



# IPK International

WORLD TRAVEL MONITOR®

## Factsheet

2026

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# ABOUT US

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IPK International is one of the world's leading tourism consultancies and specialises in tourism research, marketing and planning.

More than 100 private and public sector customers in over 50 countries around the globe.



# WORLD TRAVEL MONITOR®



## The World Travel Monitor®

surveys international travel behavior in 64 source markets worldwide.



## The World Travel Monitor®

covers around 90% of global demand for international travel.



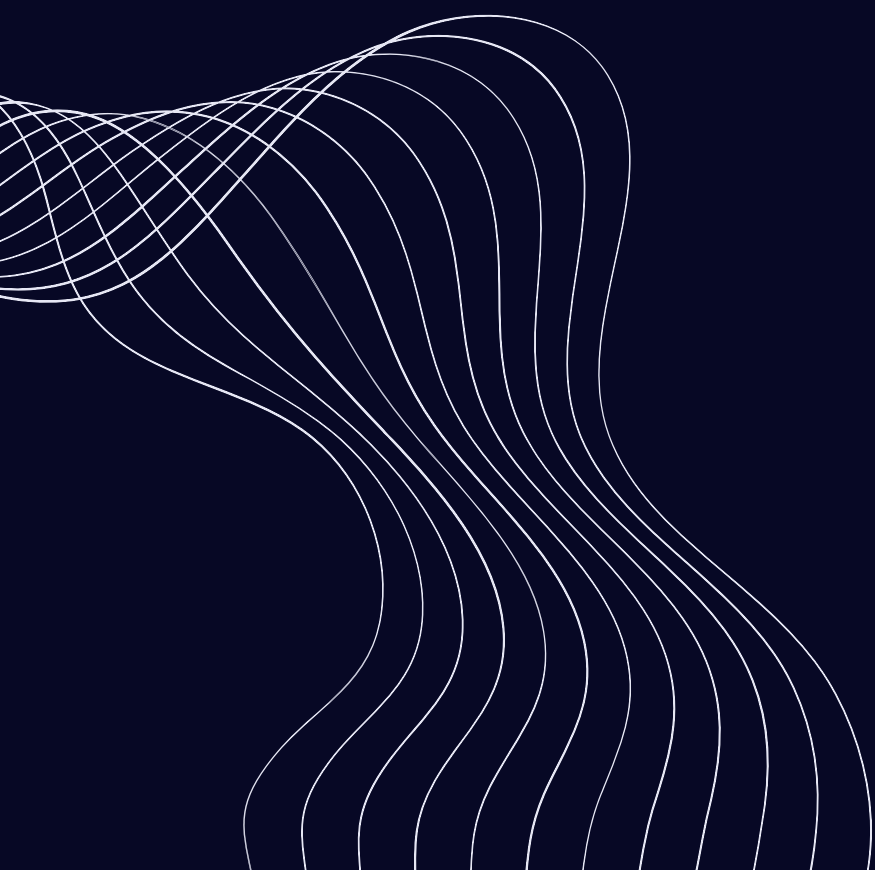
## The World Travel Monitor®

covers international trips (1+ nights), including holidays, VFR, business trips / MICE-trips.



## All accommodation types

are considered, including private accommodation with relatives / friends.



# Unique characteristics of the World Travel Monitor®:

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The World Travel Monitor® is the world's most comprehensive database on outbound travel by Europeans, Arabs, Asians, North and South Americans.

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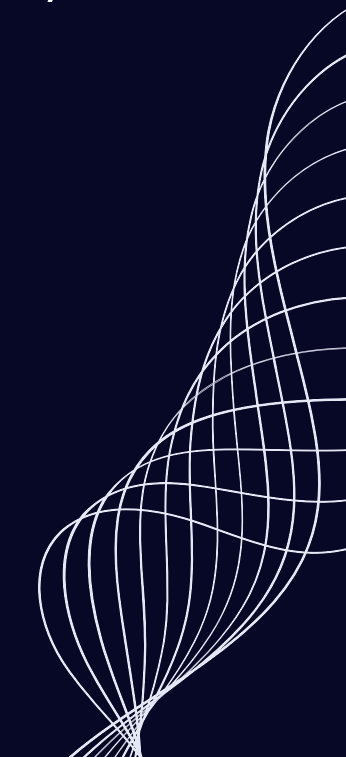
Due to the uniform questionnaire and the uniform survey method in all source markets surveyed, the data are comparable for all markets.

