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Germany
The travel destination



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FACTS AND FIGURES 2020

FACTS AND FIGURES

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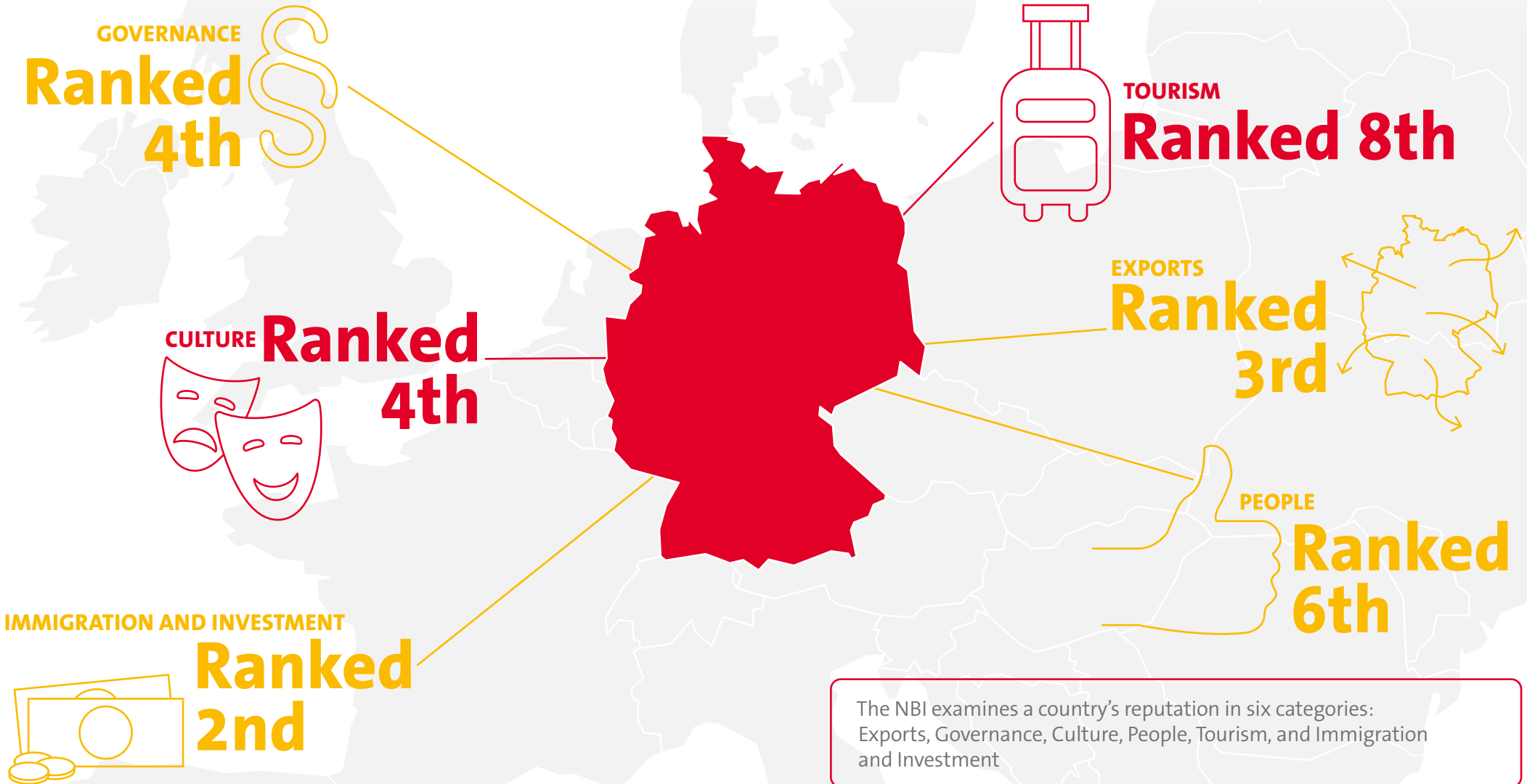
Inbound tourism to Germany

32.0 million overnight stays by foreign visitors in 2020

Source: Federal Statistical Office 2021.



Germany retains no. 1 ranking in the Nation Brands Index

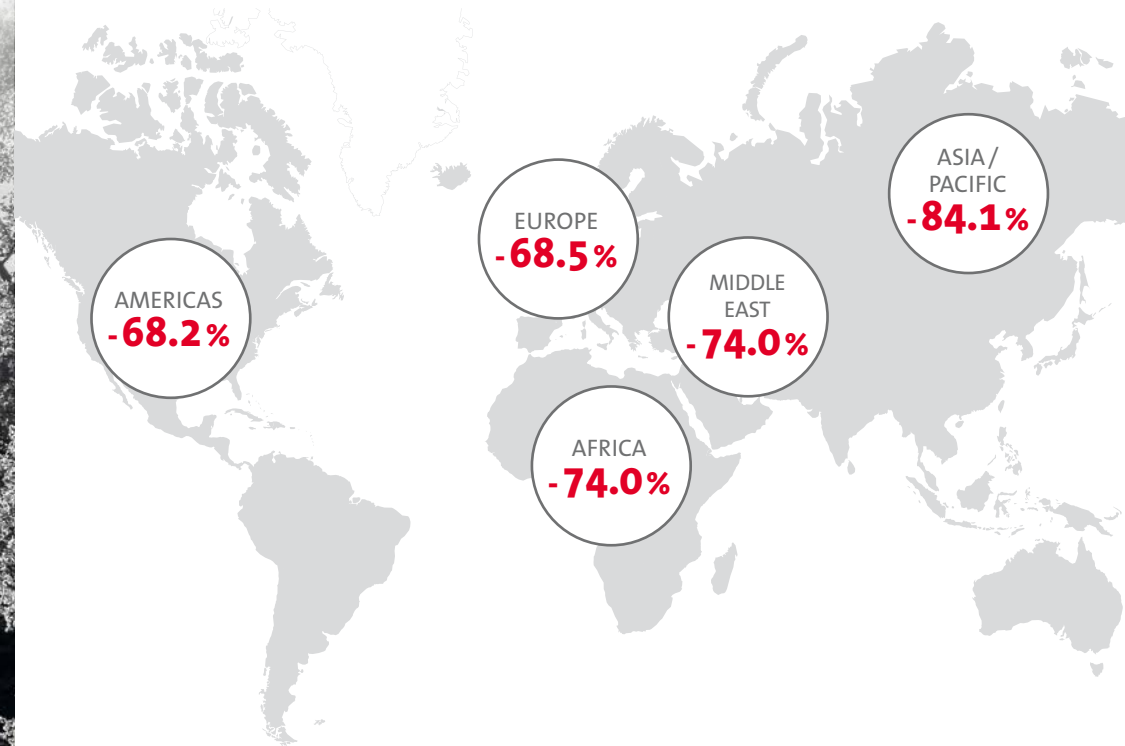


International
tourism drops to

398 million
arrivals



Global impact of the COVID-19 pandemic in 2020



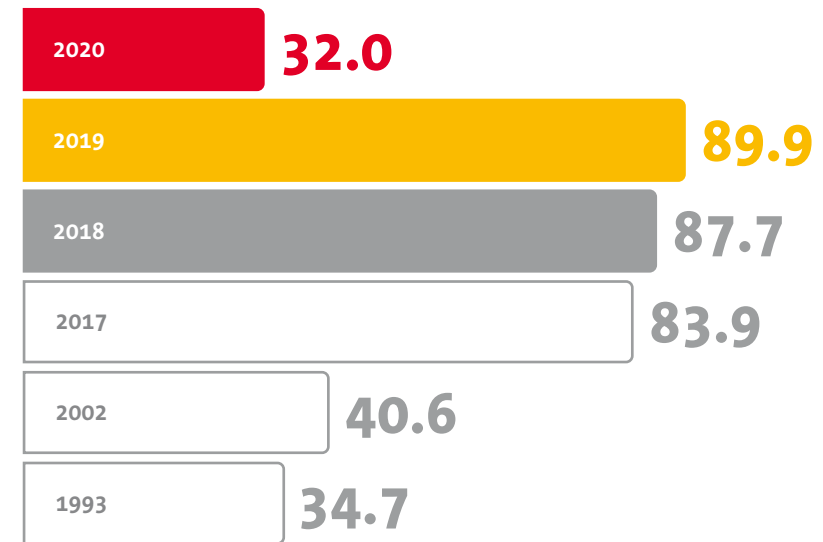
398 million
international arrivals worldwide

