

Travel destinations 2024- travel blog survey on travel trends among German-speaking creators

What will be the trend travel destinations in 2024? This question is asked year after year by various travel companies and media organizations. We also find it interesting to see where the trends are heading but find it often not clear where the lists of trend destinations are based on.

This year we have chosen a different, data-based approach and asked directly where travel trends are being created in German-speaking countries: The German-language travel blogs and travel accounts with the widest reach.

A total of 137 travel blogs and accounts took part in our survey, which together have over 5.2 million page visits per month and 3.5 million followers on social media. [Click here](#) for our methodology and a list of participants.

Overall, we used four questions to determine the top travel destinations for 2024. We wanted to know where the creators see the trending travel destinations worldwide, within Europe, within Germany and for a city trip.

We present the results of this survey in this article.

The top travel destinations in 2024 according to our travel creator survey

In order to determine the global trend travel destinations of travel blogs and accounts creating content in German, we asked participants to rank their top three destinations in each question.

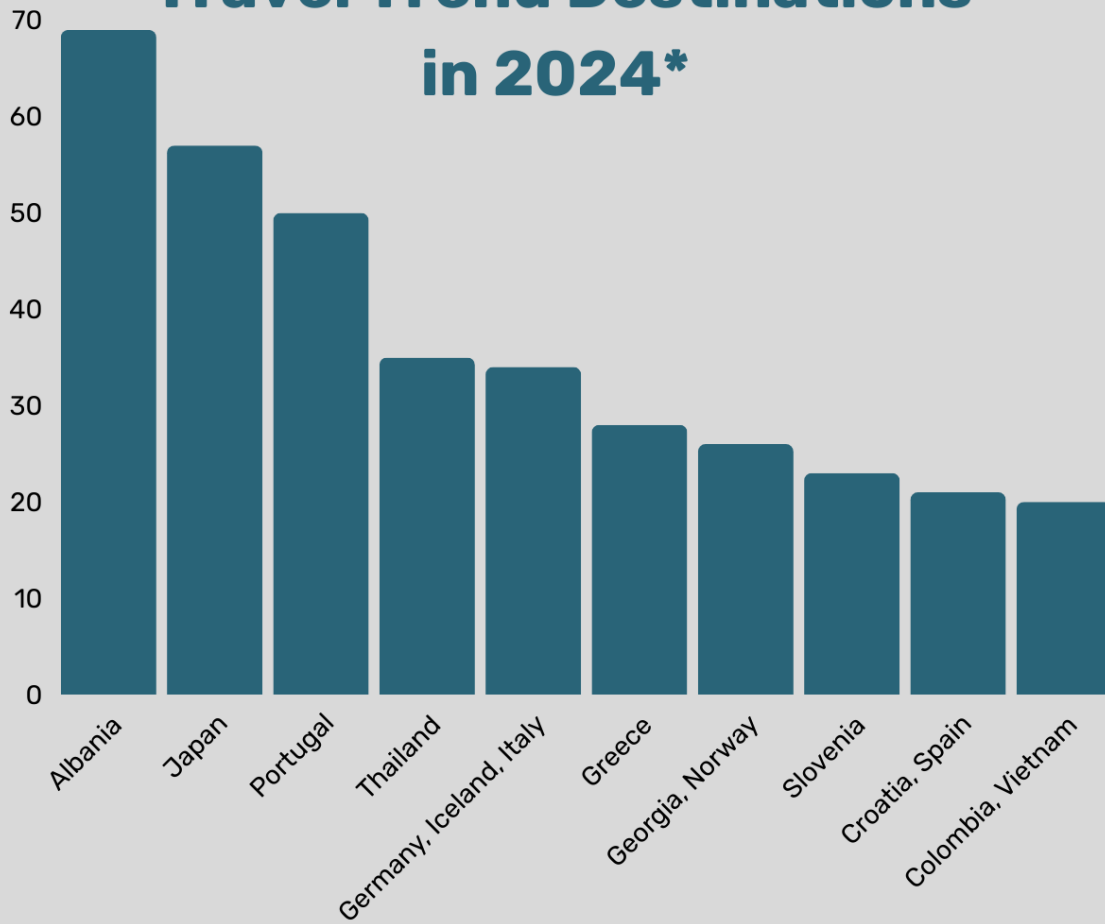
We gave points from three to one for each ranking. In other words, three points were given for first place, two points for second place and one point for third place.

