

TARGETING: German Holidaymakers



Deciding where to go on holiday is an elaborate process and many sources of information and influences come into play.

From the initial destination inspiration, holidaymakers start to look at what unique experiences are on offer, where they might stay and start to delve into the practicalities of the trip (cost, distances, reviews etc).

Sources of holiday information and inspiration are varied and fit together like a jigsaw to help the holidaymaker decide where to go.

When First Thinking of a Holiday: Sources of Information



*THE INTERNET PLAYS A PIVOTAL ROLE IN PROVIDING:

- Details about and visualising interesting destinations and culture
- Getting ideas of things to do (attractions and activities)
- Idea of overall cost
- Travel tips
- Detail on accommodation

FOR GERMAN HOLIDAYMAKERS TWO AREAS, MORE THAN ANY OTHERS, INFLUENCE TRAVEL:

BEFORE TRAVEL

Getting the marketing messages right especially through digital channels is key - the right online content and visuals

IN-DESTINATION

By providing a world class experience and sending home happy holidaymakers:

1. their recommendations to friends, family and colleagues will attract new arrivals
2. high satisfaction levels will also offset any value for money concerns



Tourism Experience Research

Fáilte Ireland conducted online consumer testing (Summer 2017) with potential German holidaymakers to gain a greater understanding of:

1. What kinds of tourism experience they would consider for a holiday (within the next 3 years) and
2. What experiences motivate travel (for a holiday)

Taking the insights from this research and together with the **Tourism Ireland Frankfurt Market Office**, key nuances were highlighted as important when targeting the German market.

IMPORTANT HOLIDAY FEATURES FOR THE GERMAN MARKET

MARKET NUANCE

HOW TO TAKE ADVANTAGE OF INSIGHT?

HOLIDAY INSPIRATION

Why Germans might travel to Ireland



The German market is attracted to coastal areas, cliffs, and rocky seascapes that are not available at home

They like to explore and engage with scenery in an active way however activity by itself is not enough

Soaking up the atmosphere of an authentic culture is important for this market

Variety is key, a sense of lots to see and do motivates this market to holiday in to Ireland

- Germans are active by their nature. They are not intimidated with extended activity, as many other markets might be. Long walks suit this market
- Provide Germans with lots of ways to get active in Ireland's dramatic landscape

LANDSCAPE

What about the land/ seascape appeals



With little coastline of their own, Ireland's coast acts as a differentiator for Germans, who are drawn to the dramatic vistas

Unspoilt landscapes also appeal - mountain views and green landscapes resonate with the Germans

- Trails and paths off the beaten track with a diverse range of scenery will appeal to this market
- The possibility of seeing whales, dolphins or seals is a key differentiator
- Farm animals, such as sheep and cows are an authentic part of the Irish landscape for Germans. They provide a sense of quaintness and fun, again not something they see readily at home

ACTIVITY

Getting active on holiday



Germans like to get out, immerse themselves in nature and sight see in an active way

They consume landscape in an active manner - feet first

They like to get a new perspective of the coast and landscape by walking or scenic boat trips

- Germans generally have suitable outdoor gear so are ready to explore
- Provide practical information on whether packed lunch is required, or recommendations on local spots for lunch, close to walking trails
- Point Germans in the direction of how they can get on the water for a new perspective of the coast

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HOW TO TAKE ADVANTAGE OF INSIGHT?

CULTURE / PEOPLE

Importance of Irish people & hospitality



For Germans, people are not a core driver of travel in the way landscape is

However meeting friendly locals and accessing the warm Irish welcome is appreciated, expected and important to increase satisfaction when in Ireland

- Authentic interaction with locals is key and they are interested in engaging with Irish people
- Don't overstate the interaction, engagement must be on their terms

ATTRACTIONS & HISTORY

Role of history & attractions on holiday



Individual attractions do not motivate travel for Germans, however they are an important part of the overall experience when in Ireland

Iconic historic sites (the unmissable attractions) when positioned in landscape offer the most appeal to Germans

Germans prefer to acquire enough information to give them context and background, before they get out and 'feel'/experience the history (e.g. touch the stone walls)

- Rather than providing a passive experience, investigate how can they explore attractions in a more active way
- Human interest stories are the way to recount history for the German market
- Authenticity of the story is important
- This market does not respond well to re-enacted interpretation

LANGUAGE IN TEXT

How to position experiences



Shy away from authoritative language (imperative). Invite don't tell

Visceral, rounded experiences stand out, not just a list of things to do or a singular experience. Join the dots and tell this market what happens next after the activity/attraction

Portray the things to see and do in a way that evokes a feeling. Use evocative and emotional language (but not too over the top) to put people in the moment

Some specifics around language:

- When translating to German, avoid the direct translation of 'you will experience x' as it comes across more of a demand than a promise
- Show with examples and get specific about how they can get a hold of the experience (in an active way)
- Avoid sweeping statements - back up superlatives
- Avoid marketing jargon

IMAGES

Pictures speak volumes



Vast vistas, particularly of the coast appeal (different to home)

Images of people should be natural (not staged) and should not detract from the focus of the landscape

The Germans prefer images with not too many people in them. They are attracted to unspoilt scenery and not a tourist hot spot

- People can be used effectively in the middle ground to show scale and credibility that people can actually get out in the landscape portrayed





Fáilte Ireland
Research



Tourism Ireland
Marketing the island of Ireland overseas