-72.8%
Change 2020/19

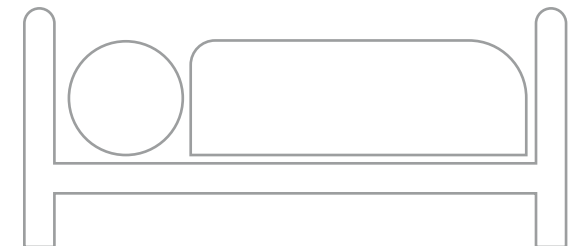
Up to 2019, the number of **overnight stays made annually by visitors from outside Germany** had risen by **55.2 million**

Overnight stays made by visitors from outside Germany in millions since 1993.

Year



Total figures for each year include overnight stays from unspecified countries (480,000 in 2020)

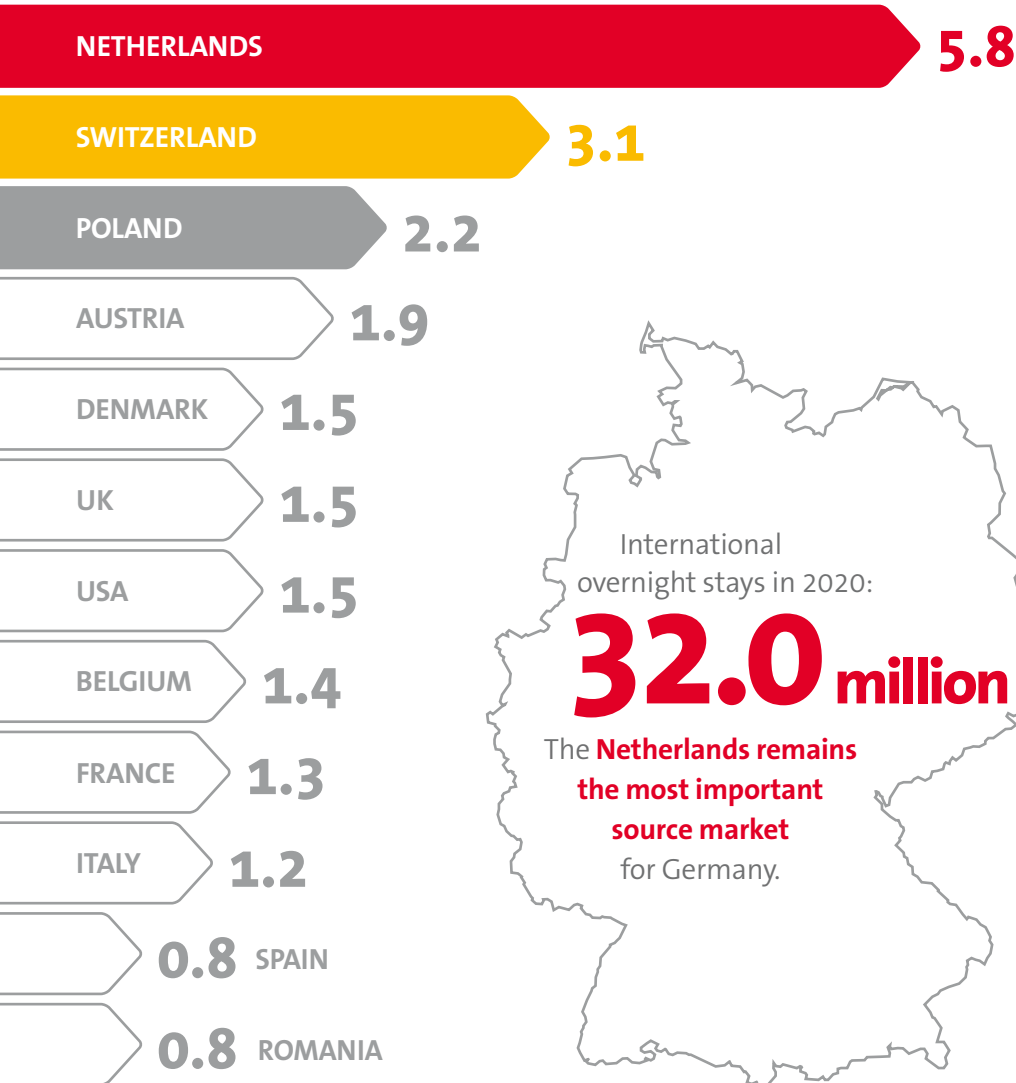


Global demand up to 2019

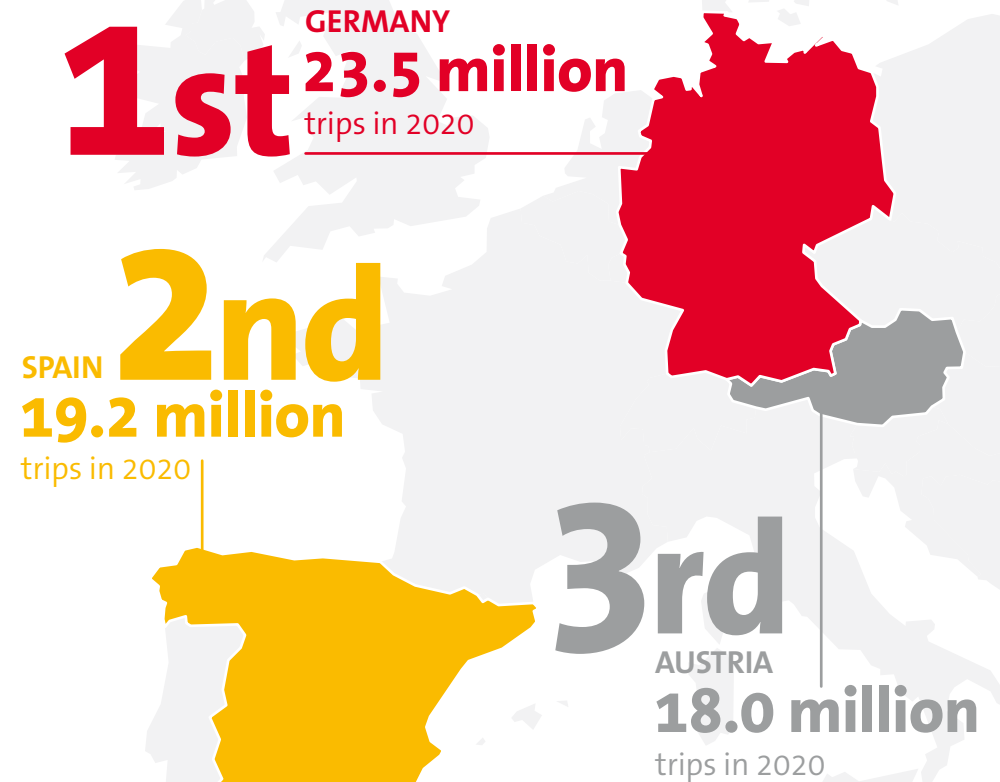
+159%

2020 down by 7.8% on the 1993 level

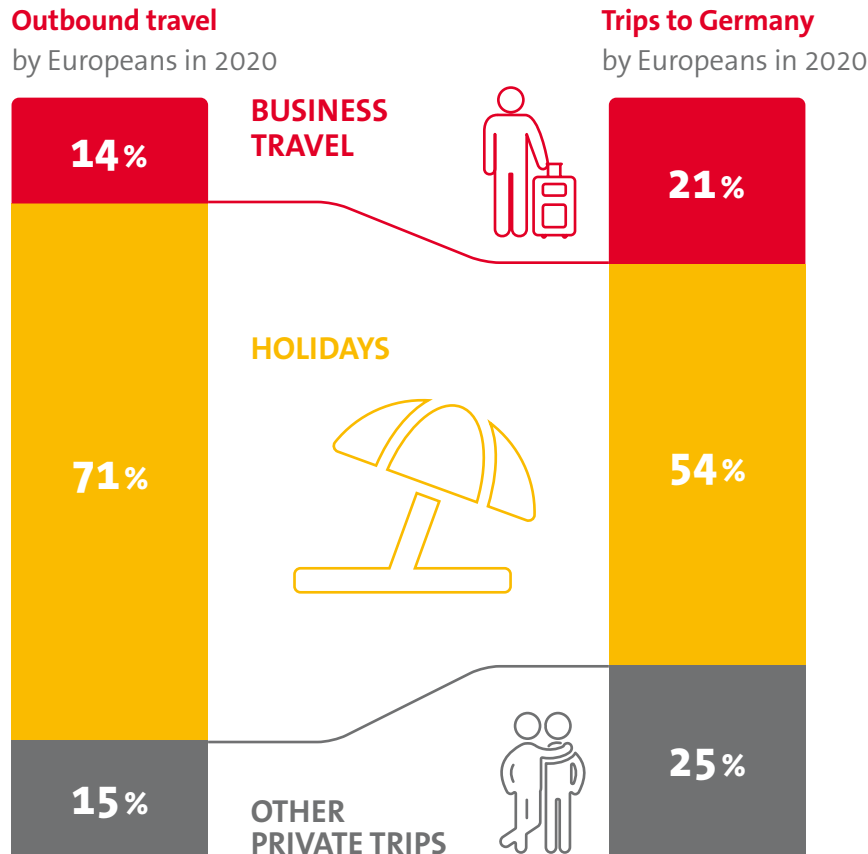
Most important source markets worldwide for Germany in 2020



