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Federal Ministry  
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on the basis of a decision  
by the German Bundestag

**Germany**  
*The travel destination*



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

2021

**FACTS  
AND  
FIGURES**

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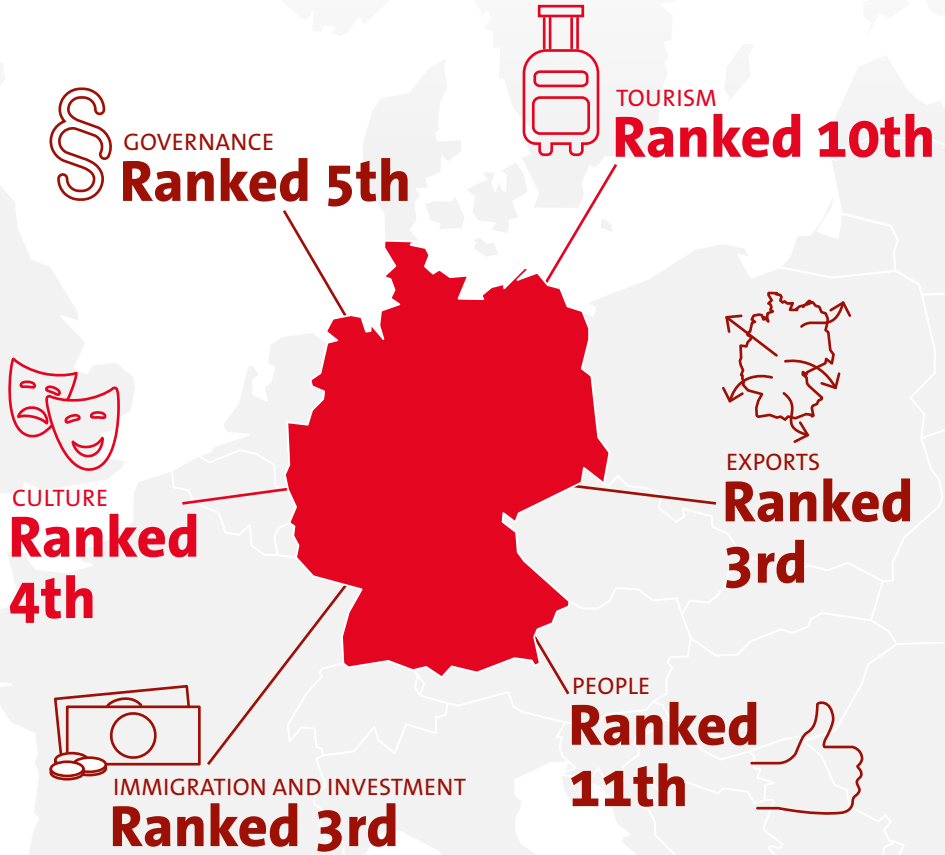
## Inbound tourism to Germany

# 31.0

**million overnight stays by  
foreign visitors in 2021**

# Germany retains no. 1

ranking in the Nation Brands Index



The NBI examines a country's reputation in six categories: Exports, Governance, Culture, People, Tourism, and Immigration and Investment

Source: Anholt-IPSOS Nation Brands Index 2021 Report, October 2021, online survey with 60.081 interviews in 20 countries worldwide, 60 nations examined.

