

Supported by:



Federal Ministry  
for Economic Affairs  
and Energy

on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



[www.germany.travel](http://www.germany.travel)

2019

**FACTS**

**FIGURES**

**INFORMATION**

**FACTS**

**FIGURES**

**INFORMATION**

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Inbound travel to Germany:

# tenth record result

in a row



**89.9 million**  
international overnight stays  
in **2019**

Source: Federal Statistical Office 2020

# Destination Germany in ...

## 1<sup>st</sup> place...

**... as a cultural travel destination  
for Europeans**

Source: GNTB/WTM 2019, IPK 2020



**... worldwide as an  
international trade fair destination**

Source: AUMA 2020



**... in Europe as an international  
conference destination**

Source: ICCA 2020



**... as a city break destination  
for Europeans**

Source: GNTB/WTM 2019, IPK 2020



**... in Europe as a destination for  
European luxury travel**

Source: GNTB/WTM 2019, IPK 2020



# TOP positions by global comparison



**... on the demand side of  
50 countries worldwide**

Source: Anhoft-IPSOS Nation-Brands-Index 2019 report, October 2019



**... as an economic power  
in a global comparison of  
141 countries**

Source: The Global Competitiveness Report, World Economic Forum 2019



**2<sup>nd</sup> place...**

**... as a travel destination  
for young Europeans  
(aged 15 to 24)**

Source: GNTB/WTM 2019, IPK 2020



**3<sup>rd</sup> place...**

**... on the supply side in a global  
comparison of 140 countries**

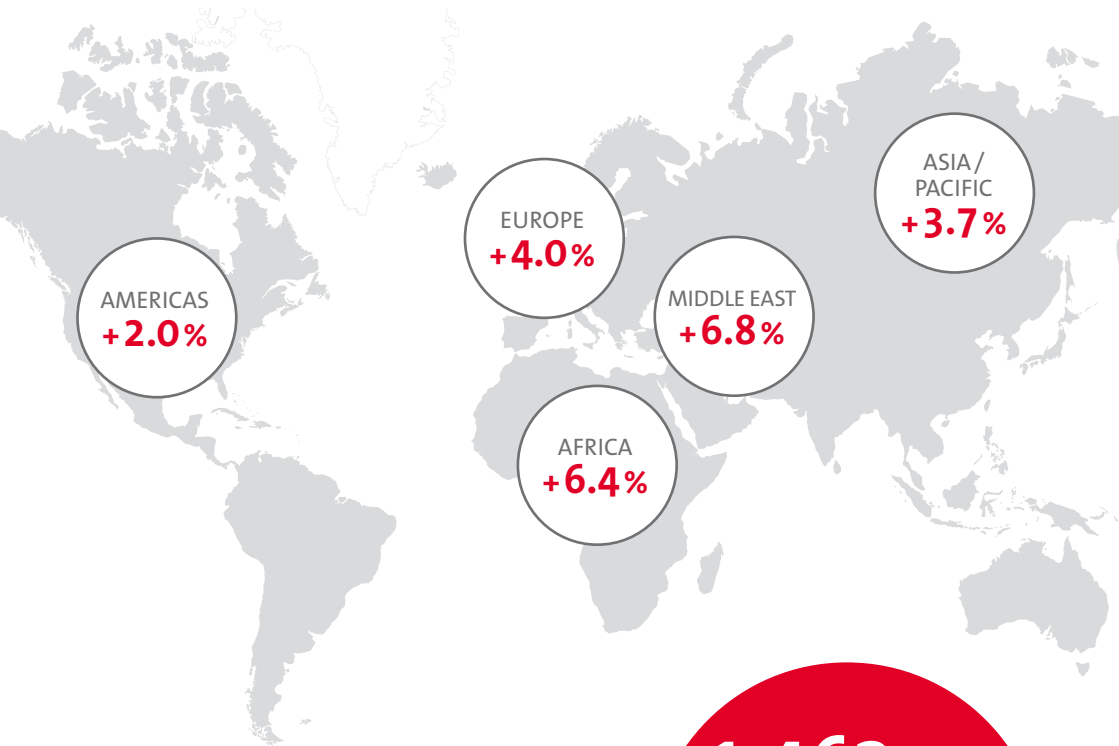
Source: The Travel & Tourism Competitiveness Report,  
World Economic Forum 2019

International  
tourism has risen to

**1.5** billion  
arrivals



# Global tourism is continually growing.



The destination regions of the Middle East and Africa showed the highest rates of growth in 2019.