Germany the most popular destination market for Europeans for the first time in 2020



Germany has an **above-average share** of the international business travel market



Promotable business trips to Germany by Europeans have the largest market share, with **2.5 million** in 2020

Total volume in 2020:
5.0 million trips (-63%)

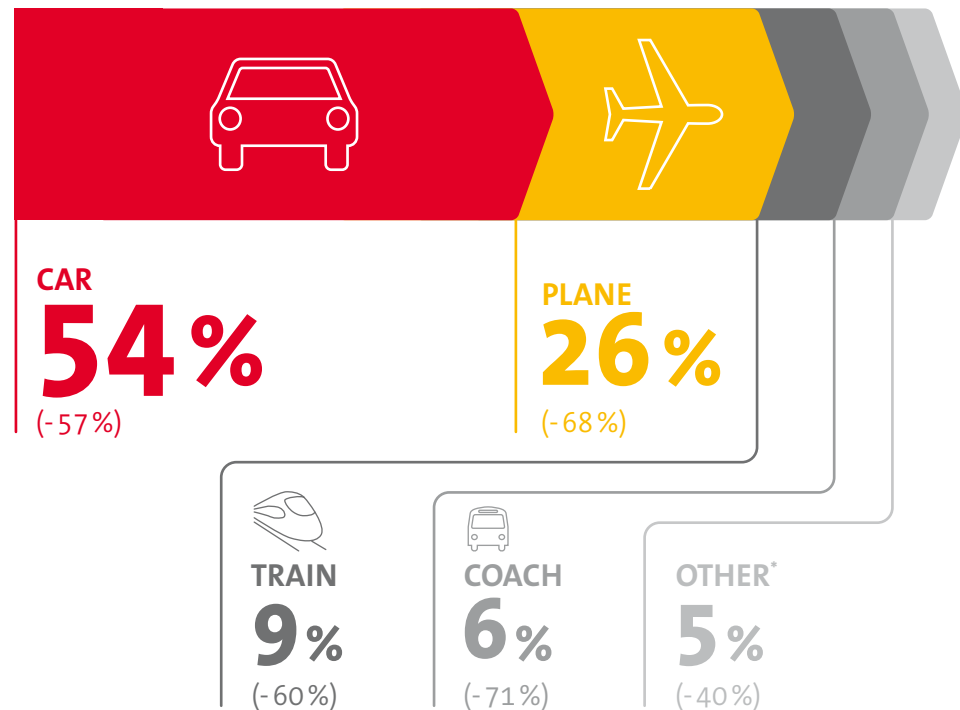
49% traditional business trips
(-58%)



Cars and planes are the most important modes of transport for **trips made by Europeans** to Germany

All trips from the rest of Europe to Germany in 2020: **23.5 million** (-61%)

Market share (change in no. of trips compared with 2019)

