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Federal Ministry
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Germany
The travel destination



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INCOMING NETHERLANDS

COUNTRY AND PEOPLE

Capital	Amsterdam (1.2 million inhabitants)
Area	41,540 km ²
Inhabitants	2023: 17.6 million (growth rate 0.3 %)*; Forecast 2032: 18.0 million
Mean age	42.2 years*
Economy	GDP per capita: 56,757 Euro (2023)*, GDP – real growth rate: +0.6 % (2023)*
Unemployment rate	3.6 % (2023)*
Inflation rate	4.6 % (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

1 Germany

2 Spain

3 France

4 Belgium

INTENSITY OF TRAVEL ABROAD

215.4%

(resident population from 15 years on)

= 2.2 trips per person

DESTINATION GERMANY

YEAR 2023

5,024,473 arrivals from the Netherlands

11,480,711 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +4.5%**

Growth 2022–2023: **+11.8%**

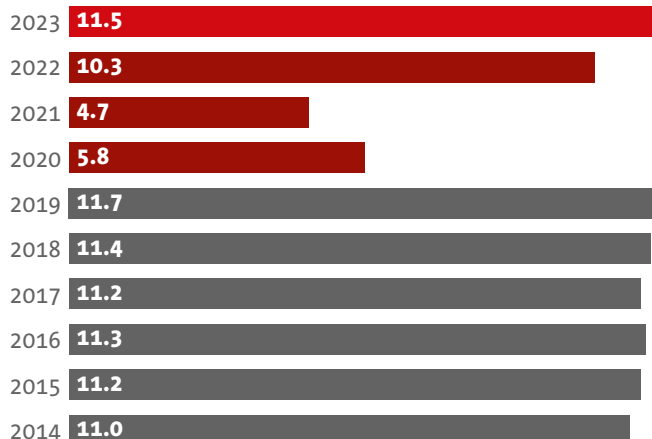
Recovery to 2019: **98.3%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **3.7 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	North Rhine-Westphalia with 22.8% of all o. s.	Berlin with 843,255 o. s.
2	Rhineland-Palatinate with 19.8% of all o. s.	Düsseldorf with 291,640 o. s.
3	Bavaria with 14.0% of all o. s.	Munich with 241,452 o. s.
4	Baden-Württemberg with 12.4% of all o. s.	Cologne with 235,388 o. s.

PURPOSE OF ALL INCOMING TRIPS (5.0 million arrivals at lodging establishments)

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

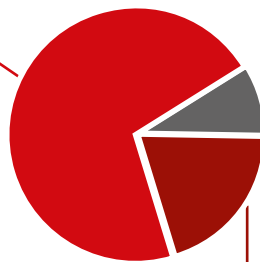
71% Holiday trips

Type of holiday trip:

40% City trips/visit of an event

35% Holidays in tourist regions

6% Tour holidays



20% VFR-/other trips

9% Business trips

Type of business trip:

56% Promotable business trips

Type of promotable business trip:

72% Conferences/congresses/seminars

21% Exhibits/trade fairs

8% Incentives

44% Traditional business trips

BUCHUNGSVERHALTEN, MODALSPLIT, UNTERKUNFT BEI URLAUBSREISEN

75% of all holiday trips are booked in advance

65% online booking

86% accommodation paid for (49% hotel)



75%
car



10%
train



5%
coach



4%
plane



3%
motorised
caravan/camper

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.79
Accommodation	1.86
Gastronomy	1.89
Opening hours	1.94
Complete satisfaction	1.95
Price-performance ratio	2.15

Almost all ratings of overall satisfaction above average good

SATISFACTION WITH DESTINATION

Thermal and adventure pools	1.42
Walking and hiking trails	1.55
City tours	1.58
Art and cultural offerings	1.68

Above-average ratings also in the categories "Promenades, pedestrian zones", "Cycling and mountain bike routes", "Variety and quality of offerings", "Sights/excursions", "Offerings and care for children", "Sports offerings", "Bad weather offerings", "Accessibility", "Hospitality", "On-site tourism information", "Transportation connections/accessibility"

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