



FAIRMONT LUXURY INSIGHTS REPORT

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# GATEWAY TO HOME

## HOTELS AS THE HEART OF THEIR COMMUNITIES

REGIONAL REPORT: GERMANY





*The Luxury Insights Report: Gateway to Home - Hotels as the Heart of their Communities* is the latest volume in a series of ongoing research-led, data-driven reports. Findings explore luxury travel trends, revealing that affluent travelers perceive hotels and resorts as established authorities and trusted travel guides.

A closer look was taken to understand the priorities of savvy travelers in key markets across the globe. The following report dives deeper into the preferences of luxury travelers from Germany to understand how they differ from their international counterparts.



FAIRMONT SCOTTSDALE PRINCESS



## EXPERIENCE

German travelers look to their holiday as an opportunity to broaden their perspectives and immerse themselves in new places and new ideas.

### DESTINATION DISCOVERY

German luxury travelers embrace local cultures, with 92% looking for authentic experiences. However, authenticity does not translate into historical experiences. Unlike their French counterparts, German travelers are not as likely to look for destinations with rich history and culture (81%, compared to global average of 89%). Affluent German travelers are looking for unique, exciting destinations (41%). They are likely to travel to places outside of their comfort zone, with less than half preferring to go to familiar destinations (41%), and only 48% desiring similar comforts to those at home.

## COLLEAGUE CONNECTIONS

German travelers look to hotels to provide the complete travel experience.

### HOTELS AS THE GATEWAY TO EXPERIENCE

Luxury hotels are an imperative element of the vacation experience for the majority of German travelers (90%). Out of all Europeans, Germans are the most likely to look for places where they can simply relax and enjoy, knowing they'll have everything they want without leaving the hotel (68%).

## CASE STUDY:

Turkey, a popular destination for travelers from Germany, is renowned for its centuries-old spa culture and the tradition of the Turkish bath whose history stretches back to the Roman era. The Fairmont Quasar Istanbul offers a Turkish bath featuring authentic “Hamam Treatments” combined with offerings that tap into the latest wellness trends for guests to enjoy.



FAIRMONT QUASAR ISTANBUL





## SUSTAINABILITY

German travelers recognize the impact of tourism, seeking luxury hotels that prioritize the local environments and economies of the destinations in which they are located.

### RESPONSIBLE TOURISM

German travelers can be considered the most environmentally responsible, with 78% seeking sustainable tourism experiences, the highest among Western countries. They also value the local economy, with the majority preferring that their hotel provide recommendations that are not detrimental to the community (79%). Unlike the average global traveler, among Germans, age increases the likelihood of looking for sustainable tourism experiences (71% among Millennials, 76% among 35-54, and 83% among 55+).

Environmental stewardship  
increases with age, with  
German luxury travelers  
aged **55+**  
most concerned about  
sustainable tourism.



FAIRMONT HOTEL VIER JAHRESZEITEN





## FAMILY MEMORIES

While affluent German travelers favor luxury hotels when away, they have not yet realized the local opportunities these hotels provide while at home.

### CREATING MEMORIES AT HOME

Currently, German travelers are not taking full advantage of local hotels. While 68% agree that luxury hotels provide a memorable option for social or business occasions, this is below the global average (77%).

The Fairmont Hotel Vier Jahreszeiten in Hamburg provides the perfect venue for social events. Whether celebrating a milestone or an intimate family gathering, the Haerlin restaurant provides the perfect setting for a special occasion. As one of three restaurants in Hamburg that has received two Michelin stars, the menu is sure to delight any palate.

## COMMUNITY

German travelers look to luxury hotels to represent the essence of the destination.

### A LOCAL PERSPECTIVE

German affluent travelers believe that in order to provide authentic experiences, luxury hotels need to be fixtures of the local history and culture (73%). In addition to reflecting the local culture, German travelers consider it very important for hotels to support the community by employing locally (83% vs. 81% on average) and using local artists and culture in décor (63% vs. 67% on average).



THE PLAZA, A FAIRMONT MANAGED HOTEL





THE SAVOY, A FAIRMONT MANAGED HOTEL