# Key drivers for Germany's global tourism image



**1. Historic Buildings**



**2. Quality of Life**



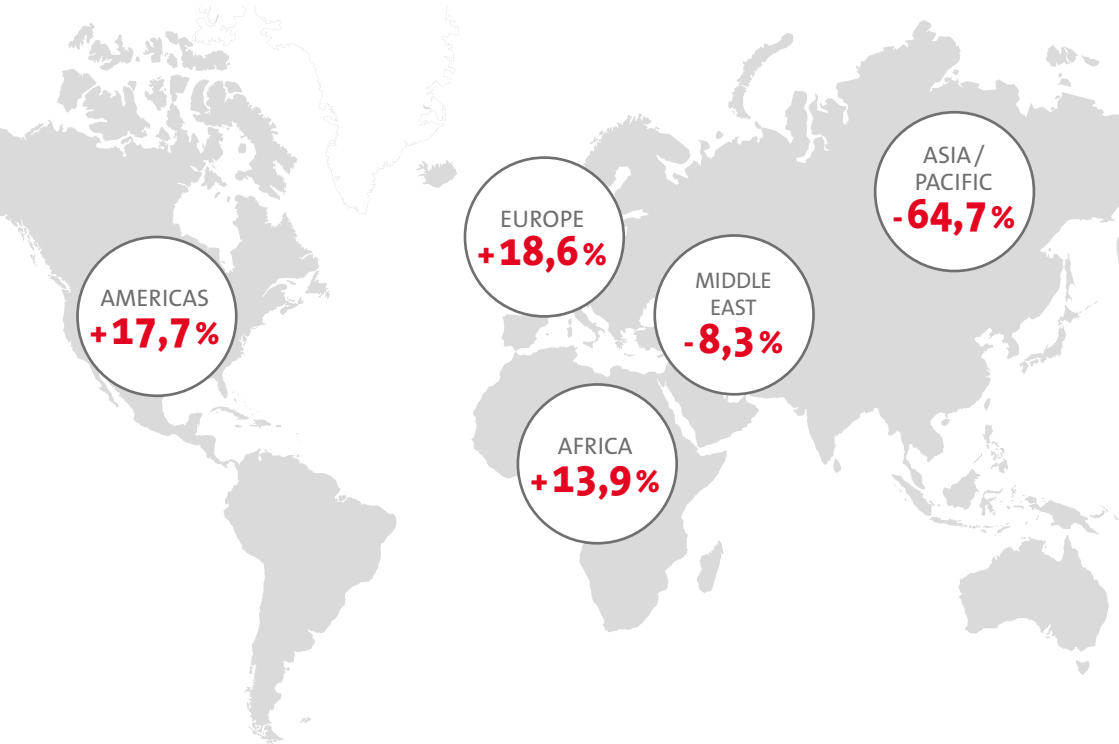
**3. Natural Beauty**

Source: Anholt-IPSOS Nation Brands Index 2021, Custom Analysis for GNTB, Key Driver Analysis:Tourism

International tourism  
drops to **421** million arrivals



# Global impact of the COVID-19 pandemic in 2021



**421 million**

international arrivals worldwide

**+4,6%**

Change 2021/20

Source: World Tourism Organization (UNWTO), World Tourism Barometer, March 2022, preliminary figures

**Global  
demand** up to 2019

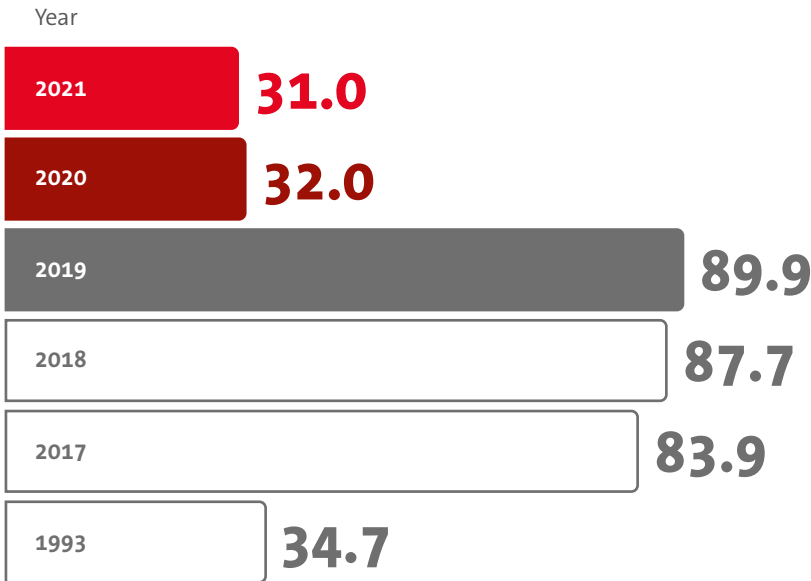
**+159%**

2021 down by 10,6% on the 1993 level

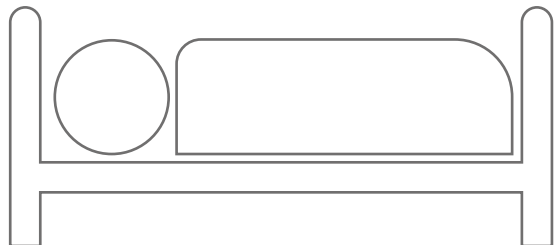


Up to 2019, the number of **overnight stays made annually by visitors from outside Germany** had risen by **55.2 million**