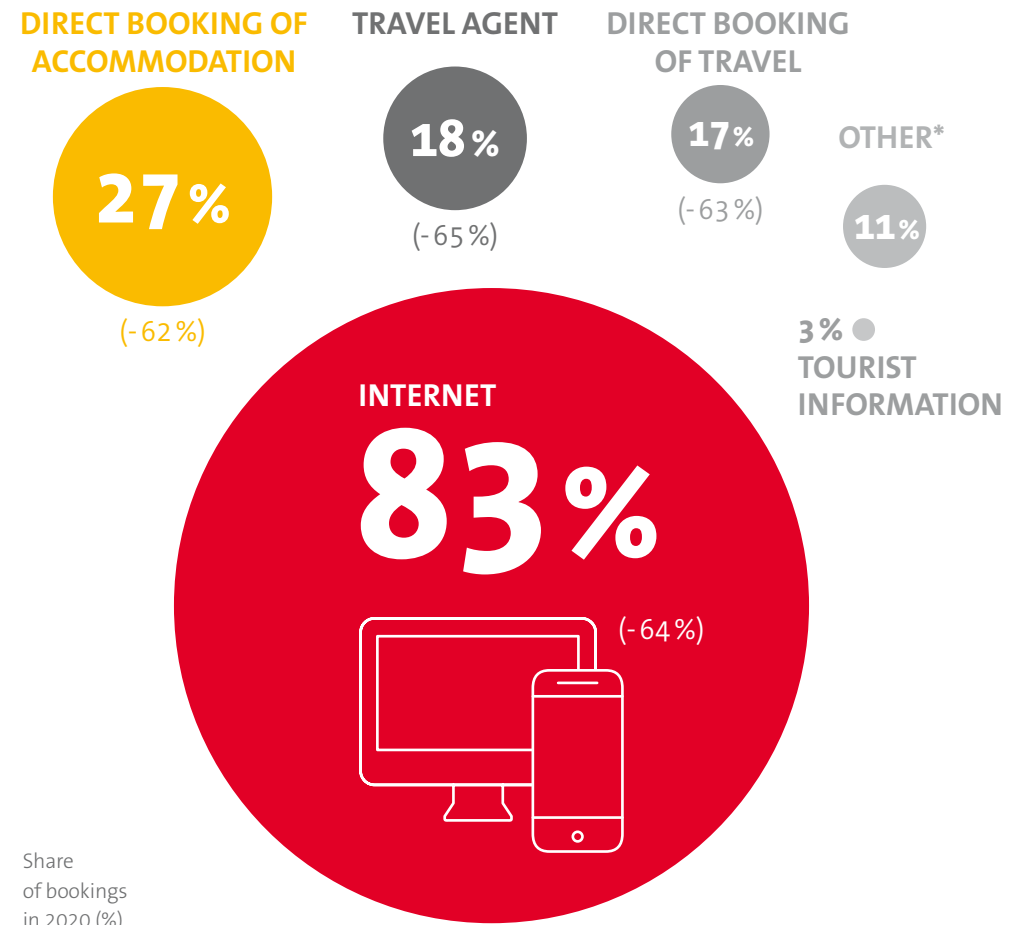


In 2020 travel expenditure** on trips to Germany by visitors from Europe came to €13.3 billion, a drop of 66% on 2019.

*by sea, motorbike, bicycle and other transport; **all travel expenditure for transportation, accommodation, food, shopping, etc. while staying in Germany, as well as travel to, from and within Germany; sources: GNTB/WTM 2020, IPK 2021

Booking agent/channels for trips made by Europeans to Germany in 2020

A **multi-channel strategy is a must for travel to Germany** in order to succeed in the international market.

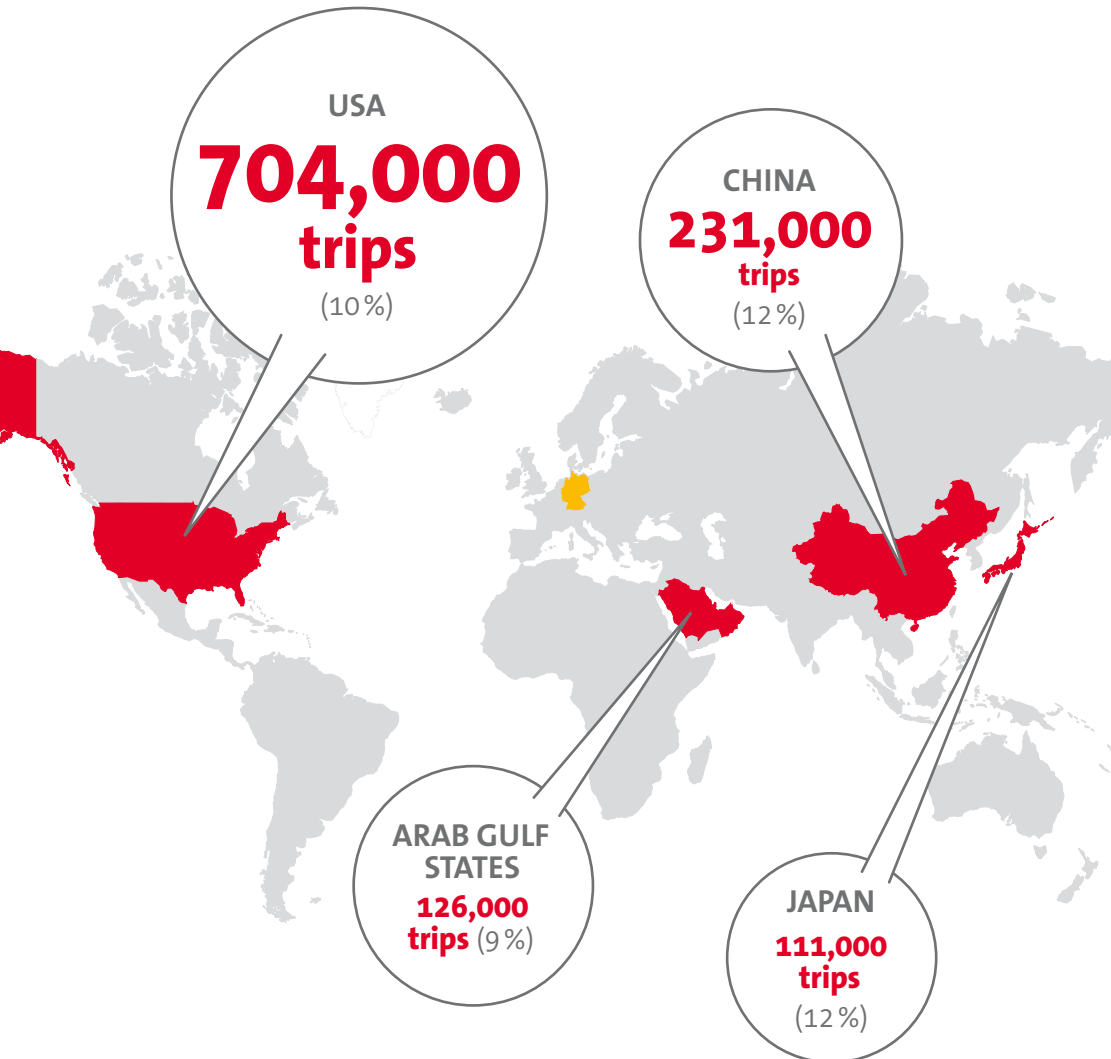


Share of bookings in 2020 (%)

*club, newspaper, church, school, company travel agency and other (multiple answers permitted, only travel booked in advance; sources: GNTB/WTM 2020, IPK 2021

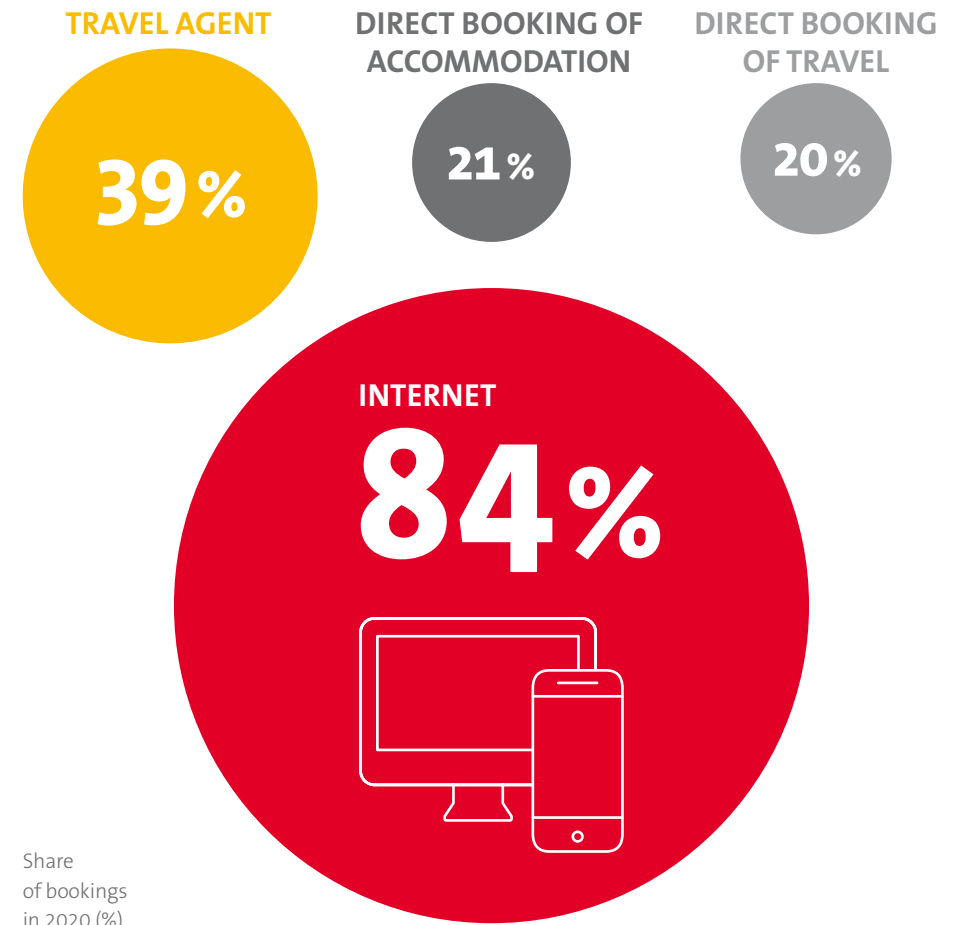
Most important overseas markets for Germany 2020

