

# GERMANY: A HIGH-VALUE MARKET FOR NEW BRUNSWICK

Long-haul travellers with a strong affinity for nature and authentic experiences

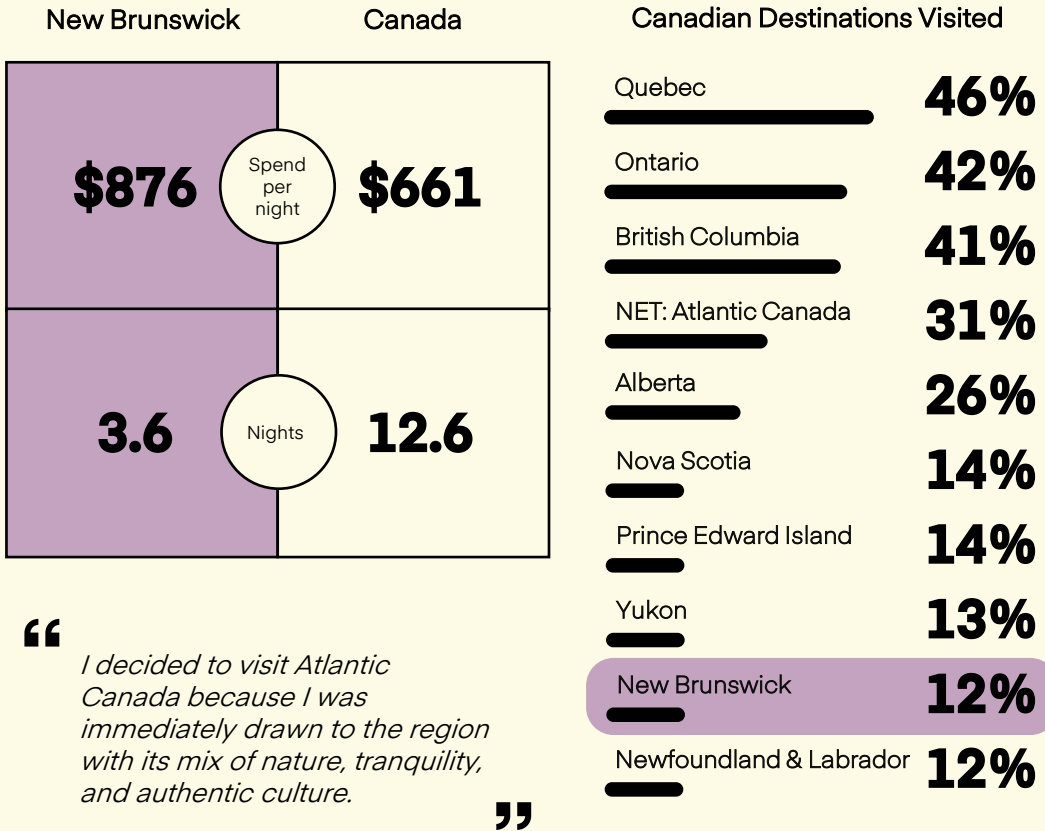
This project has been made possible through funding provided by the Atlantic Canada Agreement on Tourism (ACAT). ACAT is a nine-member pan-Atlantic initiative comprised of the Atlantic Canada Opportunities Agency, the four Atlantic Canada Tourism Industry Associations, and the four Provincial Departments responsible for tourism.



## 01. THE GERMAN TRAVELLER OVERVIEW

### GERMAN VISITORS TO NEW BRUNSWICK

German visitors to New Brunswick spend generously and travel across multiple provinces.



## 02. DESTINATION CANADA SEGMENTATION

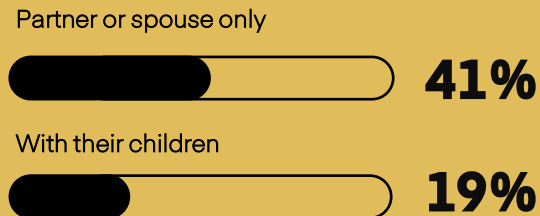
### TOP TRAVELLER SEGMENTS

Close to four in ten travellers who have visited Canada before and are considering a trip to New Brunswick fall into the Outdoor Explorers category, followed by Cultural Seekers.

