



## noble insight into germany

Dear Partners and Trade Contacts:

The recent Annual Conference of the German Travel Writers' Association (VDRJ) brought interesting findings that reach beyond journalism and pr. The meeting took place in the Bavarian spa city Bad Wörishofen, which is known for its "Kneipp Cure". This cure was initiated by the priest Sebastian Kneipp and centers around various applications of water for health benefits. Did you know that Kneipp counts amongst the world's three major traditional therapies? As European naturopathic medicine, it stands equally next to Ayurveda in India and Traditional Chinese Medicine.

It is rewarding to be engaged in trade and gain insights in many different respects. That's why it is part of doing it the noble way - just as it is to provide you a service with our noble insight into Germany!

Hope you enjoy reading! Kind regards,  
Marina Noble & noble team

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## **ROPO increasing for package holidays**

When planning holidays, the Internet has become indispensable for most Germans: Nine out of ten trips are planned online, five of them on smartphones. When it comes to travel reservations, many vacationers still combine online media with advice from travel agencies. A total of 42 percent do their booking at a travel agency after having studied various online reviews. The so called ROPO (Research Online, Purchase Offline) ratio is even higher for package holidays, with 58 percent finally purchased at a travel agency. On the other hand, 50 percent of all travel bookings are completed on the Internet, according to the study “The Mobile Traveller”. For package holidays, this rate is 32 percent – a remarkable increase from 22 percent in 2012.

For the study market researchers from GfK and TNS investigated holiday trips (holiday packages, hotel and flight bookings) which were booked online or offline (travel agency, e-mail, mobile phone) on behalf of Google and TUI Deutschland.

(Source: GfK)

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## **German cruise market going strong**

For the booming cruise segment, Germany represents not only the largest source market in

Europe but also counts as one of three countries which benefit most from the sector. This is revealed by a new study from CLIA Europe (Cruise Lines International Association). More than 360,000 jobs in Europe depend on the cruise industry, including 45,700 in Germany. The number of European cruise passengers increased by 3.1 percent to nearly 6.6 million in 2015, representing 30 percent of the total world market. With more than 1.8 million passengers, Germany has a 27.5 percent share of the European cruise market. Accordingly Germany has surpassed the UK and Ireland (27.2% combined) followed with smaller numbers achieved in Italy, France and Spain.

(Source: fvw)

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### **Germans trust Apps for Travel**

Germans trust in smartphone apps and depend on them for their vacation. According to a survey commissioned by Bitkom, 21 percent of the participants use apps for navigating at their holiday destination. Translation apps are popular with 15 percent. The booking of flights (13%), reading reviews and checking-in online for a flight (10 % each) are also at the top of the list. However, there are some age differences: Navigation apps are mainly used by the age group 30 to 49 years while help with translations finds high acceptance amongst those 50 years and older. The future use for online check-in has a high potential, according to 50 percent of all interviewed. And 46 percent wish for an app that tracks their baggage in real time.

(Source: Bitkom)

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### **EU Package Travel Directive – German Tourism Industry demands legal changes**

The new Package Directive passed by the European Union broadens consumer protection from traditional package holidays to other forms of combined travel. Its purpose is to reduce possible detrimental consequences for customers by ensuring increased detailed information provided to travellers, more predictable prices, stronger cancellation rights, clear identification of the liable party and much more. The Member States are obliged to transpose the new directive into national law by 1 January 2018 and from 1 July 2018 the directive will become applicable. There is much concern amongst the German travel trade that the new EU Package Travel Directive will threaten the existence of travel agents, tour operators and other industry participants. To demand legal changes to the current draft law, German tourism representatives met with justice ministry officials. According to the DRV (German Travel Association) who participated in the meeting, the justice ministry signalled willingness to find acceptable solutions for all parties and negotiations are underway.

(Source: fvw)

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### **Cleanliness more important than weather**

Many Germans care more about cleanliness than

good weather during their holidays. Exactly 71 percent of those questioned stated that they do not make any compromises when it comes to cleanliness. Somewhat surprising, the weather is important for only 15 percent. Also at the top of the list of important holiday factors is good food (41%). This might explain why 56 percent of the Germans prefer easy trips within Germany: 38 percent feel that cleanliness at home is better than abroad. And every fourth (24%) prefers the usual food rather than trying something different.

For the survey, the market research institute Innofact interviewed 1030 people aged 18 to 65 on behalf of the “German society for quality” (Deutsche Gesellschaft für Qualität),

(Source: Innofact)

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### **... saving the best for last:**

Towels and bathrobes are the favorite “souvenirs” of German hotel guests. The online guide “Wellness Heaven” questioned around 1000 hoteliers to analyze the phenomenon of thievish guests. The result is both amusing as well as shocking. German guests seem to take whatever they like – coat hangers, remote controls, vodka from the minibar (bottles are refilled with water), hair dryers, all kinds of cosmetic products and paintings from the walls. Hotel industry professionals estimate that nationwide the damage amounts to several million Euros. One guest even tried to steal a TV flat screen. His plan failed, however, when the elevator unexpectedly stopped at

the reception level while making its way down to the garage ...

(Source: Wellness Heaven)

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