

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 IRELAND

COUNTRY AND PEOPLE

Capital	Dublin (1.3 million inhabitants)
Area	70,273 km ²
Inhabitants	2023: 5.1 million (growth rate 0.7%)*; Forecast 2032: 5.3 million
Mean age	39.8 years*
Economy	GDP per capita: 112,284 US\$ (2023)*, GDP – real growth rate: +2.0% (2023)*
Unemployment rate	4.1% (2023)*
Inflation rate	5.2% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 United Kingdom
- 2 Spain
- 3 France

6 Germany

INTENSITY OF TRAVEL ABROAD

209.5%

(resident population from 15 years on)

= 2.1 trips per person

DESTINATION GERMANY

YEAR 2023

223,525 arrivals from Ireland

551,366 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +43.1%**

Growth 2022–2023: **+12.4%**

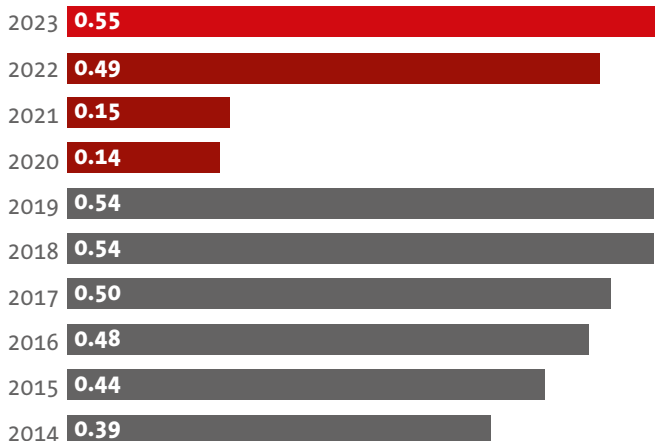
Recovery to 2019: **102.9%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.2 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 30.3% of all o. s.	Berlin with 166,719 o. s.
2	Bavaria with 20.5% of all o. s.	Munich with 67,355 o. s.
3	Hesse with 13.5% of all o. s.	Frankfurt with 49,283 o. s.
4	North Rhine-Westphalia with 12.0% of all o. s.	Hamburg with 30,841 o. s.

PURPOSE OF ALL INCOMING TRIPS (224 thousand arrivals at lodging establishments)

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

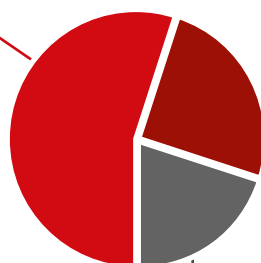
55 % Holiday trips

Type of holiday trip:

60 % City trips/visit of an event

13 % Tour holidays

12 % Holidays in tourist regions



20 % VFR-/other trips

25 % Business trips

Type of business trip:

67 % Promotable business trips

Type of promotable business trip:

87 % Conferences/congresses/seminars

7 % Incentives

7 % Exhibits/trade fairs

33 % Traditional business trips

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

95 % of all holiday trips are booked in advance

90 % online booking

75 % accommodation paid for (51 % hotel)



68 %
plane



22 %
car



8 %
train



1 %
coach