

Global Market Profile

GERMANY



September 2023

Introduction

- Tourism Economics forecasts international visitation to California will account for \$24B in tourism spending in 2023 and increase to \$28B in 2024, fully recovered to 2019 spending. While important North American and European visitor markets are either fully recovered or nearly recovered, visitation from markets in the Asia Pacific region continues to lag and hold back California's Gateway regions from fully recovery. Despite the uneven recovery, California's core international markets are critical to the success and growth of the tourism industry in the state.
- The **Global Market Profile** report has been developed by Visit California Research to provide insights on California's opportunity international markets.

Market Landscape:



Audience Insights:



California Traveler & Trip Details:

- **Market Landscape** includes foundational intelligence from Visit California:
 - Visitation and Spending Forecasts
 - Airlift Recovery (flights and seats)
 - Arrival Numbers & California Market Share
 - Consumer travel intent and barriers
- **Audience Insights** includes a profile of target travelers, including:
 - Description and size of Audience Target
 - Demographic profile
 - General travel planning behavior
 - General trip spending
 - Advertising and sports preferences
- **California Traveler & Trip Details** includes details about visitors to California from the past year, including:
 - Trip purpose
 - First/Repeat visitation
 - Destinations visited
 - Travel party, accommodations, activities and expenditures

Methodology & Sources

- The report contains three sections:
 - The **Market Landscape** section is sourced from Visit California's key research partners, including Tourism Economics, NTTO, CIC Research, Cirium and YouGov.
 - The **Audience Insights** section is sourced from YouGov's Global Travel Profiles which tracks travel-related sentiment and behavior in over 25 global markets, including all fourteen Visit California target markets. Panelists are surveyed on preferred trip types, booking methods, accommodation preferences, and advertising perceptions.
 - The audience profile is built on a segmentation of likely international leisure travelers in the market. For markets with enough sample size, the segmentation includes an additional filter of travelers considering California as a destination. The profile of these custom targets across California's target markets will provide insights into those travelers most likely to visit the state.
 - The **California Traveler and Trip Characteristic** section provides information on trips that included a stay in California from the Survey of International Air Travelers (SIAT).

Audience Profile Definitions

Audience Profile of: <i>International Leisure Travelers Considering CA</i>	Audience Profile of: <i>International Leisure Travelers</i>
Australia	Brazil
Canada	China
France	Italy
Germany	Japan
India	Middle East*
Mexico	Scandinavia**
South Korea	
UK	

*Saudi Arabia and UAE

**Denmark, Finland, Norway and Sweden



Market Landscape

Country Profile

Germany



POPULATION: *

83.3M

EXCHANGE RATE: **

Local currency to USD dollar

0.9

GROSS DOMESTIC PRODUCT (GDP):

Annual % chg ***

-0.1%

INFLATION RATE:

Annual % chg ****

6.2%

* www.worldometers.info, 2023

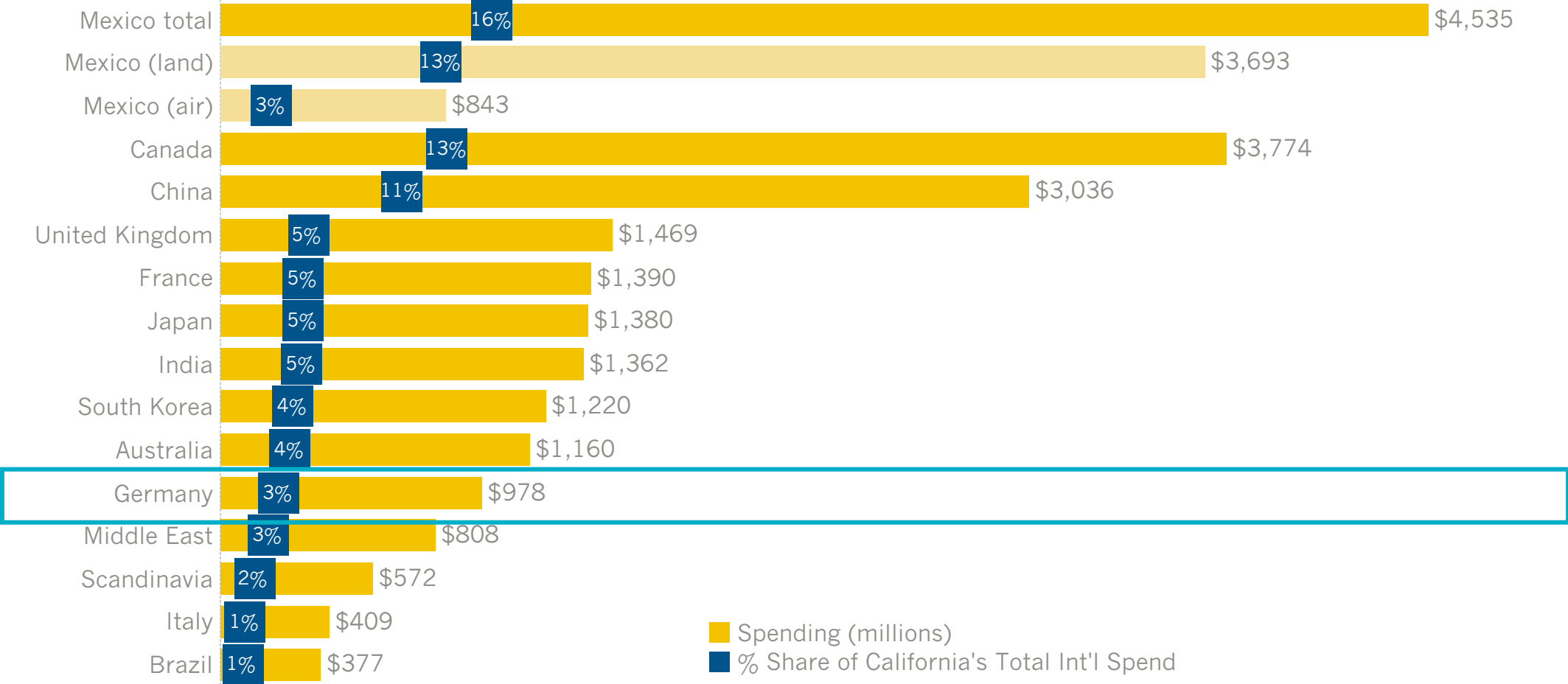
** www.x-rates.com, Aug 2023

*** www.imf.org, 2023

**** www.imf.org, 2023

Forecast: Visitor Spending by Market (2024)

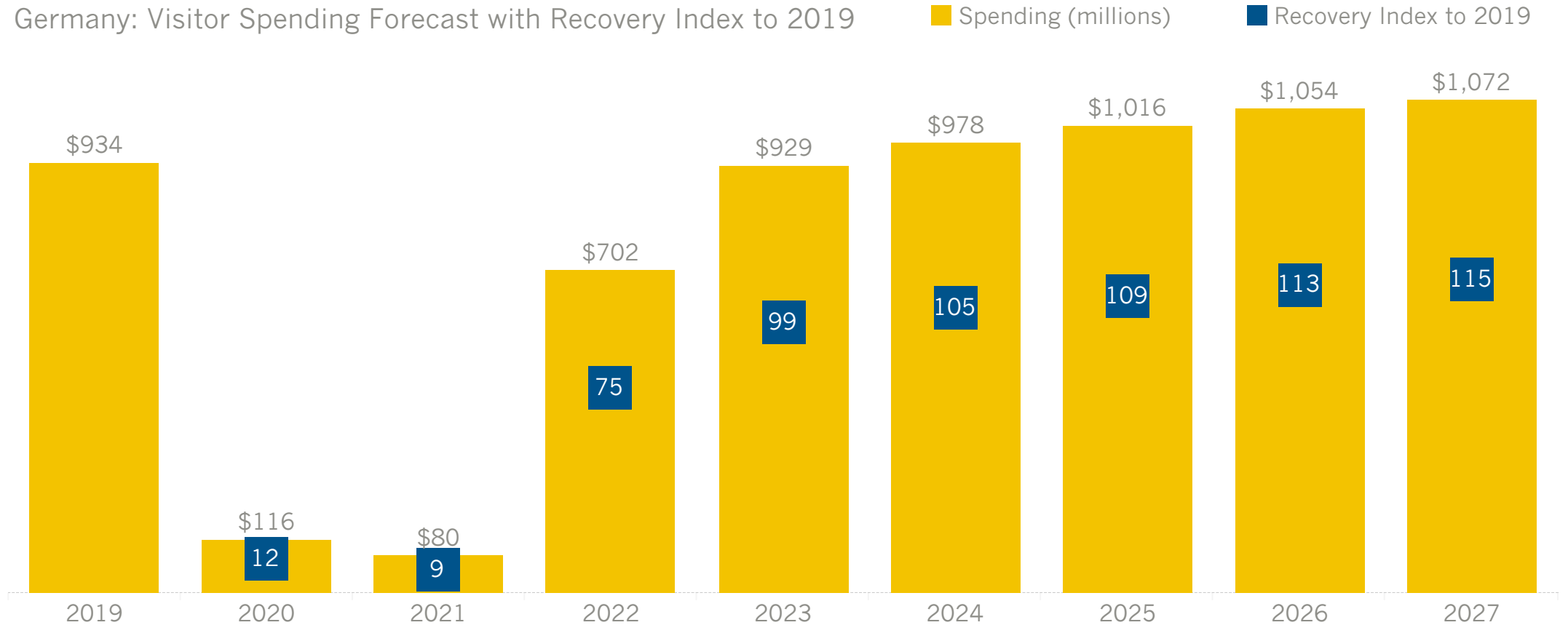
The chart below shows California’s visitor spending forecast for the state’s 14 target markets and share of total international spending in the state.



