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Federal Ministry
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by the German Bundestag

Germany
The travel destination



www.germany.travel

6.7 million promotable
business trips to
Germany by Europeans

35.1
billion spent on
travel to Germany
by Europeans

83.9 million
overnight stays

Facts • Figures • Information

2017

31.6
million holiday
trips by Europeans

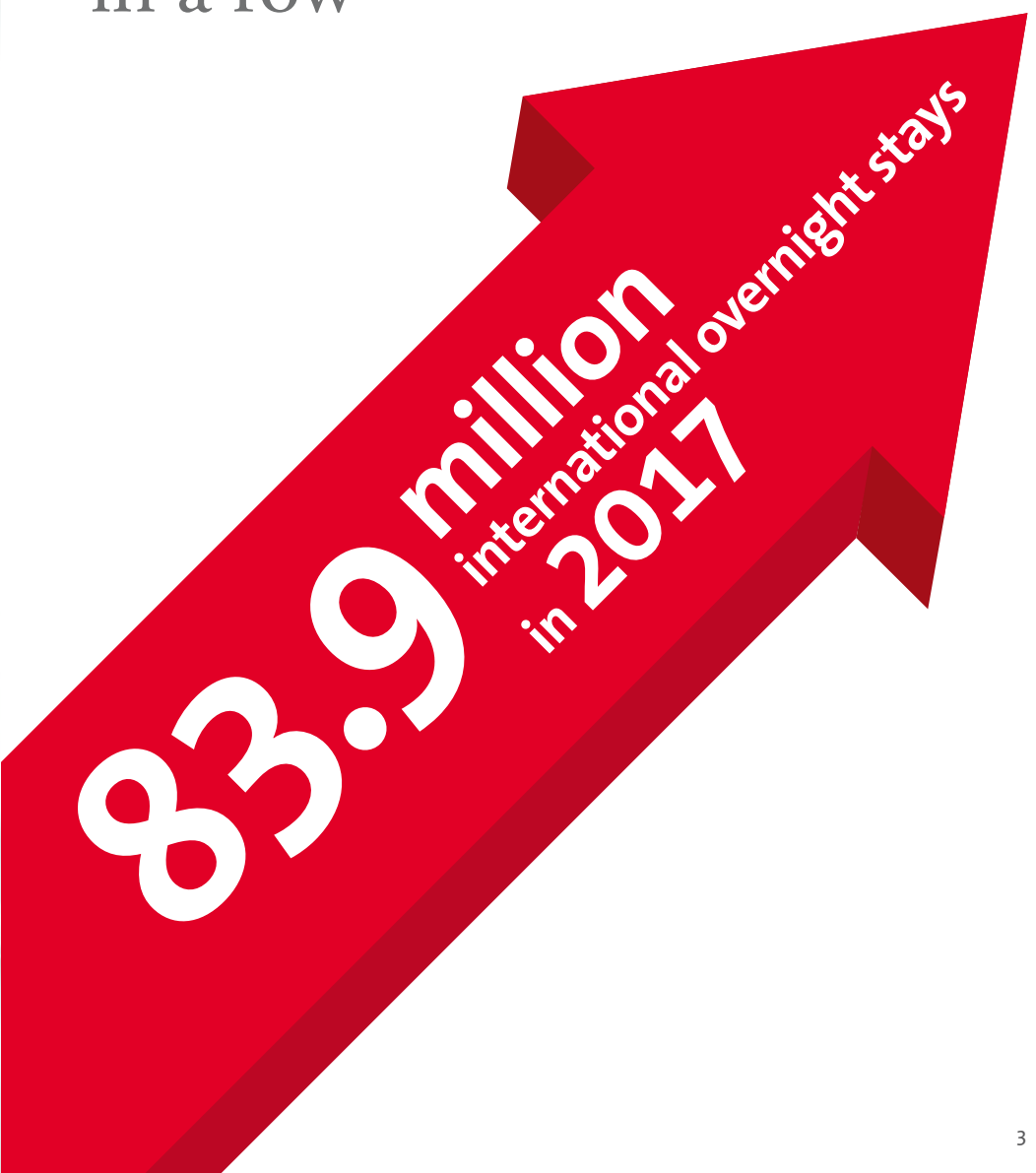
121.5
million overnight stays
possible by 2030

47.1 million overnight stays in cities
with over 100,000 inhabitants

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Inbound travel to Germany: **eighth record result** in a row



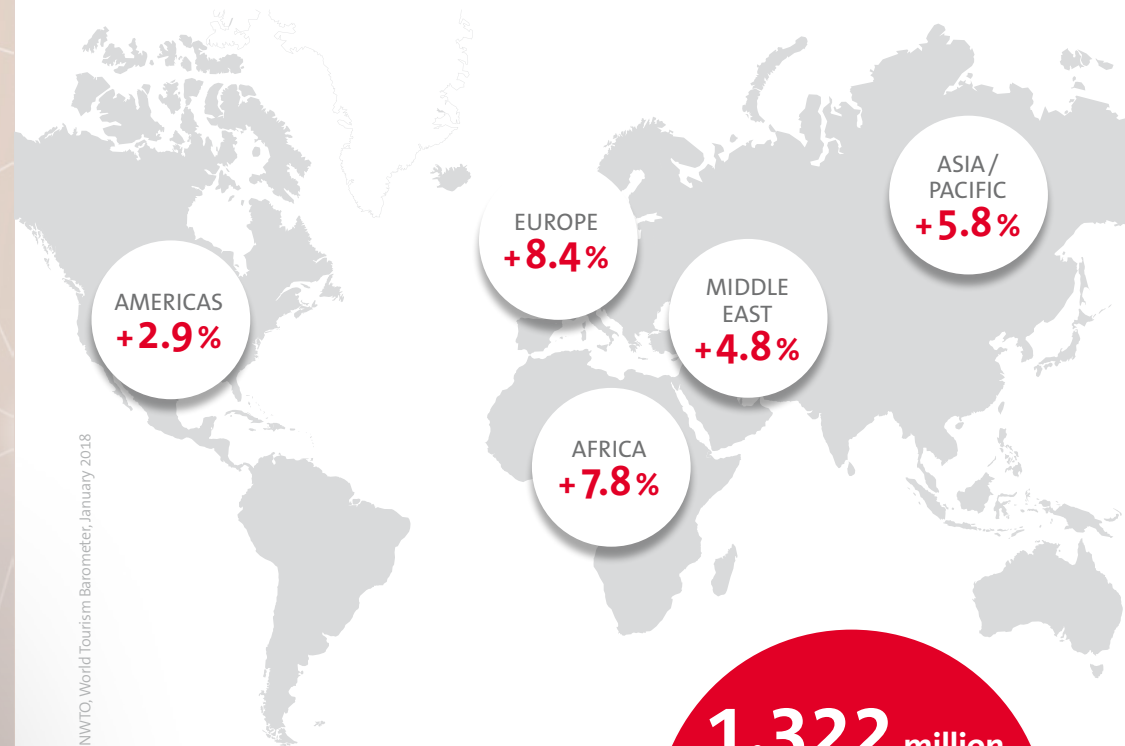
83.9 million
international overnight stays
in **2017**

