

German outbound travel: Destinations, habits and preferences *shaping* 2026

Analysis by *Data Appeal* and *Mabrian*

Key takeaways

19.4% Share of top 50 stays captured by **Italian destinations**

45.2% Travel **experience** reviews focused on **cultural activities**

22.1% Reviews dedicated to **nature-based experiences**

5/10 **trendiest destinations** are also among the most visited

“The German market clearly shows that destinations integrating culture and nature achieve both stronger demand and higher satisfaction. More importantly, this pattern reflects a wider shift in traveller expectations: people are prioritising depth, authenticity and experiential variety. In 2026, destinations that translate their cultural and natural assets into cohesive experiences will stand out in an increasingly competitive global landscape.”

Carlos Cendra
Director of Marketing
at *Mabrian*



Most sought-after destinations in 2025

German travellers are increasingly prioritising destinations where cultural heritage and outdoor appeal go hand in hand.

Demand remains overwhelmingly Europe-driven, blending **neighbouring getaways** with **Mediterranean classics**, while only a limited number of long-haul destinations break into the rankings. Bangkok Province (Thailand) stands out as the sole long-haul destination in the top 20.

Within Europe, **Italy, Austria, Spain** and **France** emerge as the most sought-after destinations among German travellers.

Ranking	Most Sought-After Destinations 2025	Share Over Top 50
1	Tyrol (Austria)	5.6%
2	Veneto (Italy)	4.3%
3	Lombardy (Italy)	4.2%
4	Trentino Alto Adige (Italy)	3.9%
5	West Pomerania (Poland)	3.6%
6	Noord-Holland (The Netherlands)	3.5%
7	Ile de France (France)	3.4%
8	Andalusia (Spain)	3.3%
9	Balearic Islands (Spain)	2.9%
10	Vienna Region (Austria)	2.9%
11	Salzburg (Austria)	2.9%
12	Tuscany (Italy)	2.6%
13	Sicily (Italy)	2.5%
14	Catalonia (Spain)	2.4%
15	Provence-Alpes-Côte d'Azur (France)	2.3%
16	Canary Islands (Spain)	2.3%
17	Greater London (UK)	2.2%
18	Alsace (France)	2.2%
19	Bangkok Province (Thailand)	1.9%
20	Lazio (Italy)	1.9%

Methodology: Full Year 2025. Top 20 destinations by number of stays by German travellers. Share calculated over the Top 50 most-reviewed destinations.

Fastest-growing destinations among German travellers

Trending destinations, meaning those experiencing the **highest increase in German demand** since 2023, largely coincide with the most visited ones, confirming the strength and consolidation of established travel patterns.

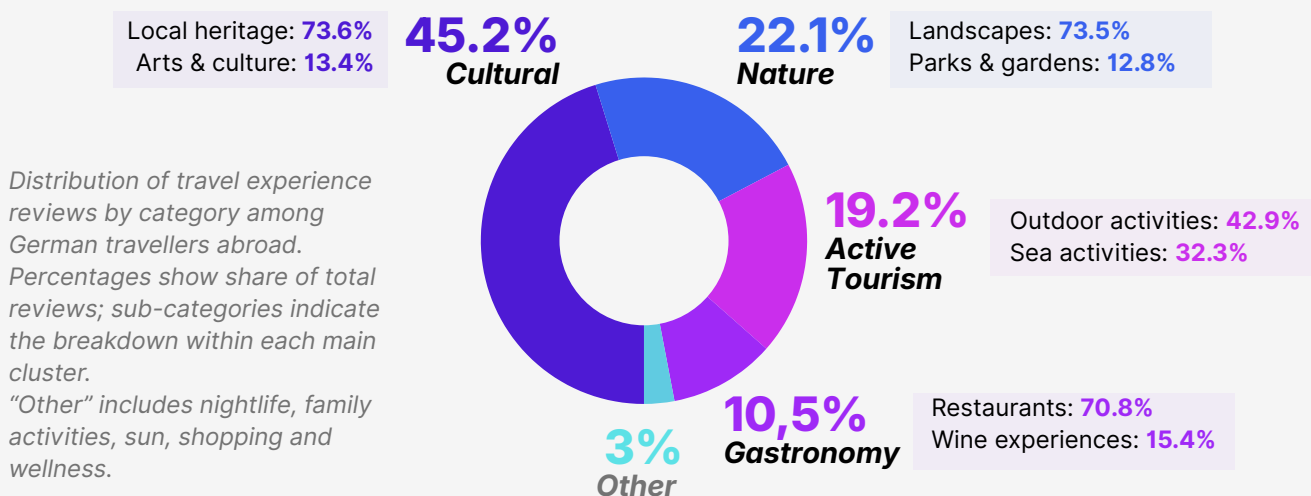
Sicily records the strongest growth since 2023 (+0.6 percentage points).

Ranking	Destination	Growth vs 2023 (% Points)
1	Sicily (Italy)	+0.6pp
2	Bangkok Province (Thailand)	+0.5pp
3	Canary Islands (Spain)	+0.4pp
4	Andalusia (Spain)	+0.4pp
5	Sardinia (Italy)	+0.3pp
6	Algarve (Portugal)	+0.3pp
7	Greater Tokyo (Japan)	+0.3pp
8	Western Cape (South Africa)	+0.3pp
9	Provence-Alpes-Côte d'Azur (France)	+0.3pp
10	Surat Thani Province (Thailand)	+0.2pp

Methodology: Full Year 2025. Top 10 destinations by interannual growth in German demand (percentage point variation vs 2023).

The experiences that win over German travellers

What generates the highest engagement among German tourists abroad?



Methodology: Experience online reviews (August–December 2025).

Italy: The perfect blend of culture, nature and gastronomy

Three of the top 5 most visited destinations by Germans in 2025 are Italian.

AI-based sentiment analysis shows that **regions successfully combining cultural heritage with high-quality nature experiences achieve the highest satisfaction levels.**

In **Alto Adige**, nature-focused and heritage sites register particularly high satisfaction (88.8/100), led by the **Trauttmansdorff Botanical Gardens in Merano (96.8/100).**

Most reviewed and best rated Italian regions by German visitors in 2025



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