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



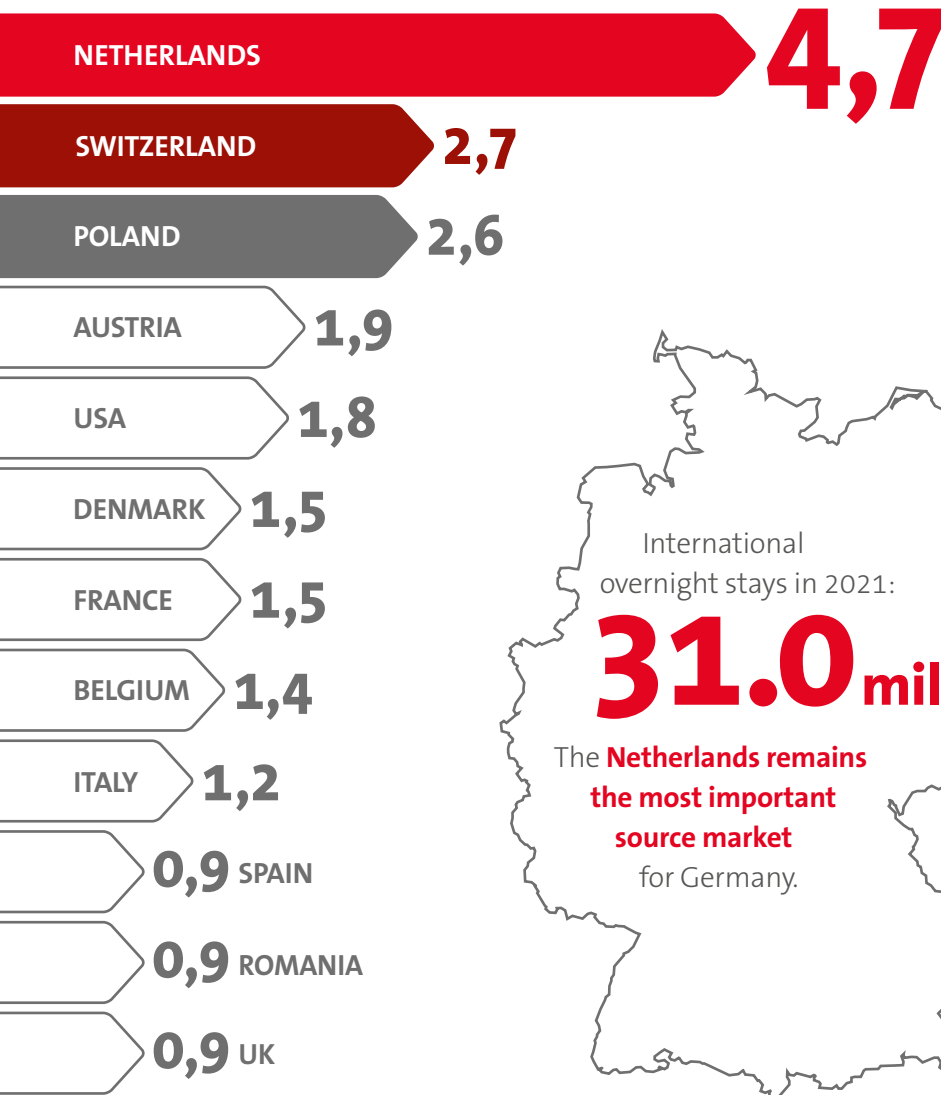
Total figures for each year include overnight stays from unspecified countries (371,000 in 2021)



Source: Federal Statistical Office 2022



# Most important source markets worldwide for Germany in 2021



Source: Federal Statistical Office 2022

2021: Destination Germany **the second most popular destination** for Europeans

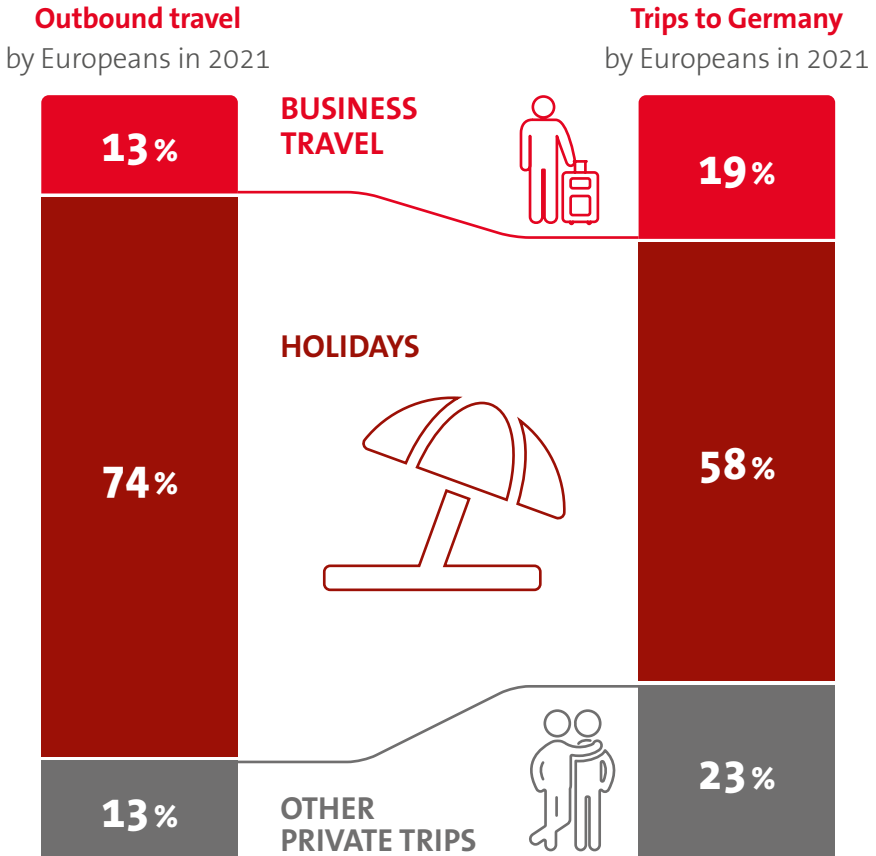
**2nd** GERMANY  
**23.0 million**  
trips in 2021