Destination Germany in ...



International
tourism has **risen**
to **1.3** billion
arrivals

Global tourism is
continually growing.



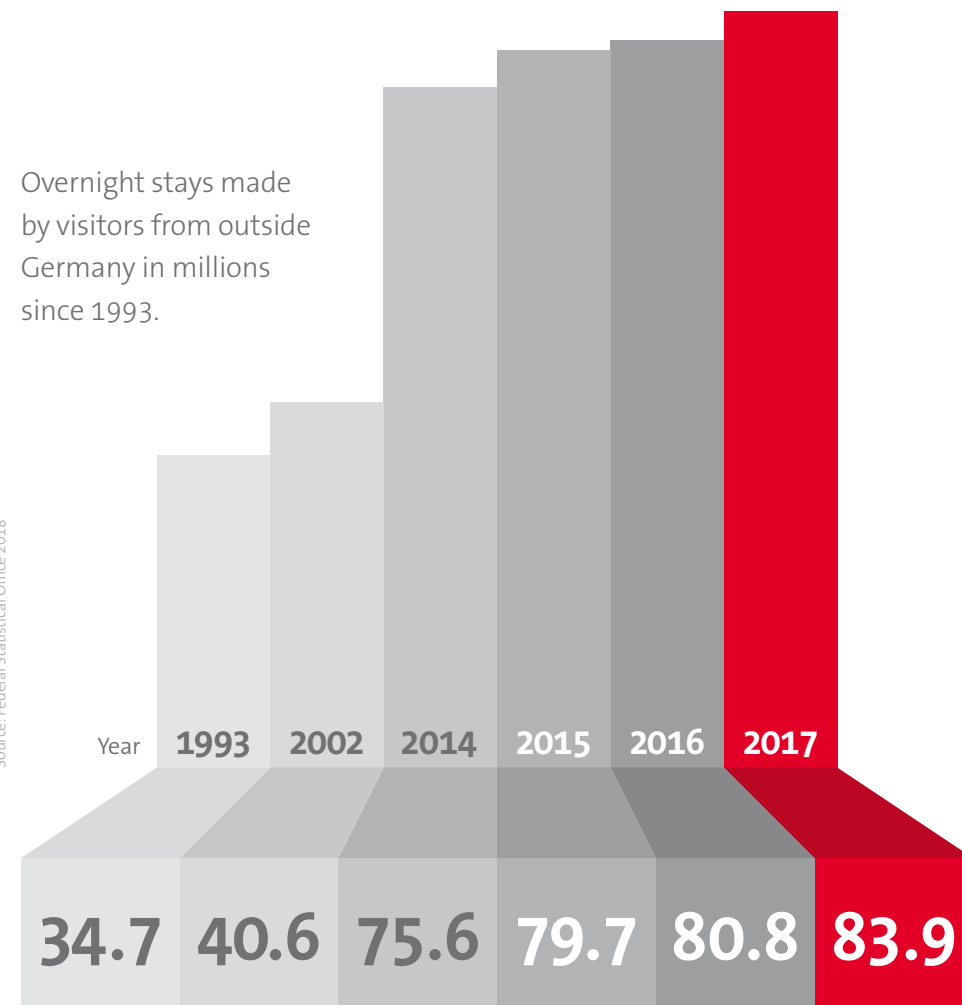
Source: UNWTO, World Tourism Barometer, January 2018



The destination regions of Europe and Africa showed the **highest rates of growth** in 2017. International arrivals will increase by a **further 4 to 5 per cent** in 2018.