Source: Tourism Economics (Sept 2023)

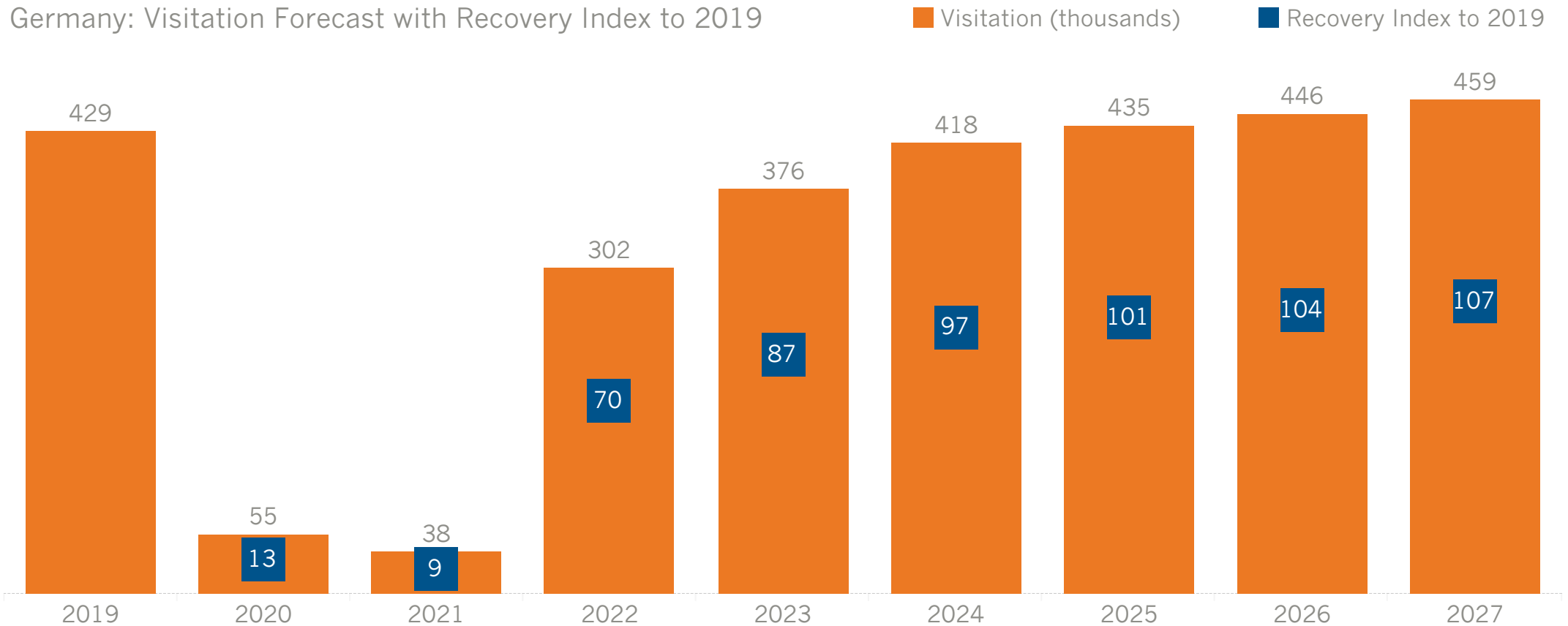
Forecast: Visitor Spending

The chart below shows the state's visitor spending forecast and the recovery index for the focus market.



Forecast: Visitor Volume

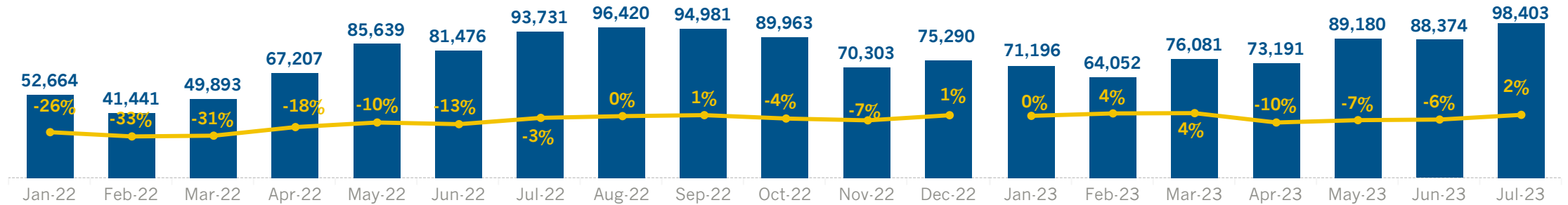
The chart below shows the state's visitation forecast and recovery index for the focus market.



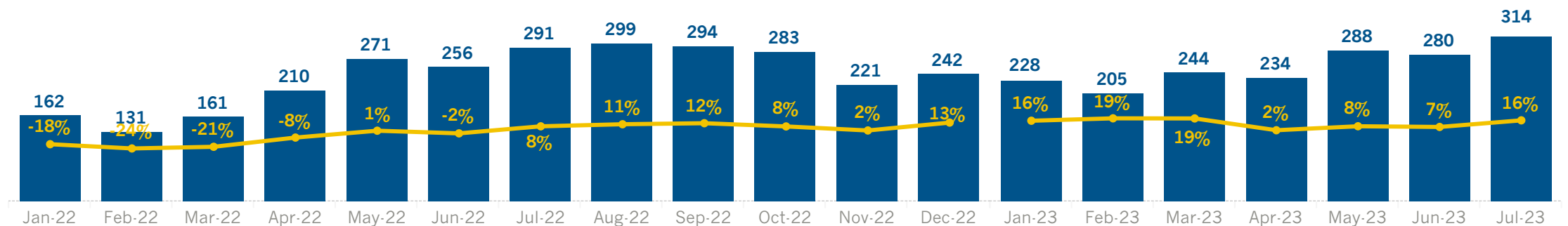
Airlift to California

The charts below shows airlift to California and percent change to 2019 for the focus market.

Germany: Non-Stop Seats to CA (% chg vs 2019)



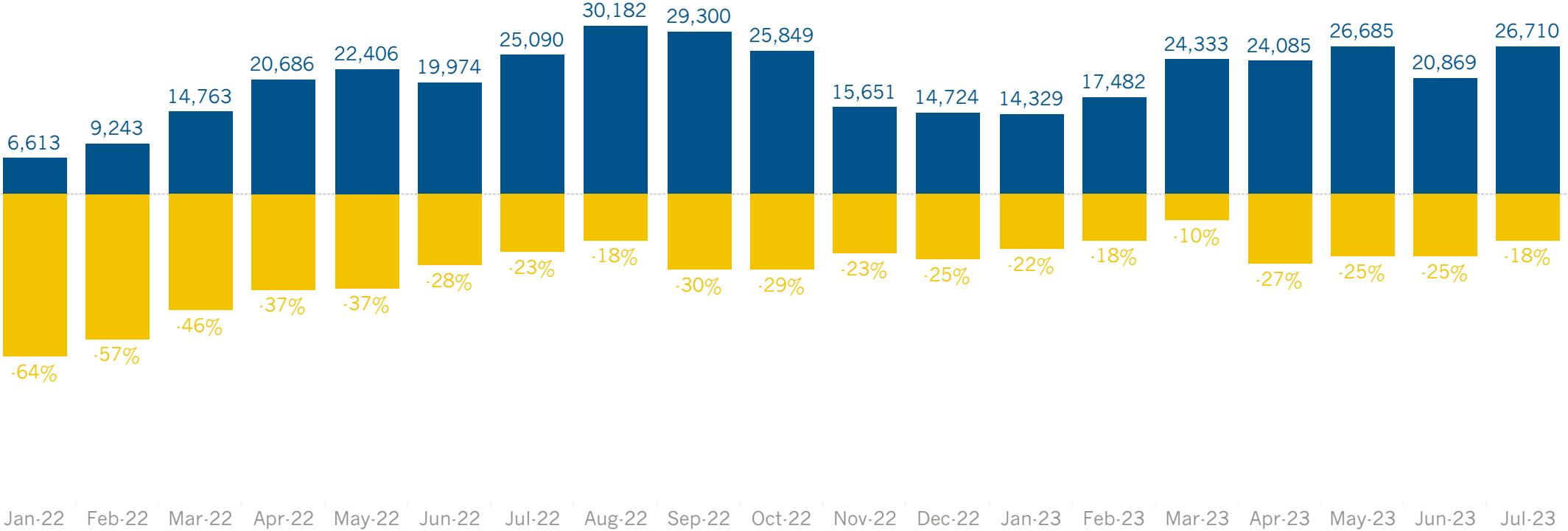
Germany: Non-Stop Flights to CA (% chg vs 2019)



Non-Resident Arrivals to California

The chart below shows non-resident arrivals at California’s ports of entry and percent change to 2019 for the focus market.

