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**Germany**  
The travel destination



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# INCOMING AUSTRIA

## COUNTRY AND PEOPLE

Capital	Vienna (2.0 million inhabitants)
Area	83,879 km <sup>2</sup>
Inhabitants	2023: 9.0 million (growth rate 0.2%)*; Forecast 2032: 9.1 million
Mean age	44.8 years*
Economy	GDP per capita: 53,305 Euro (2023)*, GDP – real growth rate: –0.5% (2023)*
Unemployment rate	5.3% (2023)*
Inflation rate	7.7% (2023)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2023

### DESTINATIONS OF TRIPS ABROAD

Rank

**1 Germany**

2 Italy

3 Croatia

4 Spain

### INTENSITY OF TRAVEL ABROAD

**214.9%**

(resident population from 15 years on)

**= 2.1 trips per person**

## DESTINATION GERMANY

### YEAR 2023

**2,024,768 arrivals** from Austria

**4,211,921 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +18.3%**

Growth 2022–2023: **+15.8%**

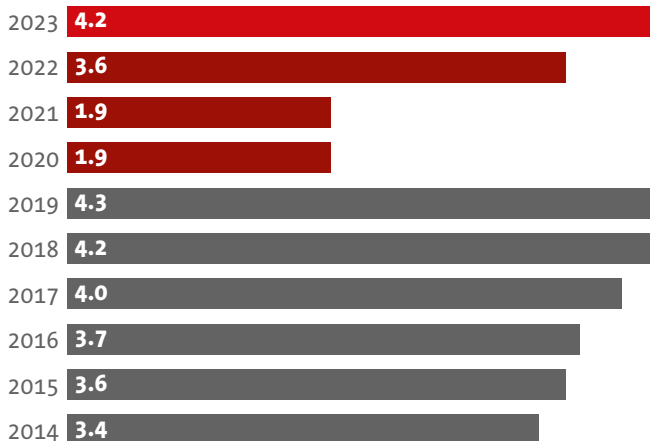
Recovery to 2019: **97.1%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **2.9 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 44.2% of all o. s.	Munich with 508,372 o. s.
2	Baden-Württemberg with 12.7% of all o. s.	Berlin with 328,031 o. s.
3	Berlin with 7.8% of all o. s.	Hamburg with 295,182 o. s.
4	North Rhine-Westphalia with 7.6% of all o. s.	Frankfurt with 92,463 o. s.

## PURPOSE OF ALL INCOMING TRIPS (2.0 million arrivals at lodging establishments)

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

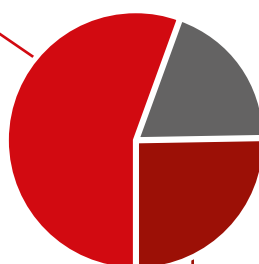
### 55 % Holiday trips

Type of holiday trip:

49 % City trips/visit of an event

20 % Holidays in tourist regions

9 % Tour holidays



### 25 % VFR-/other trips

### 19 % Business trips

Type of business trip:

59 % Promotable business trips

Type of promotable business trip:

68 % Conferences/congresses/seminars

20 % Exhibits/trade fairs

12 % Incentives

41 % Traditional business trips

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

80% of all holiday trips are booked in advance

74% online booking

91% accommodation paid for (67% hotel)



52%  
car



23%  
train



20%  
plane



2%  
coach



2%  
motorised  
caravan/camper

## SATISFACTION IN GERMANY<sup>1</sup>

Scale: 1 = highly enthusiastic; 6 = rather disappointed

### OVERALL SATISFACTION

Variety & quality	1.69
Gastronomy	1.82
Accommodation	1.87
Complete satisfaction	1.91
Opening hours	1.94
Price-performance ratio	2.15

Complete satisfaction is rated above average

### SATISFACTION WITH DESTINATION

Art and cultural offerings	1.57
Payment convenience (EC card, credit card)	1.61
Shopping options	1.69
Event offer/events	1.70
Landscape/Nature	1.77

Above-average ratings also in the categories "Promenades, pedestrian zones", "Cycling and mountain bike routes", "Variety and quality of offerings", "Sights/excursions", "Sports", "Hospitality", "Transport connections/accessibility"