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Federal Ministry
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Germany
The travel destination



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INCOMING SPAIN

COUNTRY AND PEOPLE

Capital	Madrid (6.8 million inhabitants)
Area	505,965 km ²
Inhabitants	2023: 47.5 million (growth rate -0.1%)*; Forecast 2032: 46.9 million
Mean age	46.3 years*
Economy	GDP per capita: 30,405 Euro (2023)*, GDP – real growth rate: +2.4% (2023)*
Unemployment rate	12.1% (2023)*
Inflation rate	3.6% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

DESTINATIONS OF TRIPS ABROAD

Rank

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

INTENSITY OF TRAVEL ABROAD

56.1%

(resident population from 15 years on)

= 0.6 trips per person

DESTINATION GERMANY

YEAR 2023

1,043,827 arrivals from Spain

2,535,666 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +18.8%**

Growth 2022–2023: **+13.7%**

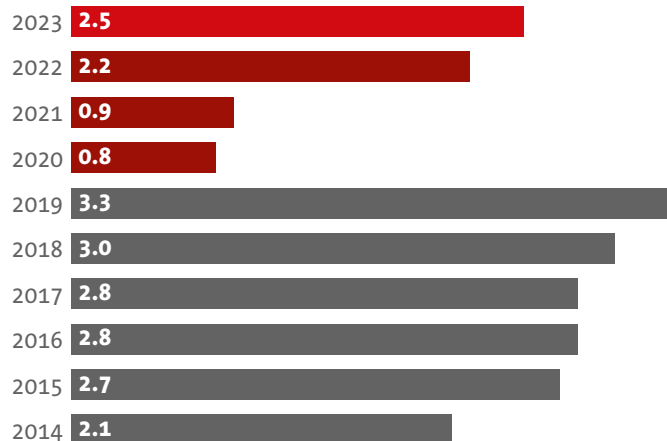
Recovery to 2019: **77.0%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **2.3 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	Berlin with 25.3% of all o. s.	Berlin with 642,508 o. s.
2	Bavaria with 22.4% of all o. s.	Munich with 303,046 o. s.
3	Baden-Württemberg with 12.5% of all o. s.	Frankfurt with 170,292 o. s.
4	North Rhine-Westphalia with 12.4% of all o. s.	Hamburg with 126,641 o. s.

PURPOSE OF ALL INCOMING TRIPS (1.0 million arrivals at lodging establishments)

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

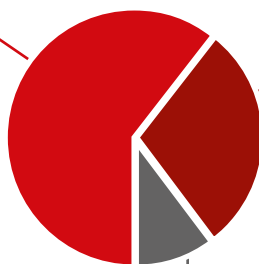
60% Holiday trips

Type of holiday trip:

53% City trips/visit of an event

16% Tour holidays

13% Holidays in tourist regions



10% VFR-/other trips

29% Business trips

Type of business trip:

58% Promotable business trips

Type of promotable business trip:

78% Conferences/congresses/seminars

18% Exhibits/trade fairs

3% Incentives

42% Traditional business trips

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

91% of all holiday trips are booked in advance

82% online booking

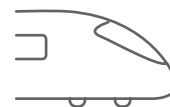
87% accommodation paid for (68% hotel)



80%
plane



14%
car



5%
train



1%
coach

SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Variety & quality	1.87
Complete satisfaction	2.02
Accommodation	2.03
Gastronomy	2.10
Opening hours	2.13
Price-performance ratio	2.38

Aspects of sustainability were rated above average

SATISFACTION WITH DESTINATION

Sustainable/alternative tourist mobility offers	2.07
Accessibility	2.22
Resource-saving, responsible handling of the environment in the destination	2.22
Socially responsible tourism – aspects in the destination	2.27

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