

# Willkommen in Moray Speyside



- Wilfried Kloepping -

# The German Market

**Local knowledge  
is the key for success**

Moray Speyside – February 2022



**Wilfried Kloepping**

Advisor to the Travel Trade for Scotland

# Football



**USA**

*Football*



**BRAZIL**

*Football*



**AUSTRALIA**

*Football*

Never underestimate the importance of local knowledge.

quote by HSBC 

# The German Market

## Local knowledge by the provider

- Know your own business
- But also know your »neighbours«
- Other tourism services in the area
- Hidden gems to surprise your guests

# The German Market

## Structure of the business from Germany

- Group business (almost 100% by trade)
- FIT business (mainly by trade)
- MICE business (almost 100% by trade)
- Consumer business (mainly online)

# The German Market

## Group business (Travel Trade)

- Tour operators
- Coach operators
- Group organizers  
(mainly non-profit)

# Cup of tea



**UK**  
*Cup of tea*



**CHINA**  
*Cup of tea*



**TURKEY**  
*Cup of tea*

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quote by HSBC 

# The German Market

## Group business

## Operators

Type

– Wholesalers

Educational  
Field Trips / Study Tours

– Tour operators

City Trips / Round Trips

Language Courses /  
Special Interest Tours

– Specialised tour operators

# The German Market

## Group business

## Group organizers

Type

- Teachers of foreign languages
  - 76.645 at 16.458 schools

Educational  
Field Trips / Study Tours

- Incorporated societies
  - 570.000 »Vereine«

City Trips / Round Trips

- Associations
  - 968 »Volkshochschulen«

Summer Camps /  
Special Interest Tours

- Church communities
  - 17.148 »Kirchengemeinden«

# The German Market

Group business

Essentials

- Net tariffs (for travel trade)
- Free place(s)
- Very seasonal (April to October)

# Bread



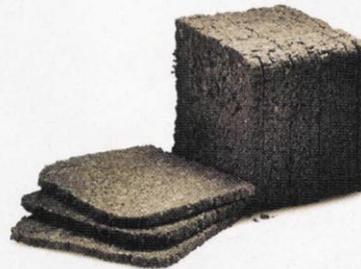
**PHILIPPINES**

*Bread*



**INDIA**

*Bread*



**GERMANY**

*Bread*

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quote by HSBC 

# The German Market

FIT business

Independent travellers

- FIT wholesalers
- FIT special interest operators
- FIT travel agents (approx. 12.000)

# The German Market

FIT business

Essentials

- Commission to FIT wholesalers (min 20%)
- Commission to travel agents (min 10%)
- Information in German language

# Festive treat



**BELGIUM**

*Festive treat*



**UK**

*Festive treat*



**SWEDEN**

*Festive treat*

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quote by HSBC 

# The German Market

Consumer business

Press, Media & Web

## Reach the German consumer!

- Have a landing page in German
  - or at least a German flag or »Deutsch«
- Invite & host German press & media
- Invite & host photographers & camera teams

# The German Market

## Trends in post-Covid times

- Advantages of packaged holidays
- Cottages & camping in high demand
- Nature, slow travel and mindfulness
- Sustainable travel and local produce
- Strong desire & backlog to travel again

**We sell  
emotions  
!!!**



# The German Market



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