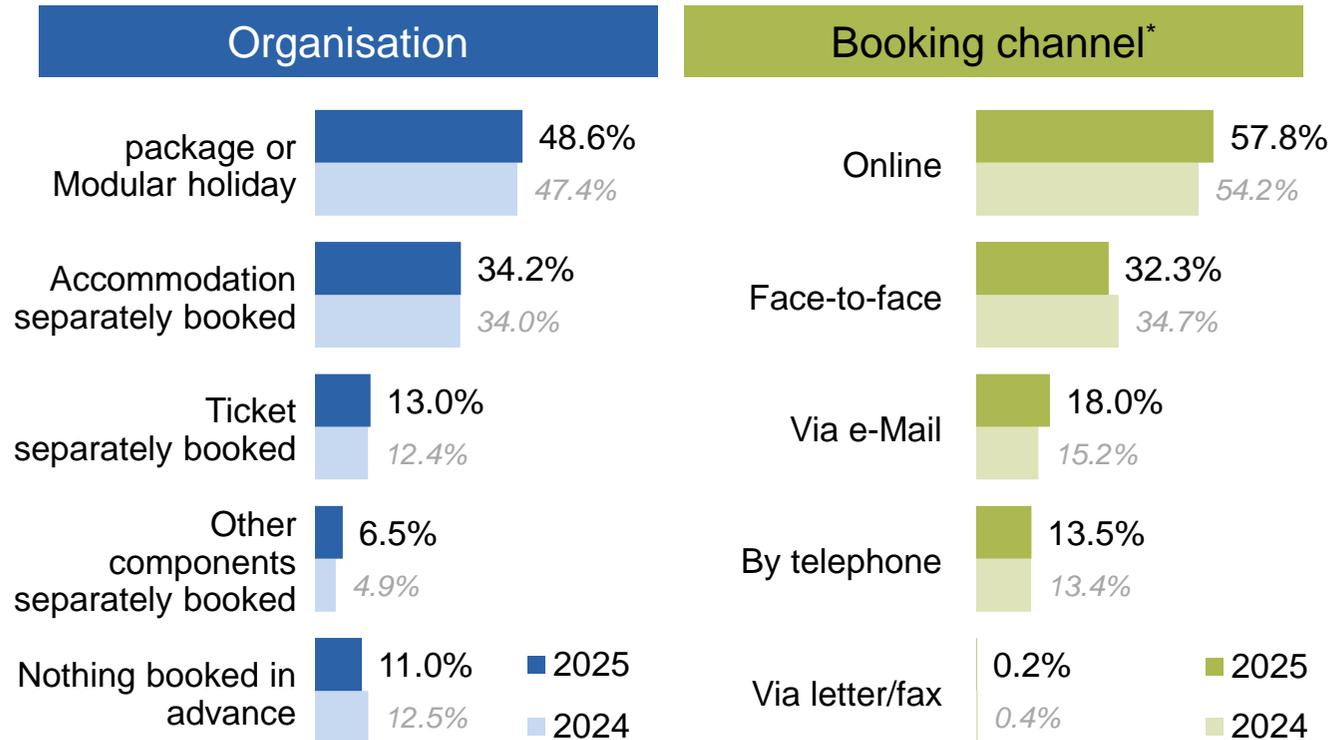
In terms of accommodation types, the market was largely stable. Only holiday apartments and holiday homes recorded slight gains in market share.

Trip duration and spending

The average trip duration in 2025 was 12.8 days. This is slightly shorter than 2024 and 2023, but significantly longer than 2019 (12.4 days).

Per person and trip, slightly more was spent in 2025 than in the previous year, namely an average of €1,354 (2024: €1,319; 2023: €1,337; 2019: €1,032).

ORGANISATION & BOOKING FOR HOLIDAY TRAVEL 2025: Package holidays in the lead; online bookings continue to grow



Holiday organisation

Overall, the picture is largely stable, with slight growth in 2025 for package and modular holiday bookings, but also for individual bookings – at the expense of trips where nothing was booked in advance.

