

Dear Partners and Trade Contacts:

With the holidays getting closer, Germany is slowing down slightly. At the same time our country is struggling with one of the biggest waves of refugees in recent history. While this creates many challenges and political issues, it also unites people in joining hands to help. More volunteers than ever before donate time and dedication to make the world a little better. Our agency is creating a Christmas cloud of good wishes – with the proceeds going to the charity organization Wings of Help for needy children in the refugee camps at the Syrian borders. We invite you to our Facebook page noblehaps for more information and to join in.

Wishing you happy holidays and sending kind season´s greetings,

Marina Noble & noble team

P.S. As of 2016 our noble insight Germany will have a new look. Keep a look out for it!

German dream holidays: private beach and city-trip

Lying under palm trees on a pristine beach: That's the way most Germans (57%) imagine their dream holiday. The survey by the opinion poll institute "Insa Consulere" had asked people about their holiday favourites if money did not matter at all. In second place (49%) was an "indulgence programme" from head to foot including spa and first-class gastronomy. Almost the same number of people (48%) favours discovering an international mega-city.

Other favourites: an exotic round-trip (42%), a stay in a suite of a luxury-hotel (39%) and in a luxury villa with pool (36%). Of all people questioned, 34% mentioned a cruise on an exclusive ship and island-hopping by luxury yacht (32%). Some 29% think of cultural fun – opera, museum, theatre. (Source: fww.de)

Young travellers looking for beach – not parties

The travel behaviour of people 14 - 29 years old is different from what one might expect: for 75% of them beach and sea is the preferred destination during holiday time. 47% like booking adventure trips. City and culture trips follow in third place (36%), wellness stays (33%) in fourth and family holidays (25%) in fifth place. For only 24% of this age group parties and celebrations are the most important. When it comes to education and culture, men and women differ clearly. City, culture and education trips are a favourite with 44% of women and only with 31% of men. Another gender difference concerns money. Men like to spend it during holiday time - 23% up to 1,000 Euros per trip. For most women (20%) the upper limit is 600 Euros. The United States still are the favourite destination to travel to for the generation under 30 years (14%). Nine percent each are in favour of the Maldives and the Caribbean islands. The European ranking comes as a small surprise: 18% would like to go to Island, 16% to Italy and only 15% to Majorca. (Source: fww.de)

A theme park the most popular place in Germany with foreign guests

Once a year the German National Tourist Board announces the ranking of the top 100 favourite German places amongst foreign visitors. For many years, the castle Neuschwanstein was THE tourist landmark. However, this year theme park Europa-Park topped the castle, according to an online-poll by the Tourist Board with foreign journalists from 40 countries. The following sights remain in the same place as in the previous year.

Top three to eight are: UNESCO world heritage site Cologne Cathedral, castle and old city centre of Heidelberg, Brandenburg gate in Berlin, old city of mediaeval Rothenburg, Lake Constance with Mainau island and the cloister island Reichenau (UNESCO world heritage site) and the Berlin Wall.

New in the top ten list are: Zugspitze (highest mountain in Germany, 2,962 metres) and Partnachklamm gorge in Garmisch-Partenkirchen as well as the "Romantic Road" combining several historical towns.

The ranking is available on <http://www.germany.travel/de/staedte-kultur/top-100>. The tourist board App includes an interactive map, information on barrier free access, entry fees, opening hours, ways to get there, links and hints on further places to visit nearby. (Source: fww.de)

Hunting the new trend activity

To go hunting is becoming increasingly popular with young business leaders. Formerly, to go on a hunt was a privilege of the aristocrats. Now "Generation VW Golf" (around 40 years), the ones with money, status and SUV, have discovered hunting as ideal way to relax and downshift. Mobile communication is not possible in the forest. More people have never before learned to be a hunter. Currently, there are almost 370,000 people having a hunting license – twice as many as in the nineteen sixties. Year by year the number increases by 10,000 enthusiasts. Even more surprising: The younger the age of those wishing to acquire the license, the higher the female share! The typical young huntress, according to the German Hunters Association, is in her mid-thirties and lives in a city. Twenty years ago, only one percent of all people having a license to go on a hunt were women (nowadays: ten percent). Next to being away from hectic city life, the idea to know where the food one eats comes from is becoming more and more important. The modern hunters also eat what they have shot. And there's a whole new fashion industry around hunting! (Source: Frankfurter Allgemeine Sonntagszeitung)

Advertising market growing – the most with tour operators

Good news: During the first nine months of the year the German ad market has grown 2.9% amongst almost all media groups.

More advertising: The strongest growing media is mobile advertising with a plus of 57.2%. Spending on TV advertising was 9.2 billion Euros (+5.1%) – amounting to almost half of the advertising market (46%). Growth for ads with out-of-home media was 7.1%. Ads at the movies grew by 9.7%. Only very slight growth was achieved by internet (+1%) and radio (+0.8%).

Less advertising: Print media saw less advertising (-1.3%) spent.

Most money: E-commerce and internet service providers invested the most in advertising by far. The expenditures grew by 20.6% during the first three quarters over the same period last year. Their share of the total advertising market was more than 11% (2.33 billion Euros). E-commerce companies still prefer to book ads on TV; 70.5% of their budget is spent on this medium.

Online travel portals have spent 529.2 million Euros – a plus of 40.3% in 2015; still concentrating on cost intensive TV advertising (share of 91.8% of their media mix). (Source: wuv.de)

More money for presents

It is expected that the average German will spend 259 Euros (+18% over 2014) on Christmas presents this year (survey of consulting company EY, formerly Ernst & Young).

According to the consulting company Deloitte, the average German household plans to spend 256 Euros. Including spending on food for Christmas time, Deloitte believes in a total budget of 423 Euros. The reason for the positive consumer mood is seen in the positive situation at the labour market, clear increases of wages and a positive outlook on economical development. Additionally, lower costs on energy, especially oil prices, lead to a higher disposable income.

For EY this would amount to the second highest number of the past decade. Only in 2013 people were more generous. In general, - according to EY - , women spend more than men. Apart from the age group 36 – 45, all want to spend more.

Both consulting agencies believe that most money will be given for vouchers and cash, next to real and electronic books the most favourite type of present. (Source: Frankfurter Allgemeine Zeitung)

... Saving the best for last:

Who is the average German Facebook user and what does he do? Accordingly, he is called Christian Müller. One of the big German advertising agencies, Jung von Matt, 'created' a summary of the most common characteristics of Germans active in this social network after checking with Facebook on the data of German users. His profile: born on September 20, 1979. Married, lives in Berlin, has liked an average 30 pages, has liked brands such as Amazon, Stylefruits fashion, Facebook, dm drugstore and Nutella; likes the RTL 2 TV serial "Berlin Day and Night", FC Bayern München and actor Elyas M'Barek; shares the small and big moments of his life with his family, friends and other groups; likes, sports, music, films and serials; is interested in news on politics, the world and science; is on Facebook 14 times a day; clicks "like" eight times per month and posts comments three times a month. (Source: swr.de)

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