# Global demand

**+159%**

since 1993

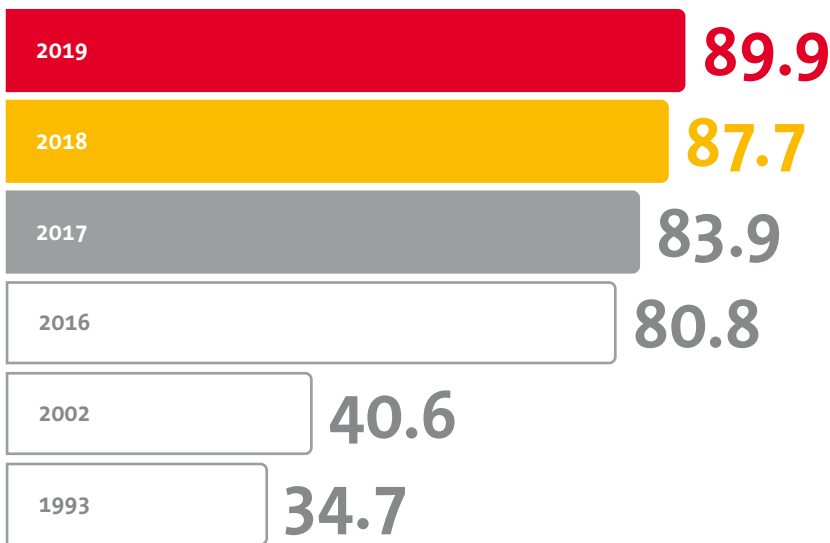




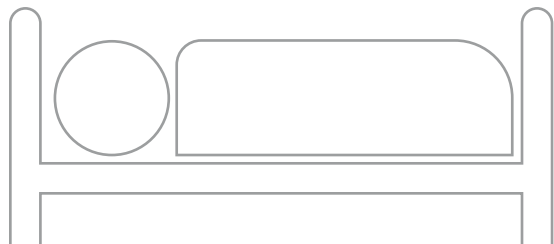
# Since 1993 the number of **overnight stays by foreign visitors to Germany** has risen by **55.2 million**.