Booking channels

In 2025, services were booked online for almost 58% of all holiday trips with advance bookings. A good 32% of services were booked face-to-face.

The increase in online bookings is part of a long-term trend. This contrasts with the long-term decline in bookings made face-to-face.

* only holiday trips with advance booking

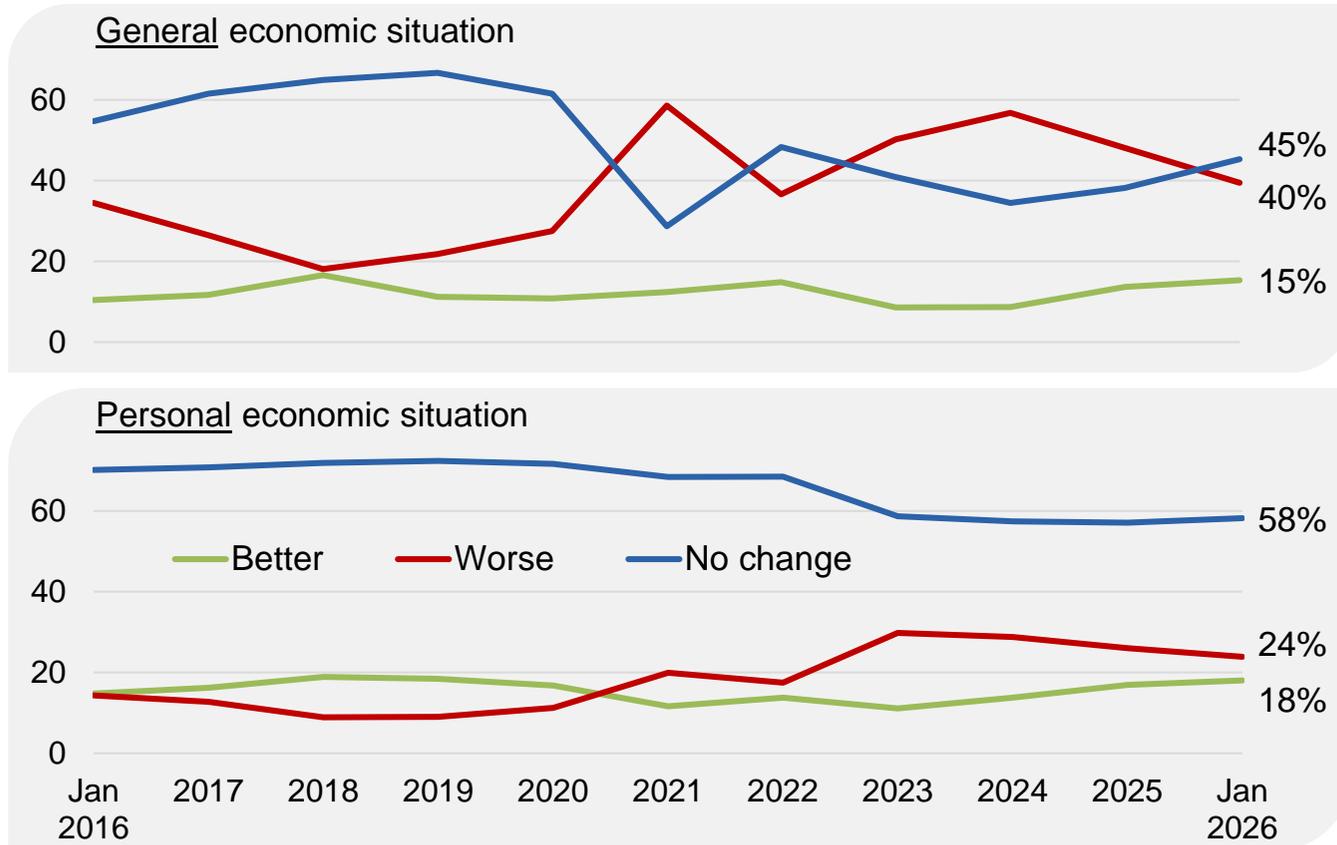
Basis: German-speaking population, aged 14 and over, in Germany - holiday trips 2025 lasting 5 days or more

Source: RA 2026

**Outlook 2026:
Positive outlook
for a good travel year**

ASSESSMENT OF THE ECONOMIC SITUATION

Slightly more positive than at the start of 2024 and 2025



Assessment of the economic situation

Regarding general economic development, expectations have improved compared to previous years, with 45% of the population expecting stability and 'only' 40% expecting a deterioration in the coming 12 months.

