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Federal Ministry  
for Economic Affairs  
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on the basis of a decision  
by the German Bundestag

**Germany**  
The travel destination



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# INCOMING BELGIUM

## COUNTRY AND PEOPLE

Capital	Brussels (1.2 million inhabitants)
Area	30,530 km <sup>2</sup>
Inhabitants	2023: 11.8 million (growth rate 0.3 %)*; Forecast 2032: 11.9 million
Mean age	41.9 years*
Economy	GDP per capita: 49,302 Euro (2023)*, GDP – real growth rate: +1.4 % (2023)*
Unemployment rate	5.6 % (2023)*
Inflation rate	2.4 % (2023)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2023

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 France
- 2 Netherlands
- 3 Spain

**4 Germany**

### INTENSITY OF TRAVEL ABROAD

**196.6%**

(resident population from 15 years on)

**= 2.0 trips per person**

## DESTINATION GERMANY

### YEAR 2023

**1,401,341 arrivals** from Belgium

**2,955,476 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by –0.3%**

Growth 2022–2023: **+12.3%**

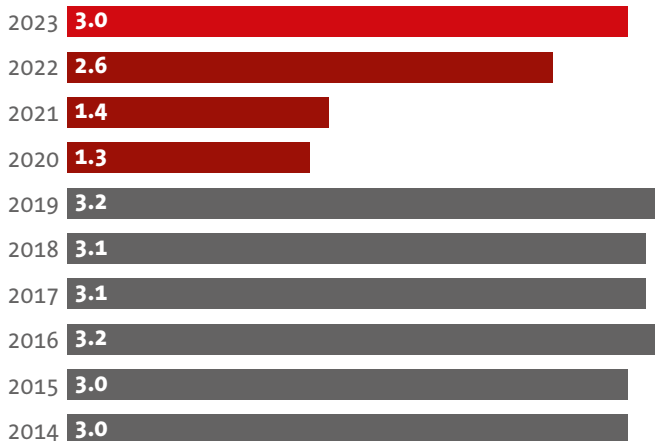
Recovery to 2019: **92.3%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **1.4 billion Euro** (2023)

### OVERNIGHT STAYS — CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year



## MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	North Rhine-Westphalia with 21.9% of all o. s.	Berlin with 279,419 o. s.
2	Rhineland-Palatinate with 20.5% of all o. s.	Cologne with 111,737 o. s.
3	Baden-Württemberg with 16.2% of all o. s.	Munich with 77,630 o. s.
4	Bavaria with 13.1% of all o. s.	Düsseldorf with 72,976 o. s.

## PURPOSE OF ALL INCOMING TRIPS (1.4 million arrivals at lodging establishments)

Only one answer possible. Deviations from 100 % due to rounding

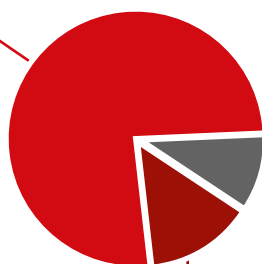
### 77% Holiday trips

Type of holiday trip:

40% City trips/visit of an event

26% Holidays in tourist regions

13% Tour holidays



### 14% VFR-/other trips

### 10% Business trips

Type of business trip:

78% Promotable business trips

Type of promotable business trip:

67% Conferences/congresses/seminars

20% Incentives

12% Exhibits/trade fairs

22% Traditional business trips

## BOOKING-BEHAVIOUR, MAIN MODE OF TRANSPORT, ACCOMMODATION DURING HOLIDAY TRIPS

78% of all holiday trips are booked in advance

64% online booking

91% accommodation paid for (64% hotel)



70%  
car



12%  
train



9%  
plane



6%  
coach

## SATISFACTION IN GERMANY<sup>1</sup>

Scale: 1 = highly enthusiastic; 6 = rather disappointed

### OVERALL SATISFACTION

Variety & quality	1.80
Gastronomy	1.91
Opening hours	1.96
Accommodation	1.96
Complete satisfaction	2.07
Price-performance ratio	2.27

**Above average good ratings for Thermal and adventure pools**

### SATISFACTION WITH DESTINATION

Thermal and adventure pools	1.58
Children care	1.77
Landscape/nature	1.78
City tours	1.83
Parks/green space	1.83

Above-average ratings also in the categories "Sports", "Signage in the region", "Quality of sustainable offers / local products", "Use of regional / ecological products"

References: World Travel Monitor 2023, IPK International 2024; German Federal Statistics Office 2014–2024/German State Offices 2024; <sup>1</sup> DZT Qualitätsmonitor May 2021–October 2023

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