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

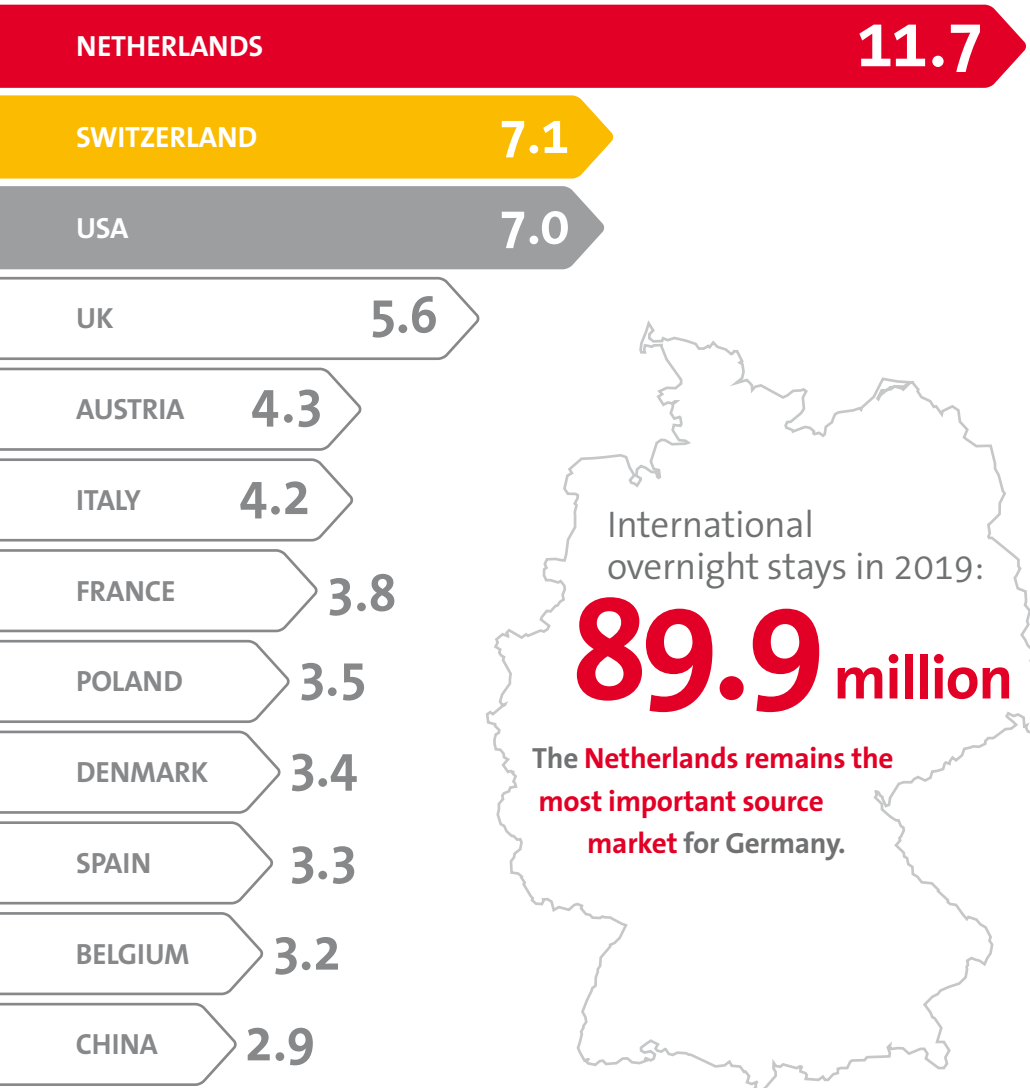
Year



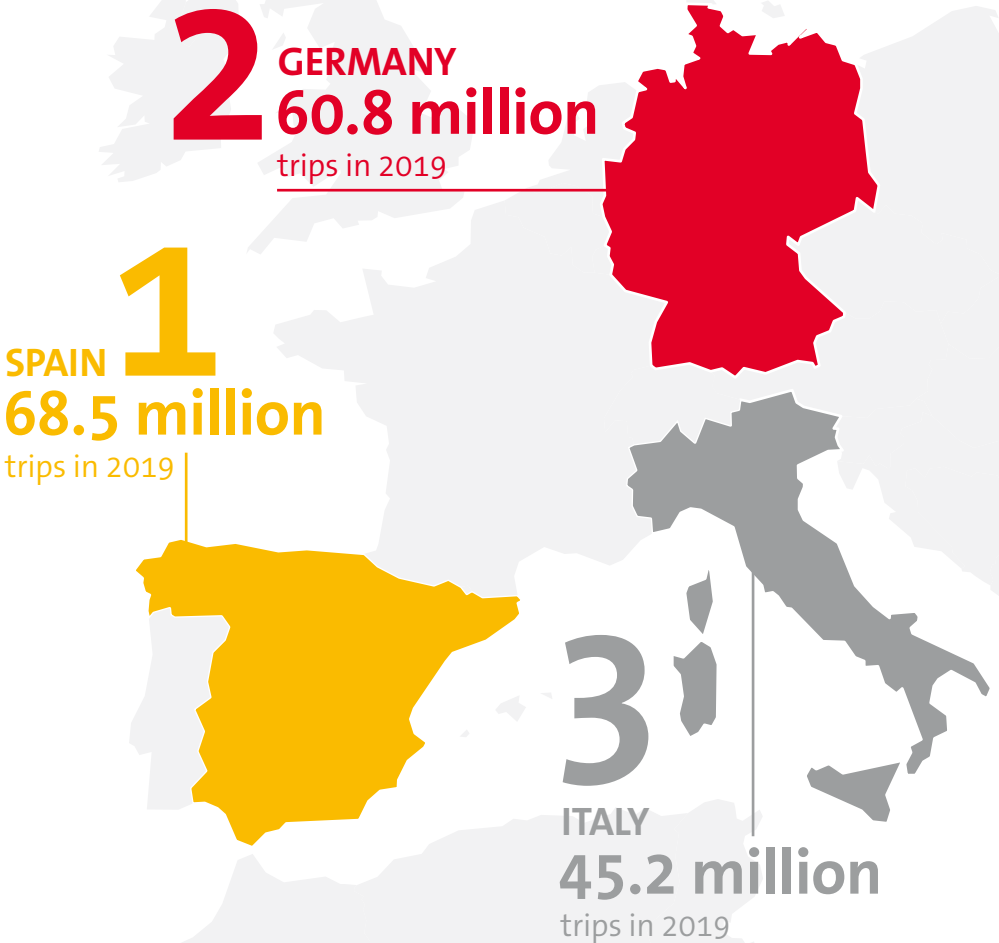
Total figures for each year include overnight stays from unspecified countries (around 1.4 million in 2019)



# Most important source markets worldwide for Germany in 2019.



Destination Germany the **second most popular destination for Europeans** for the tenth year running.



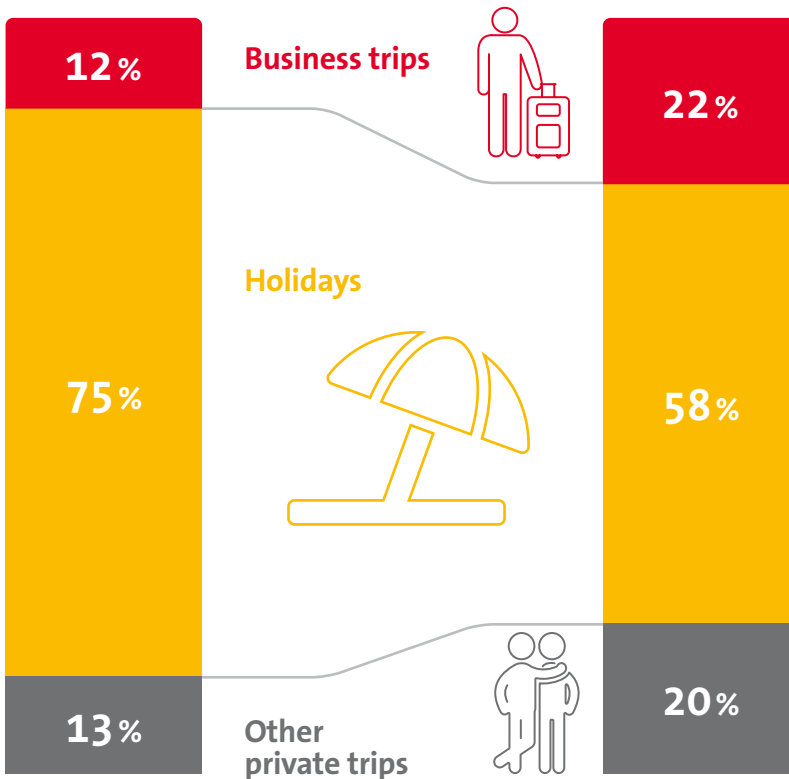
Germany has a **disproportionately large share** of the international business travel market and is generating **growing demand** in the leisure sector.