More important for holiday demand is the view of the personal economic situation: the vast majority, namely 58% (previous year 57%), do not expect any change. 18% (previous year 17%) anticipate an improvement, while 24% (previous year 26%) fear a deterioration.

Although this is still a comparatively negative outlook for the personal economic situation, 76% of the population have a stable or even positive outlook.

Question: How do you assess the general economic situation in Germany or your personal economic situation?

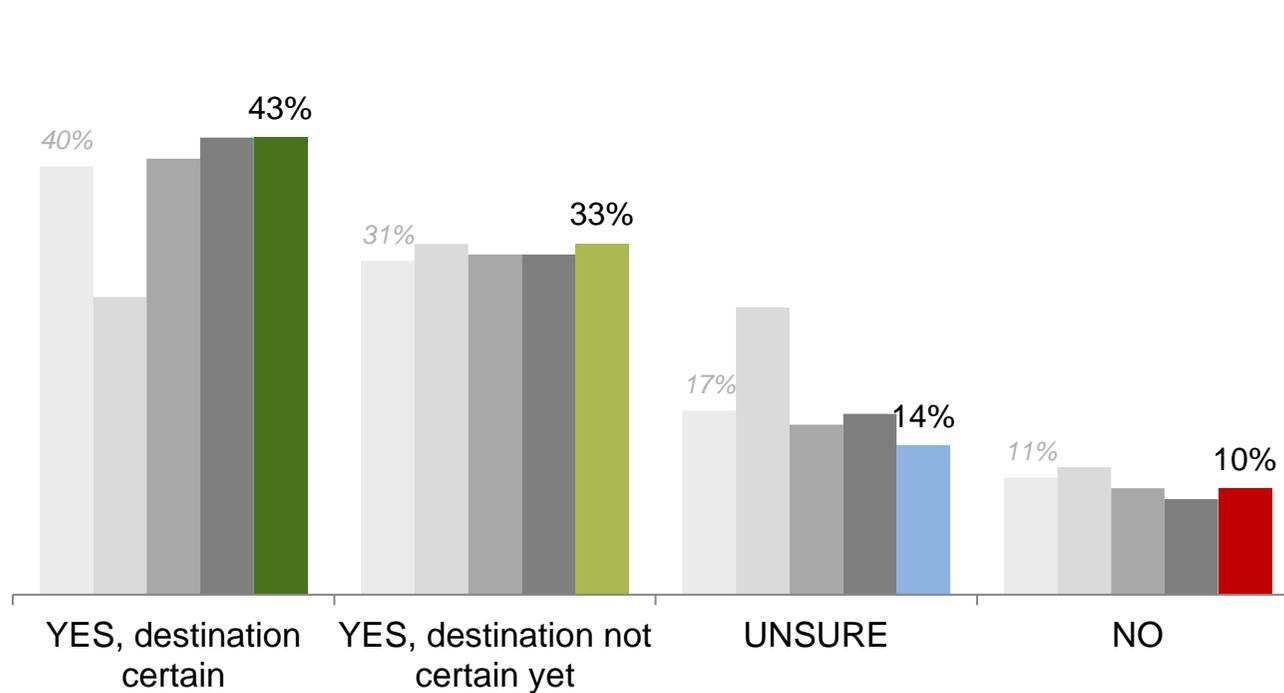
Will it be better, worse or the same in about a year's time?

Basis: German-speaking population, 14 years and older, in Germany; Source: RA 2026

TRAVEL PLANS 2026

Good conditions for a successful travel year

In January



Status of holiday plans in January 2026

Despite the relatively negative assessment of the economic situation, Germans' holiday plans are very positive:

76% of the population plan to travel in 2026 for sure: 43% have already decided on their destination, while 33% still have their destination open. These are good conditions for a successful travel year in 2026.