SPAIN **1st**  
**32.4 million**  
trips in 2021

**3rd** ITALY  
**22.8 million**  
trips in 2021

Sources: GNTB/WTM 2020, IPK 2022

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

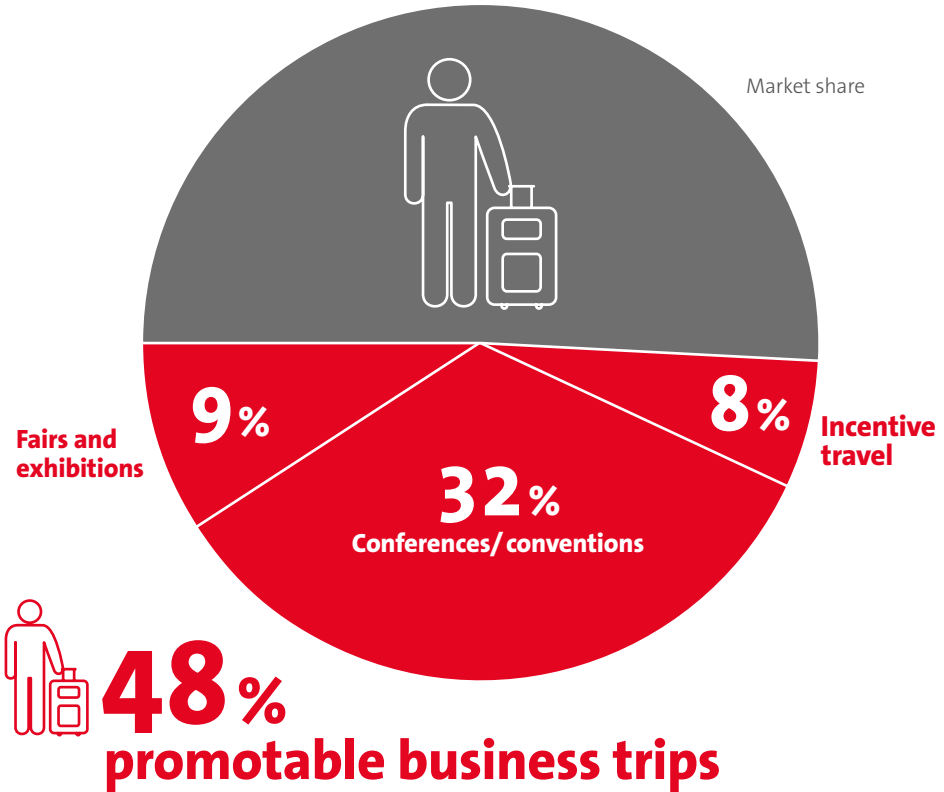


Sources: GNTB/WTM 2020, IPK 2022

**Promotable business trips** to Germany by Europeans have the largest market share, with **2.3 million** in 2021

Total volume in 2021:  
**4.4 million trips**

**52%** traditional business trips

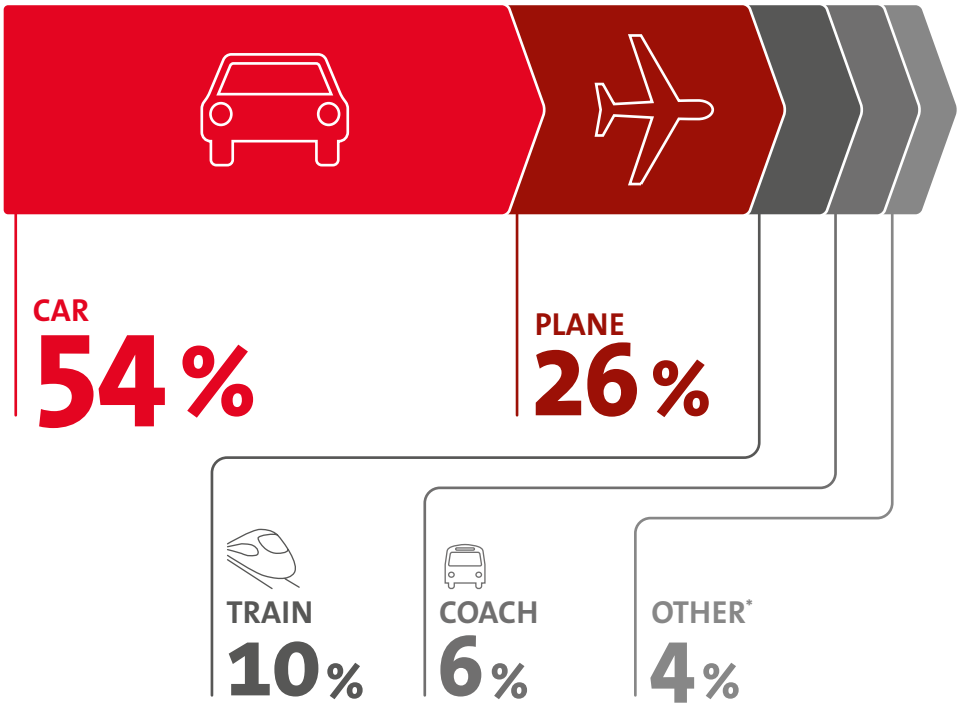


Sources: GNTB/WTM 2021, Deviations from 100% are due to rounding

# 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 2021: **23.0 million**

Market share



In 2021 travel expenditure\*\* on trips to Germany by visitors from Europe came to €14.4 billion