The first question was answered by 136 respondents, resulting in a maximum score of 408 points. You can find more information [about our methodology here](#).

Albania is the undisputed winner in this category with 69 points. It is followed by Japan (57 points) and Portugal (50 points).

It is striking that some of the most popular travel destinations in the DACH region (Germany, Austria, Switzerland) for years have made it into the top 10. These include Portugal, Italy, Greece, Croatia and Spain. Germany is also included in a shared fifth place.

Travel Trend Destinations in 2024*



*Survey of 137 German-language travel blogs & travel accounts

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Albania and Portugal are Trend Destinations in 2024

This makes our survey very different from the [Lonely Planet's Best in Travel list for 2024](#), in which no destination in Germany was represented.

Destinations in Europe in particular are among the top 10 trend destinations for 2024. Three countries in Asia are among the top 10 (Japan, Thailand, Vietnam) and, with Colombia, only one country in the Americas and no country on the African continent made it to the Top 10.

The best travel destinations within Europe in 2024

In the question about the trend destinations within Europe in 2024, we allowed answers for countries and regions. If you compare the results of this question with the previous one, you will find some overlaps. Here, too, Albania is in first place with 88 points and a large margin.



Other countries in south-east Europe such as Slovenia (5th place, 36 points), Croatia (9th place, 24 points) and Montenegro (10th place, 23 points) can be found in the top 10.



Croatia and Montenegro are Trend Destinations in Europe in 2024

Portugal is also far ahead as a trend destination in this question and is represented twice. As a country (2nd place, 56 points) and as the autonomous region of Madeira (8th place, 27 points).

Madeira is also the only region to feature among the ten most popular travel destinations. The next region in the ranking is Tuscany in 11th place.

Norway is the only Scandinavian country in the top ten. Sweden follows in 12th place.

Most popular travel destinations in Germany in 2024

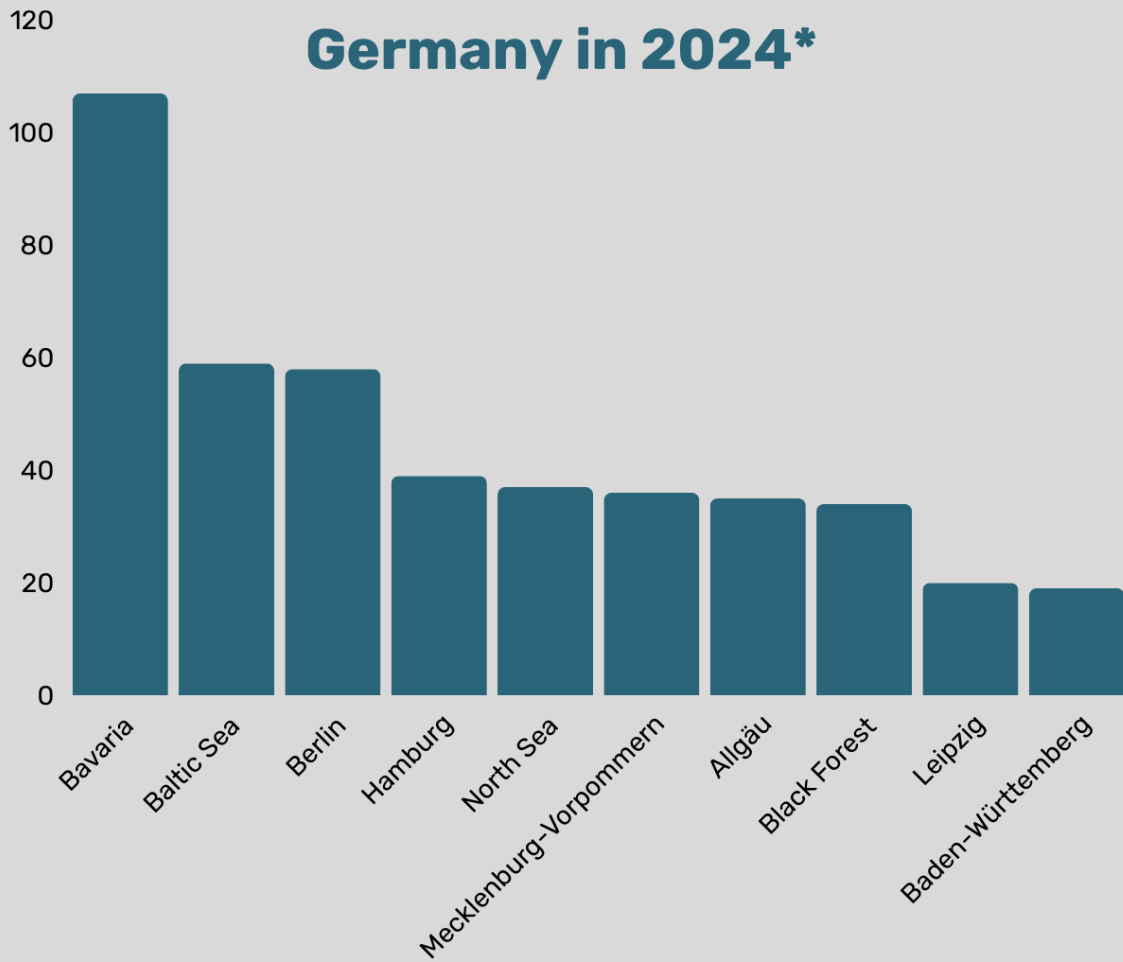
In the question about the trend destinations within Germany, we allowed responses on federal states (Bundesländer), regions and cities. This question generated the clearest result, with Bavaria in first place by a wide margin (107 points). Additionally, the Allgäu region, which is predominantly located in Bavaria, is in seventh place (35 points).

