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Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING INDIA

COUNTRY AND PEOPLE

Capital	Delhi (32.9 million inhabitants)
Area	3,287,263 km ²
Inhabitants	2023: 1.43 billion (growth rate 0.7%)* Forecast 2032: 1.54 billion
Mean age	29.5 years*
Economy	GDP per capita: 2,612 US\$ (2023)*, GDP – real growth rate: +6.3% (2023)*
Unemployment rate	4.7% (2023)*
Inflation rate	5.5% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

EUROPEAN DESTINATIONS OF TRIPS ABROAD

Rank

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

INTENSITY OF TRAVEL ABROAD

1.4%
(resident population from 15 years on)

= **0.014** trips per person

DESTINATION GERMANY

YEAR 2023

232,398 arrivals from India

826,703 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

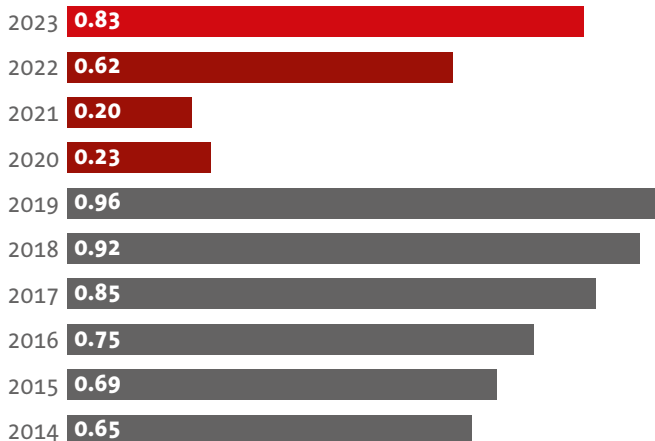
Increase 2014–2023: **by +27.2%**

Growth 2022–2023: **+32.6%**

Recovery to 2019: **86.0%**

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year

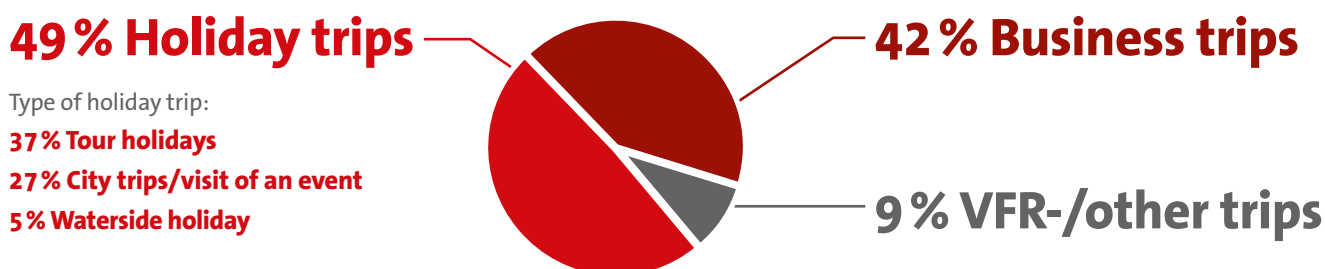


MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 26.4% of all o. s.	Munich with 125,417 o. s.
2	Baden-Württemberg with 22.5% of all o. s.	Berlin with 88,393 o. s.
3	Hesse with 16.3% of all o. s.	Frankfurt with 86,702 o. s.
4	North Rhine-Westphalia with 11.1% of all o. s.	Stuttgart with 51,006 o. s.

PURPOSE OF ALL INCOMING TRIPS (232 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

84% online booking

40% at a travel agency



100% plane

SATISFACTION IN GERMANY¹ Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Accommodation	1.84
Variety & quality	1.85
Opening hours	1.90
Gastronomy	1.93
Complete satisfaction	2.06
Price-performance ratio	2.26

**Above average ratings
for accomodation and
opening hours**

SATISFACTION WITH DESTINATION

Walking and hiking trails	1.73
Payment convenience (EC card, credit card)	1.73
Shopping options	1.74
City tours	1.82

Above-average ratings also in the categories "Variety /availability of sustainable offers/products on site"; "Socially responsible tourism – aspects in the destination"; "Sustainable/alternative tourist mobility offers"; "Use of regional/ecological products"

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

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