**Trips abroad**

by Europeans in 2019

**Trips to Germany**

by Europeans in 2019

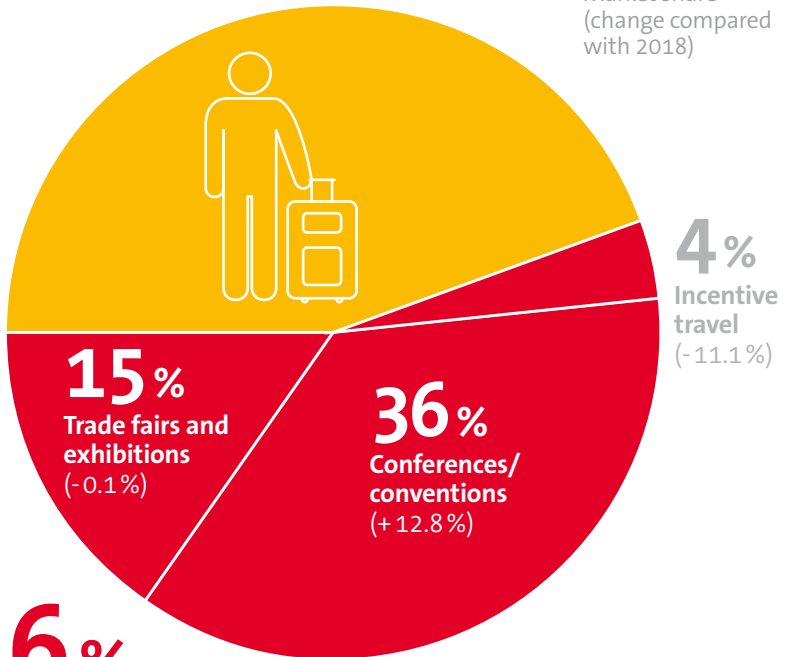



# Promotable business trips to Germany by Europeans have the largest market share, with **7.5 million** in 2019.

Total volume in 2019:  
**13.3 million trips** (+ 2.9%)

**44%** traditional business trips  
(- 1.8%)

Market share  
(change compared with 2018)

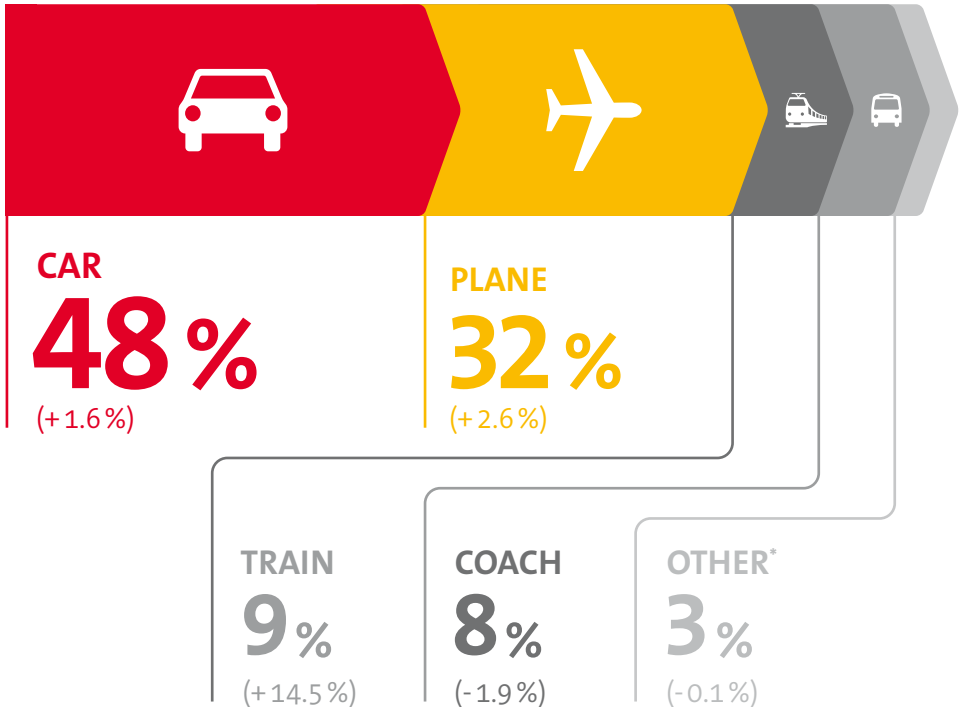


 **56%**  
promotable business trips  
(+ 6.8%)

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

All trips from Europe to Germany in 2019:  
**60.8 million** (+3.0%)

Market share (change compared with 2018)



In 2019 travel expenditure\*\* on trips to Germany by visitors from Europe came to €38.6 billion, an increase of 4.6 per cent on 2018.

