

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 FRANCE

COUNTRY AND PEOPLE

Capital	Paris (11.2 million inhabitants)
Area	549,087 km ²
Inhabitants	2023: 64.7 million (growth rate 0.2%)*; Forecast 2032: 65.7 million
Mean age	42.4 years*
Economy	GDP per capita: 41,783 Euro (2023)*, GDP – real growth rate: +1.0% (2023)*
Unemployment rate	7.2% (2023)*
Inflation rate	5.8% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 Germany**
- 3 Italy
- 4 United Kingdom

INTENSITY OF TRAVEL ABROAD

78.9%
(resident population from 15 years on)

= 0.8 trips per person

DESTINATION GERMANY

YEAR 2023

1,770,259 arrivals from France

3,545,690 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +10.2%**

Growth 2022–2023: **+15.4%**

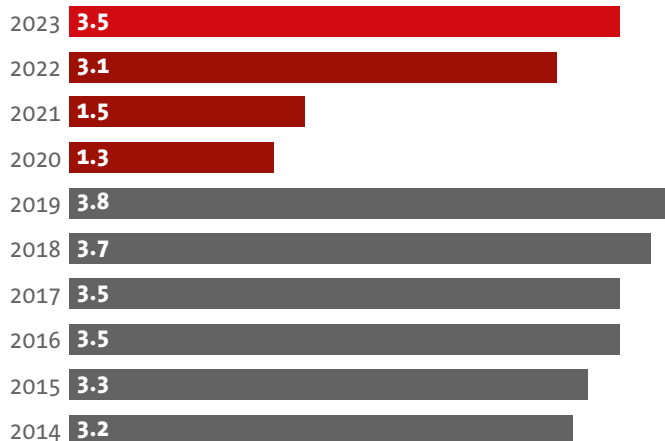
Recovery to 2019: **92.1%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **3.4 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	Baden-Württemberg with 28.6% of all o. s.	Berlin with 576,424 o. s.
2	Bavaria with 18.5% of all o. s.	Munich with 284,914 o. s.
3	Berlin with 16.3% of all o. s.	Frankfurt with 158,706 o. s.
4	North Rhine-Westphalia with 11.3% of all o. s.	Hamburg with 141,326 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.8 million arrivals at lodging establishments)

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

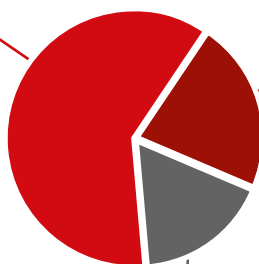
61% Holiday trips

Type of holiday trip:

37% City trips/visit of an event

22% Holidays in tourist regions

21% Tour holidays



17% VFR-/other trips

22% Business trips

Type of business trip:

53% Promotable business trips

Type of promotable business trip:

76% Conferences/congresses/seminars

16% Exhibits/trade fairs

8% Incentives

47% 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

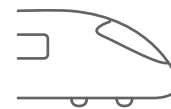
91% accommodation paid for (51% hotel)



57%
car



24%
plane



11%
train



5%
coach

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality **1.74**

Accommodation **1.80**

Gastronomy 1.89

Opening hours 1.90

Complete satisfaction 1.90

Price-performance ratio 2.21

Above average ratings for arts & culture

SATISFACTION WITH DESTINATION

Art & culture **1.60**

Promenade miles, pedestrian zones **1.71**

Shopping options 1.73

Range of events/events 1.74

Above-average ratings also in the categories "Sights/excursions", "Sports", "Cycling and mountain bike routes", "Poor weather options", "Atmosphere/Flair", "Public transport", "Town/Cityscape/Architecture/Buildings"

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