



## noble insight into germany

Dear Partners and Trade Contacts:

We hope you had a good start to 2017? At the beginning of each year, the noble team brainstorms and pools the buzz words, which are top of mind for the Germans and at the same time hot topics for media. This enables us to tap trends and provides the basis for many of our creative ideas. Our noble insight into Germany will regularly provide you with further insights into these trends and topics regarding tourism, marketing and lifestyle.

Please have a look at our buzz word cloud and some current insights into Germany.

Very best wishes,  
Marina Noble & noble team



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## Germans prefer holidays in their own country

Even though terrorism and political unrest have led to a strong wish for safety, the wanderlust of Germans remains unbroken. In 2017, more Germans plan to go on a holiday than the year before. That is one of the findings of a representative survey commissioned by Post Reisen. At 2.9 trips the number of planned holiday trips per year is also slightly increased compared to 2016 (2.6). In addition more than one third of all interviewees want to stay longer on their vacations than last year. However, safety concerns do play a decisive role when it comes to German travel plans. Nevertheless, staying at home is no option. These given reasons, enhance the fact that Germans like to go on holidays in their own country and the European neighbor states with a focus on sunbathing and beach, city breaks

and trekking.  
(Source: Presseportal)

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### **Social media advertising more important than ever**

Sponsored posts in social media news feeds or other kinds of advertisement within a social network such as Facebook, twitter, instagram or xing are gaining importance in the German market. In 2016, social media advertising generated 429.9 million Euro revenue in Germany. According to a Statista forecast, numbers will increase to 713 million Euro within the next five years. Yet in international comparison, Germany is still far behind the USA (13.35 billion), China (332 billion) and Great Britain (15 billion).  
(Source: Internetworld)

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### **Chatbots on the rise**

More and more tourism companies are implementing response software programs – so called chatbots - in their customer communication. These chatbots answer customer requests, complaints and other questions automatically via instant messaging services, e. g. WhatsApp or Facebook Messenger. Artificial Intelligence (AI) helps them to learn, making them appear more human. Metasearcher Kayak already uses chatbots for support, a. o. to help their German customers find suitable flights. According to Bitkom, Germany's digital association, every fourth German is willing to use chatbots. However, there are still many skeptics, who doubt that information given by chatbots is trustworthy

and who feel uncomfortable about communicating with a computer.

(Source: Süddeutsche, Bitkom)

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### **Give-aways show strong impact on customers**

According to a survey on the effects of give-aways by the University of Munster, customer's opinions are indeed affected by promotional items. With give-aways, companies show their customers appreciation and gratitude. The designated budget for these little items amounts to billions of Euros worldwide. However, not every give-away leads to higher sales volume. The success depends on presentation. Interestingly, sometimes items not directly related to a company, against all odds, have a stronger impact on customers. One prime success example is the unlabeled red chocolate hearts of the German airline AirBerlin.

(Source: Haufe)

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### **Many Germans forfeit their holiday entitlement**

Vacation is presumed to be the most valuable time at the year. For many employees, it is important to get away from work related stress. However, every third German forgoes some leave days in favor of work. Estimates by the DIW (German Institute for Economical Research), show that an average of more than three days annually is not taken. Mostly employees working for cleaning companies and construction firms (47% of all interviewees) forfeit their holiday entitlement. That is often related to an increased workload and the fear of

losing the job. With only 23 percent, tourism belongs to one of the occupation fields not much affected by this phenomenon.

(Source: DGB)

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### **Germans love Italian cuisine**

According to the food report 2017 by the German Federal Ministry of Food and Agriculture, the most important attribute for Germans is that their nutrition is tasteful and healthy. Furthermore, they like meals which can be prepared easily and fast. More than 50 percent of Germans in their twenties and younger prefer deep frozen pizza. Generally Germans like to eat meat (53%), pasta (38%), vegetables (20%), fish (16%), soup (15%), potato dishes (14%), pizza (13%) and poultry (13%). Food also plays a decisive role when considering a certain destination for holidays. For nine out of ten Germans, good food at their vacation resort is important. While women are more curious to try typical local dishes, men don't really care about what they eat as long as it tastes good. Italian food is the Germans favorite, followed by Greek, Asian, Spanish, French and Turkish cuisine.

(Source: BMEL, I'tur)

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### **Saving the best for last...**

German chocolate manufacturer Ritter Sport recently celebrated a great marketing success by promoting their limited edition "Unicorn", as unicorns became trendy animals in 2016. Initially! The product launch was accompanied by a widespread social media campaign

and a change of their slogan from “Square. Practical. Good.” to “Square. Magical. Good.” The demand for the white chocolate with a yogurt, raspberry and cassis flavor and a white to pink color gradient was tremendous. Due to the huge number of requests and insufficient server capacities, the web shop broke down within ten minutes and the unicorn chocolate was sold out immediately. A postproduction, maintenance and more server capacities didn’t help either, which raised a shit storm from disappointed customers. In the end, the promising and at first successful marketing campaign flopped after all.

(Source: Gründerszene)

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