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FDSV Market Analysis 2024 – Germany Remains a Popular Destination for Language Travel

The German Association of Language Tour Operators (FDSV), in cooperation with Heilbronn University, has published its latest market analysis for 2024 in the field of German as a Foreign Language. The report is based on data provided by 17 FDSV member language schools across Germany.

The results confirm a continued high demand for language travel to Germany. A total of 25,210 participants were recorded, generating a combined revenue of approximately 43 million euros. On average, language courses lasted 6.22 weeks and cost 1,713 euros, excluding accommodation and travel.

With nearly 40% of participants aged between 14 and 17, and a total of 78% between 14 and 30, the demand for German courses among teenagers and young adults remains especially strong.

One notable finding is the duration of stay: while European learners typically spent two to four weeks in Germany, participants from Africa, Asia, and the Middle East stayed significantly longer—sometimes averaging up to 20 weeks. Particularly popular course formats included Abitur and exam preparation, university entry courses, one-to-one tuition, online learning, and programs combining language learning with sports or cultural activities.

Despite ongoing geopolitical and economic challenges, the FDSV expects booking levels to remain stable in 2025. The combination of high-quality tuition, an internationally recognized education system, and relatively low tuition fees continues to make Germany an attractive destination for language learners worldwide.