The proportion of those who are unsure is very low at 14%. The figure for those who are definitely not planning a holiday trip in 2026 is 10%.

Question: *Thinking about this year, do you already have holiday plans for 2026? Which of this list applies to you?*

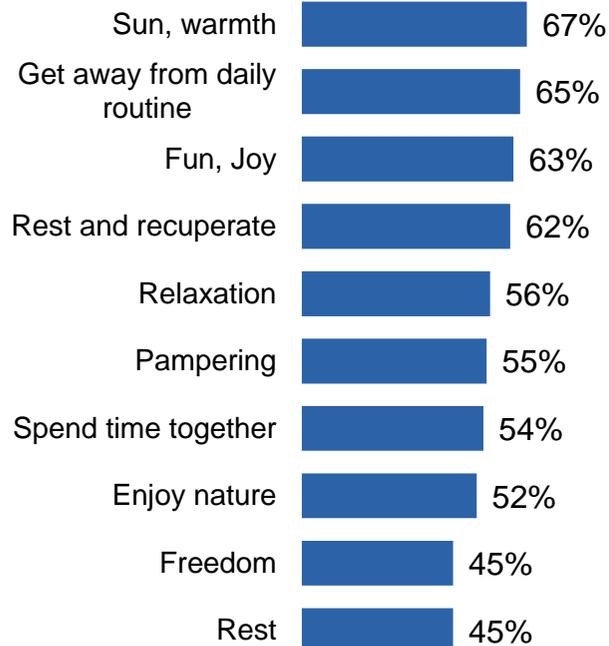
Basis: German-speaking population, aged 14 and over, in Germany

Source: RA 2026

GENERAL HOLIDAY MOTIVATIONS

Desires and wishes have a stabilising effect on demand

Motivations Top-10



Increasing since 2019

*Be entertained
Pampering, treat myself
Fun, enjoy myself,
Do something for my
appearance
Travel around*

Holiday motivations in January 2026

The general holiday motivations show that there are many good reasons for people in Germany to travel on holidays. They long for sun and warmth, a break from everyday life, fun & joy, and want to recharge their batteries.

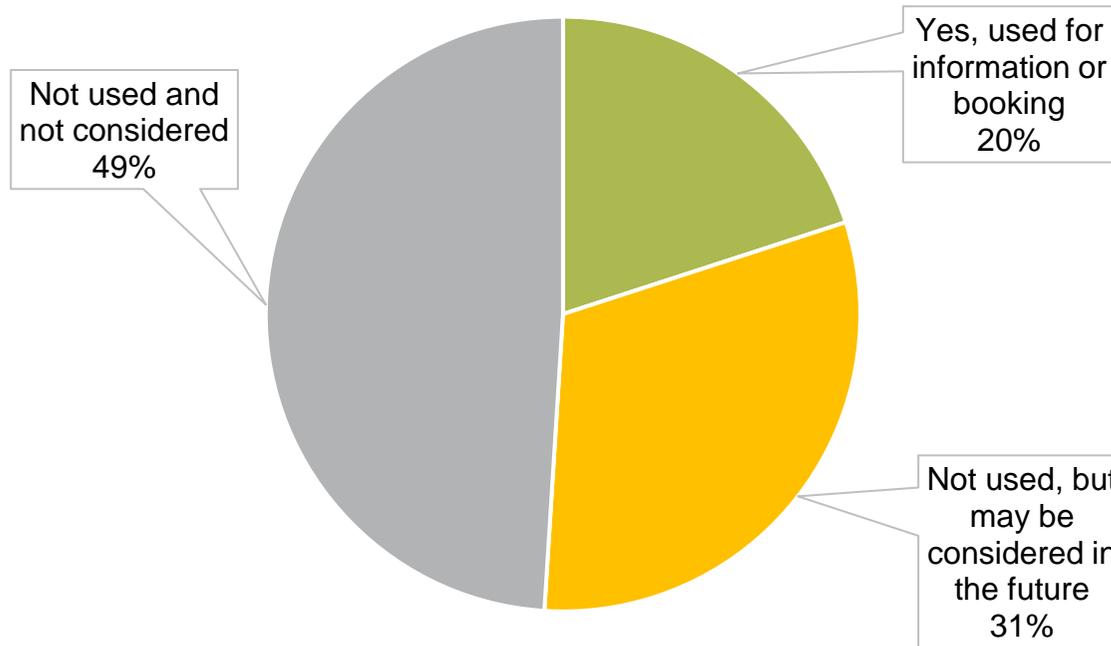
The same motivations regularly appear in the top 10, and the top spots are very close together.

