

Germany, Austria & Switzerland Market Update

German Market Snapshot

Germany: #2 International Market

- 339,000 Germans visited Florida in 2024 (+ 8% YOY)
- Lee County: 65,920 German visitors (2.1% of total)
 - Peak travel months March (15%) & November (16%)
- 2024: +5.6% travel spending, 97B USD worldwide



Behavior and Market Trends

Affluent, Environmentally Conscious Travelers

- 35-65 years old - couples and families
- Repeat visitation; May – October travel season
- Typically book 3-6 months in advance
 - Length of stay: 10-14 nights
 - ~54 % directly online, ~35 % via travel agencies
- Long-haul trips to sun destinations and cruise holidays
- Authentic experiences over luxury



Travel Trends & Outlook

- Germans are staying longer and spending more
→ positive for U.S. travel
- Events driven interest
 - 2026 FIFA World Cup and America 250
- Cruise, beach and city combos popular
- Nature, wellness, & immersive tourism
- Favorable travel economics
 - Strong exchange rate
 - Lower flight fares
 - Affordable rental cars
- Discover Airlines route

TRAVEL TRENDS FOR GERMANS IN 2026



MEANINGFUL & EMOTION-DRIVEN

61% plan with a partner,
23% solo



INTEREST & PASSION-BASED

56% plan trips around
hobbies and passions



NATURE, MULTI-STOP

35% name landscapes/
nature as most impor-
tant vacation motive



QUALITY ACCOMMODATION

51.5% prefer
hotels as their
accommodation



SUSTAINABILITY

67% say that
sustainability is
important in
travel choices

Air Service

Discover Airlines (Frankfurt – RSW)

- Non-stop service from Frankfurt to Fort Myers (RSW)
- Operated by Discover Airlines, part of the Lufthansa Group
- Strong load factors and brand recognition



Edelweiss (Zurich – Tampa)

- Non-stop seasonal flights from Zurich to Tampa (TPA)
- Expands reach into high-spend Swiss market



Your Market Partners

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