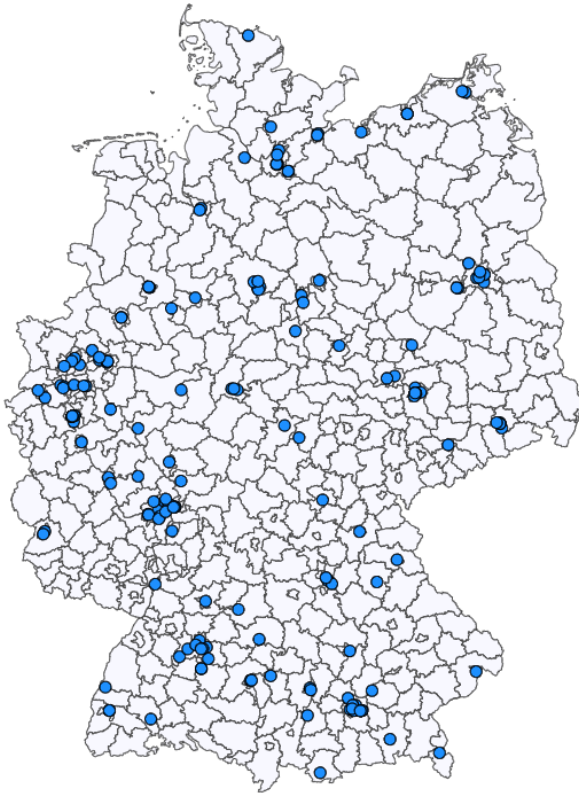
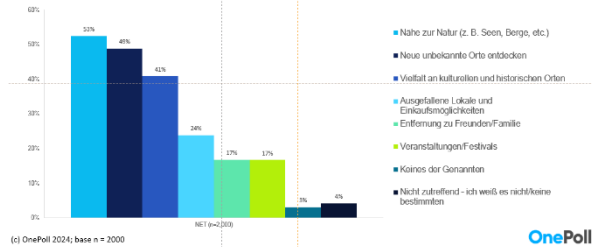


Four hours to time out: Germans appreciate nature and undiscovered destinations in their own country

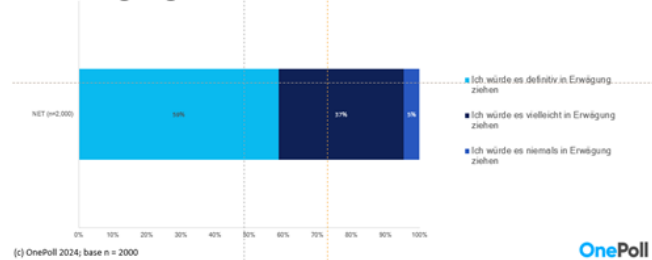
New study by Wyndham Hotels & Resorts shows that Germans favour nature and new, undiscovered places when travelling domestically - within a travel time of around four hours



4. Welche der folgenden Faktoren sind für Sie am wichtigsten, wenn Sie sich für ein Urlaubsreiseziel in Deutschland entscheiden?



9. Würden Sie eine Reise zu einem weniger bekannten Ziel innerhalb Deutschlands in Erwägung ziehen?



Caption: A new study commissioned by Wyndham Hotels & Resorts reveals that Germans are eager to explore nature and discover new, lesser-known destinations when traveling within the country. With over 170 hotels across Germany, Wyndham offers a wide selection of accommodations, including in small, yet-to-be-discovered locations. © Wyndham Hotels & Resorts

MUNICH (28 OCTOBER 2024) – A recent [study commissioned by Wyndham Hotels & Resorts](#) reveals that the ideal travel time for the perfect domestic vacation in Germany averages at four hours and 12 minutes—roughly the length of two feature films. During these trips, a strong focus is placed on experiencing nature and exploring new, undiscovered destinations.

With 11 hotel brands across various budget categories and more than 170 locations in Germany—most within just a 30-minute drive of popular travel spots—Wyndham Hotels & Resorts offers a wide selection of accommodations for weekend getaways, business trips, or longer stays.

"Our study confirms that short trips to nearby domestic destinations are very much rising in popularity. Germans also seem to have a strong desire to discover new places and embrace nature by traveling off the usual tourist paths," says Murat Yilmaz, Market Managing Director for Germany at Wyndham Hotels & Resorts. "The enthusiasm for exploring lesser-known travel spots in Germany, while prioritizing nature and sustainability, aligns with our approach to offering comfortable, affordable, and responsible accommodations—whether in major cities, smaller towns, or on the outskirts of urban centers," Yilmaz adds.

