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Federal Ministry
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Germany
The travel destination



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INCOMING USA

COUNTRY AND PEOPLE

Capital	Washington D.C. (5.5 million inhabitants)
Area	9,883,517 km ²
Inhabitants	2023: 340.0 million (growth rate 0.5%)*; Forecast 2032: 335.4 million
Mean age	38.0 years*
Economy	GDP per capita: 80,412 US\$ (2023)*, GDP – real growth rate: +2.1% (2023)*
Unemployment rate	3.6% (2023)*
Inflation rate	4.1% (2023)*

* Forecast

GENERAL TRAVEL BEHAVIOUR 2023

EUROPEAN DESTINATIONS OF TRIPS ABROAD

Rank

- 1 United Kingdom
- 2 France
- 3 Italy

4 Germany

INTENSITY OF TRAVEL ABROAD

39.4%

(resident population from 15 years on)

= 0.4 trips per person

DESTINATION GERMANY

YEAR 2023

2,867,475 arrivals from USA

6,540,555 overnight stays (camping included)

VOLUME OF OVERNIGHT STAYS

Increase 2014–2023: **by +26.7%**

Growth 2022–2023: **+21.6%**

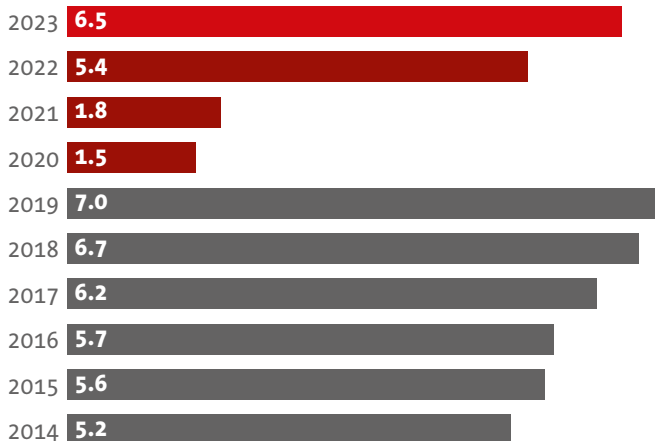
Recovery to 2019: **93.7%**

TOTAL SALES TURNOVER FOR INCOMING TRIPS

round **8.8 billion Euro** (2023)

OVERNIGHT STAYS – CURRENT AND LONG-TERM DEVELOPMENT IN MILLIONS

Year

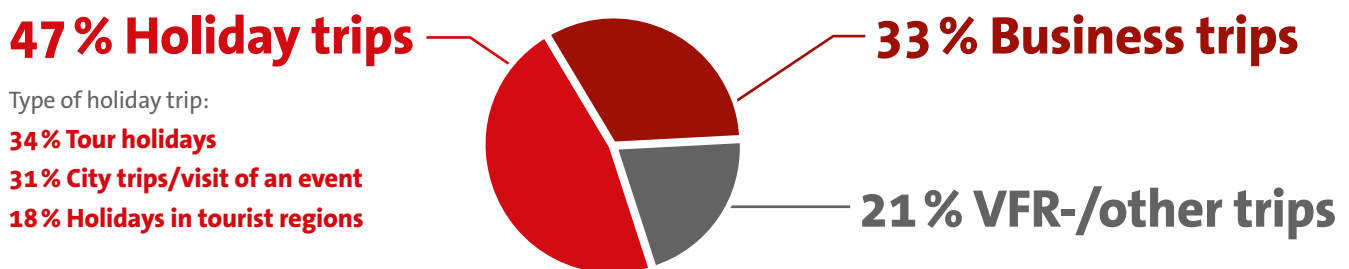


MOST POPULAR DESTINATIONS IN 2023

RANK	FEDERAL STATES (Overnight stays = o. s.)	CITIES (more than 100,000 inhabitants)
1	Bavaria with 33.0% of all o. s.	Munich with 1,280,478 o. s.
2	Berlin with 18.2% of all o. s.	Berlin with 1,191,482 o. s.
3	Hesse with 14.0% of all o. s.	Frankfurt with 693,140 o. s.
4	Baden-Württemberg with 11.0% of all o. s.	Hamburg with 231,971 o. s.

PURPOSE OF ALL INCOMING TRIPS

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



BOOKING-BEHAVIOUR AND MAIN MODE OF TRANSPORT

100% of all holiday trips are
booked in advance

85% online booking

29% booking at a travel agency



SATISFACTION IN GERMANY¹

Scale: 1 = highly enthusiastic; 6 = rather disappointed

OVERALL SATISFACTION

Opening hours	1.79
Gastronomy	1.82
Accommodation	1.83
Variety & quality	1.85
Complete satisfaction	1.92
Price-performance ratio	2.15

**Overall satisfaction,
gastronomy and
accommodation were
rated above average**

SATISFACTION WITH DESTINATION

Art and cultural offerings	1.66
Range of events/events	1.72
Payment convenience (EC card, credit card)	1.73
Sports offer	1.74
Cycling and mountain bike routes	1.83

Above-average ratings also in the categories "Safety", "Advantage card/guest card/inclusive card", "Variety/availability of sustainable offers/local products", "Quality of sustainable offers/local products", "Socially responsible tourism – aspects in the destination", "Use of regional/ecological products", "Availability of public WiFi"

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