\*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; Source: GNTB/WTM 2019, IPK 2020

# Booking agent/channels for trips made by Europeans to Germany in 2019.

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

Direct booking  
of accommodation



Travel agency



Direct booking  
of transport

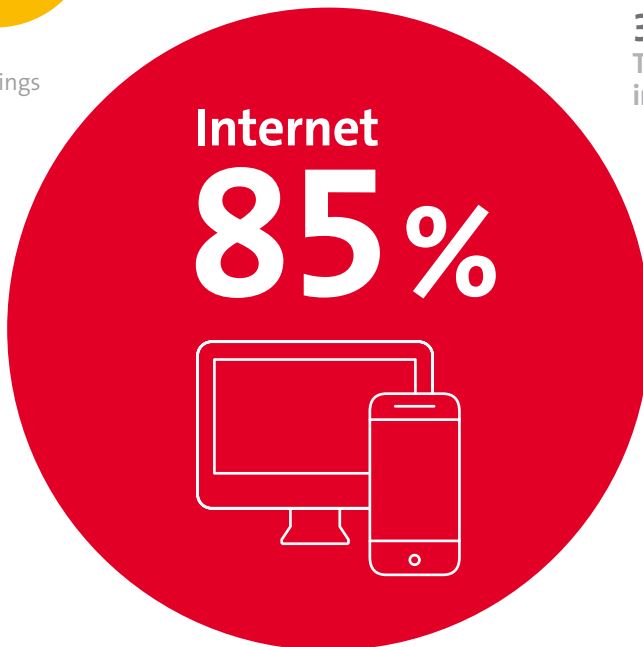


Other\*



3% ●  
Tourist  
information

Share of bookings  
in 2019 (%)

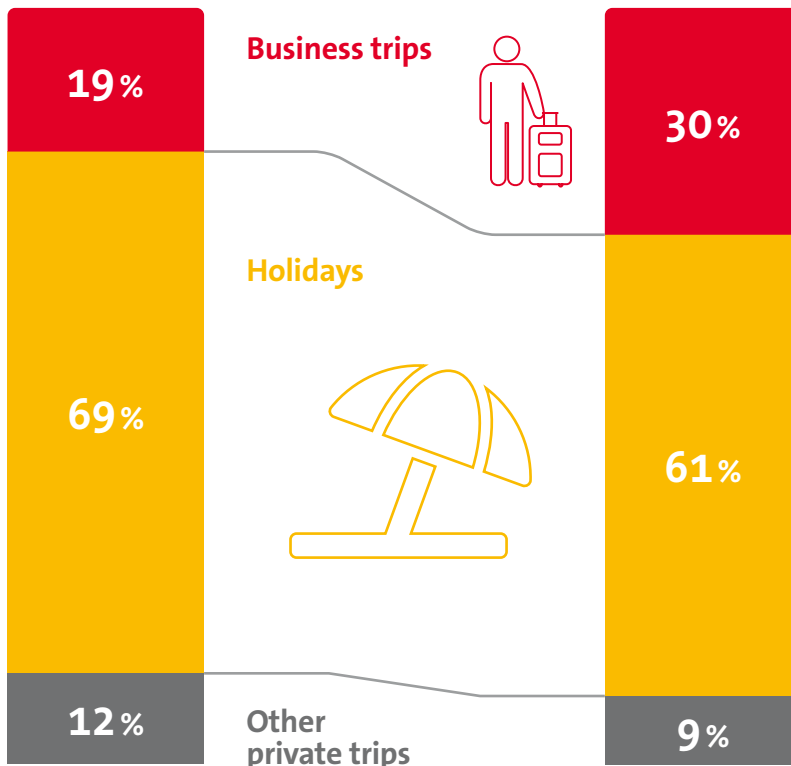


\*club, newspaper, church, school, company travel agency and other (multiple answers permitted, only travel booked in advance); Source: GNTB/WTM 2019, IPK 2020

As well as being a popular destination for holidays, Germany has an **above-average share** of the **international business travel market**.