Global demand
is growing:
up by **142%**
since 1993

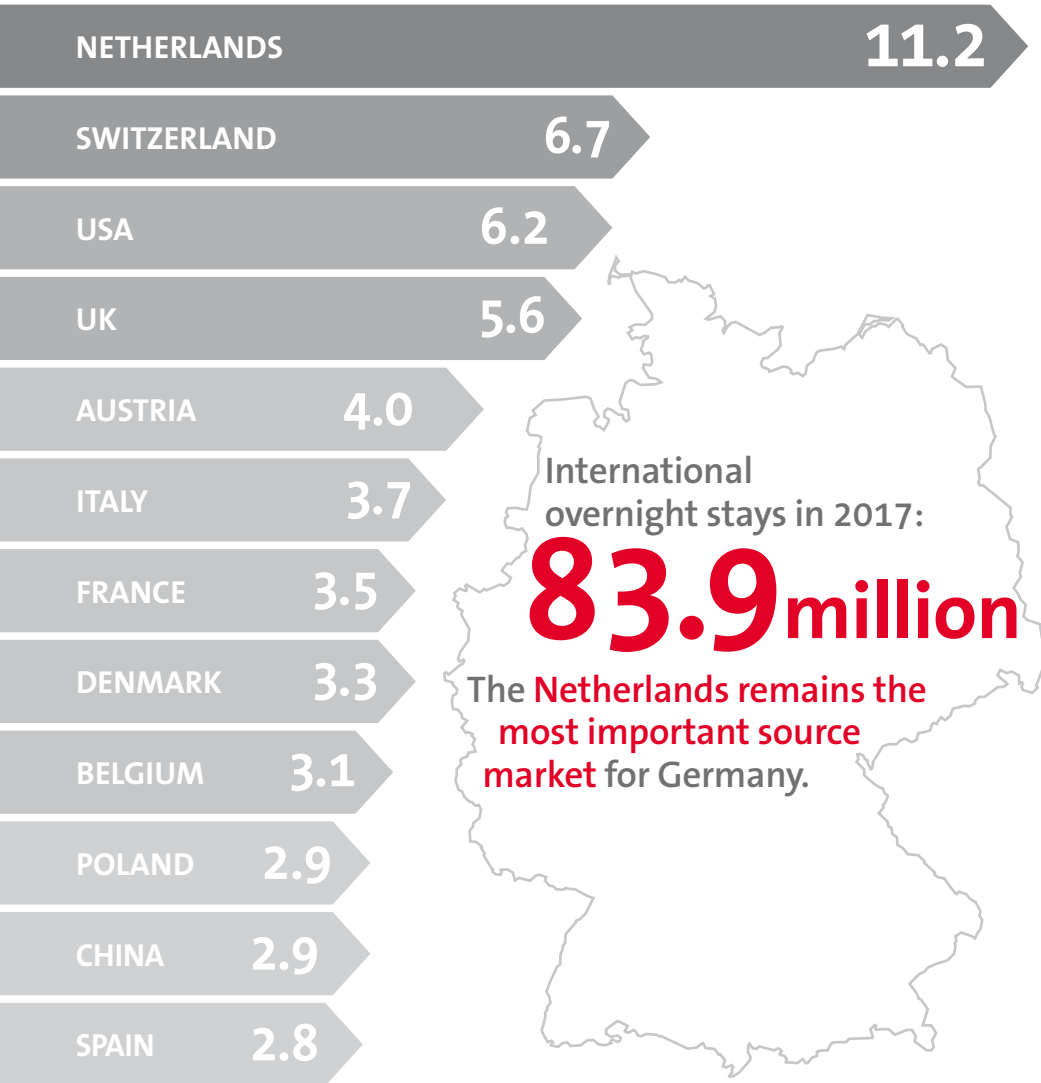
Since 1993 the number of **overnight stays by foreign visitors to Germany** has risen by **49.2 million**.



Source: Federal Statistical Office 2018

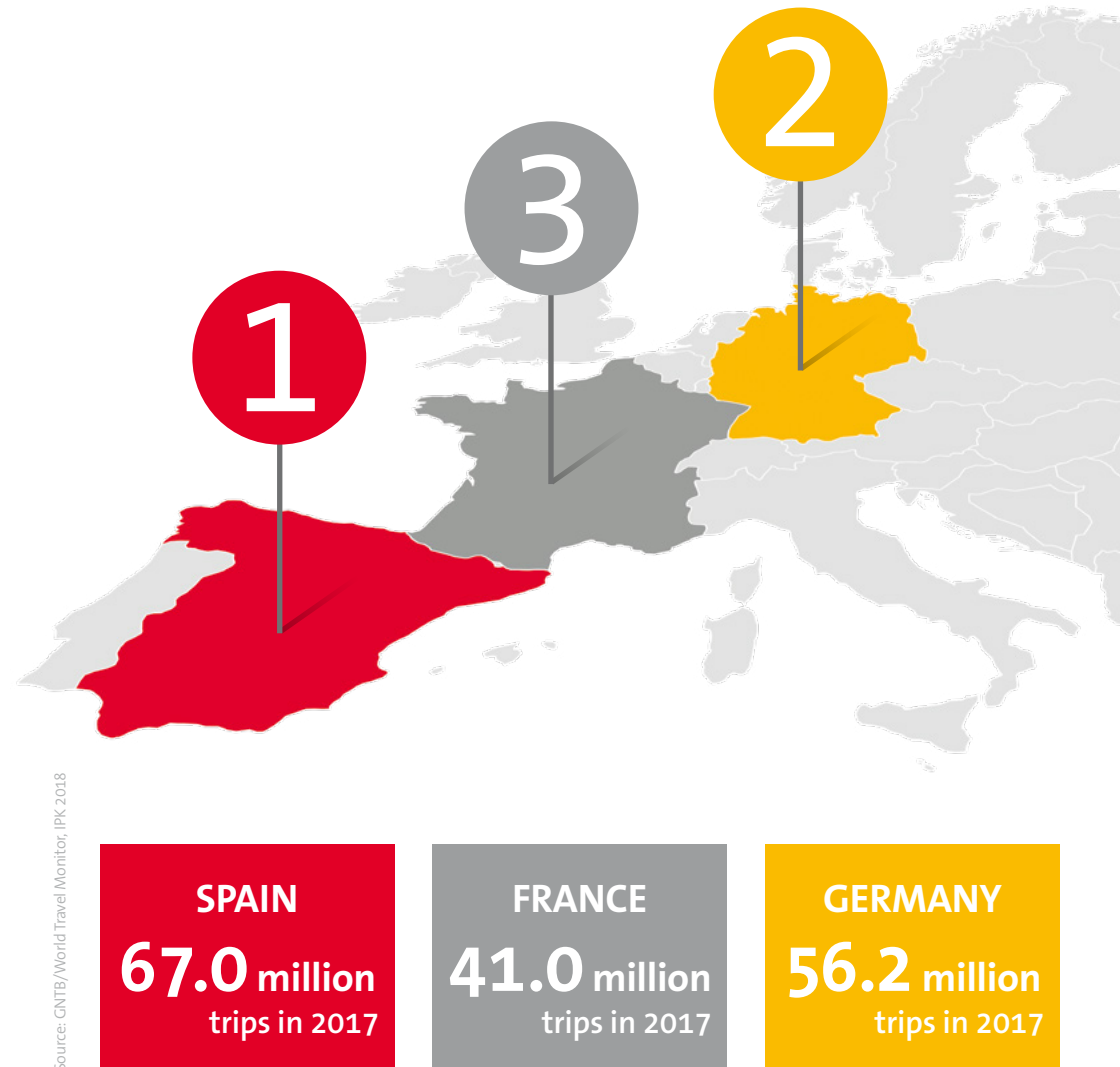
Total figures for each year include overnight stays from unspecified countries (around 1.7 million in 2017)

Most important source markets worldwide for Germany in 2017.



