

# NEEDS & NUANCES – GERMAN MARKET

## How do they plan and buy?

### Germans are avid planners

They are likely to buy up to 3 guide books and love printed material. Make sure you have detailed printed information on your business and region which can be downloaded online or emailed to them and ideally translated into German. They plan well and book early and value quick replies and detailed responses.

### Ireland is considered to be expensive...

Make sure you stress value for money, early bird menus, added value and free local activities, attractions or events.

**Germans also love the classic tourist stop offs such as The Cliffs of Moher, The Guinness Storehouse and The Ring of Kerry, amongst others.**

They will be slow in buying a touring programme if these aren't on it. Find ways to bundle with at least one iconic attraction and make sure you highlight any iconic attractions that are near your business giving travel times etc.

**Germans are very strongly drawn to Ireland because of the reputation for friendly welcoming people. Even if they chose the destination initially for its scenery, they always comment that it was the people who made it truly memorable**

Take the time to connect with your German guests while they are here. It will make their trip...

## What do they like to experience when they are here?

### Germans place huge importance on the cleanliness of their accommodation

- ✓ Bathrooms, carpets and bedding must be meticulously clean.
- ✓ Everything must be in perfect working order so check every lightbulb, socket and hair dryer. Good Wi-Fi is also important to Germans.
- ✓ Two single duvets on a double bed! This is the norm at home in Germany, and often why couples will book twin rooms, rather than a double.
- ✓ Make sure your housekeeping staff realise how vitally important this is for this market.

### They want a taste of the real Ireland

- ✓ Germans want to experience real Irish culture. They are interested in visiting sites where they can immerse themselves in the living history, meet storytellers and have an engaging and interesting experience.
- ✓ While they appreciate things translated into German, they can be irritated with poor translation. So make sure you have a native speaker translate your materials for you. There may be a local guide or employee who is fluent in German, or at least have the local information printed in German.
- ✓ Germans also love our dramatic scenery... so include lots of stunning imagery on your website and recommendations on local walking routes and bike hire.

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## Post-Holiday “VIEWINGS” are loved by the Germans.

A viewing takes place after they return home, where friends and relatives are invited to join them to view holiday photos and talk about the experience. Are you giving them lots of photo opportunities and amazing memories to take home with them?

## What should you avoid?

- × Any inefficiency! Germans appreciate precision and efficiency so avoid changes to tour details and meal times.
- × Booking the bus driver and/or guide out of the hotel. Avoid this if at all possible.
- × Repetition of food options like mashed potatoes, carrots and chicken. They would prefer to be offered wider menus with beef/lamb stews, seafood and some traditional Irish dishes.
- × Eating outside of the main restaurant/dining room. Your German guests do not appreciate being put in a separate dining area, like a ballroom for their dinner. They do not want to feel inferior to other guests, so it's important they dine in the main restaurant. That said, many enjoy dining early, so you could stagger your sittings to please everyone.
- × They love the outdoors and open spaces so avoid busy times and overly crowded sites; and stress the benefit of off-peak visits.

## Where are they most likely to visit?

Germans love the idea of the Wild Atlantic Way... they tend to include Dublin, Galway & Kerry on their route and Belfast is of growing interest.

*NB: This resource forms part of a series of 'Market Insights' focusing on the needs and cultural nuances of key overseas markets for Irish tourism. It is presented on a market-by-market basis, presenting combined insights from interviews held in 2017 with both Tourism Ireland Market Managers and Tour Operators who engage with these markets. While every effort has been made to ensure accuracy of information, it is recognised that the insights are a general guideline and that many exceptions can also apply.*