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No other survey or official statistic provides such comprehensive and directly comparable data on global outbound travel behavior.

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The World Travel Monitor® is primarily used by national/regional tourist boards, ministries, companies in the tourism industry and international consulting firms.



# GLOBAL DATABASE OF THE WORLD TRAVEL MONITOR® (WTM)



The World Travel Monitor® surveys international travel behavior in 64 source markets worldwide:

## Western Europe

- Germany
- Great Britain
- France
- Netherlands
- Italy
- Switzerland
- Spain
- Belgium
- Austria
- Sweden
- Denmark
- Finland
- Norway
- Ireland
- Portugal
- Greece
- Turkey

## Eastern Europe

- Poland
- Czech Rep.
- Slovakia
- Hungary
- Belarus
- Ukraine
- Romania
- Bulgaria
- Croatia
- Slovenia
- Serbia
- Bosnia
- Lithuania
- Latvia
- Estonia

## North America

- USA
- Canada

## Latin America

- Mexico
- Brazil
- Argentina
- Chile
- Peru
- Ecuador
- Colombia
- Venezuela
- Bolivia
- Paraguay
- Uruguay

## Asia and Pacific

- Japan
- China
- Hong Kong
- South Korea
- India
- Singapore
- Malaysia
- Thailand
- Taiwan
- Indonesia
- Vietnam
- Australia

## Middle East

- Israel
- UAE
- Saudi Arabia
- Qatar
- Kuwait
- Iran

# Content of the World Travel Monitor®

Information available for each source market and for over 140 destinations.  
(comparable with previous years):

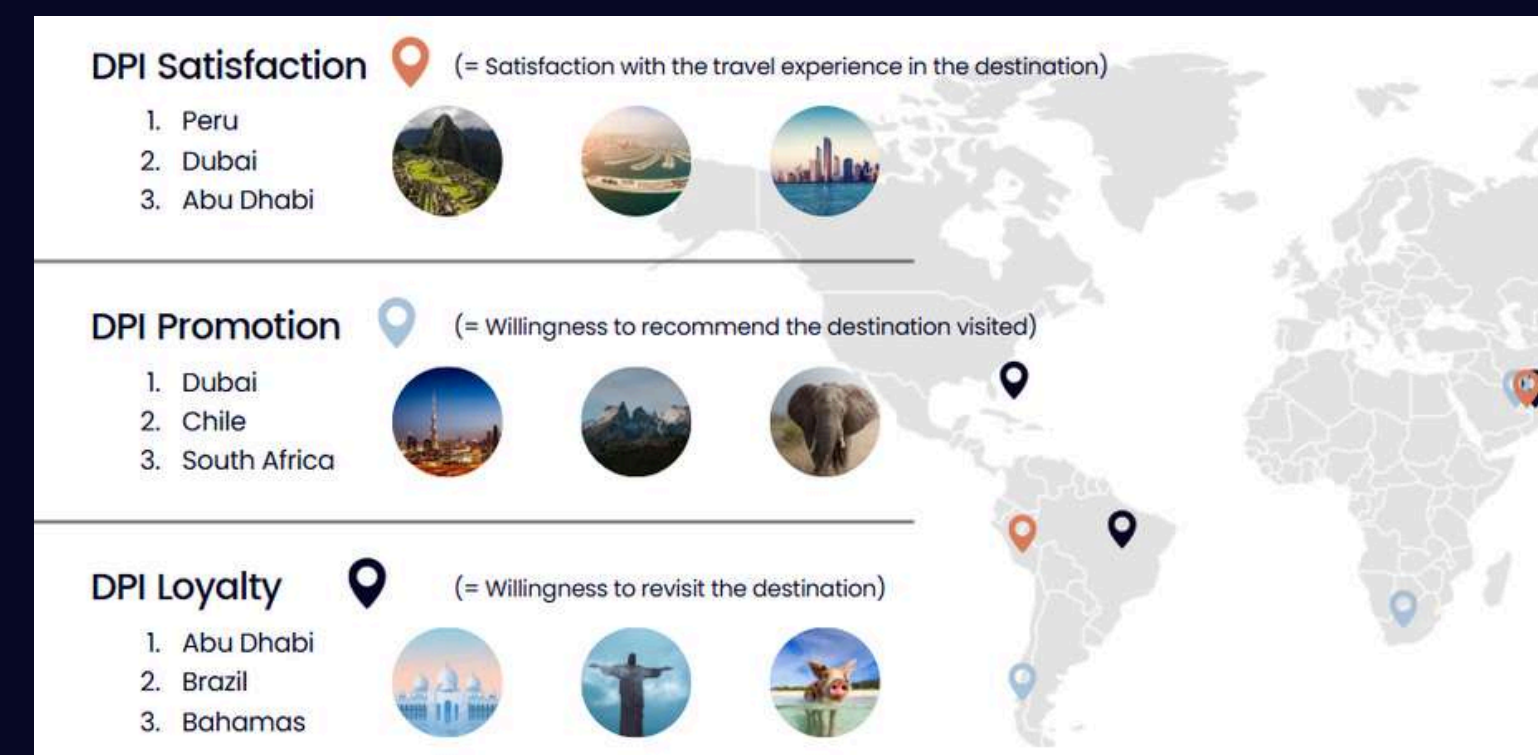
- Travel volume
- Trip length
- Travel expenses
- Purpose of trip
- Type of business trip (bleisure, only business, MICE)
- Holiday type
- Motives / Activities
- Travel season
- Travel frequency
- Information sources
- Sustainability of the trip
- Online information sources
- Booking behavior
- Types of accommodation
- Mode of transportation
- Travel party
- Socio-demographic characteristics (gender, age, income and education levels)

