

Supported by:



Federal Ministry
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on the basis of a decision
by the German Bundestag

Germany
The travel destination



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INCOMING POLAND

COUNTRY AND PEOPLE

Capital	Warsaw (1.8 million inhabitants)
Area	312,685 km ²
Inhabitants	2023: 41.0 million (growth rate 2.9%)*; Forecast 2032: 38.4 million
Mean age	42.4 years*
Economy	GDP per capita: 22,393 US\$ (2023)*, GDP – real growth rate: +4.0% (2023)*
Unemployment rate	3.0% (2023)*
Inflation rate	11.1% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Germany**
- 2 United Kingdom
- 3 Turkey
- 4 Spain

INTENSITY OF TRAVEL ABROAD

60.1%

(resident population from 15 years on)

= 0.6 trips per person

DESTINATION GERMANY

YEAR 2023

1,360,695 arrivals from Poland

4,177,100 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +70.6%**

Growth 2022–2023: **+14.9%**

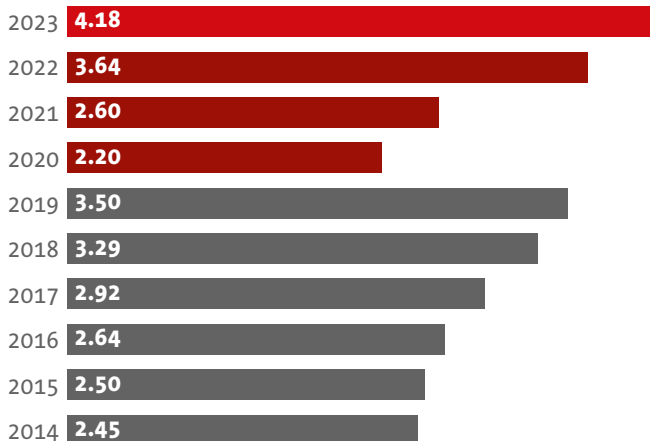
Recovery to 2019: **119.5%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **4.2 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	Bavaria with 19.5% of all o. s.	Berlin with 606,899 o. s.
2	Berlin with 14.5% of all o. s.	Munich with 164,394 o. s.
3	North Rhine-Westphalia with 11.9% of all o. s.	Hamburg with 117,271 o. s.
4	Baden-Württemberg with 10.2% of all o. s.	Dresden with 93,185 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.4 million arrivals at lodging establishments)

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

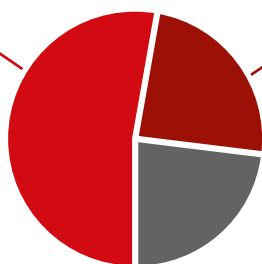
53 % Holiday trips

Type of holiday trip:

39 % City trips/visit of an event

22 % Tour holidays

19 % Holidays in tourist regions



24 % Business trips

Type of business trip:

54 % Traditional business trips

46 % Promotable business trips

Type of promotable business trip:

53 % Conferences/congresses/seminars

24 % Exhibits/trade fairs

23 % Incentives

23 % VFR-/other trips

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

72 % of all holiday trips are booked in advance

61 % online booking

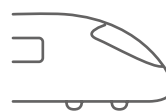
66 % accommodation paid for (37 % hotel)



56 %
car



16 %
plane



13 %
train



12 %
coach



1 %
bicycle

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.82
Gastronomy	1.85
Complete satisfaction	2.01
Opening hours	2.01
Accommodation	2.02
Price-performance ratio	2.35

All general satisfaction ratings were good, sustainable offers in the destination were rated above average

SATISFACTION WITH DESTINATION

City tours	1.65
Sports offer	1.69
Shopping options	1.71
Nightlife/Bars/Discotheques/Clubs	1.73
Promenade miles, pedestrian zones	1.74

Above-average ratings also in the categories "Bad weather offers", "Offers and care for children", "Cycling and mountain bike routes", "Safety", "Sights/excursions", "Public transport", "Hospitality", "On-site tourism information", "Sustainable / alternative tourist mobility offers"