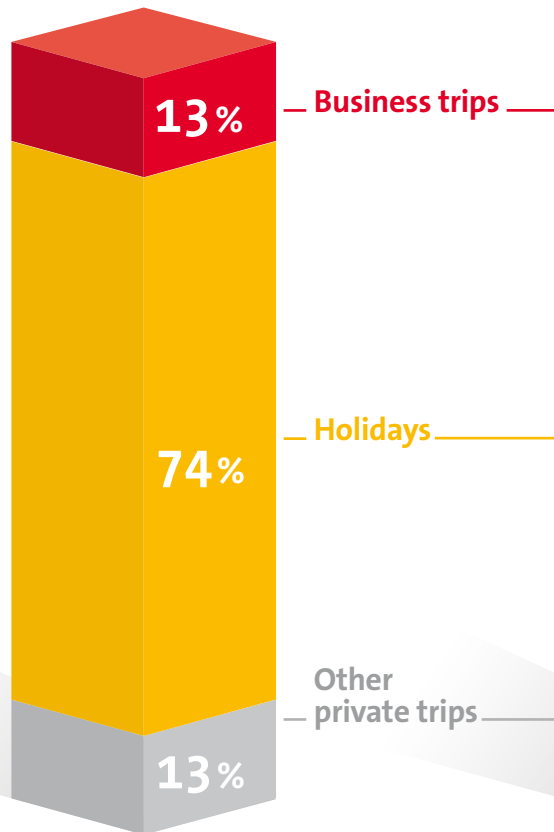
Source: Federal Statistical Office 2018

Destination Germany the second most popular destination for Europeans for the eighth year running.



Germany has a **disproportionately large share** of the international business travel market and is generating **growing demand** in the leisure sector.

Trips abroad
by Europeans in 2017:



Trips to Germany
by Europeans in 2017:

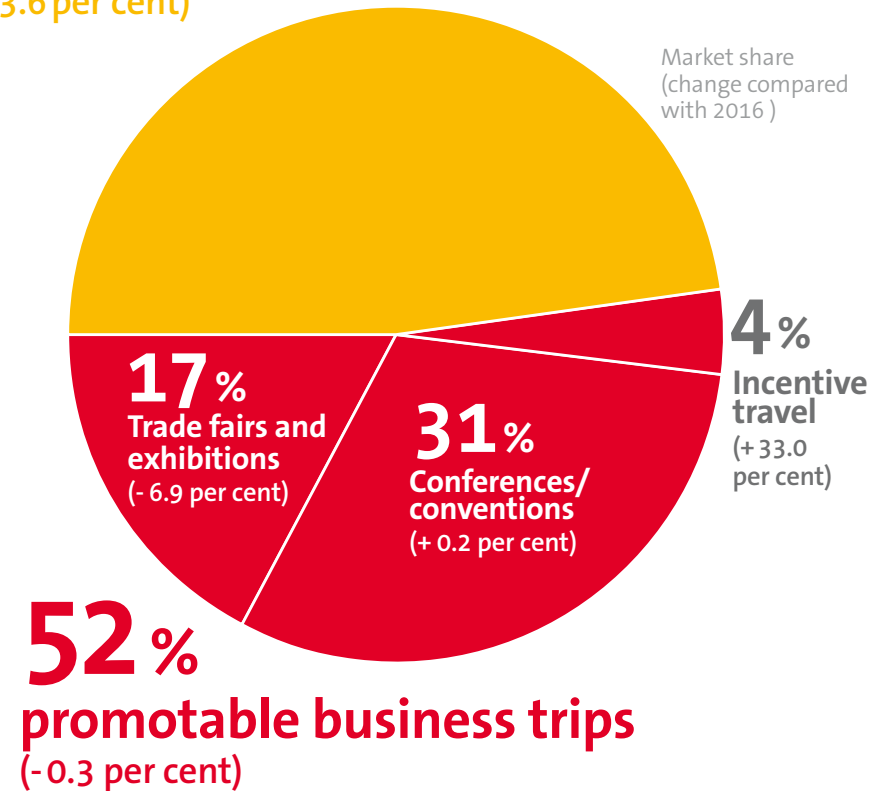


Source: GNTB/World Travel Monitor, IPK 2018

Promotable business trips to Germany by Europeans have the largest market share, with **6.7 million** in 2017.

Total volume in 2017: **12.9 million trips (+1.5 per cent)**

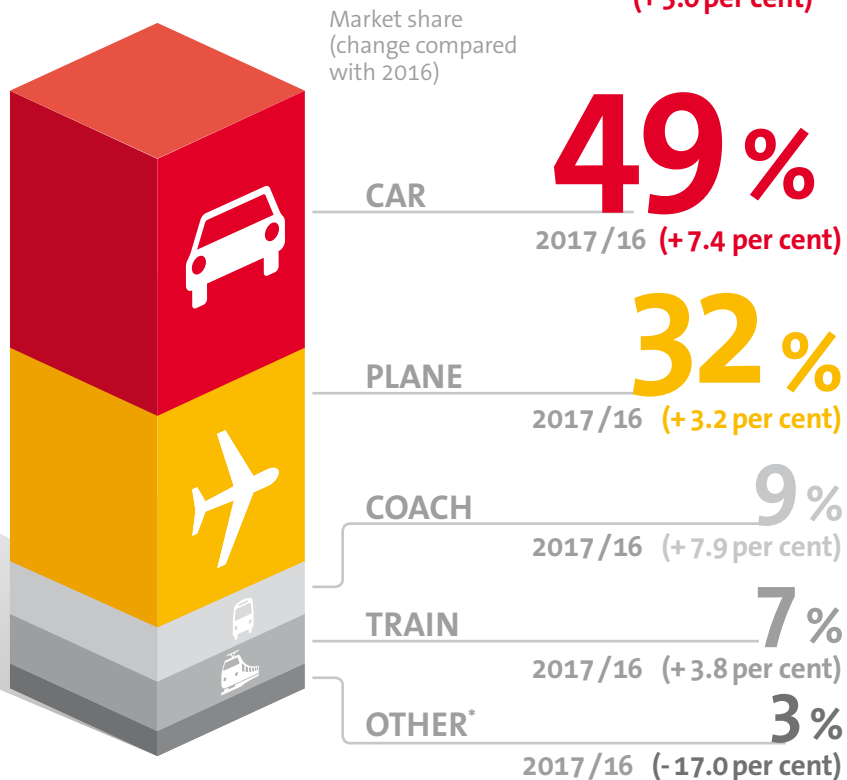
48%
traditional business trips
(+ 3.6 per cent)



Source: GNTB/World Travel Monitor, IPK 2018

Cars and planes are the most important modes of transport for **trips made by Europeans** to Germany.