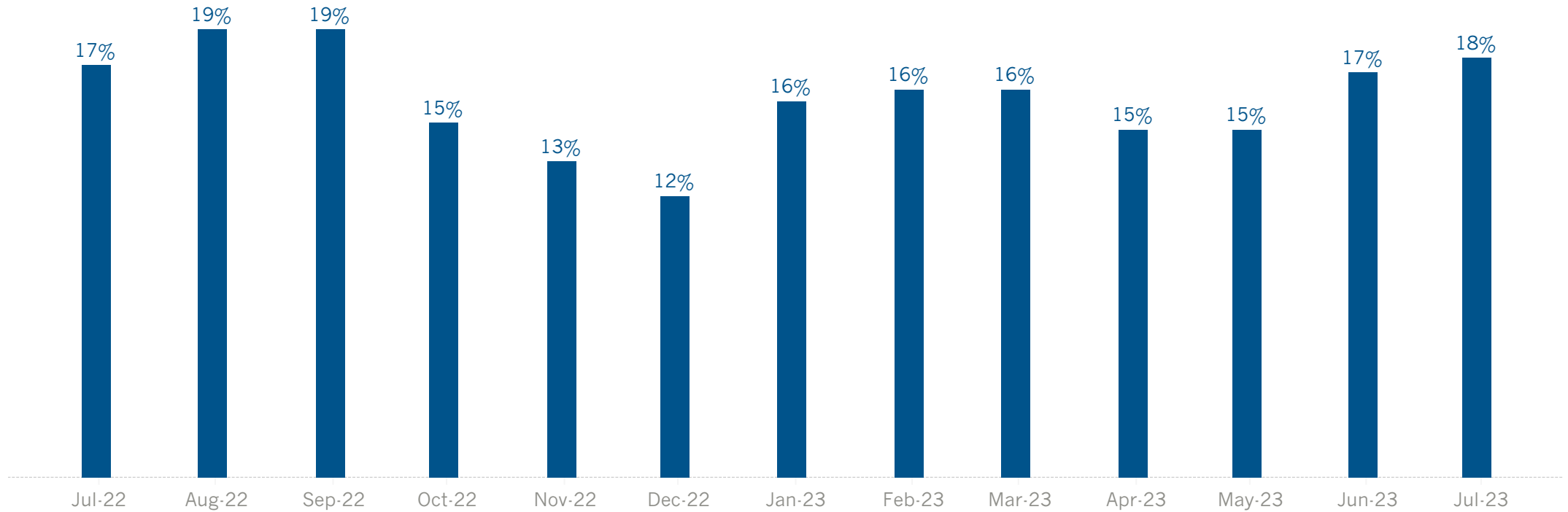
Germany: Non-Resident Arrivals at CA Ports of Entry (% change vs. 2019)



California's Share of Arrivals

The chart below shows California's share of arrivals from the focus market based on First Intended Address (FIA).

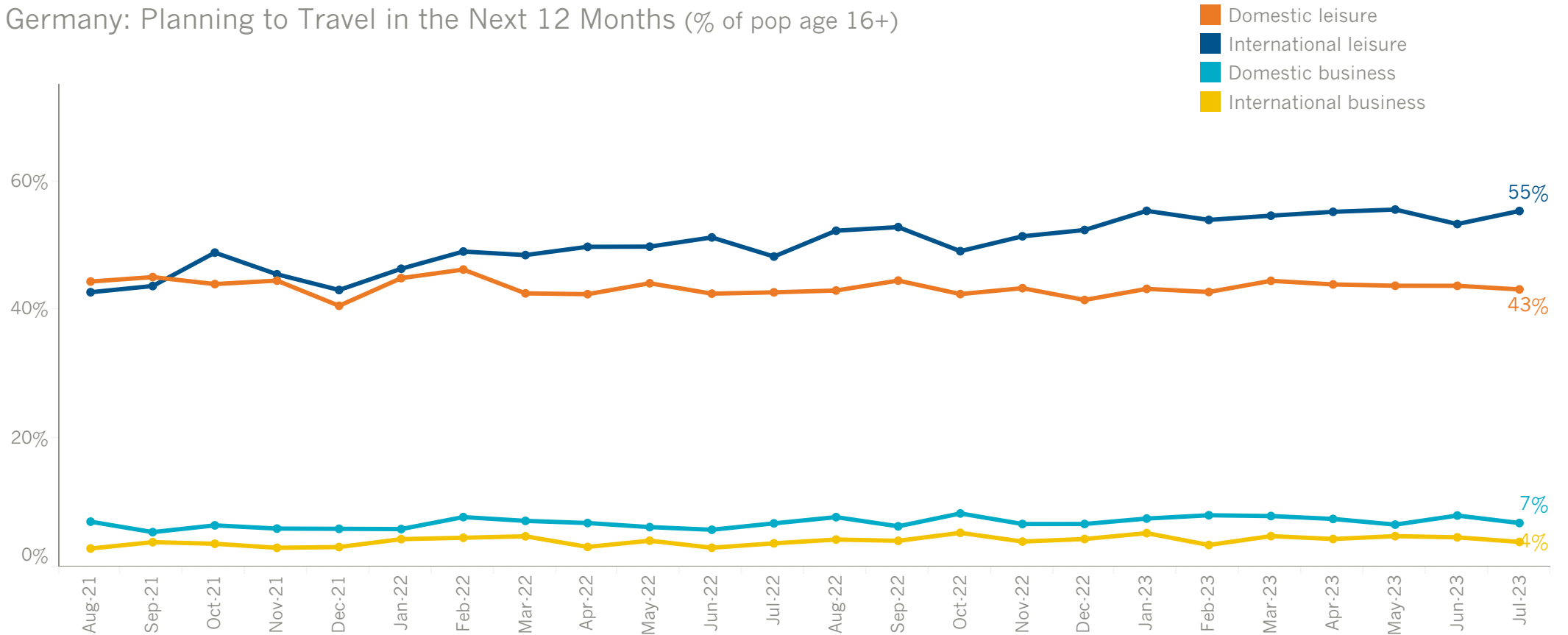
Germany: California Market Share of Arrivals Based on First Intended Address (%)



Travel Planned in Next 12 Months

The chart below shows the types of trips planned in the next 12 months for the focus market.

Germany: Planning to Travel in the Next 12 Months (% of pop age 16+)



Q: Which, if any, of the following trips are you planning to take in the next 12 months?

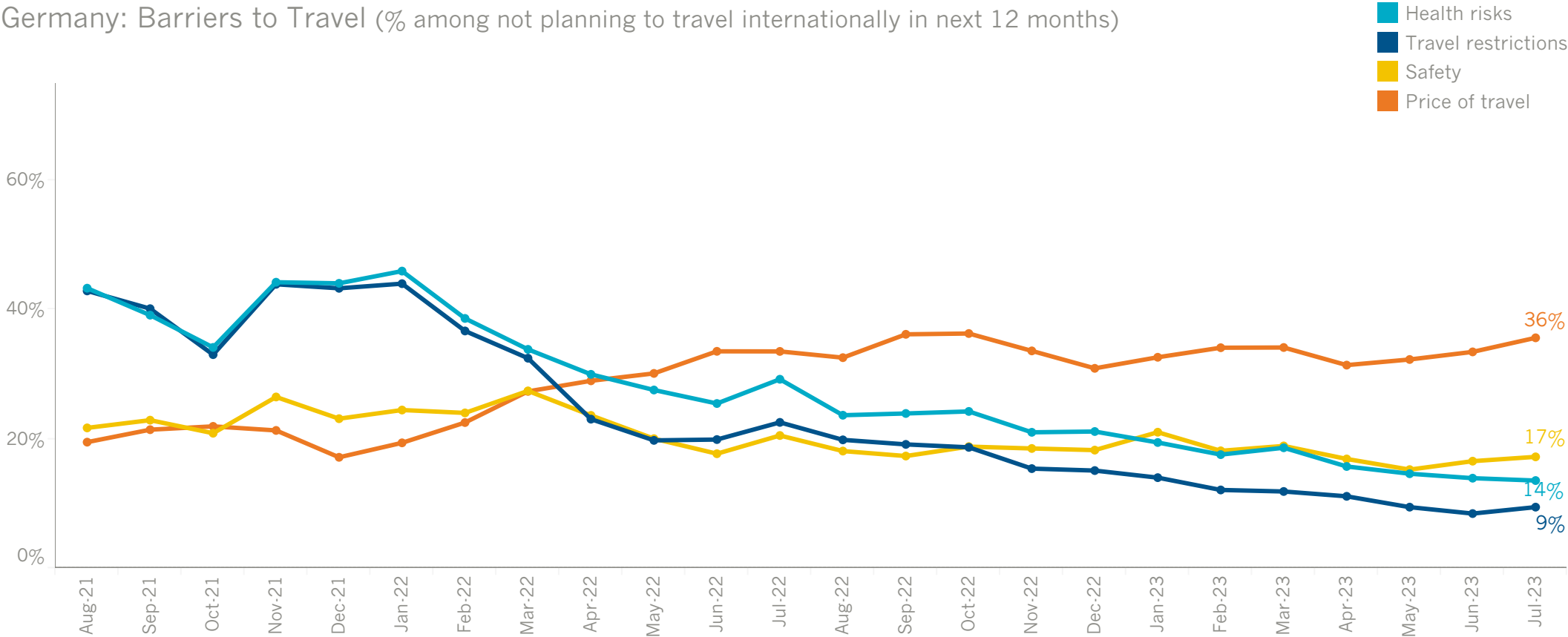
Data reported for: July 2023

Source: YouGov

Barriers to Travel

The chart below shows perceived barriers to travel among consumers not currently planning an international trip in the focus market.

Germany: Barriers to Travel (% among not planning to travel internationally in next 12 months)



Q: Which, if any, of the below factors are currently preventing you from traveling?

Data reported for: July 2023

Source: YouGov



Audience Insights



Int'l leisure travelers
considering California
"CA Traveler Target"

Audience Profile

The chart shows the incidence of international leisure travelers in the focus market and the subset of international leisure travelers considering California as a destination.