The study explores Germans' travel preferences and habits related to domestic travel, including trending destinations within Germany, travel motivations, and sustainability. More than half of those surveyed (53%) said that proximity to nature is the most important factor when choosing a destination in Germany. Additionally, nearly six out of ten respondents (59%) expressed a willingness to venture off the beaten path to discover new and lesser-known regions in their own country. These findings reflect the growing trend towards regional and sustainable tourism.

Experiencing nature and the allure of the unknown

According to the survey, travellers to Germany prefer to combine relaxation and adventure - preferably in their own car (62%). Destinations close to nature such as the Black Forest, Lake Constance and the Zugspitze are among the most popular regions when it comes to experiencing Germany's natural beauty. A full 43% of respondents value the opportunity to enjoy their local nature on holiday in Germany.

There is a strong interest in exploring undiscovered or less-visited destinations: 49% of respondents said they enjoy finding "hidden gems"—places they haven't yet traveled to and that are often less crowded. This trend aligns with the growing awareness of sustainable tourism, with 77% of Germans emphasizing that sustainability plays a role in their vacation planning.

Also interesting: The most underrated destinations within Germany named by respondents were Lake Constance and the Black Forest- both destinations that offer a lot of nature- as well as the cities of Berlin, Hamburg and Dresden.

Short breaks with added value

In addition to the proximity to nature and the desire to make new discoveries, the question of travelling time remains decisive for many Germans. Just under a third of respondents (28%) prefer weekend trips, while 23% opt for longer stays to really switch off or explore new regions more

intensively. Short but eventful trips are very much in vogue- especially if the destination can be reached quickly.

Gen Z travellers (aged 18-34) attach particular importance to taking a break from their daily work routine. 40% of this age group stated that switching off from work is a key reason for their holiday plans. Older travellers (55+), on the other hand, are more curious about their own country: 55% of respondents in this age group would like to discover even more of Germany.

In addition to relaxation, time away from work and the excitement of discovering something new, social media is an important motivator for one in six respondents to go on holiday in their own country. For Gen Z in particular, sharing photos and impressions of their travels on Instagram and the like is important, with 34% of responses. It is therefore not surprising that social media outweighs all others as a source of inspiration for this age group (56%).

Budget still important

With all the options that Germany offers as a holiday destination, the budget plays a not insignificant role: a full 90% of respondents stated that costs are important to them. Just under half (49%) even consider the budget to be a very important factor. Perhaps this is why half of Germans plan their trip to Germany outside the main holiday periods. And just under a third of 18-24 year olds say that saving money is the most important advantage of a holiday trip within Germany.

The comforts of a hotel bed

The survey results also show that almost half of German travellers (49%) prefer the comfort and privacy of a hotel room. Well-known hotel brands play an important role: over a third of travellers opt for an established brand as this creates trust and offers consistent quality. Around a fifth of those surveyed stay overnight with family or friends or opt for holiday accommodation via. With more than 170 locations, Wyndham Hotels & Resorts in Germany offers a wide range of accommodation options – whether in large cities or in smaller, less well-known locations. With a variety of brands such as Super 8, Vienna House or Ramada, leisure and business travellers also have various options available depending on their travel budget and preferences, whether for a spontaneous weekend trip or a journey of discovery to a previously unknown corner of Germany. A Wyndham hotel can usually be reached within 30 minutes from anywhere in Germany.

2,000 respondents aged 18 and over took part in the survey in September 2024. The survey was conducted by OnePoll on behalf of Wyndham Hotels & Resorts.

The full study can be viewed [here](#). Further information on Wyndham Hotels & Resorts in Germany can be found at www.wyndhamhotels.com/en-uk/discover-germany.

Images associated with this release can be downloaded [here](#).

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About Wyndham Hotels & Resorts

Wyndham Hotels & Resorts (NYSE: WH) is the world's largest hotel franchising company by the number of properties, with approximately 9,200 hotels across over 95 countries on six continents. Through its network of approximately 893,000 rooms appealing to the everyday traveler, Wyndham commands a leading presence in the economy and midscale segments of the lodging industry. The Company operates a portfolio of 25 hotel brands, including Super 8®, Days Inn®, Ramada®, Microtel®, La Quinta®, Baymont®, Wingate®, AmericInn®, Hawthorn Suites®, Trademark Collection® and Wyndham®. The Company's award-winning Wyndham Rewards loyalty program offers approximately 112 million enrolled members the opportunity to redeem points at thousands of hotels, vacation club resorts and vacation rentals globally. For more information, visit wyndhamhotels.com.

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