Germany's market share of European travel



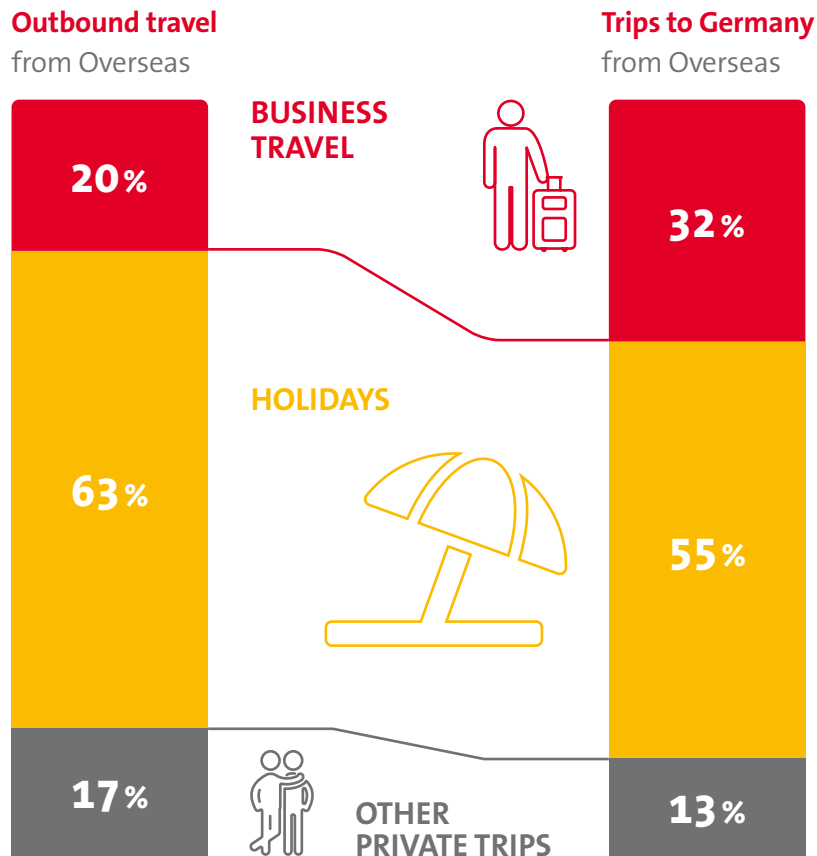
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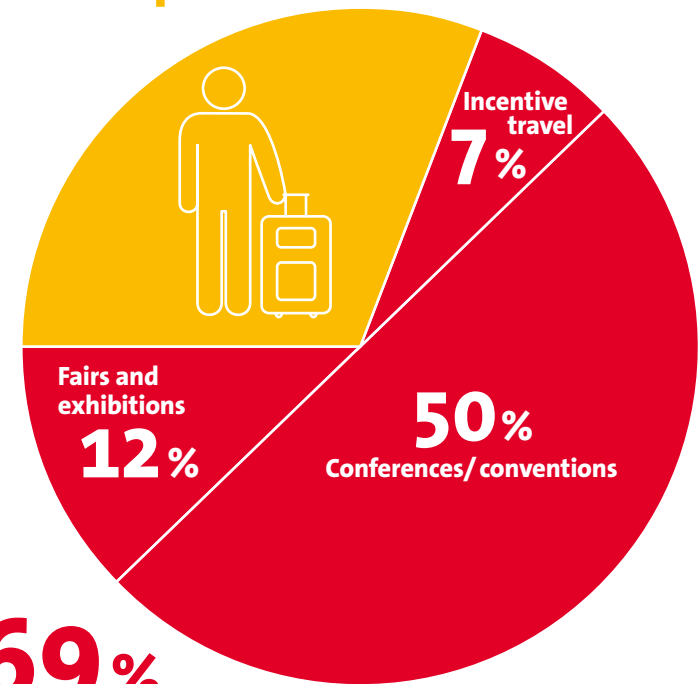
One-third of the trips from overseas to Germany are **business trips**



Promotable business trips to Germany from Overseas have the largest market share in 2020