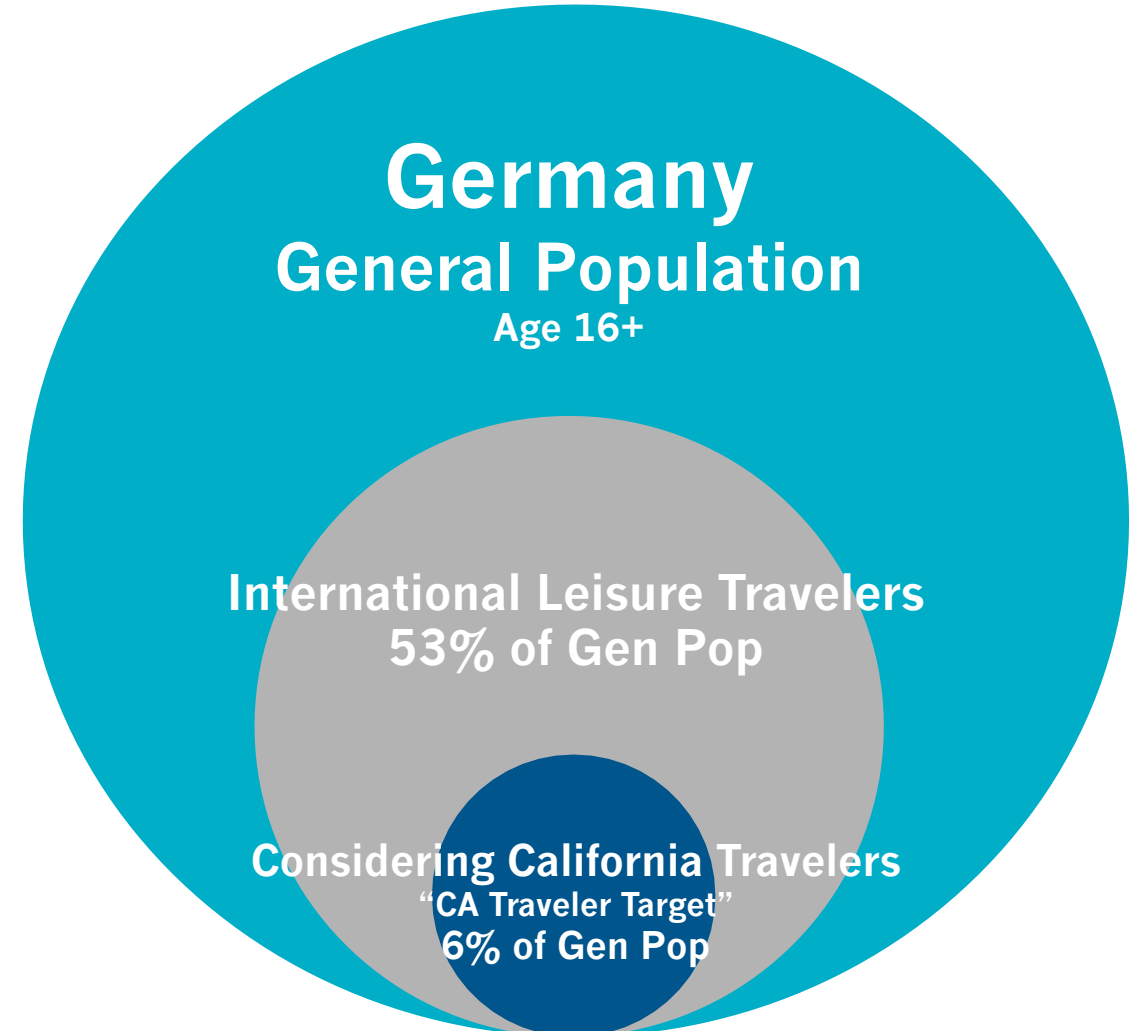
The following audience profile is based on the survey responses over a 12-month period of those consumers considering California as a destination for international leisure travel.

Definitions:

International Leisure Travelers:

Consumers in the focus market planning an international leisure trip in the next 12 months.

Considering California Travelers ("CA Traveler Target"):
Among the consumers in the focus market planning international leisure travel, those who are considering California as destination for travel in the next 12 months.



How to Read the Data

Generation		
	CA Traveler Target	Index
Gen Z	5%	59
Millennial	51%	115
Gen X	29%	124
Baby Boomer	13%	60
Silent	2%	84

Generation Definitions:

- Gen Z (2000 and later)
- Millennial (1982-1999)
- Gen X (1965-1981)
- Boomer (1946-1964)
- Silent (<1945)

Data:

- **CA Traveler Target:** Shows the incidence (%) of the demographic characteristic or travel activity among international leisure travelers considering California as a destination in the focus market.
- **Index:** Compares the incidence (%) of the CA Traveler Target to the incidence (%) of all International Leisure Travelers. For example, an index of 115 indicates that the measure among the CA Traveler Target is 1.15x greater than among International Leisure Travelers in the focus market.



Int'l leisure travelers
considering California
"CA Traveler Target"

Demographic Profile

The chart below shows the demographic profile of the consumer target in the focus market.

Germany

Gender		
	CA Traveler Target	Index
Female	46%	94
Male	54%	106

Marital Status		
	CA Traveler Target	Index
Single	34%	134
Married	42%	90
Living w/ Partner	14%	106

Family Status		
	CA Traveler Target	Index
Children <18	18%	94

Age		
	CA Traveler Target	Index
Age 16-24	14%	141
Age 25-34	22%	125
Age 35-44	17%	107
Age 45-54	24%	118
Age 55+	22%	63

Generation		
	CA Traveler Target	Index
Gen Z	9%	136
Millennial	38%	120
Gen X	36%	112
Baby Boomer	17%	60
Silent	1%	40

Income*		
	CA Traveler Target	Index
Higher income	5%	167
Middle income	50%	103
Lower income	25%	77
Prefer not to say	19%	123

Region		
	CA Traveler Target	Index
North Rhine-Westphalia	23%	103
Baden-Wuerttemberg	17%	122
Bavaria	16%	93
Hesse	9%	122
Lower Saxony	9%	101
Berlin	6%	129
Rheinland-Pfalz	5%	106
Schleswig-Holstein	3%	98
Saxony	3%	65
Brandenburg	3%	107
Hamburg	2%	94

*Income definitions: Higher >200% of median, Middle 75% to 200% of median, Lower <75% of median



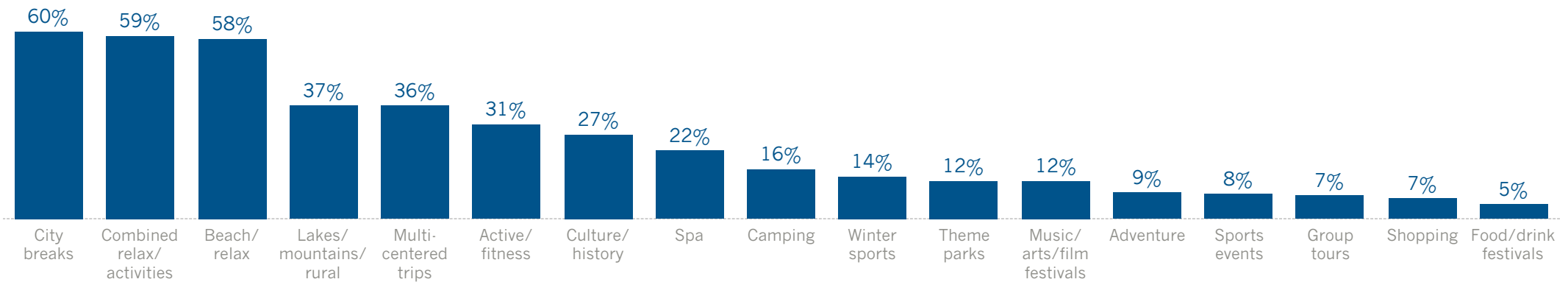
Int'l leisure travelers
considering California
"CA Traveler Target"

Trip Preferences/Characteristics

The chart below shows the typical trip preferences & characteristics of the consumer target in the focus market.

Germany

Trip Type



Traveler Type

	CA Traveler Target	Index
Budget	24%	92
Adventurous	23%	131
All-inclusive	17%	102
Responsible	14%	96
Luxury	7%	135

Travel Party (from most recent vacation)

	CA Traveler Target	Index
My partner	64%	94
My children	30%	111
Friend(s)	27%	141
Other family	19%	137
Solo	6%	75
Other person(s)	3%	89

Q Trip Type: Which of the following types of holidays do you typically take?

Q Traveler Type: Which of the following best describes the type of traveler you are?

Q Travel Party: Thinking about your most recent holiday, which of the following best describes the group or individual you went on holiday with?

Source: YouGov (July 2022-June 2023)



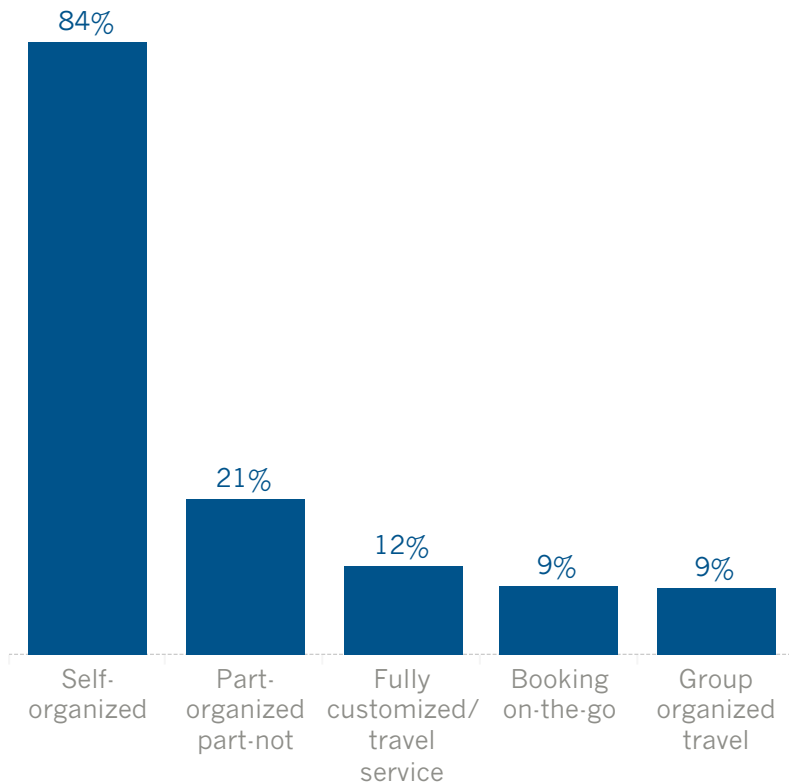
Int'l leisure travelers
considering California
"CA Traveler Target"