**Trips to Europe**  
from overseas\*

**Trips to Germany**  
from overseas\*






# Air travel is the dominant means of transport for trips to Germany from overseas\*.

All trips to Germany from **overseas\*** in 2019:  
**9 million (+ 5 %)**

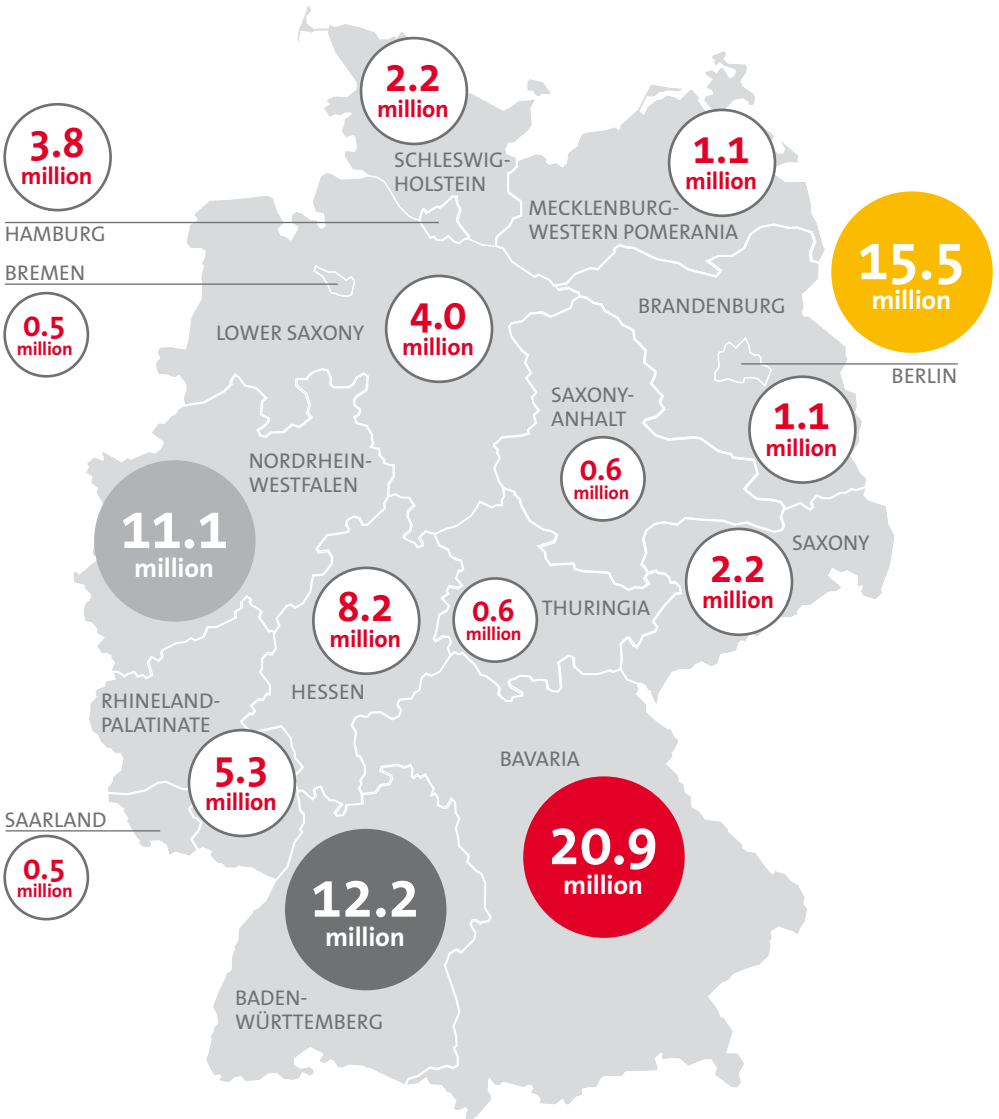


In 2019 travel expenditure on trips from overseas\* to Germany came to € 27.3 billion, up by 4 per cent on the previous year.



An increase of  
**2.6%**  
in 2019

# Overnight stays by foreign visitors to Germany in 2019 by federal state.



# Germany's major cities are particularly popular.

Distribution of international overnight stays in German towns and cities by size in 2019.

**57%**

in destinations with over 100,000 inhabitants

**23%**

in destinations with 10,000 - 100,000 inhabitants

**20%**

in destinations with fewer than 10,000 inhabitants

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

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

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

**47** % growth (2005 – 2019) in **overnight stays by foreign visitors in smaller towns and villages\*\*\***  
(up to 10,000 inhabitants)