All trips from Europe to Germany in 2017: **56.2 million** (+ 5.0 per cent)

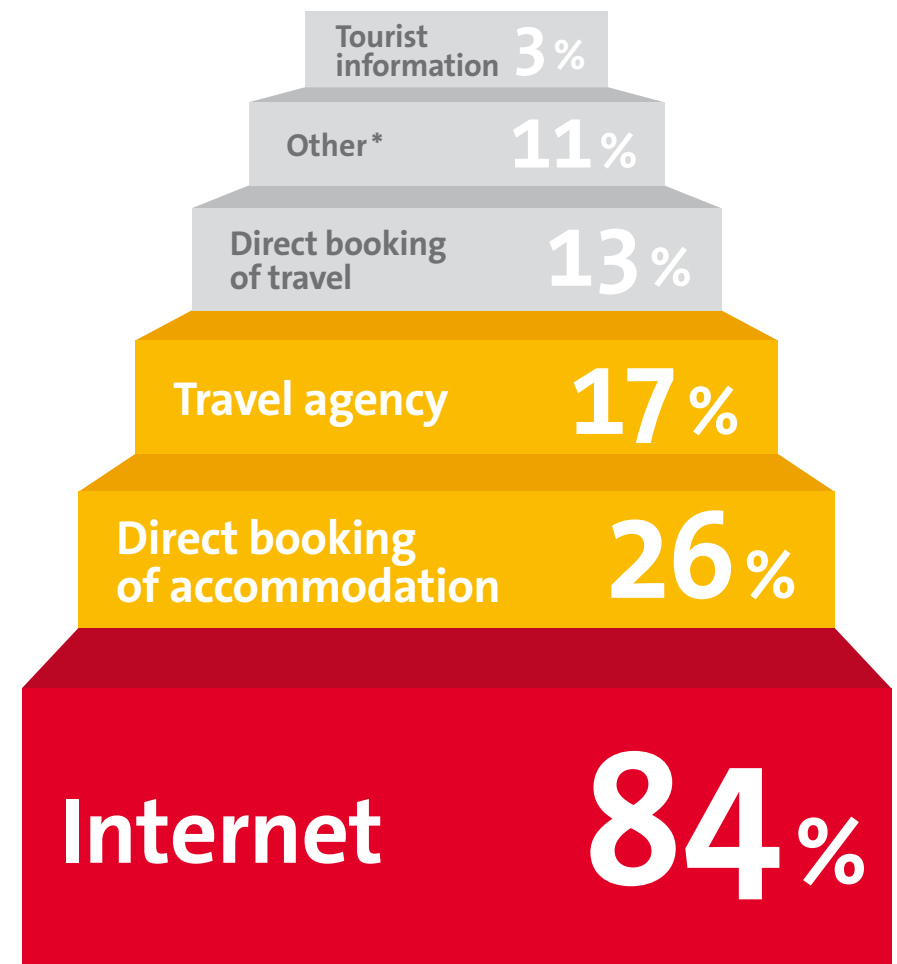


In 2017 **travel expenditure**** on trips to Germany by visitors from Europe came to **€35.1 billion**, an increase of 9.0 per cent on 2016.

**all travel expenditure for transportation, accommodation, food, shopping, etc. while staying in Germany, as well as travel to, from and within Germany.

Booking agent/channels for trips made by Europeans to Germany in 2017.

A **multi-channel strategy** is a must for travel to Germany in order to succeed in the international market.



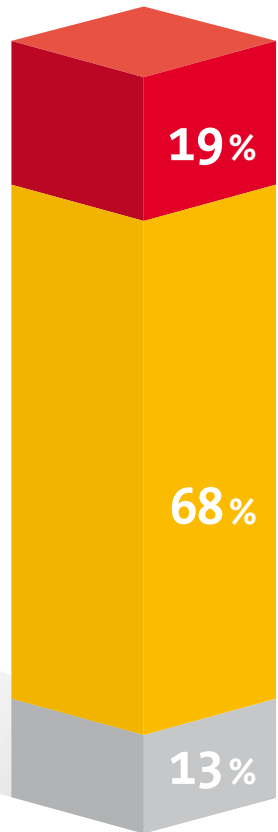
Share of bookings in 2017 (%)

*by sea, motorbike, bicycle and other transport; Source: GNTB/World Travel Monitor, IPK 2018

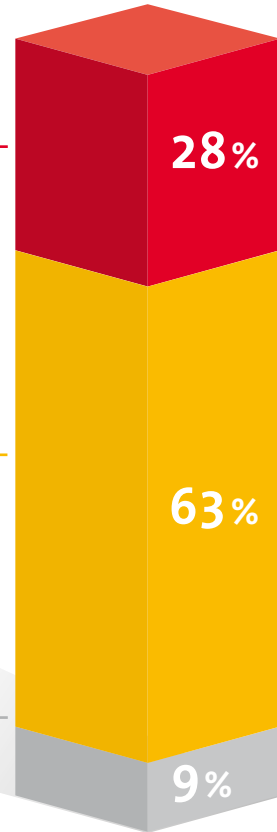
Source: GNTB/World Travel Monitor, IPK 2018; *club, newspaper, church, school, company travel agency and other (multiple answers permitted, only travel booked in advance)

As well as being a popular destination for holidays, Germany has an **above-average share** of the **international business travel market**.

Trips to Europe from overseas*:



Trips to Germany from overseas*:



*Basis: 17 markets, source: GNTB/World Travel Monitor, IPK 2018

Air travel is the dominant means of transport for trips to Germany from **overseas***.