Organizing/Planning Methods

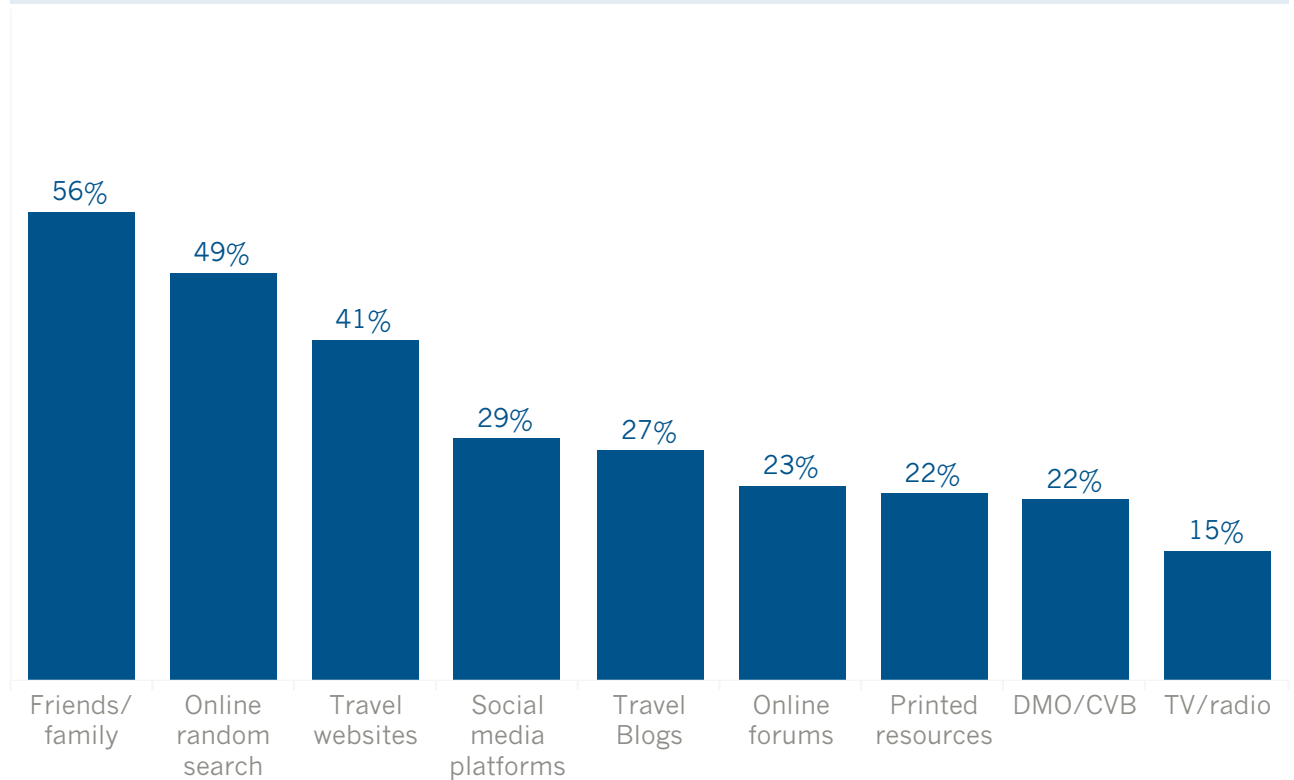
The chart below shows the organizing and planning methods of of the consumer target in the focus market.

Germany

Organizing Travel



Planning Methods



Q Organizing: Which of the following describe how you generally organize your holidays?

Q Planning: Which of the following methods do you generally use to help plan a holiday?

Source: YouGov (July 2022-June 2023)

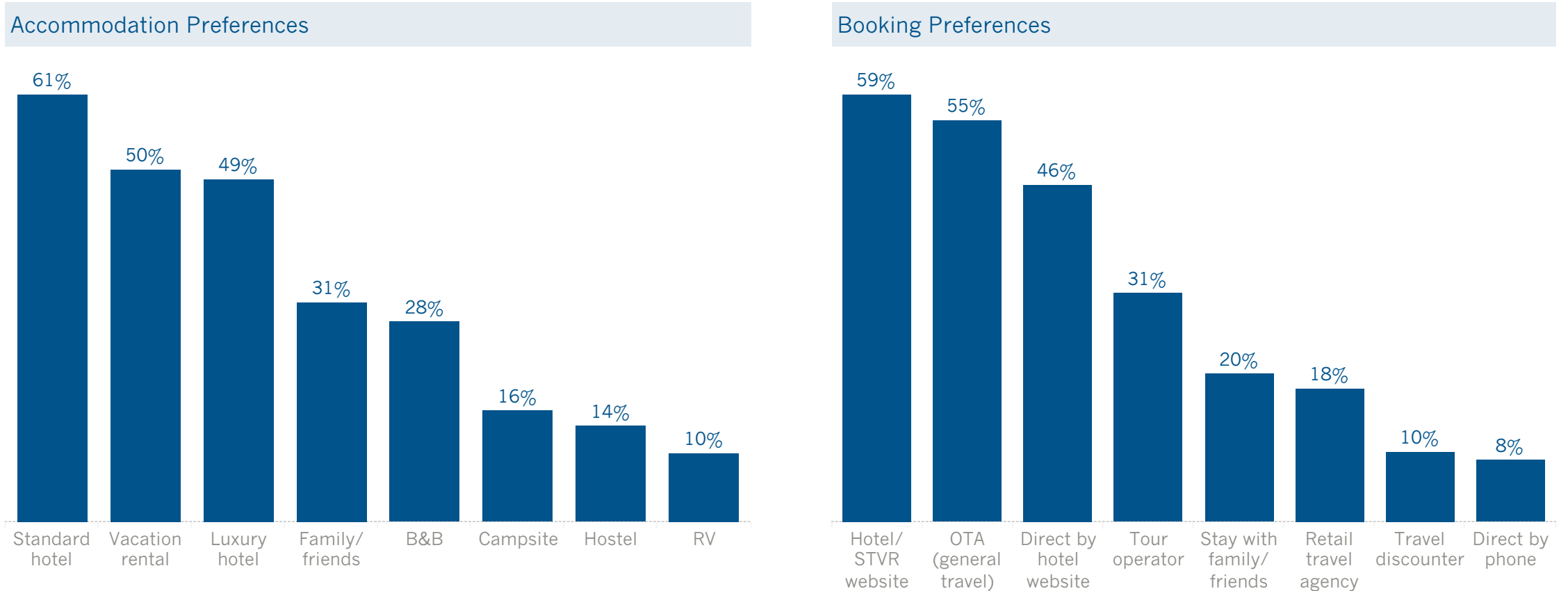


Int'l leisure travelers
considering California
"CA Traveler Target"

Booking Preferences

The chart below shows the accommodation preferences of of the consumer target in the focus market.

Germany



Q Accommodation: Which of the following types of accommodations do you typically stay in when you are on holiday?
Q Booking: Which of the following booking methods do you typically use when booking accommodations for the holidays?



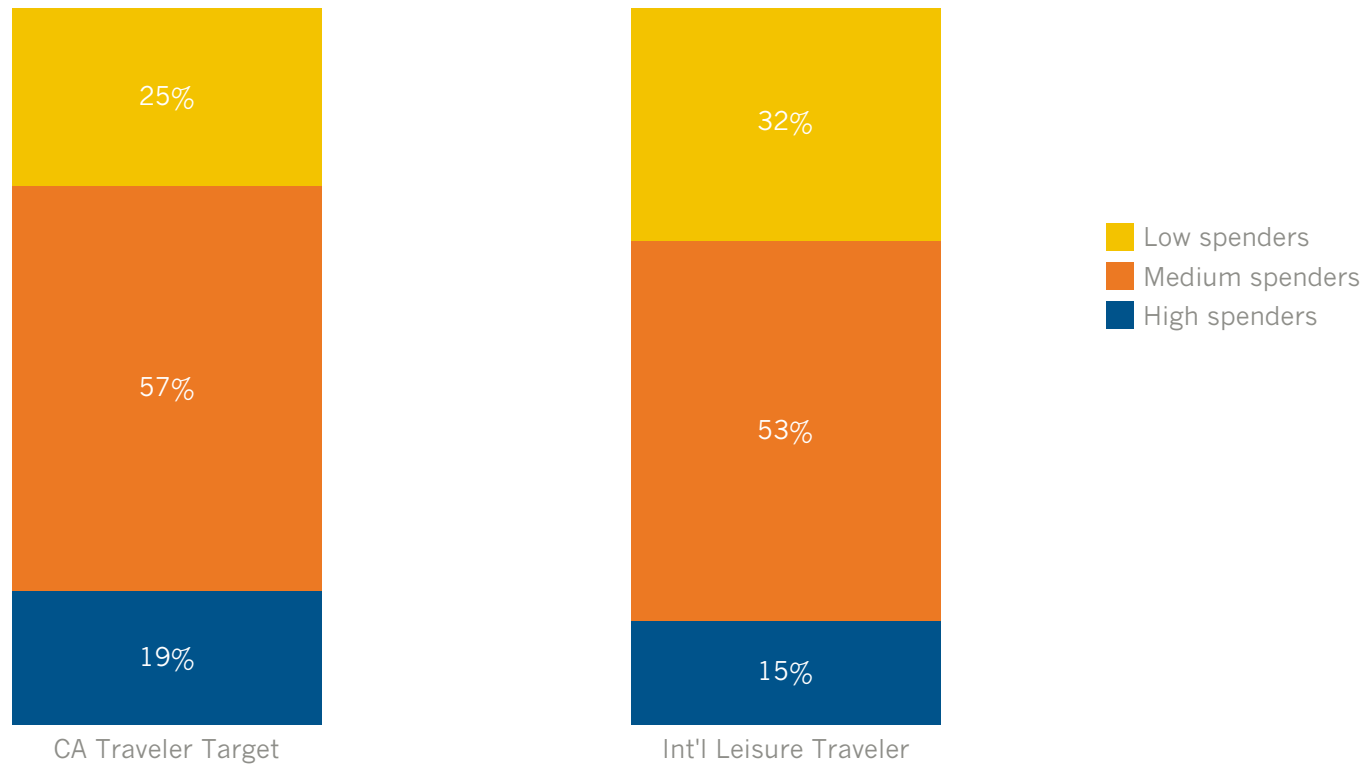
Int'l leisure travelers
considering California
"CA Traveler Target"

Travel Spending

The chart shows the travel spending of the consumer target in the focus market based on the most recent vacation.