There have been some interesting developments compared to before the pandemic: growth was particularly noticeable in motivations related to self-reference and hedonism – and with Travelling around in general.

USE OF AI FOR HOLIDAY TRIPS IN 2025

AI applications were already used in 20% of holiday trips

Did you use AI applications for this trip?



Use of AI for holiday trips 2025

Artificial intelligence is a hot topic and is also playing an increasingly important role in holiday planning.

AI applications were already used in 20% of all holiday trips in 2025. A further 31% of holidaymakers are considering using them in the future. The travel industry is certainly facing rapid development in this area!

You can find more information on this topic in the RA Special, which you can order here: <https://reiseanalyse.de/publications/special-ki/> (publication in German)

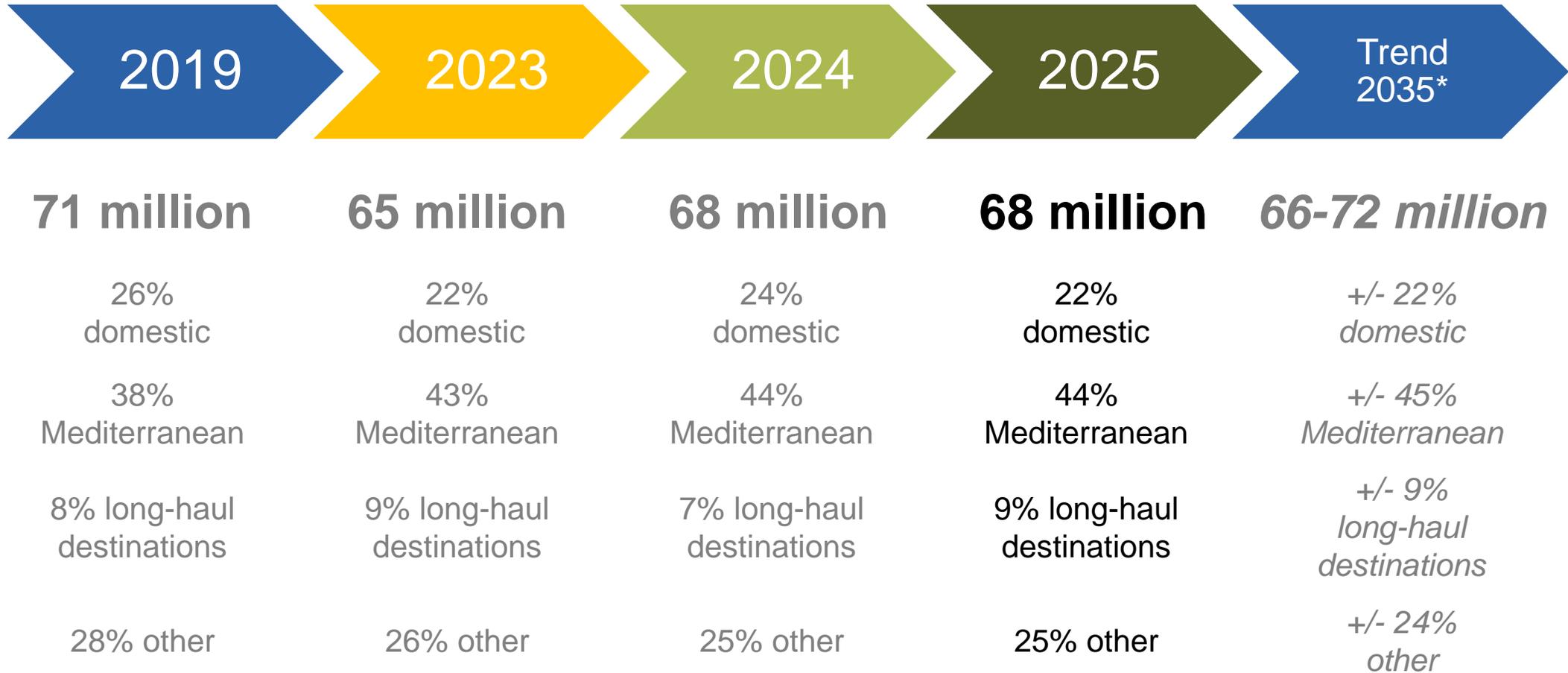
Question: Did you use artificial intelligence in connection with this holiday trip – i.e. during the planning, during the trip or afterwards – artificial intelligence, i.e. AI-supported applications (e.g. chatbots such as Chat GPT or Gemini, voice assistants or AI-supported apps)?