All trips to Germany from **overseas*** in 2017: 7.9 million (+9%)



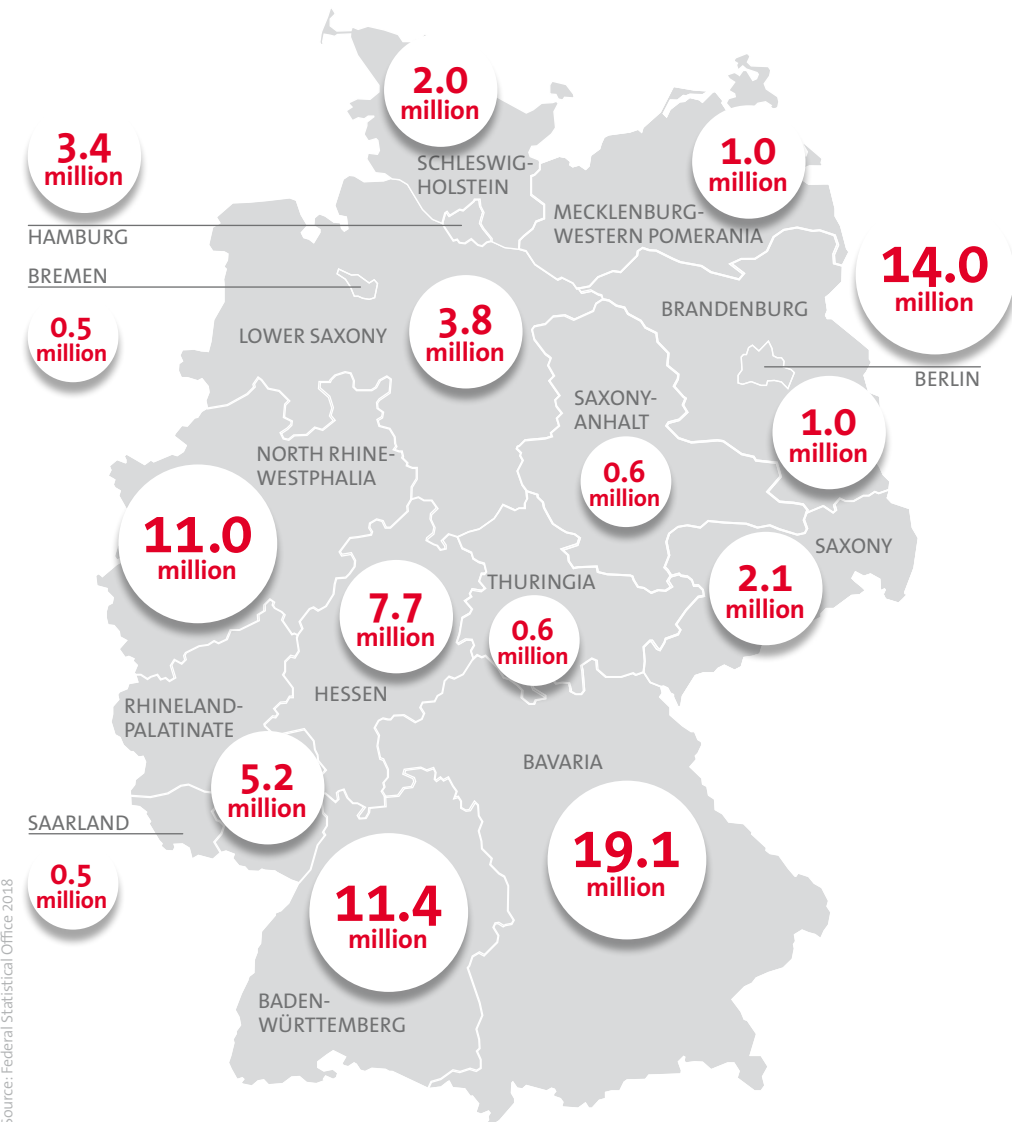
*Basis: 17 markets, source: GNTB/World Travel Monitor, IPK 2018

In 2017 **travel expenditure** on trips from overseas* to Germany came to **€ 23.6 billion**, up by 16 per cent on the previous year.

An increase
of **3.6%**
in 2017



Overnight stays by foreign visitors
to Germany in 2017 by federal state.



Source: Federal Statistical Office 2018

Germany's **major cities are particularly popular.**



Distribution of international overnight stays in German towns and cities by size in 2017.

Rural regions are an important facet of Germany's global marketing.

3rd place for Germany as a **destination for nature-based travel*** among Europeans travelling worldwide.