Germany

Travel Spending (from most recent vacation)





Int'l leisure travelers
considering California
"CA Traveler Target"

Media & Advertising

The data shows advertising influences and sports preferences of the target consumer in the focus market.

Germany

Advertising Influences		
	CA Traveler Target	Index
Social media	48%	141
Travel websites	41%	127
Online streaming services	34%	138
TV - Free to view channels	32%	131
Billboards	26%	123
Local newspaper (physical)	23%	112
Magazines (digital)	22%	131
Radio	21%	120
Magazines (physical)	21%	118
Direct mail	19%	97
Local newspaper (digital)	19%	122
Public transport	19%	137
Cinema	17%	133
National newspaper (digital)	17%	142
TV - paid/subscription	15%	144
Podcast	16%	157
National newspaper (physical)	14%	127

Sports Watched/Followed		
	CA Traveler Target	Index
Soccer/Football	43%	126
Tennis	15%	142
Athletics/Track & Field	13%	107
NFL	15%	234
Cycling	10%	118
Basketball	11%	165
Swimming	9%	113
Ice Hockey	9%	117
Boxing	8%	128
Running/Marathon	7%	129
Volleyball	4%	114
Golf	4%	154
Gymnastics	2%	101
Baseball	3%	180
Surfing	2%	147
Horse Racing	2%	112
Rugby League	2%	164
Australian Rules Football	2%	326
Cricket	0%	74

Q Advertising: Thinking about your next travel or holiday related purchase,...where would you advertise to catch your attention?

Q Sports: Which of the following sports do you watch or follow?

Source: YouGov (July 2022-June 2023)



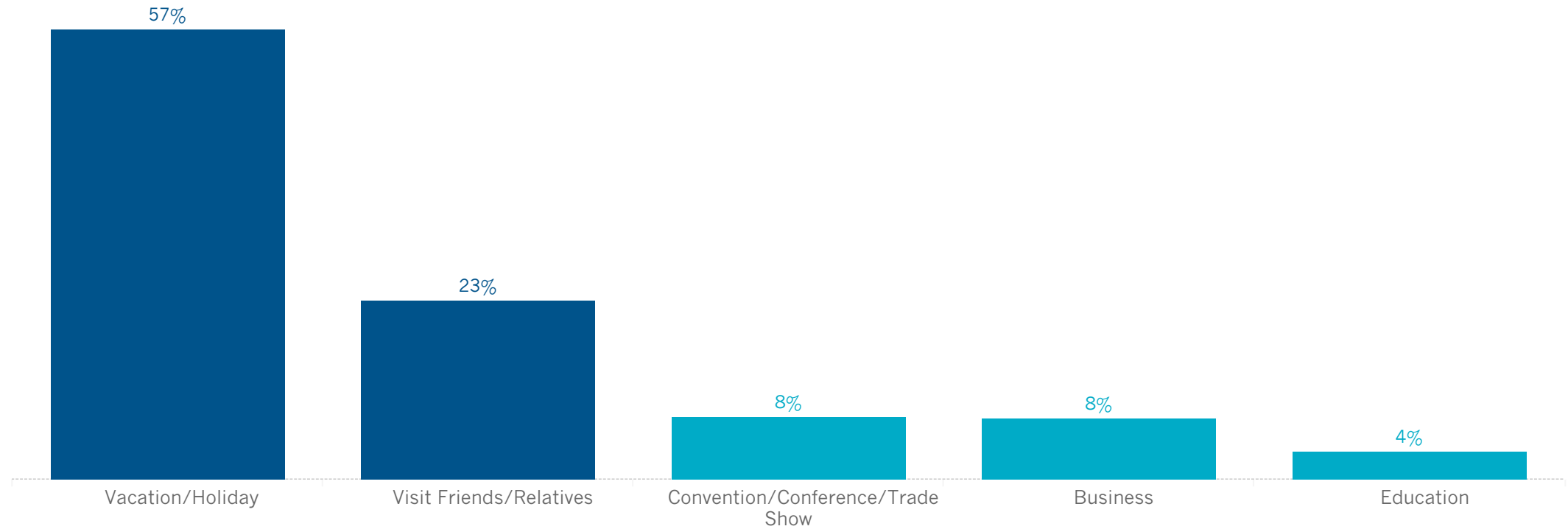
California Travelers & California Trip Characteristics

Main Purpose of Trip

The chart below shows the main purpose of the trip among travelers in the focus market.

Germany

Main Purpose of Trip



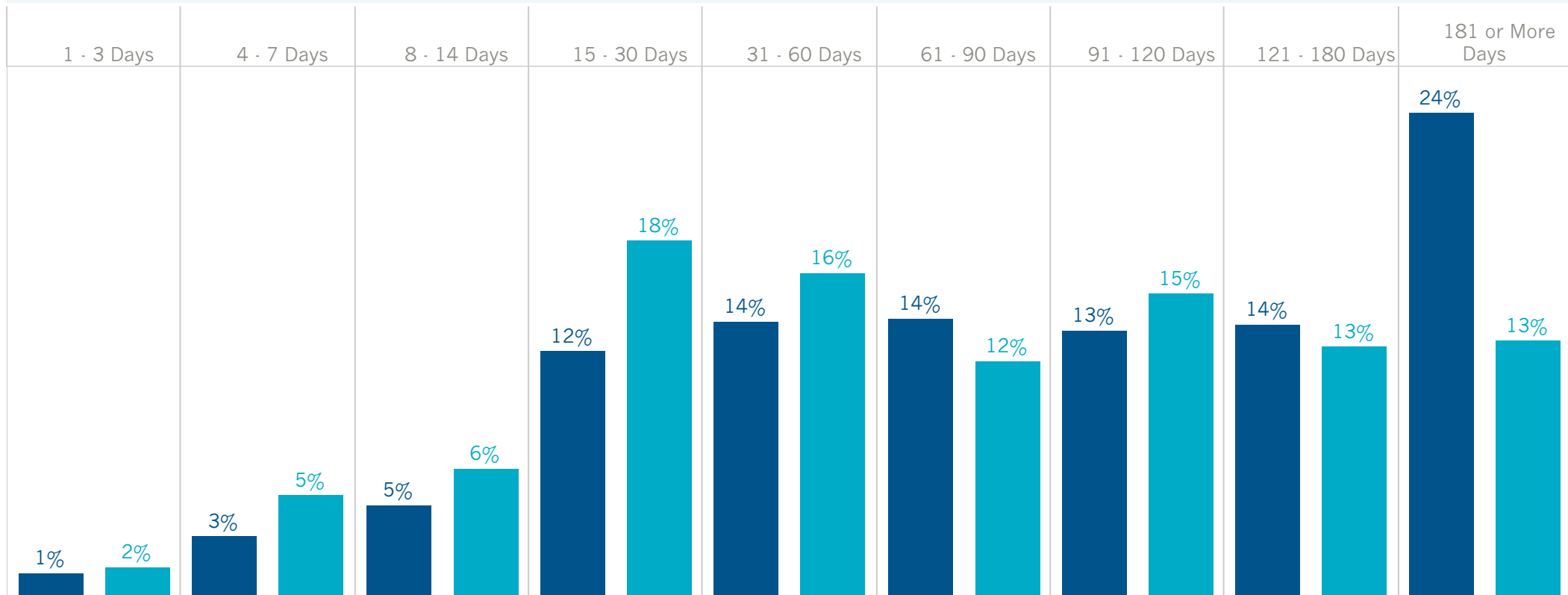


Decision Making vs Reservations

The chart below shows the timeframe for making the decision to travel and making the reservations among travelers in the focus market..

Germany

Decision Making vs Reservations



- How many days prior to departure did you make the decision to travel?
- How many days prior to departure did you make air travel reservations?