\*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 2021, IPK 2022

# Booking agent/channels for trips made by Europeans to Germany in 2021

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

**DIRECT BOOKING OF ACCOMMODATION**



**TRAVEL AGENT**



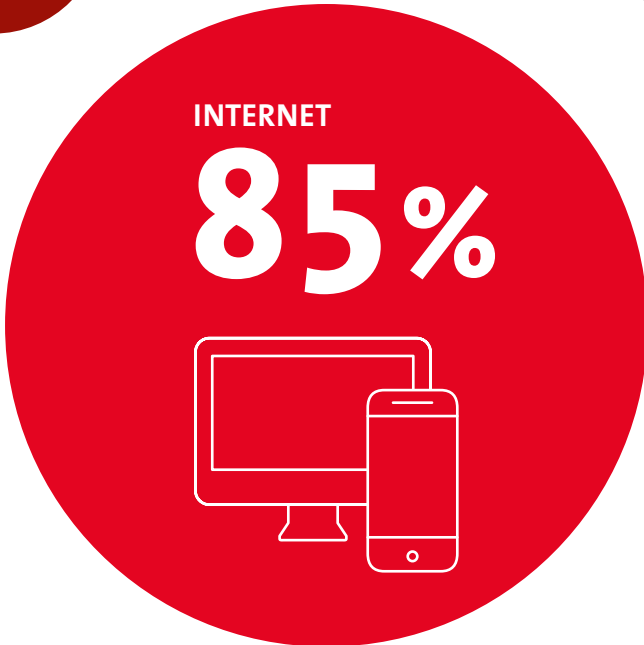
**DIRECT BOOKING OF TRAVEL**



**OTHER\***



●  
**2%**  
**TOURIST INFORMATION**

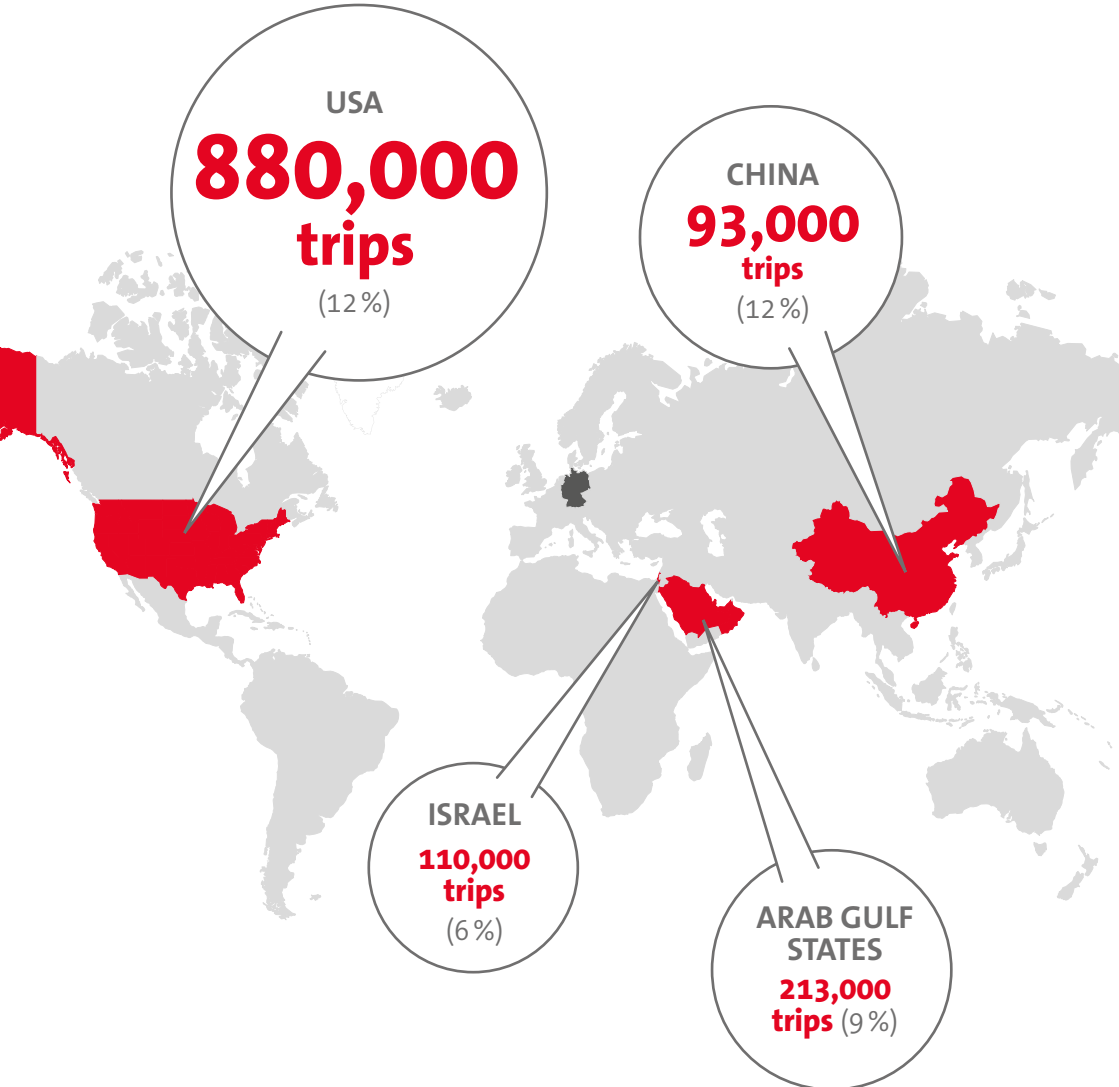


Share of bookings in 2021 (%)

