



Germany Market Seminar

Insights of an Inbound Tour Operator
Vera Lett

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HOTELS & MORE

TRANS NORDIC TOURS

 irishwelcometours

 AUTHENTIC VACATIONS

 IRISH
horizons


experience
ENGLAND


EXPERIENCE
SCOTLAND

Company Profile

- Inbound Tour Operator, established in 1996 and based in Greater London
- B2B Partner for travel businesses in multiple source markets
- Group and Individual Travel for around 100,000 guests a year
- Multi-lingual team (ca. 100 staff), native speakers look after German clients
- Since 2017 Hotels & More is part of Tour Partner Group
- Main season: April to October
- 2018
 - 4,500 groups, 93,000 PAX

HOTELS  MORE

Member of  | **Tour
Partner
Group**



Most Popular Destinations

Number of groups (2018) Revenue (2018)

1. South England
2. London
3. Scotland
4. Ireland

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4. London

Biggest increase: Round tour packages, mainly South England and Ireland



Most Popular Themes

- Castles & History
- Gardens
- Royals & Traditions
- Rosamunde Pilcher
- Whisk(e)y, Religion, Architecture, Music, Literature, Nature



Most Popular Attractions

1. City Cruises
2. Stonehenge
3. Lanhydrock House & Gardens
4. Windsor Castle
5. Clovelly Village
6. Lost Gardens of Heligan
7. Urquhart Castle
8. Cliffs of Moher
9. Blair Atholl Distillery
10. Edinburgh Castle

(By PAX booked in 2018)

General Expectations

Germans are price conscious, but security is prime concern

Reliability, punctuality, written communication, contracts, signatures

Challenge: hotel capacity and standard in Scotland and South West England

Value for money important

Hotel Standard Expectations

- Middle Class Hotels (3* - 4* Hotels)
 - Cleanliness (bathroom)
 - Same room type/size for all group members
 - Preferred: twin beds (or 2 duvets/blankets)
 - Treat German coach drivers as VIPs
 - Safe coach park
- Groups are not 2nd class guests



Food Expectations

- Good quality (homemade) including local specialities
 - Enough food (especially at breakfast)
 - Variety (especially during round tours)
 - Germans like buffets
 - Breakfast: Germans like cold meats & cheese
 - Early breakfast (groups leave latest at 09:00h)
 - Early dinner (best at 19:30h)
- Germans are not used to ordering food/drinks at the bar



Expectations

Attractions

- Coach park & toilets
- Information in German

Coaches

- Modern standard (indicating safety)
- Toilet (round tours)
- Air conditioning

Guides

- German nationals or excellent German language skills
- Support with tour management



Distribution Channels

Coach tour operators

- small/mid sized & often family owned
- more and more co-operations
- regional sales coverage
- generally buy through (German) wholesalers

Tour operators

- mainly sell through travel agencies nation-wide

Direct market

- mailings, advertising, call centres
- newspapers, banks, TV

Discounters (supermarkets)

→ **KYC (“Know Your Client”)**

Marketing Activities in Germany

- Annual brochure
- Weekly newsletter
- Social media (LinkedIn, Facebook, Instagram, Twitter)
- Press and adverts in magazines
- Tradeshows



The German Market – Important Trade Shows

ITB Berlin

6th – 10th March 2019



BTB Events

29th August 2019, Munich
23th – 24th October 2019, Vienna



VPR VIP-Treff Leipzig
7th – 9th February 2019



VPR Herbstmesse
October 2019



RDA Friedrichshafen
2nd – 3rd April 2019



RDA Cologne

9th – 10th July 2019



Tourism Trends 2019

Authentic travel,
meet the locals,
focus on the travel
experience

Small Group
Touring to be able
to access areas
that are off the
beaten track

Concerns:
Brexit
Irish VAT

Increasing
popularity of
Food and drink
themes



Any Questions?

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