

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



www.germany.travel

INCOMING CHINA

COUNTRY AND PEOPLE

Capital	Beijing (21.8 million inhabitants)
Area	9.6 million km ²
Inhabitants	2023: 1.43 billion (growth rate 0.0%)*; Forecast 2032: 1.41 billion
Mean age	39.8 years*
Economy	GDP per capita: 12,541 US\$ (2023)*, GDP – real growth rate: +5.4% (2023)*
Unemployment rate	5.3% (2023)*
Inflation rate	0.7% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

EUROPEAN DESTINATIONS OF TRIPS ABROAD

Rank

1 Germany

2 France

3 Italy

4 Switzerland

INTENSITY OF TRAVEL ABROAD

2.5%

(resident population from 15 years on)

= 0.025 trips per person

DESTINATION GERMANY

YEAR 2023

580,145 arrivals from China and Hong Kong

1,303,544 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

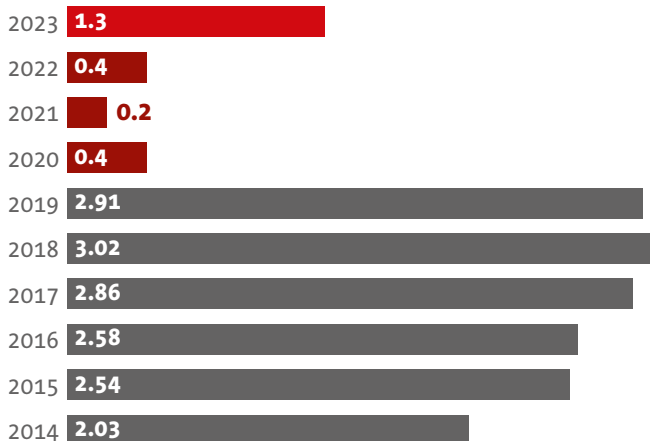
Increase 2014–2023: **by – 35.9%**

Growth 2022–2023: **+ 192.0%**

Recovery to 2019: **44.8%**

OVERNIGHT STAYS — CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year

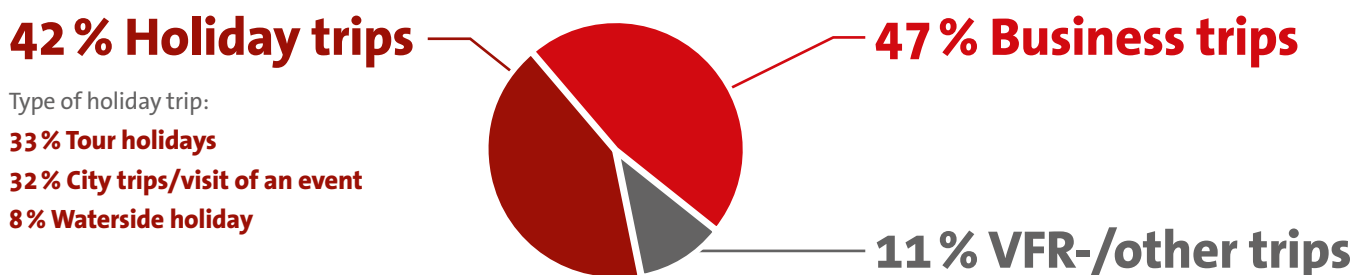


MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 28.5% of all o. s.	Munich with 207,917 o. s.
2	Hesse with 18.1% of all o. s.	Frankfurt with 166,915 o. s.
3	North Rhine-Westphalia with 16.2% of all o. s.	Berlin with 147,055 o. s.
4	Baden-Württemberg with 11.4% of all o. s.	Düsseldorf with 70,030 o. s.

PURPOSE OF ALL INCOMING TRIPS (580 thousand arrivals at lodging establishments)

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



BOOKING-BEHAVIOUR AND MAIN MODE OF TRANSPORT

100% of all holiday trips are booked in advance, via:

91% online booking

26% booking at a travel agency



100% plane

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.85
Accommodation	1.93
Gastronomy	1.94
Opening hours	1.96
Complete satisfaction	2.06
Price-performance ratio	2.21

**In addition,
the townscape/
architecture/buildings
were rated above
average**

SATISFACTION WITH DESTINATION

Walking and hiking trails	1.73
City tour	1.77
Shopping options	1.78
Art & culture	1.84

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

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