\*club, newspaper, church, school, company travel agency and other (multiple answers permitted, only travel booked in advance; sources: GNTB/WTM 2021, IPK 2022)

# Most important overseas markets for Germany 2021

Germany's market share of European travel

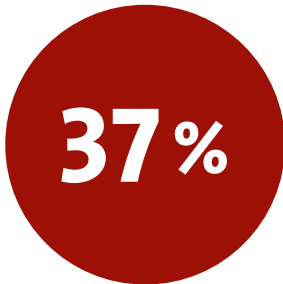


Sources: GNTB/WTM 2021, IPK 2022

# Booking agent/channels for trips made from overseas to Germany in 2021

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

TRAVEL AGENT



DIRECT BOOKING OF ACCOMMODATION

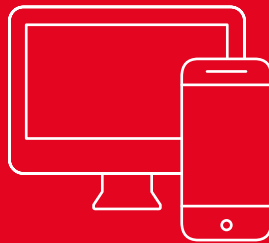


DIRECT BOOKING OF TRAVEL



INTERNET

85%



Share of bookings in 2021 (%)

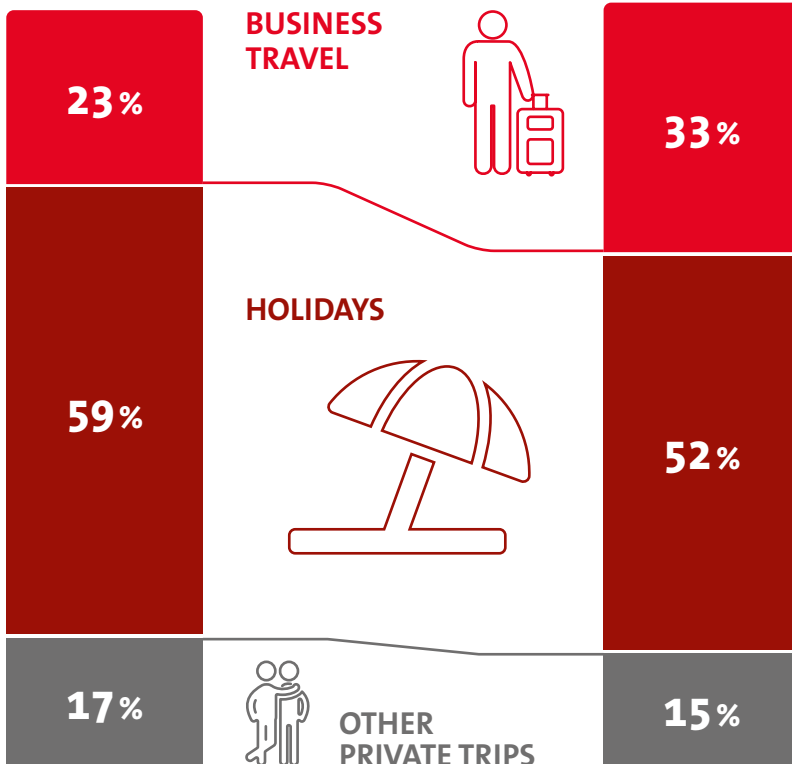
Sources: GNTB/WTM 2021, IPK 2022, only travel booked in advance (multiple answers permitted)



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

**Outbound travel**  
from Overseas

**Trips to Germany**  
from Overseas



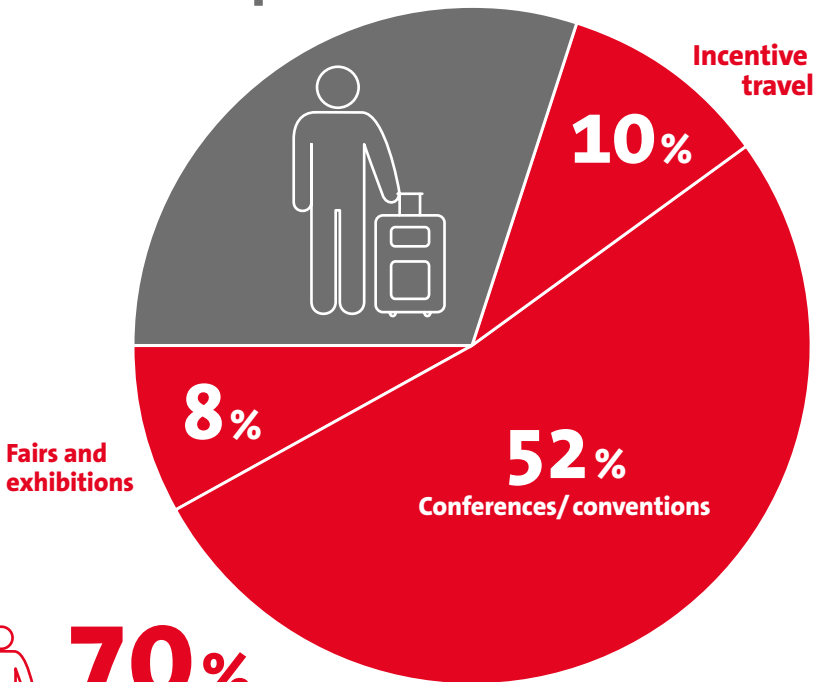
Sources: GNTB/WTM 2021, IPK 2022, Deviations from 100% are due to rounding