# Content of the World Travel Monitor®

Further available details for holiday travel:

DPI (=Destination Performance Index)

- Motives / activities per holiday trip type
- Satisfaction with holiday trip
- Recommendation of destination
- Intention to revisit
- Overall performance of the destination (NPS evaluation)



# WORLD TRAVEL MONITOR® PRODUCTS

## Source Market Profiles

For each source market, we offer market profiles that provide information on:

- Market volume / the number of international trips / dynamics in recent years.
- travel behavior
- typical characteristics of the market

Market profiles form the base for marketing strategies e.g. in terms of: Product design, sales channels, media channels, preferred accommodation types, price positioning, target groups etc.

## Target group - / Segment-Profiles

Some customers are interested in data for certain target groups or segments (e.g. cultural travelers, luxury travelers, travelers in the spring). For this purpose we provide the following information:

- Travel volume
- Market share of the segment
- Travel behavior / typical characteristics

# WORLD TRAVEL MONITOR® PRODUCTS

## Visitor-Profile

Visitor profiles provide a characterization of current travelers. Such profiles are available for: Visitors from the entire world / individual continents or even a single source market.

The characteristics of the "visitor profile" are, for example:

- Purpose of the trip
- Holiday type
- Modes of transport and accommodation used
- Information & booking channels used
- Length of stay / expenditure
- Socio-demographics of visitors

## Benchmark analysis

In this context, the own visitor structure is compared with the visitor structure of competing destinations (benchmark).

Among other things, the study provides information about:

- the positioning of the own destination compared to the competitors
- which target groups visit the own destination and which target groups are attracted by the competitors
- which strengths / weaknesses exist in comparison to competitors, e.g. with regard to source markets, products, expenditures, length of stay, specific target groups (e.g. upper income groups)

# WORLD TRAVEL MONITOR® PRODUCTS

## Selection of priority products

The aim is to identify the products/holiday types in which a destination has the best opportunities. Various parameters are used for this purpose (e.g. global demand for a particular type of holiday/product market share, growth potential, competitive performance, etc.).

### Outcome and Benefit:

- List of products/holiday types that offer the best opportunities for the destination.
- Classification of products/holiday types into first, second and third priority products/holiday types.
- List of products/holiday types that are less relevant to the destination, have lower demand potential, or are trending downward.

## Special Reports

In addition to the WTM® standard questions, there is the possibility to conduct further customer or destination specific questions / evaluations.

Some examples are:

- Luxury Trips
- Generational (Gen Z / Millennials / Best Ager / Golden Generation) Reports

## Contact information:



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Thank you!