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Federal Ministry
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by the German Bundestag

Germany
The travel destination



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INCOMING SWITZERLAND

COUNTRY AND PEOPLE

Capital	Bern (441,000 inhabitants)
Area	41,291 km ²
Inhabitants	2023: 8.8 million (growth rate 0.6%)*; Forecast 2032: 9.2 million
Mean age	44.0 years*
Economy	GDP per capita: 102,866 US\$ (2023)*, GDP – real growth rate: +0.8% (2023)*
Unemployment rate	2.1% (2023)*
Inflation rate	2.2% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

1 Germany

2 France

3 Italy

4 Spain

INTENSITY OF TRAVEL ABROAD

310.0%

(resident population from 15 years on)

= 3.1 trips per person

DESTINATION GERMANY

YEAR 2023

3,231,994 arrivals from Switzerland

6,786,966 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +15.7%**

Growth 2022–2023: **+16.3%**

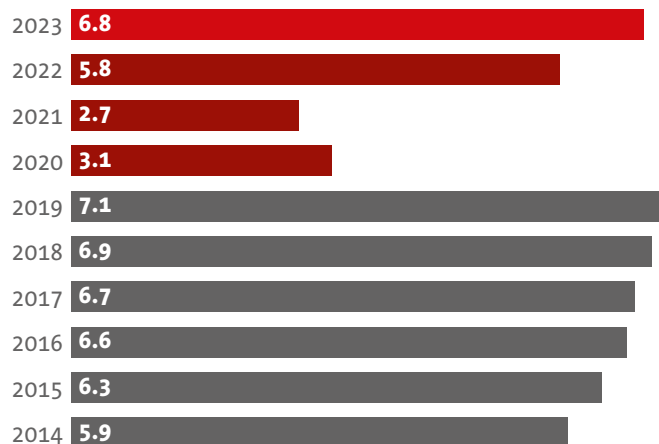
Recovery to 2019: **95.1%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **7.0 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	Baden-Württemberg with 40.1% of all o. s.	Munich with 483,713 o. s.
2	Bavaria with 23.4% of all o. s.	Berlin with 472,879 o. s.
3	Berlin with 7.0% of all o. s.	Hamburg with 351,220 o. s.
4	North Rhine-Westphalia with 5.5% of all o. s.	Frankfurt with 153,752 o. s.

PURPOSE OF ALL INCOMING TRIPS (3.2 million arrivals at lodging establishments)

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

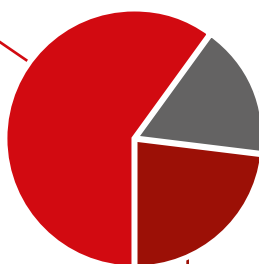
60% Holiday trips

Type of holiday trip:

39% City trips/visit of an event

25% Holidays in tourist regions

8% Tour holidays



23% VFR-/other trips

17% Business trips

Type of business trip:

57% Promotable business trips

Type of promotable business trip:

51% Conferences/congresses/seminars

32% Exhibits/trade fairs

18% Incentives

43% Traditional business trips

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

87% of all holiday trips are booked in advance

79% online booking

92% accommodation paid for (69% hotel)



50%
car



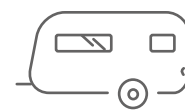
25%
train



16%
plane



4%
coach



2%
motorised
caravan/camper

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.72
Gastronomy	1.79
Accommodation	1.84
Complete satisfaction	1.92
Opening hours	1.97
Price-performance ratio	2.18

All overall satisfaction ratings are generally above average

SATISFACTION WITH DESTINATION

Walking and hiking trails	1.57
Shopping options	1.70
Cycling and mountain bike routes	1.72
Promenade miles, pedestrian zones	1.74
Atmosphere/Flair	1.76

Above-average ratings also in the categories "bad weather offers", "offers and care for children", "cycling and mountain bike routes", "safety", "sights/excursions", "offering/events", "general cleanliness", "on-site tourism information", "Parks/Green Spaces"