# International overnight stays

could increase by 2030



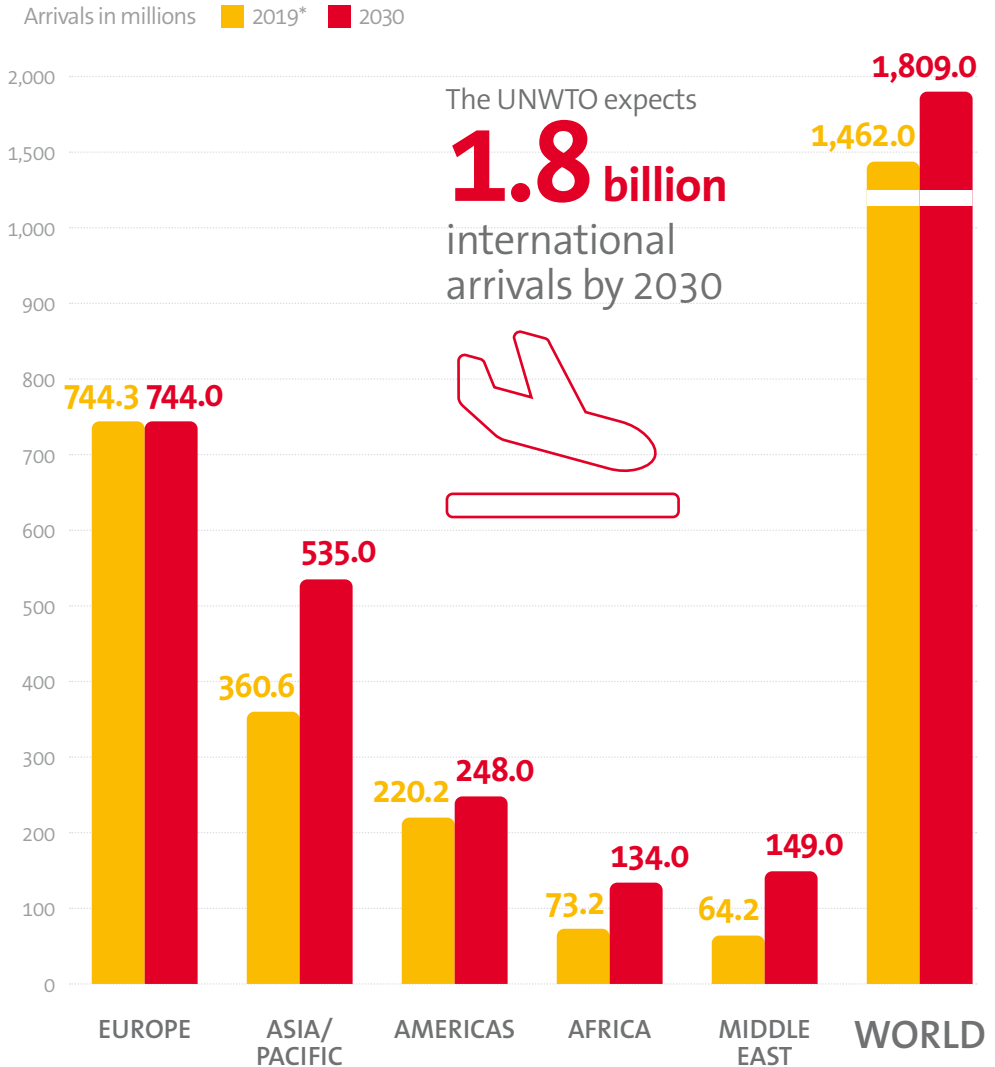
**80%**

more overnight stays

Source: GNTB/Claus Sager 2014, reference year 2013



# Global **tourist traffic** will continue to grow **over the coming years.**

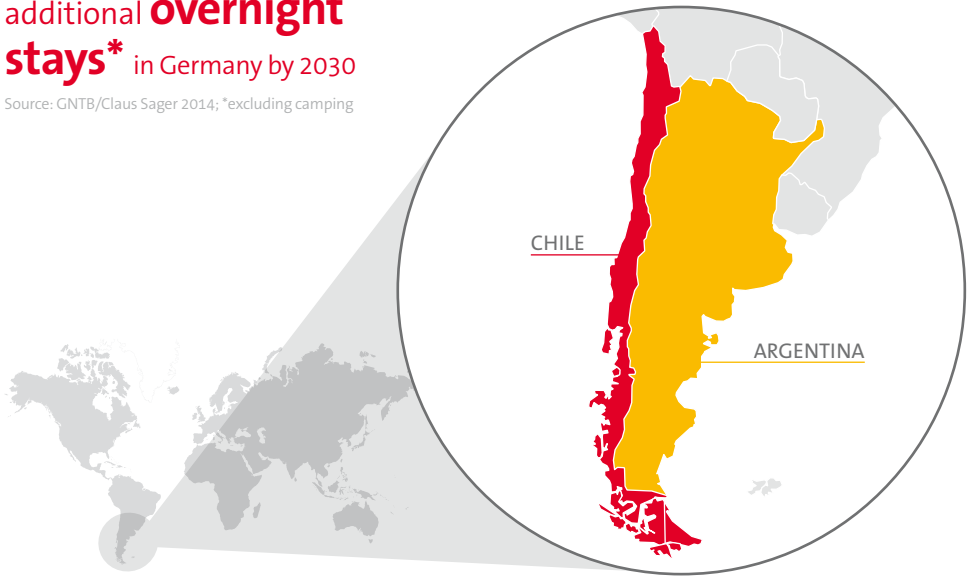


# South American countries with high potential.

**1.6 million trips to Europe** from Argentina and Chile alone.

Almost **two million**  
additional **overnight**  
**stays\*** in Germany by 2030