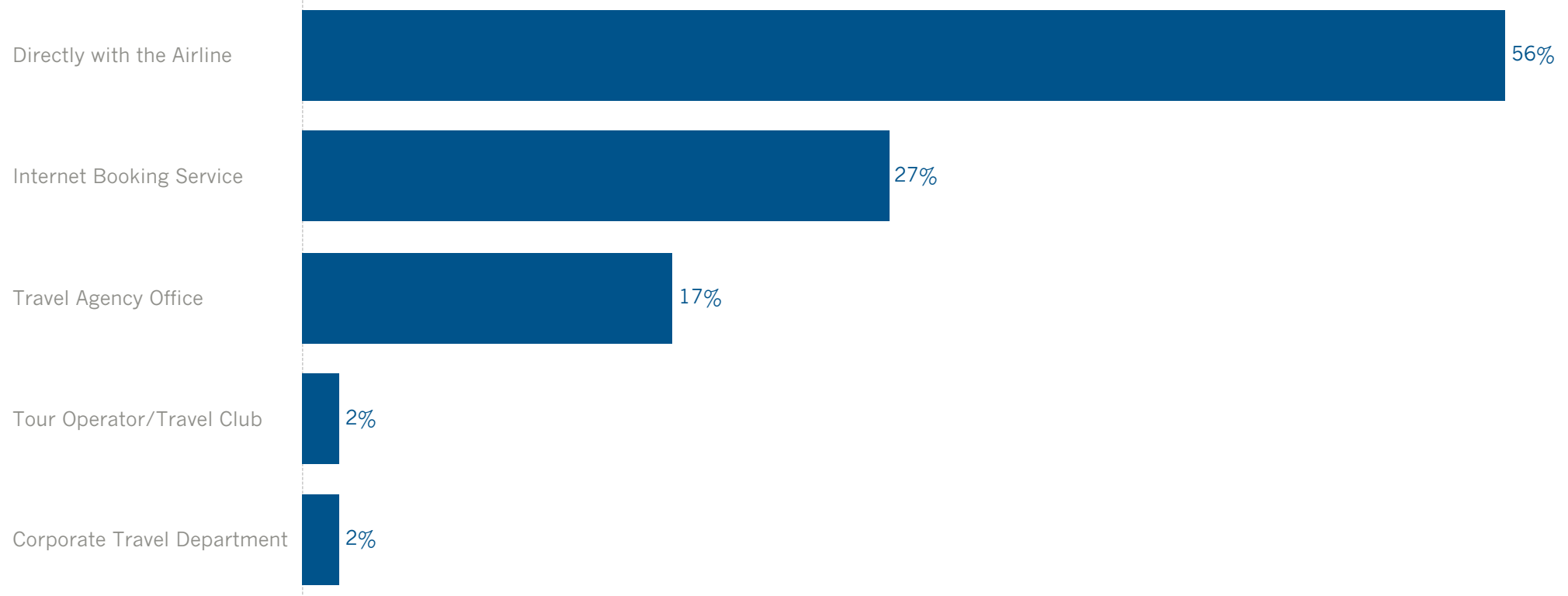


Airline Reservations

The chart below shows how airline reservations were made for the trip among travelers in the focus market.

Germany

Airline Reservations



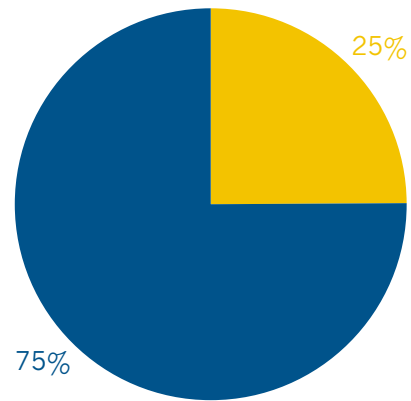


First/Repeat Visitation, Travel Party Size

The charts below show first-time and repeat visitation and travel party size among travelers from the focus market.

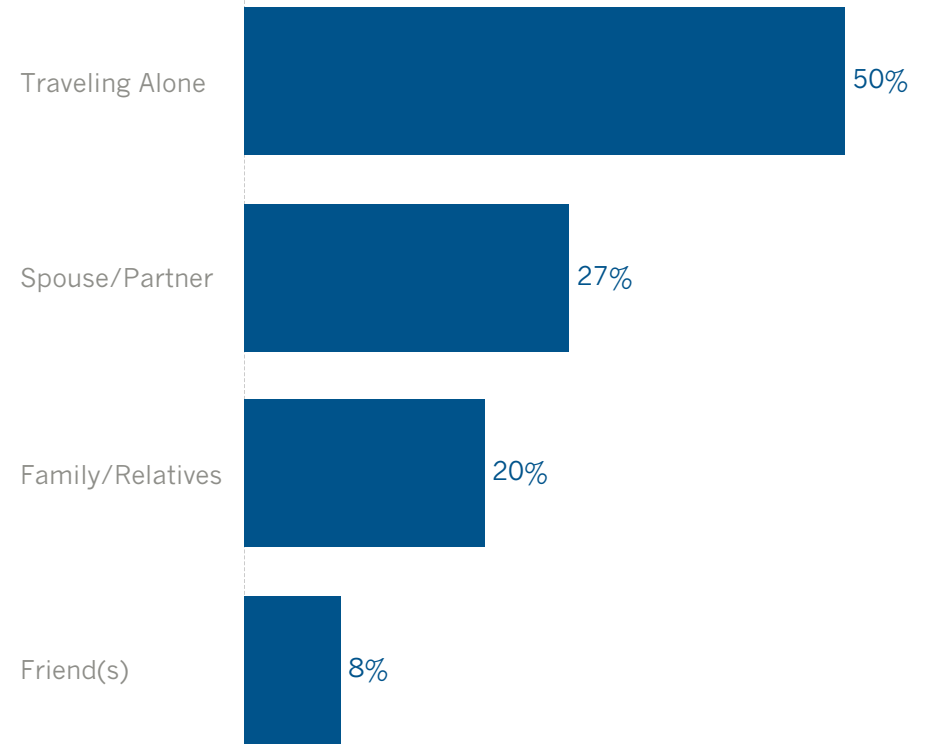
Germany

First trip to the US



■ Yes
■ No

Travel Companion



Q: Is this your first trip by air to the US?
Q: With whom are you travelling now?

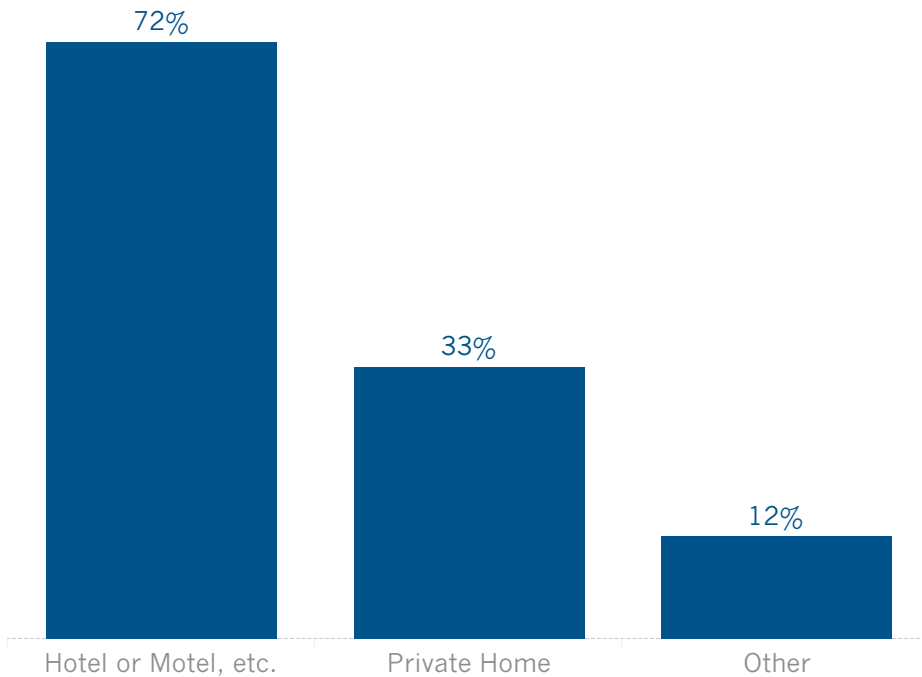


Types of Accommodations & Nights

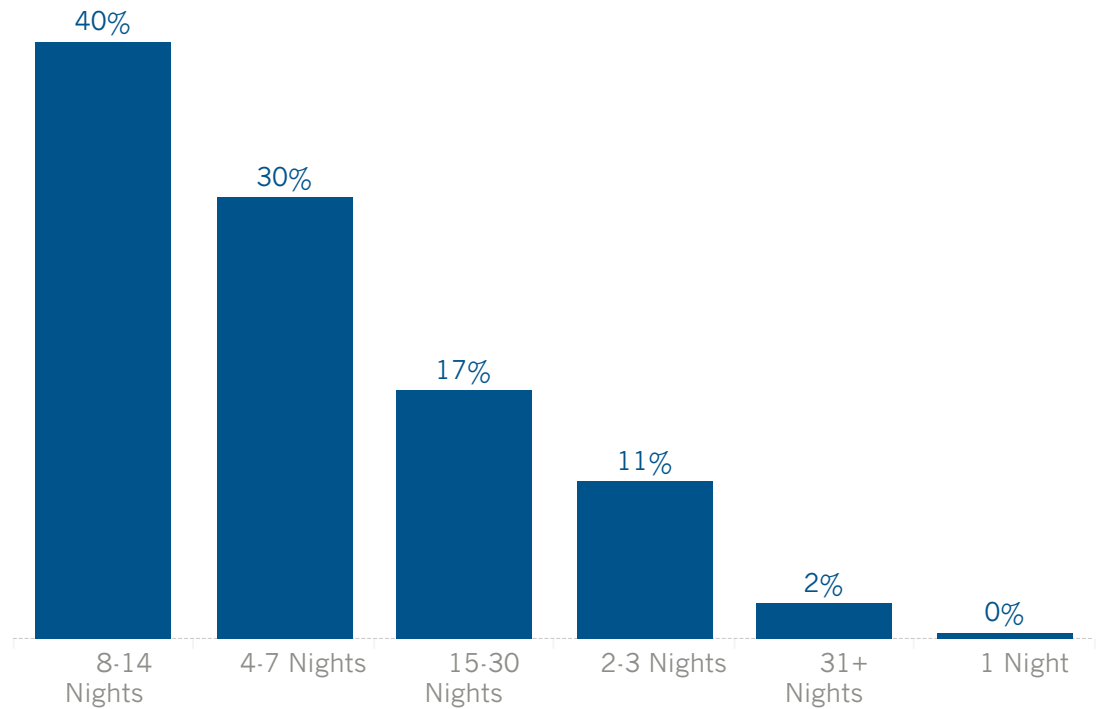
The charts below show types of accommodations stayed in and number of nights in destination among travelers from the focus market.

