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Federal Ministry  
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**Germany**  
The travel destination



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# INCOMING PORTUGAL

## COUNTRY AND PEOPLE

Capital	Lisbon (3.0 million inhabitants)
Area	92,090 km <sup>2</sup>
Inhabitants	2023: 10.2 million (growth rate -0.2%)*; Forecast 2032: 10.0 million
Mean age	46.0 years*
Economy	GDP per capita: 24,698 Euro (2023)*, GDP – real growth rate: +2.2% (2023)*
Unemployment rate	6.5% (2023)*
Inflation rate	5.5% (2023)*

\* Forecast

## GENERAL TRAVEL BEHAVIOUR 2023

### DESTINATIONS OF TRIPS ABROAD

Rank

- 1 Spain
- 2 France
- 3 United Kingdom
- 4 Italy
- 5 Germany**

### INTENSITY OF TRAVEL ABROAD

**76.4%**

(resident population from 15 years on)

**= 0.8 trips per person**

## DESTINATION GERMANY

### YEAR 2023

**193,424 arrivals** from Portugal

**544,135 overnight stays** (camping included)

### VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +61.2%**

Growth 2022–2023: **+14.3%**

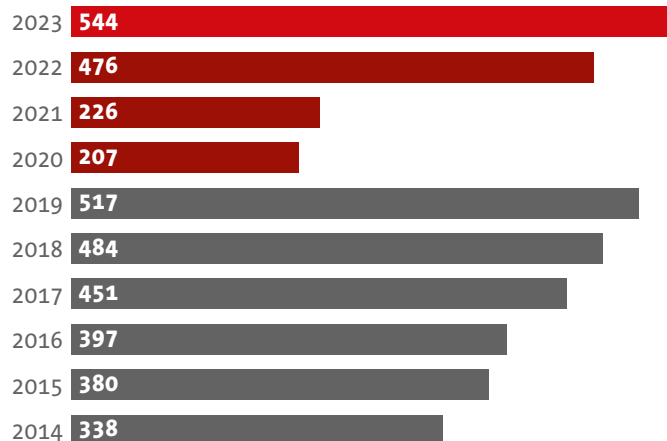
Recovery to 2019: **105.2%**

### TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **0.4 billion Euro** (2023)

### OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN THOUSANDS

Year



## MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 23.9% of all o. s.	Berlin with 107,645 o. s.
2	Berlin with 19.8% of all o. s.	Munich with 70,699 o. s.
3	North Rhine-Westphalia with 13.8% of all o. s.	Frankfurt with 39,280 o. s.
4	Hesse with 11.4% of all o. s.	Hamburg with 25,633 o. s.

## PURPOSE OF ALL INCOMING TRIPS (193 thousand arrivals at lodging establishments)

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

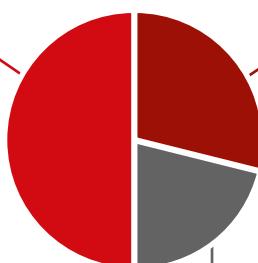
### 50% Holiday trips

Type of holiday trip:

**43% City trips/visit of an event**

**23% Tour holidays**

**14% Holidays in tourist regions**



### 21% VFR-/other trips

### 29% Business trips

Type of business trip:

**57% Promotable business trips**

Type of promotable business trip:

71% Conferences/congresses/seminars

17% Exhibits/trade fairs

12% Incentives

**43% Traditional business trips**

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

**94%** of all holiday trips are  
**booked in advance**

**87%** online booking

**81%** accommodation paid for  
(56% hotel)



**86%**  
plane



**10%**  
car



**3%**  
train