Total volume in 2020:
0,6 million trips

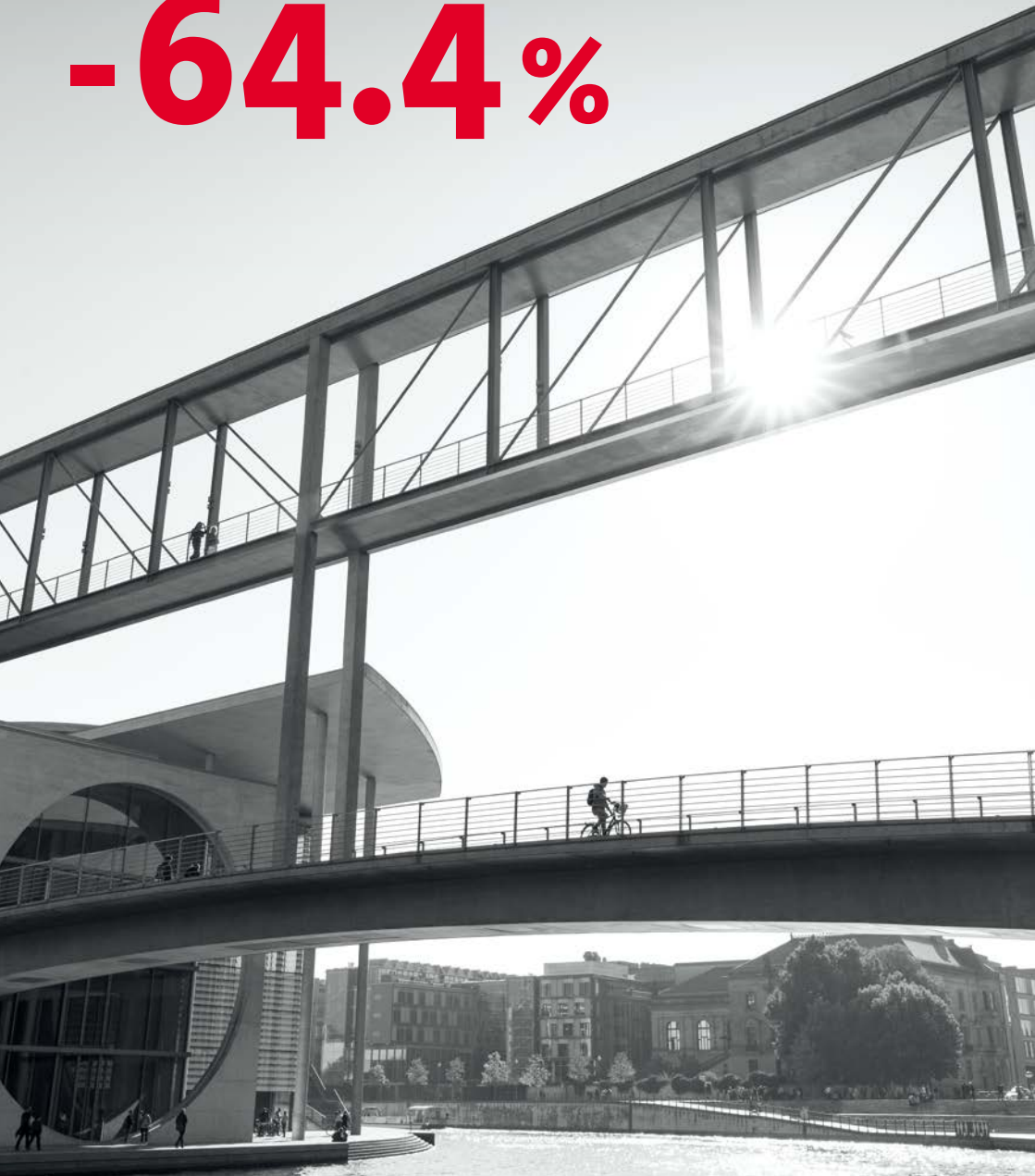
31% traditional business trips



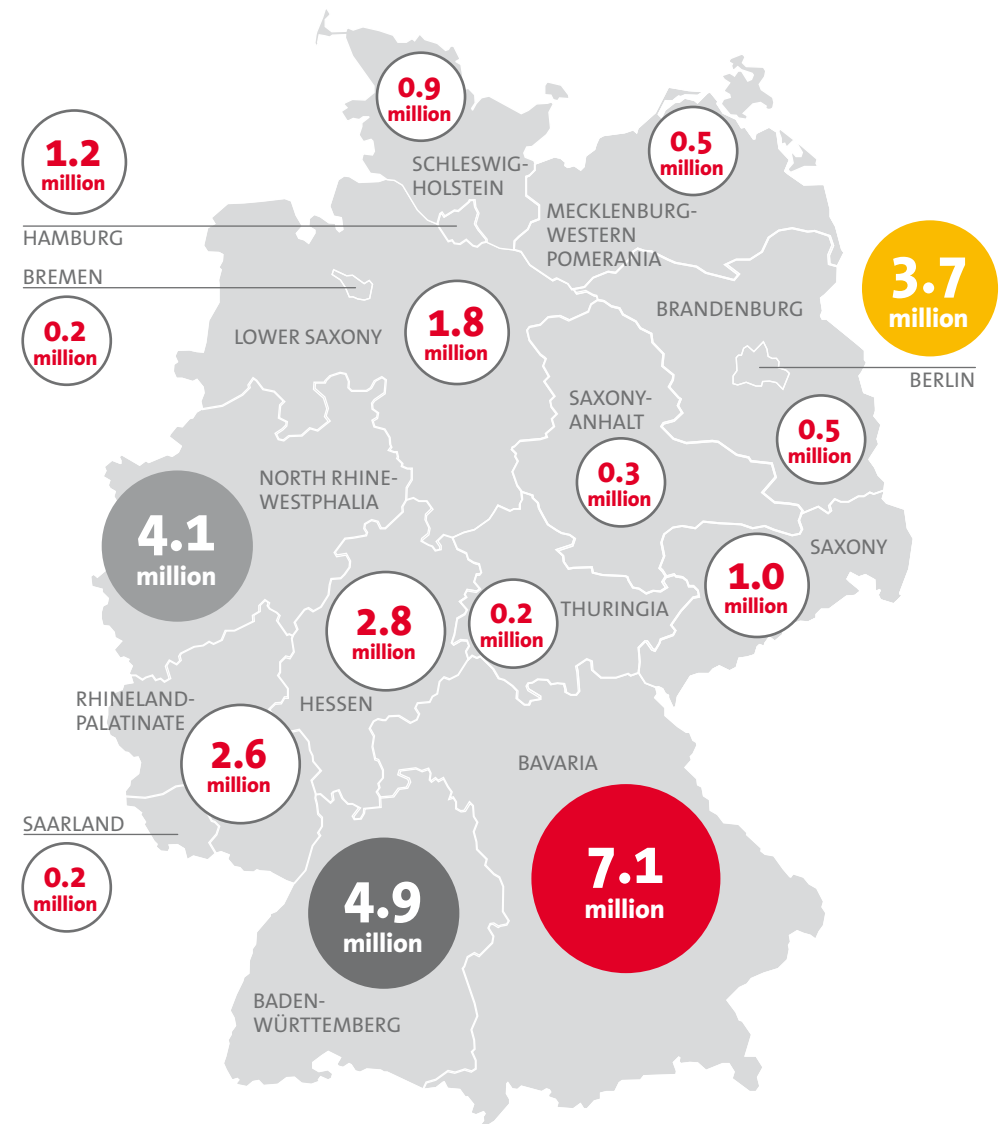
69% promotable business trips

International overnight stays in 2020

-64.4%

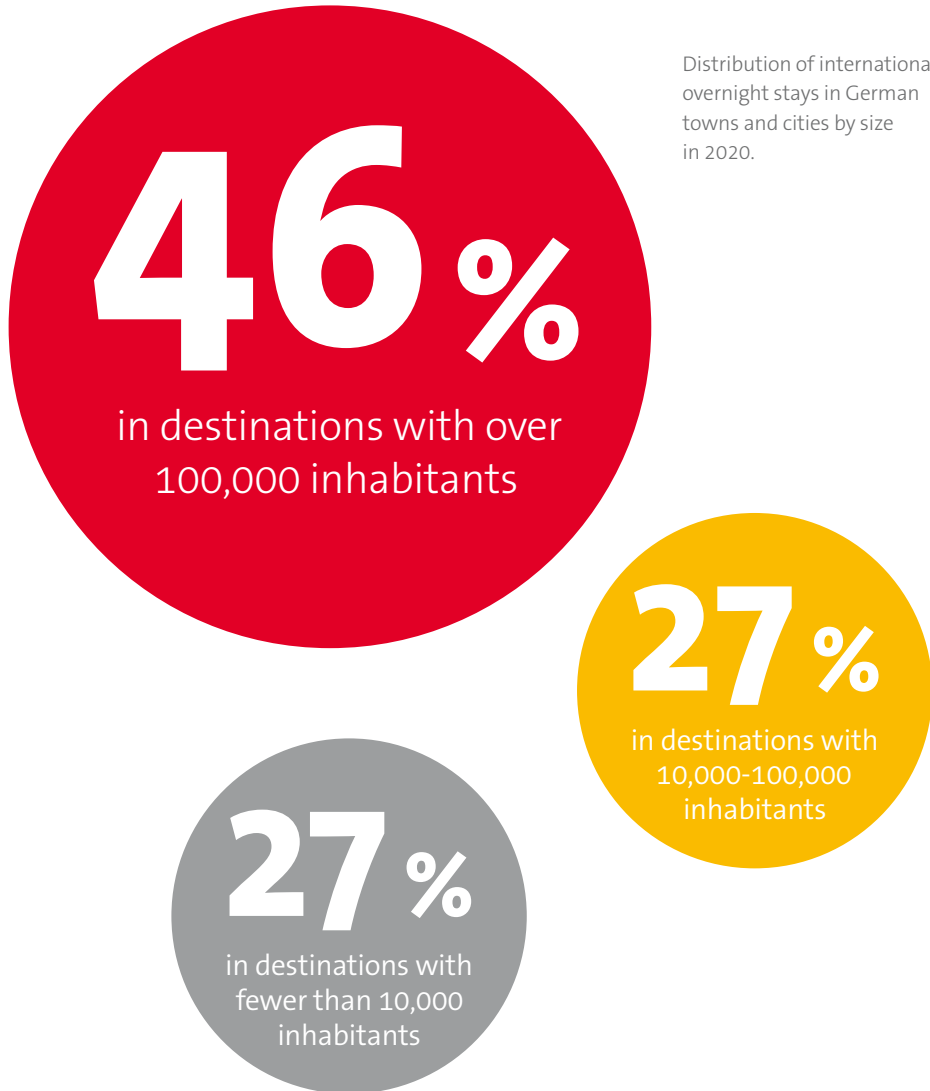


International overnight stays by federal state



Germany's **major cities remain popular**

Distribution of international overnight stays in German towns and cities by size in 2020.



Rural regions are an important facet of Germany's global marketing

2nd place for Germany as a **destination for nature-based travel*** among Europeans travelling worldwide

28% of foreign holidaymakers in Germany consider **landscape** and **scenery** an **important reason for travel****