Germany

Types of Accommodations



Nights in Destination



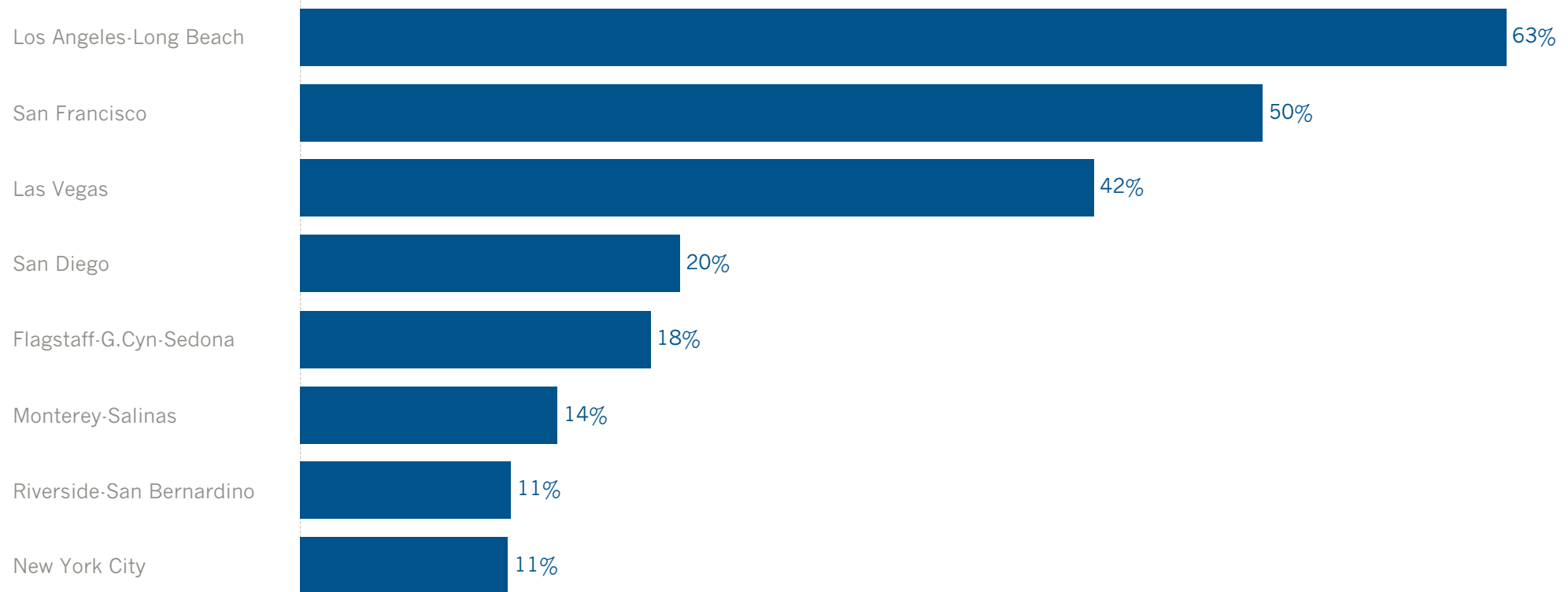


Destinations Visited

The chart below shows the U.S. destinations visited on a trip among travelers from the focus market.

Germany

US Destinations visited



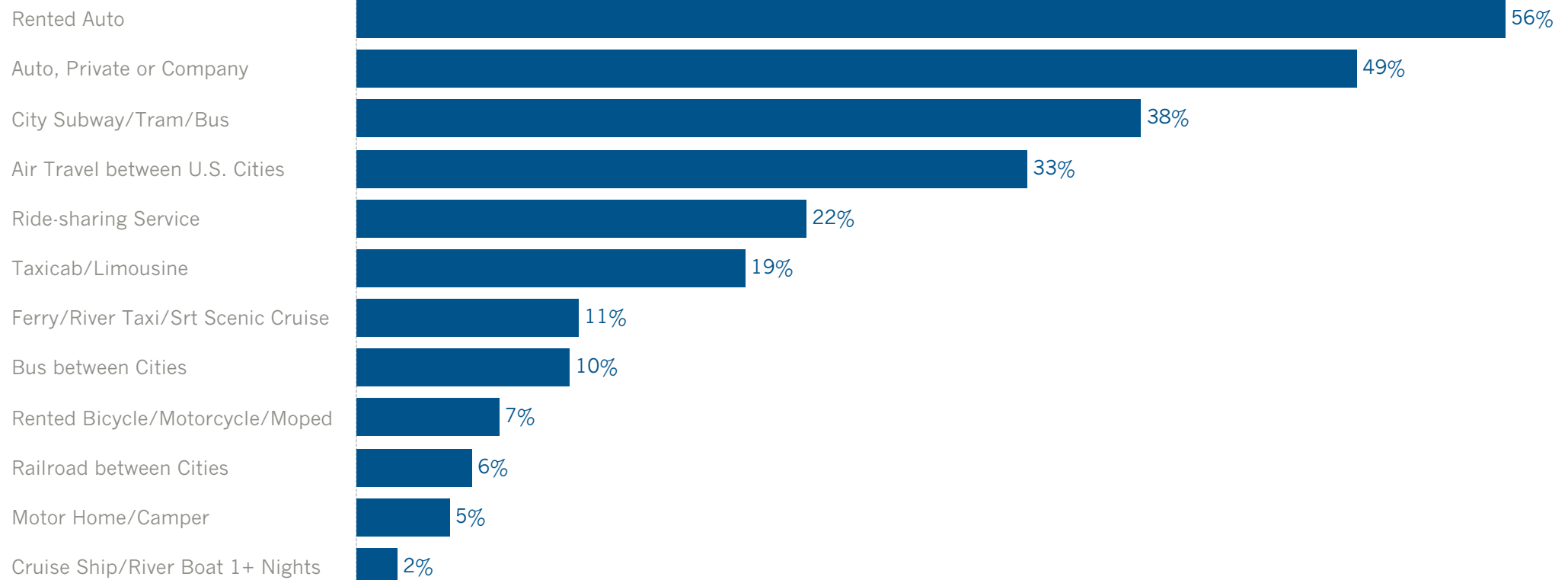


Transportation

The chart below shows the types of transportation used on the trip among travelers in the focus market.

Germany

Types of Transportation

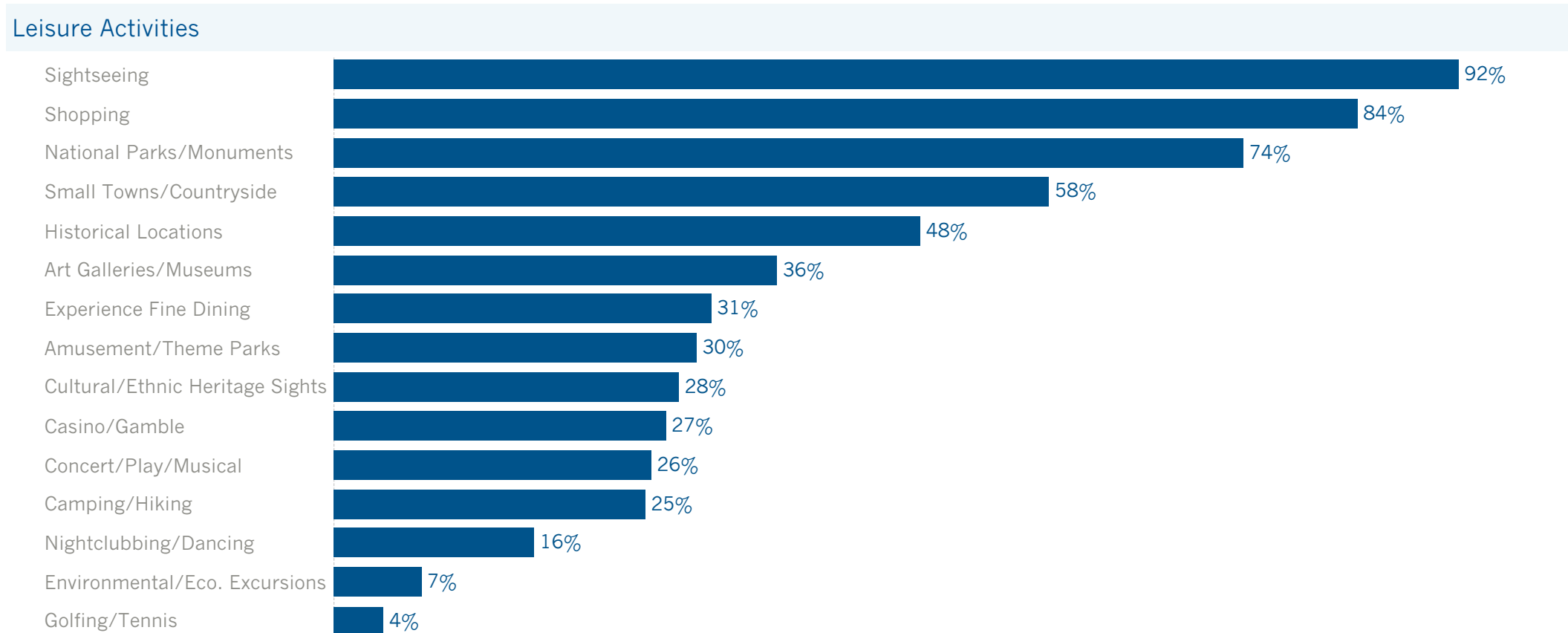




Activities

The chart below shows the leisure activities engaged in on a U.S. trip among travelers to California from the focus market.

Germany





Expenditures in the US

The chart below shows mean expenditures by category among travelers to California from the focus market.

Germany

Expenditures per visitor