Basis: German-speaking population, aged 14 and over, in Germany - holiday trips 2025 lasting 5 days or more

Source: RA 2026

CONCLUSION

Trends in volume and destinations of holiday trips



Basis: German-speaking population, aged 14 and over, in Germany - holiday trips 2024 lasting 5 days or more

Source: RA 2026; * Data for 2035: RA TrendStudy 2035 (<https://reiseanalyse.de/en/publications/reiseanalyse-trend-study-2035-digital-version/>)

Information about the Reiseanalyse

DO YOU WANT TO KNOW MORE? BECOME A REISEANALYSE PARTNER!

The Reiseanalyse (RA) has been studying the travel behaviour of the German population for over 50 years. Several population-representative surveys (*face-to-face* and *online*) are conducted annually with a total of more than 12,000 respondents.

The Reiseanalyse is a participation survey, the costs of which are shared by the partners of the RA. A basic participation is a prerequisite for using the results of our investigations. Depending on the area of application, the basic scope of participation can be supplemented and individualised with further modules and extensions.

Partners of the Reiseanalyse include national and international DMOs, tour operators, transport companies, but also public institutions, associations and universities.

All details on the Reiseanalyse and your participation options at www.reiseanalyse.de

As a partner of the RA you will receive information on:

Holiday travel experience
of the last 3 years
for 80 destinations,
25 holiday types & 15 activities

Travel behaviour last
year
All about holidays
and short breaks

Travel intentions and
Holiday interests
80 destinations,
25 types of holiday

Detailed socio-demographics, holiday motives, internet use

Optional extensions:

Module topics

Own questions in the
surveys

Exclusive/additional
questions

Analysis software

Sinus®-Milieus

Consulting and analysis
services

Fields of application:

Target group segmentation

Advertising planning

Volume estimates &
Profitability analyses

Analyses of potential

Motive research

Benchmarking &
Brand tracking

Reiseanalyse Trend Study

Holiday demand in the source market Germany

The trend study describes the development of the holiday demand in Germany from the 1970s to the travel year 2035, combining over 50 years of empirical data collection with a with a scientifically sound look into the future.

Contents of the Trend Study

1. Environment and supply analysis
2. Holiday wishes
3. Demand volume
4. Holiday destinations
5. Holiday planning
6. Organisation of holiday trips
7. Types of holiday travel
8. Conclusion:
From trends to the big picture



ISBN Trend Study 2035: 978-3-949752-04-9
122 pages (78 illustrations and diagrams)
Available in German and English

RA 2025: Summary of the results

Structure and development of demand for holiday travel

The annual summary of the Reiseanalyse focuses on a detailed summary of the key findings of our most recent research.

The latest edition deals with the findings on travel behaviour in the travel year 2024, as well as with motives and preferences in connection with holiday trips.

In addition to selected results, time series and comparisons with the previous year, the summary also contains evaluations of short holiday trips by the German-speaking population.

A short version of the RA 2026 will be published in autumn 2026.



ISBN: 978-3-949752-09-4
83 pages, 84 illustrations
Available in German and English

Further information and ordering at reiseanalyse.de/publications/