The coastal regions are also represented with the Baltic Sea (in second place, 59 points) and the North Sea (in fifth place, 37 points).

Three cities or city states made it into the top ten most popular travel destinations for 2024: Berlin (3rd place, 58 points), Hamburg (4th place, 39 points) and Leipzig (9th place, 20 points).

In addition to the Allgäu, the Black Forest (8th place, 34 points) is among the ten most popular destinations in Germany for 2024 as a southern German destination known for hiking and outdoor adventures.

Travel Trend Destinations in Germany in 2024*



* Survey of 137 German-language travel blogs & travel accounts

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Leipzig and the Black Forest are amongst the Top 10 Trend Destinations within Germany

Trend destinations for city breaks in 2024

We conclude our survey of 137 travel blogs and travel accounts with the question of trend destinations for city breaks.

The strong trend towards destinations within Europe also continues in the answers to this question. With New York, there is only one city break destination outside Europe in the top 10.



This question had the densest field, with a wide range of answers and many individual responses. 53 cities out of 113 were only mentioned once.

There were also few surprises in the top 10. It was mainly capital cities and large cities within Europe that were named.

In the top three places are two Portuguese cities, Lisbon, and Porto. Portugal is therefore not only seen by the travel bloggers as a trend destination worldwide (question 1) and within Europe (question 2), but also explicitly as a trend destination for a city break.

Hamburg is the only German city in ninth place, ahead of Berlin (11th place) and Leipzig (18th place). The Austrian capital Vienna is in fourth place, ahead of New York and Barcelona.

The most popular travel destinations in 2024: results of the survey

We were overwhelmed by the participation in our survey and are delighted that it was so well received. German-language travel blogs and travel accounts on social media reach several million people every month and are the place to go to find out about travel destinations and travel trends.

Our mission was to bring together the expertise of the creators in order to be able to make data-based statements about travel trends in 2024. We find the results very interesting and were surprised that the first three places of all questions in particular were very clear.

Any questions about the survey?

Please contact us at: info@worldonabudget.de if you have any questions or need the graphs and pictures in a higher resolution. You can also find out more about the [methodology](#) on how we collected and analyzed the data here.

We would be delighted if the survey results were interpreted and shared. Please cite Worldonabudget as the source and feel free to [link to this results page](#).