

## Press Release April 14<sup>th</sup> 2025

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### **FDSV Reports Positive Growth in Revenue and Participant Numbers**

In spring 2025, the German Association of Language Travel Organizers (FDSV) published its annual market analysis. The data for the 2024 business year was collected by Heilbronn University under the direction of Prof. Dr. Antonio Juárez Medina.

FDSV member companies increased their participant numbers by 18% compared to the previous year. Revenues also rose by 15% – a clear indicator of the continued strong interest in language travel and international education.

The participant ratio remained balanced between students (51%) and adults (49%). On average, a language trip lasted just over 10 days and cost €1,376.

English was once again the most popular language, accounting for 68% of all bookings. Among young learners, the share was 92%, while for adults it was 42%. Spanish followed among adults with 27%, then French (17%) and Italian (9%). Among students, Spanish ranked second (34%) and French third (3%).

The UK remained the most popular destination with 46% of all participants, followed by Malta with a 12% share. The largest age group was 14 to 17-year-olds, while the 50-plus demographic continued to grow.

The complaint rate remained very low at just 1.8%.

In terms of marketing, companies allocated an average of 20% of their 2024 budgets to offline advertising and 81% to online advertising. Each provider published an average of 1.6 catalogues, with around 48 pages each.

A clear trend toward European destinations emerged – driven by shorter travel distances and growing awareness of sustainability. In contrast, demand for programs in German-speaking countries continued to decline. Increasingly, parents prefer authentic language experiences abroad for their children.

Despite the positive trend, the industry still faces challenges: economic uncertainty due to the war in Ukraine, rising energy and flight costs, a shortage of skilled workers, and geopolitical tensions – particularly in the U.S. – all influence booking behavior.

Safety is especially important for young participants. Parents expect in-depth consultation, which also presents an opportunity for language travel providers.

Students, school leavers, and working professionals alike are showing great interest in language travel – whether for intercultural experience or professional development. The desire to learn a language in its native environment remains as strong as ever.