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Germany
The travel destination



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INCOMING UNITED KINGDOM

COUNTRY AND PEOPLE

Capital	London (9.6 million inhabitants)
Area	243,610 km ²
Inhabitants	2023: 67.7 million (growth rate 0.3 %)*; Forecast 2032: 69.5 million
Mean age	40.6 years*
Economy	GDP per capita: 48,912 US\$ (2023)*, GDP – real growth rate: +0.5 % (2023)*
Unemployment rate	4.2% (2023)*
Inflation rate	7.7% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 France
- 3 Greece

7 Germany

INTENSITY OF TRAVEL ABROAD

133.3%

(resident population from 15 years on)

= 1.3 trips per person

DESTINATION GERMANY

YEAR 2023

2,156,865 arrivals from the United Kingdom

4,771,743 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by – 7.5%**

Growth 2022–2023: **+ 34.8%**

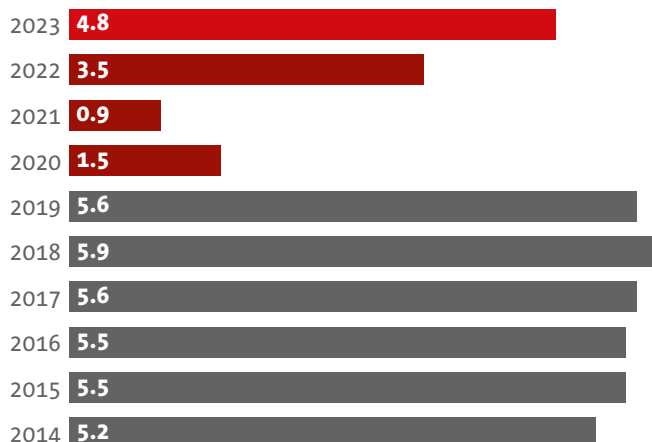
Recovery to 2019: **84.9%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **4.5 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	Berlin with 26.4% of all o. s.	Berlin with 1,260,463 o. s.
2	Bavaria with 21.6% of all o. s.	Munich with 568,645 o. s.
3	North Rhine-Westphalia with 14.7% of all o. s.	Hamburg with 275,852 o. s.
4	Hesse with 9.4% of all o. s.	Frankfurt with 265,299 o. s.

PURPOSE OF ALL INCOMING TRIPS (2.2 million arrivals at lodging establishments)

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

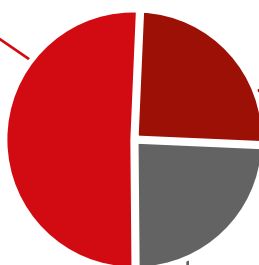
51 % Holiday trips

Type of holiday trip:

51 % City trips/visit of an event

14 % Holidays in tourist regions

13 % Tour holidays



24 % VFR-/other trips

25 % Business trips

Type of business trip:

66 % Promotable business trips

Type of promotable business trip:

79 % Conferences/congresses/seminars

16 % Exhibits/trade fairs

6 % Incentives

34 % Traditional business trips

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

83 % of all holiday trips are booked in advance

76 % online booking

92 % accommodation paid for (77 % hotel)



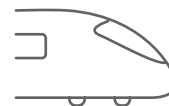
63 %
plane



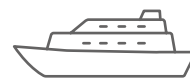
27 %
car



5 %
coach



4 %
train



1 %
ship

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.82
Accommodation	1.86
Complete satisfaction	1.86
Gastronomy	1.90
Opening hours	1.91
Price-performance ratio	2.12

The intention to visit again and PPR are above average

SATISFACTION WITH DESTINATION

Art and cultural offerings	1.68
Atmosphere/Flair	1.72
Public transport	1.77
Nightlife/Bars/Discotheques/Clubs	1.82

Above-average ratings also in the categories "Accessibility", "Hospitality", "On-site tourism information", "Transportation connections/accessibility", "Signage in the region", "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