# Promotable business trips

to Germany from Overseas have the largest market share in 2021

Total volume in 2021:  
**0,6 million trips**

## 30% traditional business trips



 **70%**  
promotable business trips

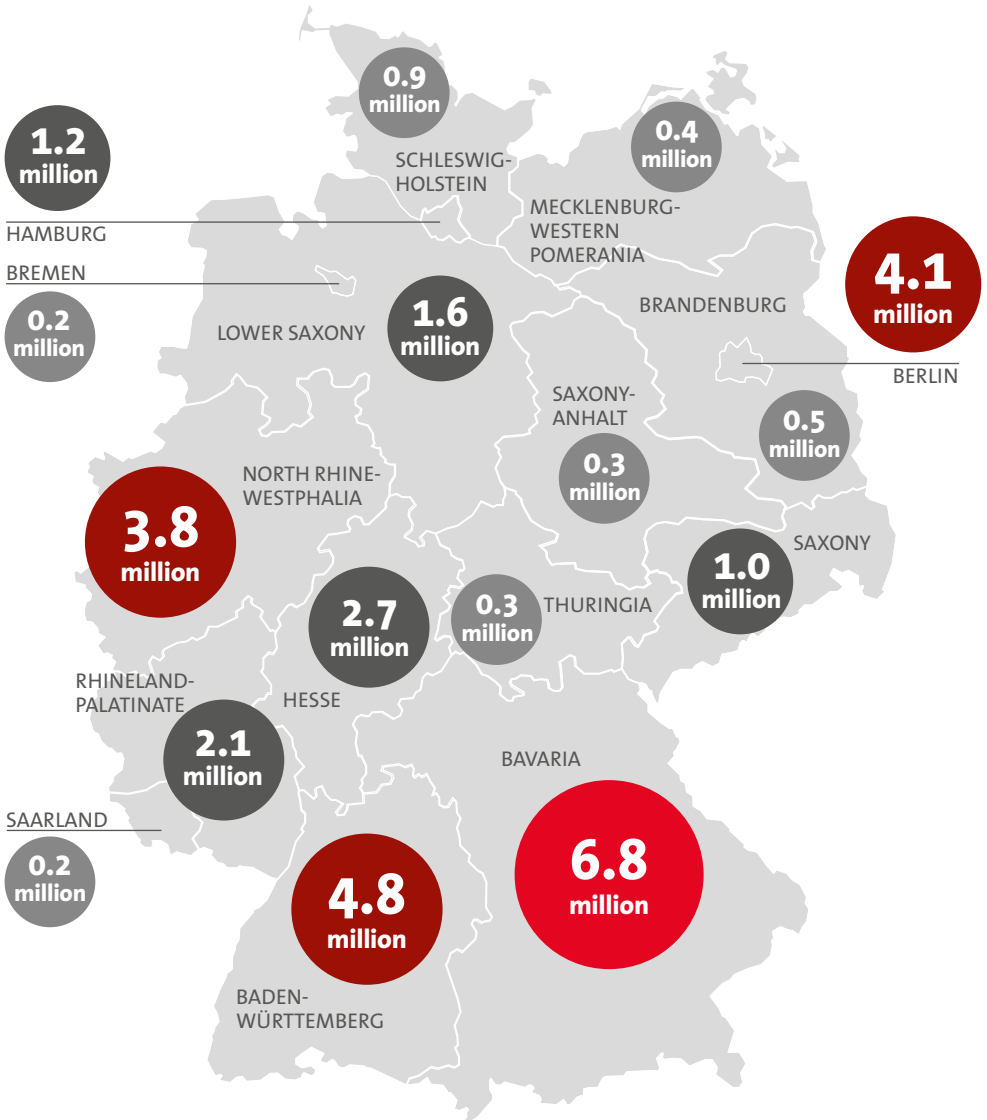
Sources: GNTB/WTM 2021, IPK 2022



**International overnight stays**  
in 2021

**- 3.1%**

# International overnight stays by federal state



Source: Federal Statistical Office 2022

## Germany's **major cities** **remain popular**

**49%**

in destinations with over  
100,000 inhabitants

Distribution of international  
overnight stays in German  
towns and cities by size  
in 2021.