1.7 high overall satisfaction*** of foreign holidaymakers in **rural regions**

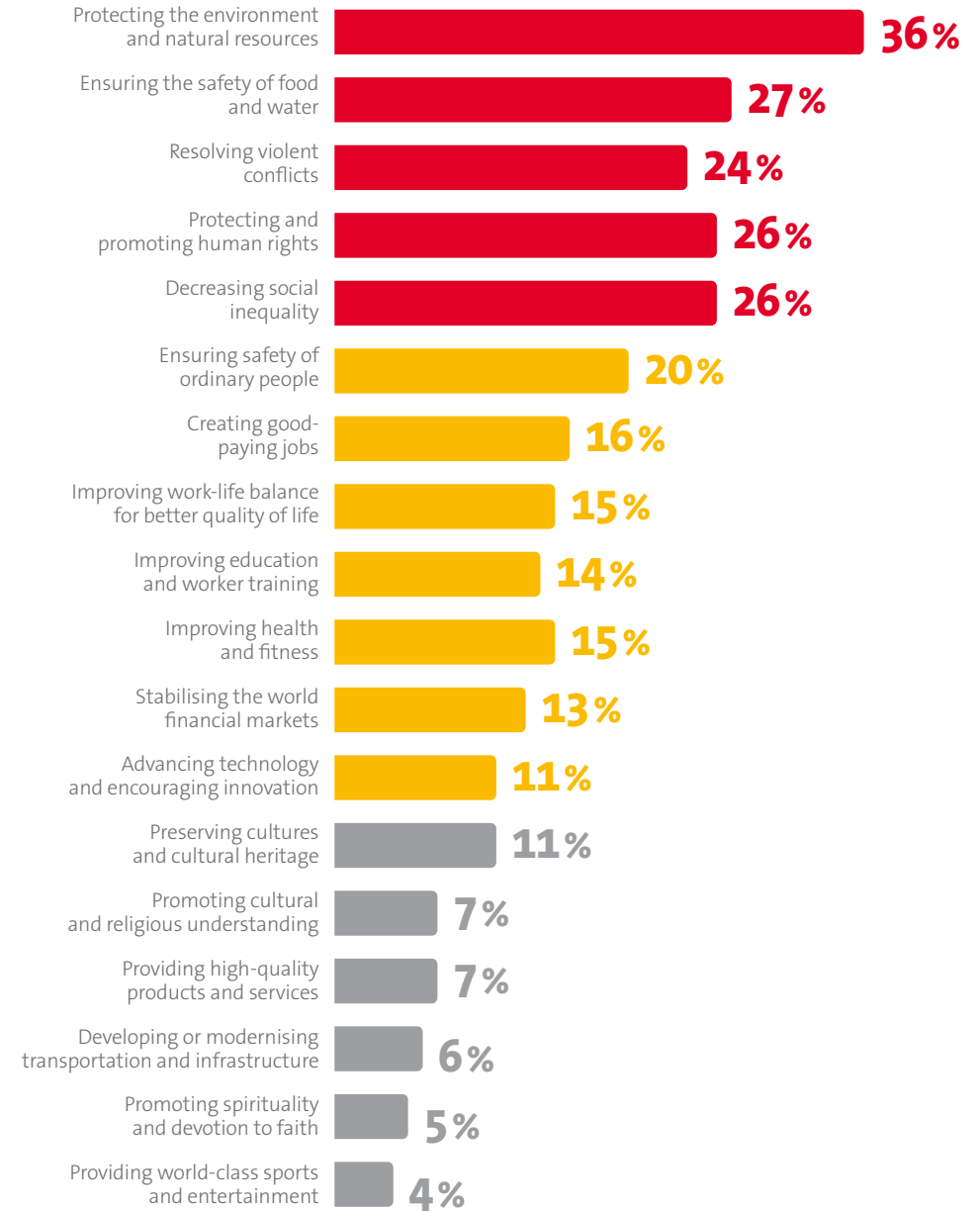
Sources: *GNTB/WTM 2019, IPK 2020; **Quality Monitor survey, tourism in Germany, May 2015 – April 2020, multiple answers permitted; ***Quality Monitor survey, tourism in Germany, scale: 1 = delighted to 6 = disappointed, May 2015 – April 2020

1st place for Germany in the ranking:
18% of respondents worldwide believe **Germany** will be the country that will do the most to tackle **the threat of climate change over the next five years.**

by comparison: Canada **16%**, Sweden **14%**, Japan **14%**



Urgent **global issues**



Germany scores highly for sustainability

Germany ranked ¹

7th out of 50 countries worldwide for 'responsible governance when it comes to international environmental matters'