Source: GNTB/Claus Sager 2014; \*excluding camping

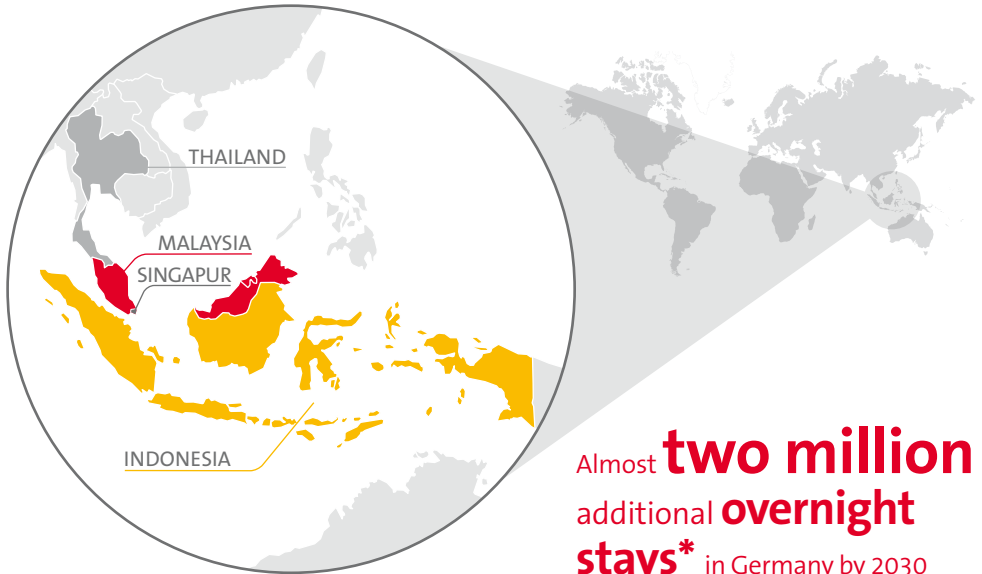


| Markets      | Trips abroad (2019)         | Trips to Europe (2019)      | Trips to Germany (2019)  |
|--------------|-----------------------------|-----------------------------|--------------------------|
| 1st place    | <b>Argentina, 9,700,000</b> | <b>Argentina, 1,100,000</b> | <b>Chile, 87,000</b>     |
| 2nd place    | <b>Chile, 4,300,000</b>     | <b>Chile, 548,000</b>       | <b>Argentina, 86,000</b> |
| <b>Total</b> | <b>14,000,000</b>           | <b>1,648,000</b>            | <b>173,000</b>           |



# South East Asia shows great potential.

**3.0 million trips to Europe** are already being generated by the main markets.



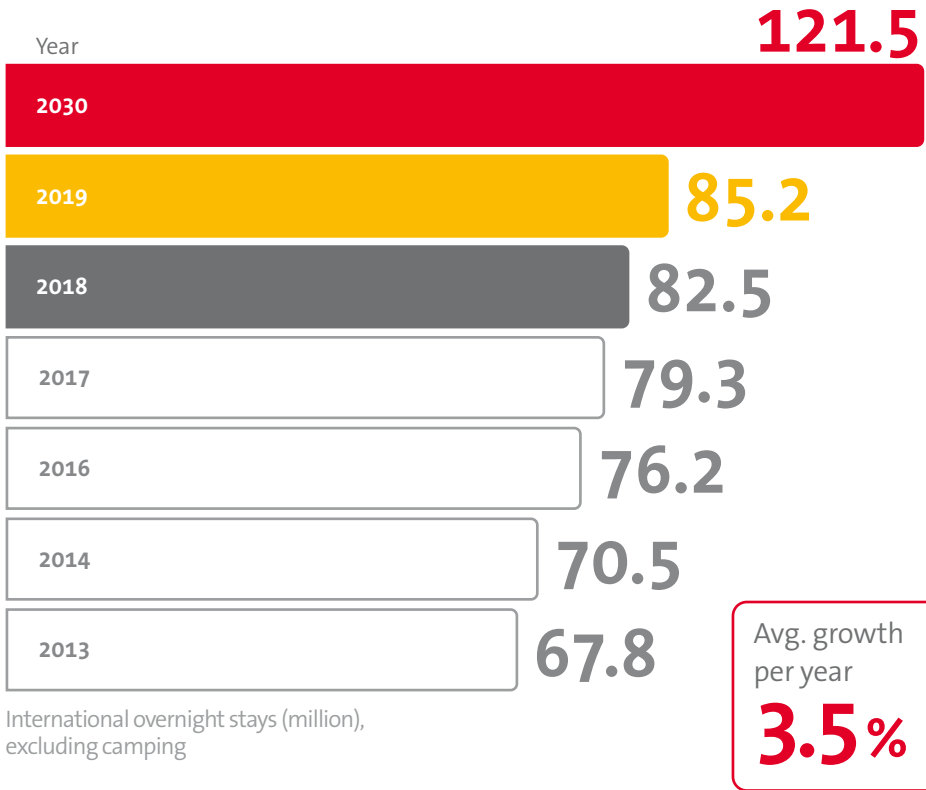
Almost **two million additional overnight stays\*** in Germany by 2030

Source: GNTB/Claus Sager 2014; \*excluding camping

| Markets      | Trips abroad (2019)          | Trips to Europe (2019)    | Trips to Germany (2019)   |
|--------------|------------------------------|---------------------------|---------------------------|
| 1st place    | <b>Indonesia, 12,600,000</b> | <b>Indonesia, 968,000</b> | <b>Singapore, 117,000</b> |
| 2nd place    | <b>Malaysia, 10,700,000</b>  | <b>Malaysia, 765,000</b>  | <b>Indonesia, 115,000</b> |
| 3rd place    | <b>Singapore, 9,800,000</b>  | <b>Thailand, 645,000</b>  | <b>Thailand, 102,000</b>  |
| 4th place    | <b>Thailand, 9,300,000</b>   | <b>Singapore, 635,000</b> | <b>Malaysia, 95,000</b>   |
| <b>Total</b> | <b>42,400,000</b>            | <b>3,013,000</b>          | <b>429,000</b>            |

By 2030 Germany's inbound tourism industry could potentially reach **121.5 million overnight stays.**

Overall increase by 2030: 53.7 million overnight stays **up by 80 per cent**



Europe will still be the largest source region for Germany's inbound tourism industry in 2030, with a 73 per cent share of all international overnight stays.

## Concept and design

M.A.D. Kommunikationsgesellschaft mbH  
[www.markenzeichen.de](http://www.markenzeichen.de)

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