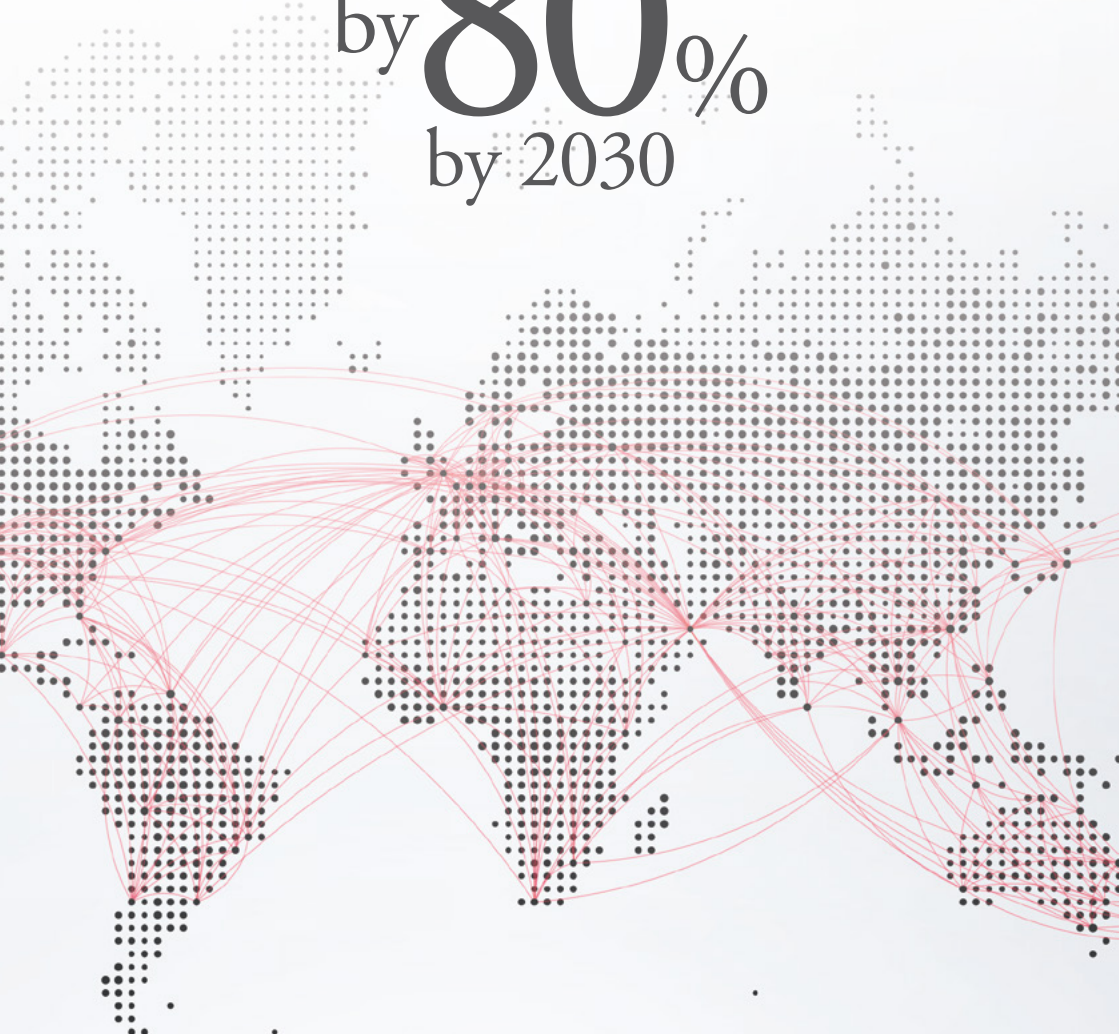
30 % of foreign holidaymakers in Germany consider **landscape and scenery** an **important reason for travel****.

41 % growth (2005–2017) in **overnight stays by foreign visitors in smaller towns and villages***** (up to 10,000 inhabitants)

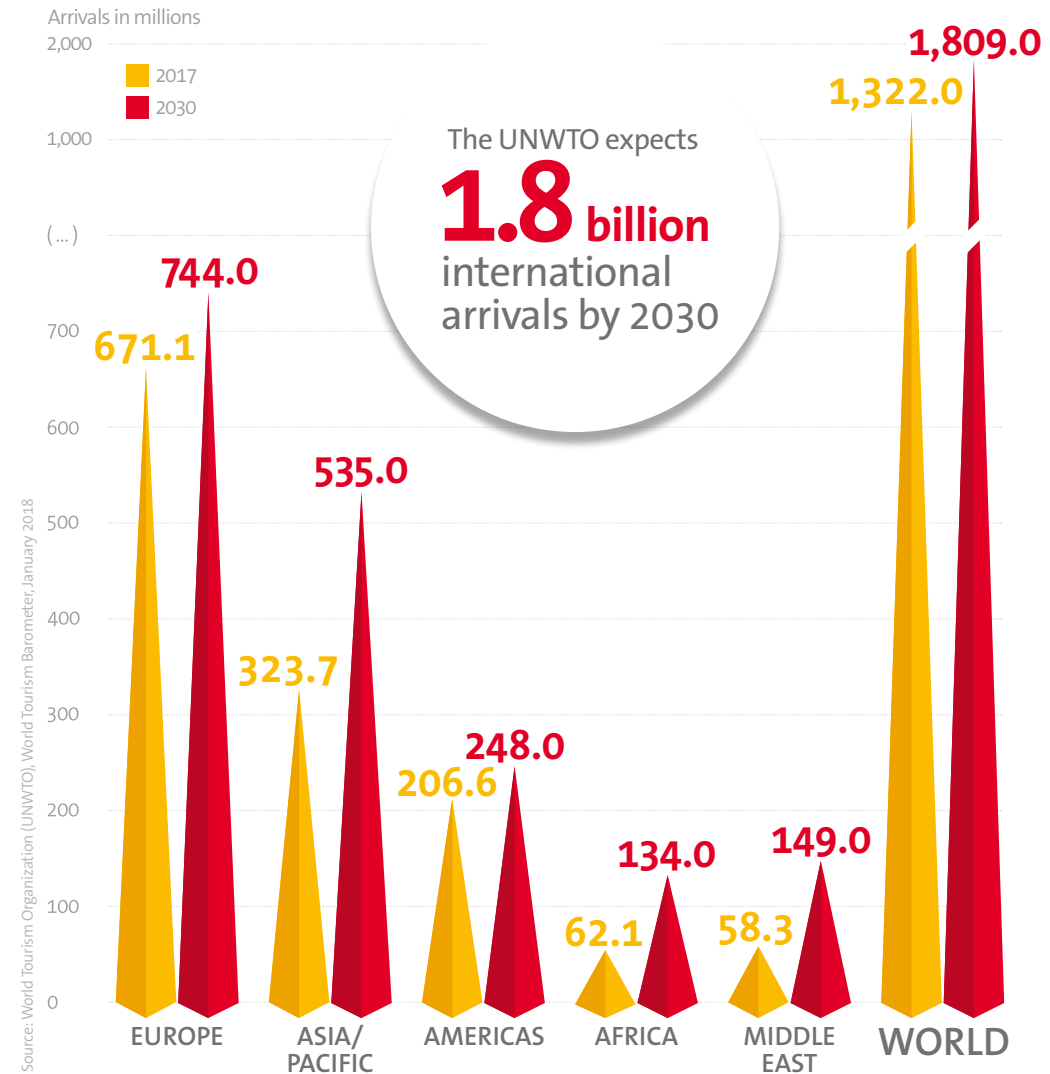
Source: Federal Statistical Office 2018

Source: *GNTB/World Travel Monitor, iPK 2017, **Quality Monitor survey of the German tourism (May 2015–Oct. 2017), ***Federal Statistical Office 2018

International overnight stays could **increase** by **80%** by 2030



Global **tourist traffic** will continue to grow **over the coming years.**



South American countries with high potential.

1.3 million trips to Europe from Argentina and Chile alone.