#### Three Distinct Segments, Three Distinct Motivations



#### Ideal Travel Party

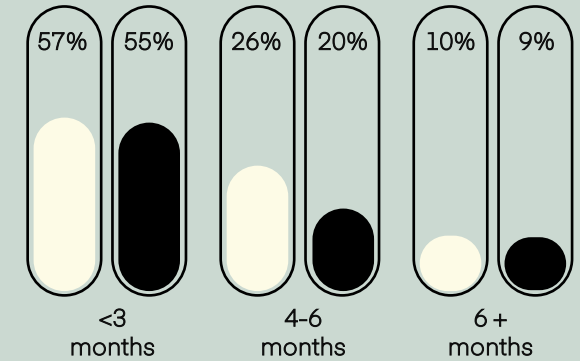


## 03. PLANNING BEHAVIOUR

### GERMAN TRAVELLERS PLAN QUICKLY

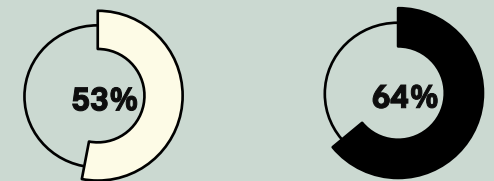
More than half of German visitors who are considering a trip to New Brunswick would plan less than three months in advance.

#### Most Book Within Six Months



Legend: ● Visited Canada Before, ● Have Not Visited Canada Before

#### Likelihood of Using a Travel Agent/Tour Operator



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**Methodology:** Online survey. Adults aged 18+ residing in Germany who have taken at least one long-haul leisure trip outside Europe in the past three years or plan to take one within the next two years. Total: n=1,012. Have not visited Canada: n=607. Visited Canada in the past 5-10 years: n=101. Visited Canada in the past 5 years: n=304.

**Destination Canada (DC) Traveller Segmentation:** In 2024, DC classified travellers into seven segments based on behavioural and psychographic factors. This study applies that framework to Atlantic Canadian provinces using the German Long Form Typing Tool to better understand traveller profile and tailor destination marketing and strategic planning.

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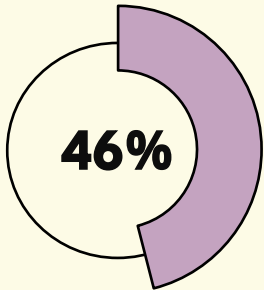


## 04. AWARENESS AND APPEAL

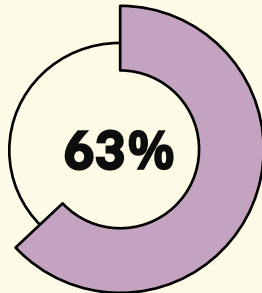
### AWARENESS IS MODERATE BUT APPEAL IS HIGH

While awareness of New Brunswick is still developing, German travellers who are aware and have visited Canada before show strong appeal and solid consideration for visiting.

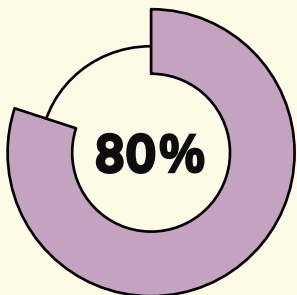
Awareness Levels of New Brunswick  
(n=400)



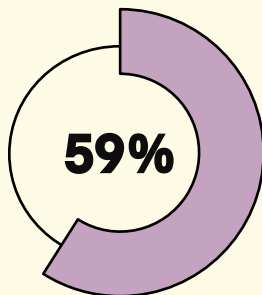
Knowledge of What to Do And See in New Brunswick  
(n=196)



Appeal of New Brunswick  
(n=196)



Travel Consideration to New Brunswick  
(n=377)



## 05. MOTIVATIONS AND BARRIERS

### NATURE AND CULTURE DRIVE VISITATION

German travellers who have been to Canada before and are considering a trip to New Brunswick are primarily drawn to the natural landscapes and cultural experiences.

#### Top Motivators To Visit New Brunswick



#### Leading Barrier To Visiting Atlantic Canada



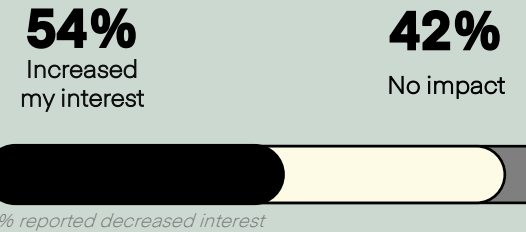
“ People always talk about other regions, which makes you think that [Atlantic Canada is] uninteresting. ”

## 06. GEOPOLITICAL CONTEXT

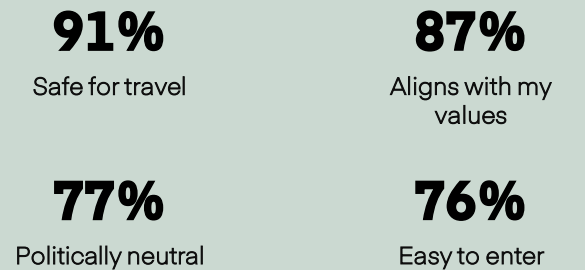
### PERCEPTIONS OF CANADA

German travellers who have been to Canada before and are considering a trip to New Brunswick view Canada as a safe and politically neutral destination.

#### Geopolitical Influence on Interest to Travel To New Brunswick



#### Top Perceptions of Canada as a Destination



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