An NIQ Company

GfK Purchasing Power for Holiday travel

Germany

Applications

Our purchasing power data on holiday travel allows you to determine the regional sales potential for private holiday travel in general as well as for specific types of holiday travel. Use these insights to tailor your sales and marketing endeavors to regional consumer preferences. Our data also offers an objective basis for making more informed location decisions.

- **Branch network optimization / Location evaluation**

Choose where to enter a new market or expand existing operations based on the available purchasing power potential in the regions in question. Using the purchasing power data on holiday travel, you can plan new sales and service locations or quickly and efficiently evaluate your existing locations.

- **Strategic advertising & direct marketing**

You can better target your marketing actions and save time and money by knowing the locations of Germany's households with the highest purchasing power for a specific type or destination of holiday travel. For example, concentrate your mailings in areas with particularly high levels of purchasing power to boost your response rate.

- **Outside sales force optimization & sales controlling**

Our purchasing power data provides a reliable foundation for managing your outside sales force. Use the data on regional purchasing power potential to create outside sales territories with comparable levels of potential. Compare the turnover generated by your outside sales to the available potential in these regions to objectively gauge performance. This technique reveals strengths and weaknesses in your market, while also allowing you to concentrate your efforts in the most promising regions.

Upon request, we can also calculate the purchasing power potential for your specific travel offering. This makes it possible to precisely estimate your potential and allocate your resources accordingly. Contact us at any time to discuss your situation.

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Overview of GfK purchasing power products

GfK GeoMarketing annually calculates purchasing power at varying levels of detail. This data on potential reveals the regional distribution of disposable income among Germany's population.

Retail purchasing power reveals the share of general purchasing power available for fixed-location and mail-order retail expenditures. This value varies significantly from year to year as a result of changes in consumer behavior. There are substantial regional differences in the retail-specific demand potential throughout Germany.

Retail purchasing power can be obtained in a product-line specific format for a more detailed portrait of regional consumer potential. Our product-line purchasing power shows how much consumers have available for spending on various food- and non-food product lines on a region-by-region basis. The total of these product-line specific values yields the retail purchasing power.

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Basis of calculation

GfK purchasing power for holiday travel is calculated based on ongoing surveys and analyses of consumer travel by GfK Mobility. GfK's consumer panel ConsumerScan regularly evaluates private household spending on consumables (food product lines), while GfK Mobility assesses private travel by all household members.

We then link this consumer information from the GfK Mobility panel along with socio-demographic household traits from the panel data to region-specific characteristics in our microgeographic database, Point Plus®. Using the most granular level (the so-called micro-cell, which includes at least five households), all results can then be aggregated to Germany's street segments as well as to all administrative and postcode levels.

This methodology very effectively reveals regional variations in the demand potential for holiday travel in general as well as for specific types of holiday travel.

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Data structure

Regional identifiers (e.g., municipal identifiers, postcodes, etc.)

Regional designations (e.g., municipality name, postcode name, street name)

Inhabitants and households
Number of inhabitants and households within a given region, provided in absolute and per mill values

GfK purchasing power for general holiday travel or a specific type of travel in mil. €
The share of disposable income for general holiday travel or a specific type of holiday travel is calculated for the population of a given area in millions of euros.

GfK purchasing power for general holiday travel or a specific type of travel in per mill values
Purchasing power expressed in per mill values shows how the purchasing power for general holiday travel or a specific type of holiday travel in a given region compares to the nationwide purchasing power. The sum of all per mill values equals 1,000.

GfK purchasing power for general holiday travel or a specific type of travel in € per inhabitant
This dataset reveals the average annual spending per inhabitant of a given region on general holiday travel or a specific type of holiday travel. The values are provided in euros.

GfK purchasing power for general holiday travel or a specific type of travel as an index per inhabitant
The index per inhabitant is based on a national average of 100. An index value of 110 or 90 means that the inhabitants in the region in question spend 10 percent more or less on general holiday travel or a specific type of holiday travel compared to the national average.

Note: Upon request, this data is available down to the level of street segments for Germany.

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Regional levels

We provide our purchasing power for holiday travel in a consistently high quality for all of Germany, from federal states, country's, municipalities and postcodes down to localities and city districts such as the country's street segments.

Our purchasing power for holiday travel can also be aggregated for specific areas of your choice, such as your site catchment areas or outside sales regions.

1

Administrative regions

- federal states
- counties
- urban/rural districts
- municipalities

2

Postal regions

- 1-digit postcodes
- 2-digit postcodes
- postal directing areas
- 5-digit postcodes

3

micro-geographic regions

- localities and city districts
- street segments

4

client-specific regions

- outside sales territories
- catchment areas

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Time series comparisons

Our high-quality data makes it possible to carry out precise regional comparisons. However, we advise against using our data for time series comparisons, because our methodology has been refined and perfected numerous times over the course of the years. For example, changes often occur in the sources and statistical methods used to compile and calculate our data.

GfK GeoMarketing places great emphasis on providing data that represents regional differences as accurately as possible. This commitment to accuracy means that we are regularly adopting improved methods as well as newer and more detailed data sources. As a result, time series comparisons are not advisable, because they will be based on differing vintages and sources.

Stated in a different way, if we were to place our primary emphasis on ensuring that clients can carry out meaningful time series comparisons, we'd have to ignore the discovery and emergence of improved methods and data sources. We strongly believe that this would be a mistake. Moreover, frequent changes to administrative boundaries make it difficult or impossible to carry out meaningful time series comparisons.

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Questions?

Contact us at any time.

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