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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 ITALY

COUNTRY AND PEOPLE

Capital	Rom (4.3 million inhabitants)
Area	301,340 km ²
Inhabitants	2023: 58.9 million (growth rate -0.3%)*; Forecast 2032: 57.1 million
Mean age	48.1 years*
Economy	GDP per capita: 34,137 Euro (2023)*, GDP – real growth rate: +0.7% (2023)*
Unemployment rate	7.6% (2023)*
Inflation rate	6.1% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 France
- 3 Germany**
- 4 Greece

INTENSITY OF TRAVEL ABROAD

50.6%

(resident population from 15 years on)

= 0.5 trips per person

DESTINATION GERMANY

YEAR 2023

1,500,430 arrivals from Italy

3,361,713 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by -8.1%**

Growth 2022–2023: **+17.4%**

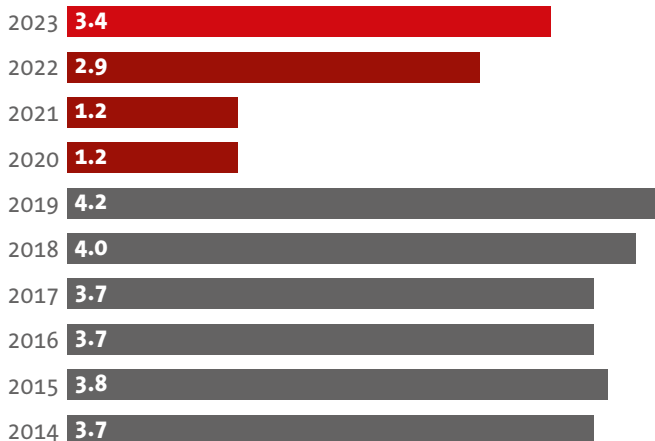
Recovery to 2019: **80.8%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **2.3 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	Bavaria with 36.1% of all o. s.	Berlin with 637,074 o. s.
2	Berlin with 19.0% of all o. s.	Munich with 600,441 o. s.
3	Baden-Württemberg with 13.4% of all o. s.	Frankfurt with 169,814 o. s.
4	North Rhine-Westphalia with 10.3% of all o. s.	Hamburg with 104,055 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.5 million arrivals at lodging establishments)

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

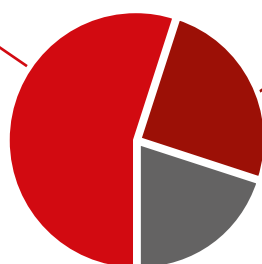
55 % Holiday trips

Type of holiday trip:

50 % City trips/visit of an event

27 % Tour holidays

11 % Holidays in tourist regions



20 % VFR-/other trips

25 % Business trips

Type of business trip:

53 % Promotable business trips

Type of promotable business trip:

61 % Conferences/congresses/seminars

20 % Incentives

19 % Exhibits/trade fairs

47 % Traditional business trips

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

96 % of all holiday trips are booked in advance

90 % online booking

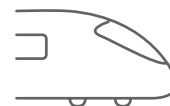
92 % accommodation paid for (62 % hotel)



49 %
plane



13 %
car



4 %
train



3 %
coach

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.78	Above average ratings for shopping options
Accommodation	1.96	
Complete satisfaction	1.97	
Gastronomy	2.03	
Opening hours	2.07	
Price-performance ratio	2.24	

SATISFACTION WITH DESTINATION

Shopping options	1.76
Promenade miles, pedestrian zones	1.79
Public transport	1.83
Nightlife/Bars/Discotheques/Clubs	1.84

Above-average ratings also in the categories "Advantage card/guest card/inclusive card", "Resource-saving, responsible use of the environment in the destination", "Sustainable/alternative tourist mobility offers", "Digital visit experience"

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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