Almost **two million additional overnight stays*** in Germany by 2030

*excluding camping; figures are rounded (regional classification as per UNWTO) Source: GNTB/Claus Sager 2014

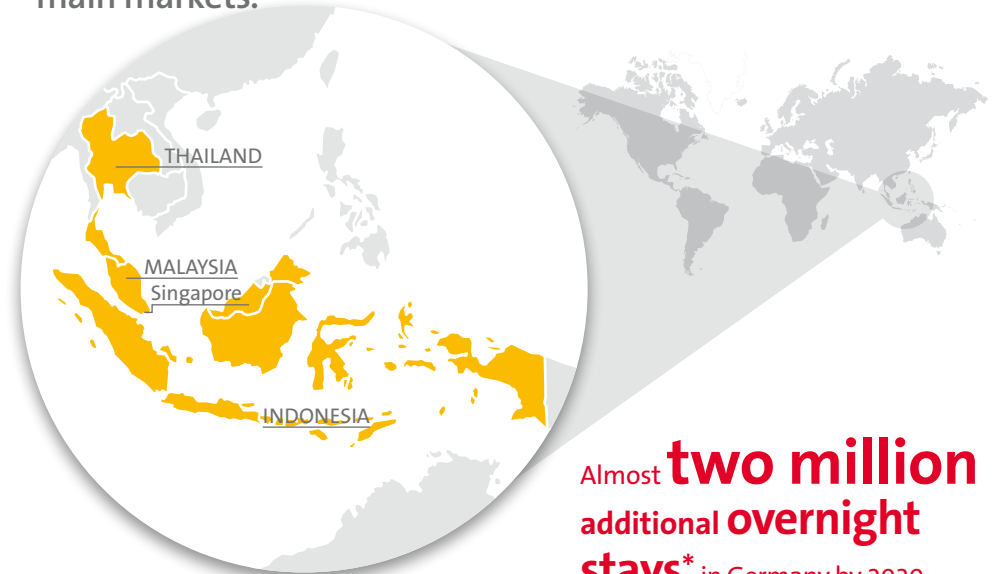


Markets	Trips abroad (2016)	Trips to Europe (2016)	Trips to Germany (2016)
1st place	Argentina, 9,700,000	Argentina, 915,000	Argentina, 89,000
2nd place	Chile, 2,600,000	Chile, 338,000	Chile, 85,000
Total	12,300,000	1,253,000	174,000

Source: GNTB/World Travel Monitor, IPK 2017

South East Asia shows great potential.

2.1 million trips to Europe are already being generated by the main markets.



Almost **two million additional overnight stays*** in Germany by 2030

*excluding camping; figures are rounded (regional classification as per UNWTO) Source: GNTB/Claus Sager 2014

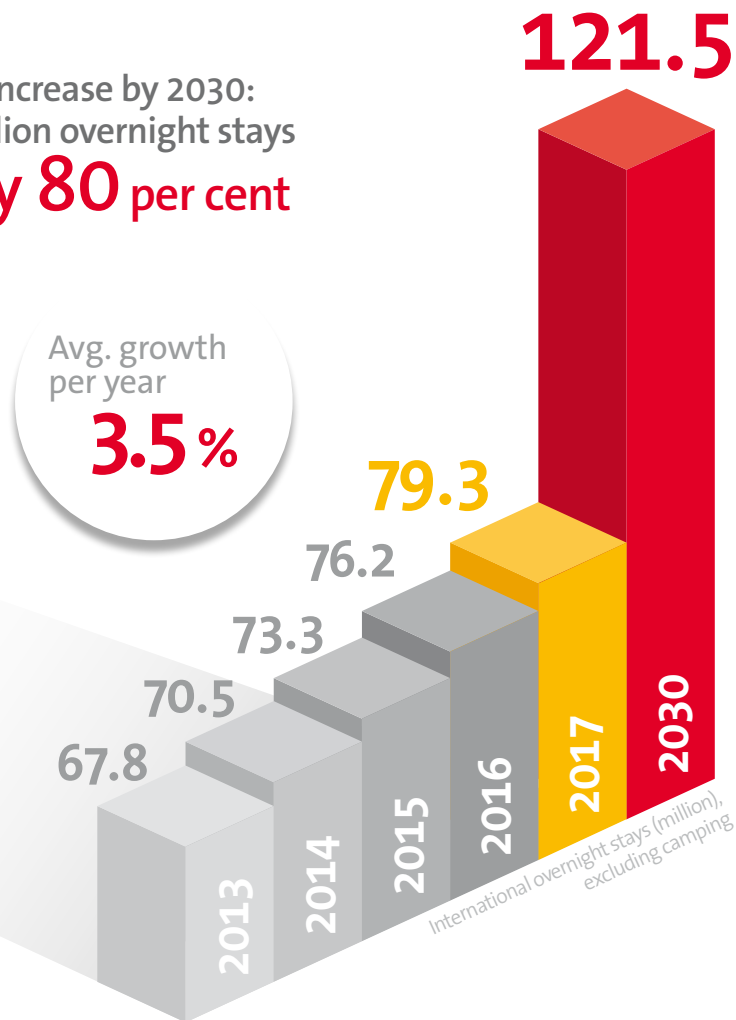
Markets	Trips abroad (2016)	Trips to Europe (2016)	Trips to Germany (2016)
1st place	Indonesia, 7,900,000	Indonesia, 622,000	Indonesia, 110,000
2nd place	Singapore, 6,900,000	Singapore, 544,000	Thailand, 82,000
3rd place	Malaysia, 6,100,000	Malaysia, 528,000	Singapore, 75,000
4th place	Thailand, 4,400,000	Thailand, 449,000	Malaysia, 72,000
Total	25,300,000	2,143,000	339,000

Source: GNTB/World Travel Monitor, IPK 2017

By 2030 Germany's inbound tourism industry could potentially reach

121.5 million overnight stays.

Overall increase by 2030:
53.7 million overnight stays
up by 80 per cent



Europe will still be the **largest source region** for Germany's inbound tourism industry in 2030, with a **73 per cent** share of all international overnight stays.

Source: GNTB/Claus Sager 2014, reference year 2013

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Translation

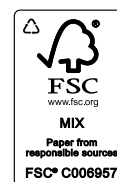
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