Germany ranked ²

The 2020 SDG Index scores: **5th**
Germany scores 80.8 / Ranked 5th out of 166

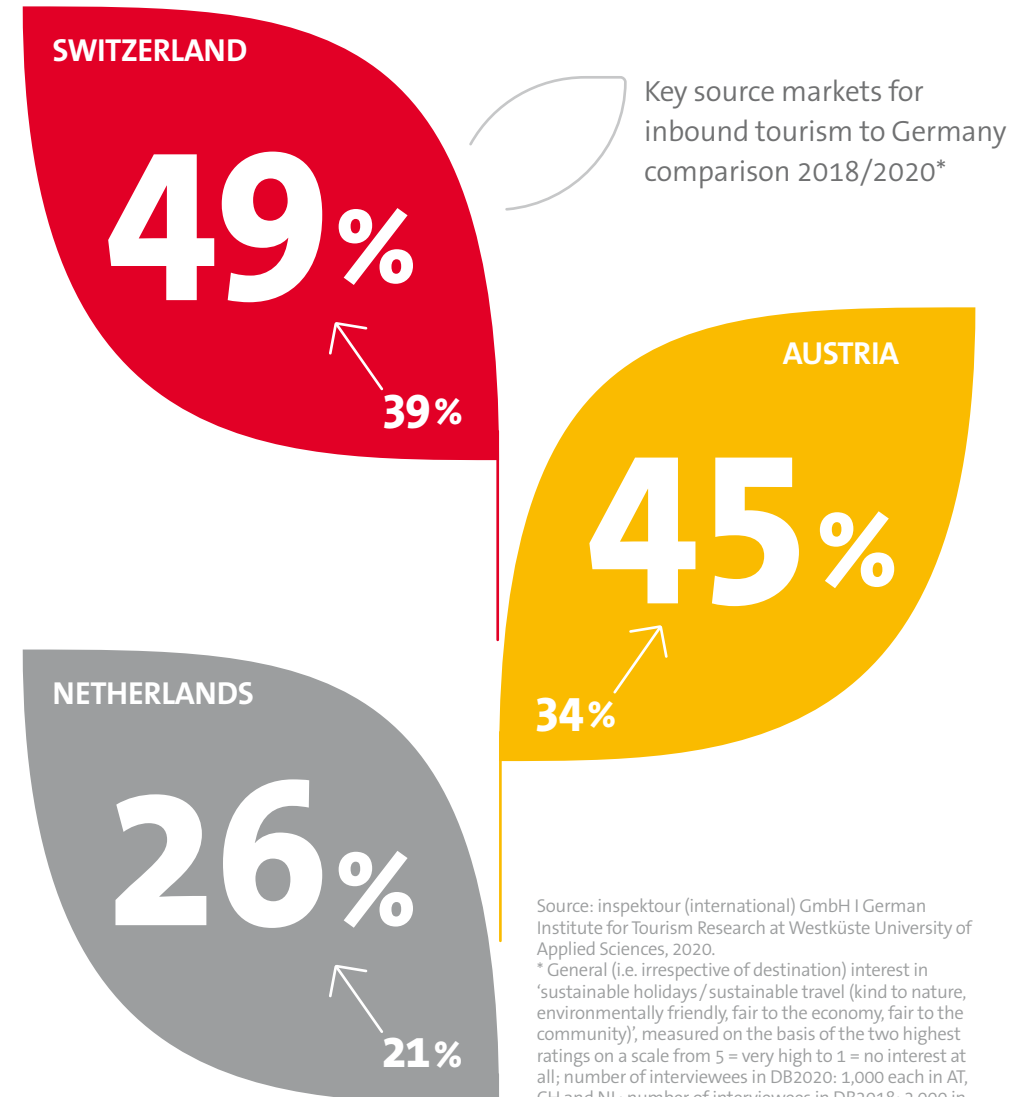
Germany ranked

9th out of 140 for environmental sustainability ³



Sources: 1 Anholt-IPSOS Nation Brands Index 2020 Report, October 2020;
2 Sustainable Development Report 2020, SDG Index;
3 The Travel and Tourism Competitiveness Report 2019

Interest in sustainable tourism is growing

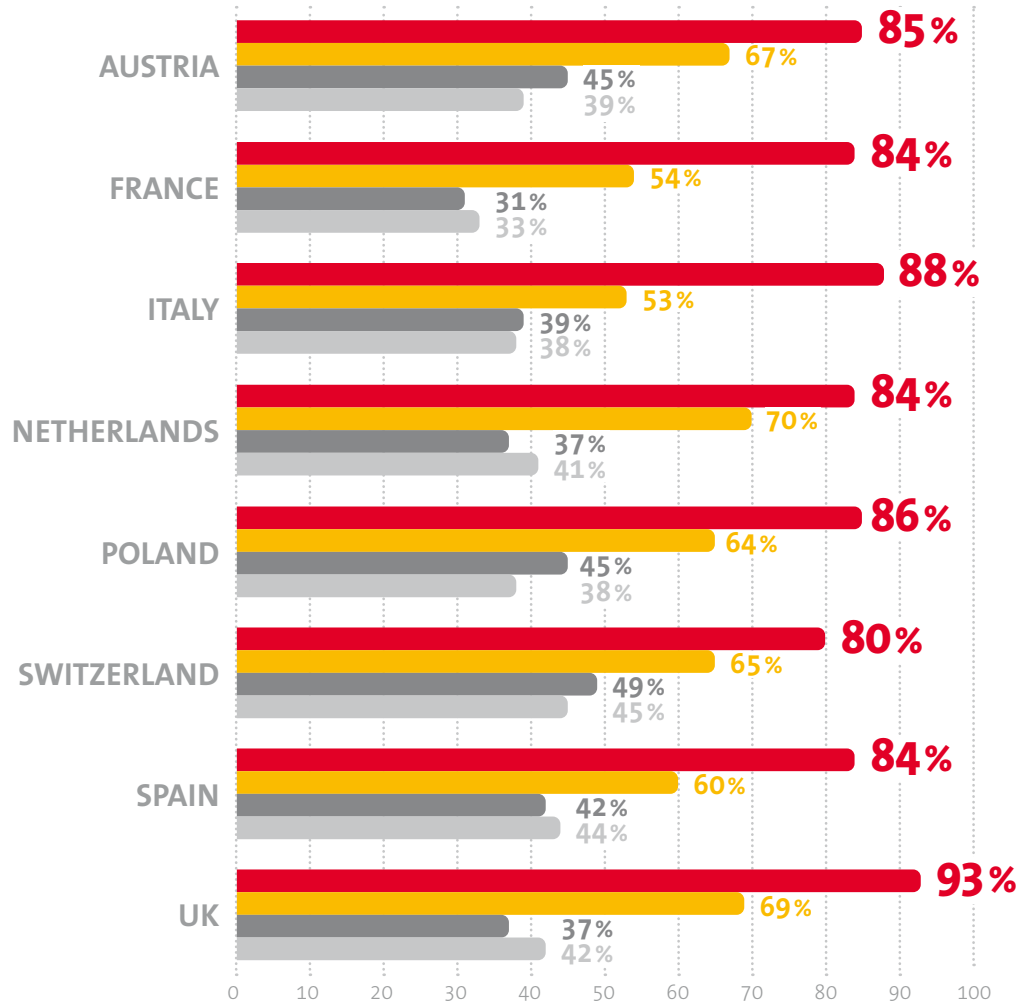


Source: inspektour (international) GmbH | German Institute for Tourism Research at Westküste University of Applied Sciences, 2020.
* General (i.e. irrespective of destination) interest in 'sustainable holidays / sustainable travel (kind to nature, environmentally friendly, fair to the economy, fair to the community)', measured on the basis of the two highest ratings on a scale from 5 = very high to 1 = no interest at all; number of interviewees in DB2020: 1,000 each in AT, CH and NL; number of interviewees in DB2018: 2,000 in AT, 3,000 each in CH and NL

High level of awareness of Germany

as the basis for tourist demand

- Known as a travel destination
- Likes/loves Germany
- Intention to visit on a short break in the next three years
- Intention to visit on a longer holiday in the next three years



Source: inspektour (international) GmbH | German Institute for Tourism Research at Westküste University of Applied Sciences, 2020.

Basis: number of interviewees on Germany as a travel destination: 1,000 per source market; familiarity with Germany as a travel destination, likes/loves Germany (Top 2 Box), Intention to visit Germany (Top 2 Box), short break (1-3 overnight stays), longer holiday (4 or more overnight stays).



Concept and design

M.A.D. Kommunikationsgesellschaft mbH
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