**27%**

in destinations with  
10,000-100,000  
inhabitants

**24%**

in destinations with  
fewer than 10,000  
inhabitants



# Culture an important facet of global Germany marketing

**1st** place for Germany as a **cultural destination**\* among worldwide travel by Europeans.

**26** % of all **holiday trips abroad** in Germany are **cultural trips**\*\*.

**1.8** high overall satisfaction\*\*\* among holidaymakers from abroad for **culture holidays**.

Source: \*GNTB/WTM 2021, IPK 2022; \*\*Quality Monitor survey, tourism in Germany, May 2015 – Oct 2021, multiple answers permitted; \*\*\*Quality Monitor survey, tourism in Germany, scale: 1 = delighted to 6 = disappointed, May 2015 – Oct 2021

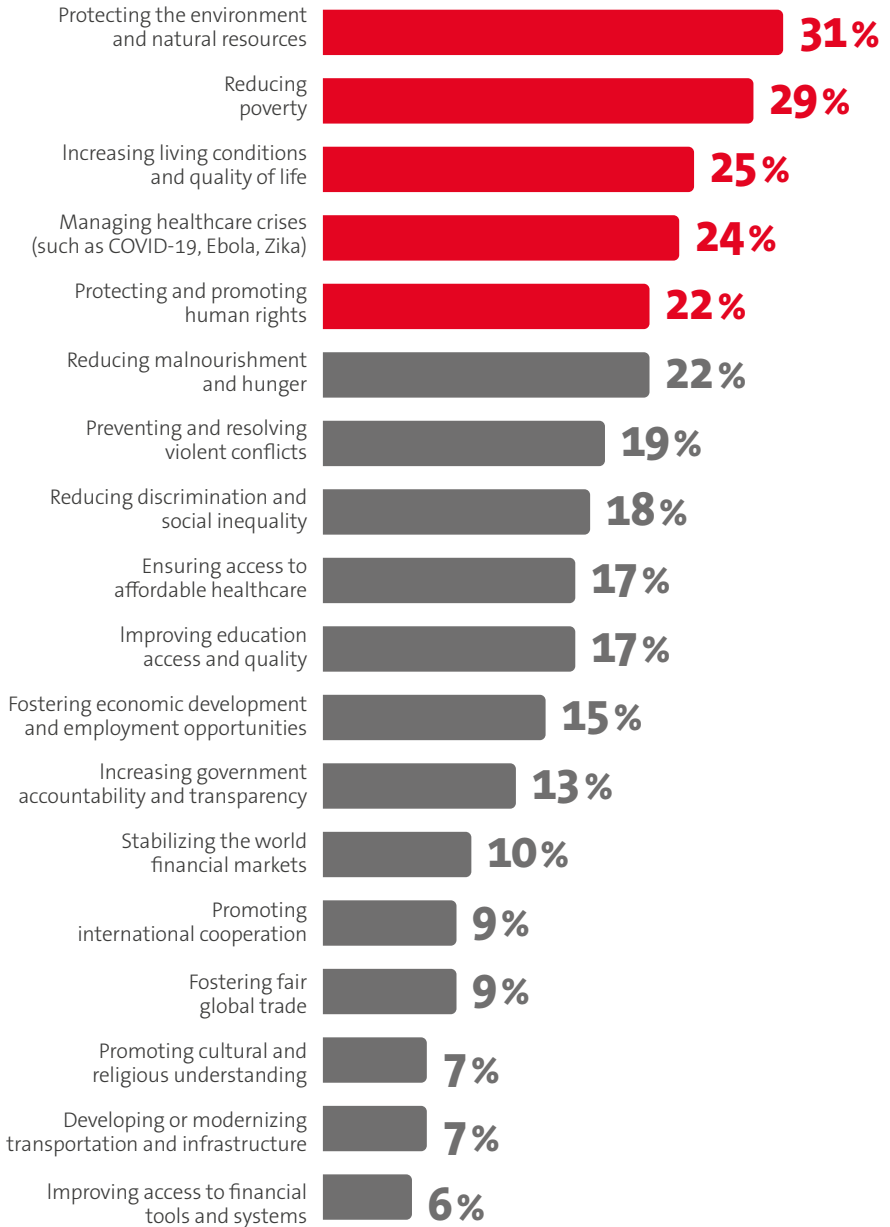
In the **5 most Pressing Global Issues** identified by the Nation Brands Index, Germany ranks at least in

**2** nd place



**59% of respondents** say Germany performs well in the category **Protecting and Promoting the Environment.**

## Pressing **global issues**



Source: Anholt-IPSOS Nation-Brands Index 2021 Report, October 2021



## High scores for Germany in sustainability

Germany is particularly strong in social sustainability.

Germany

ranked<sup>1</sup>

**2**<sup>nd</sup>

out of 60 countries worldwide in the categories **Reducing Poverty** and **Increasing Living Conditions** and **Quality of Life**.

Germany ranked<sup>2</sup>

**The 2021 SDG Index scores:**

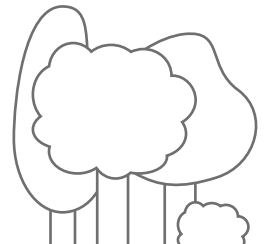
Germany 82,5 Score / Rank 4 of 165

**4**<sup>th</sup>

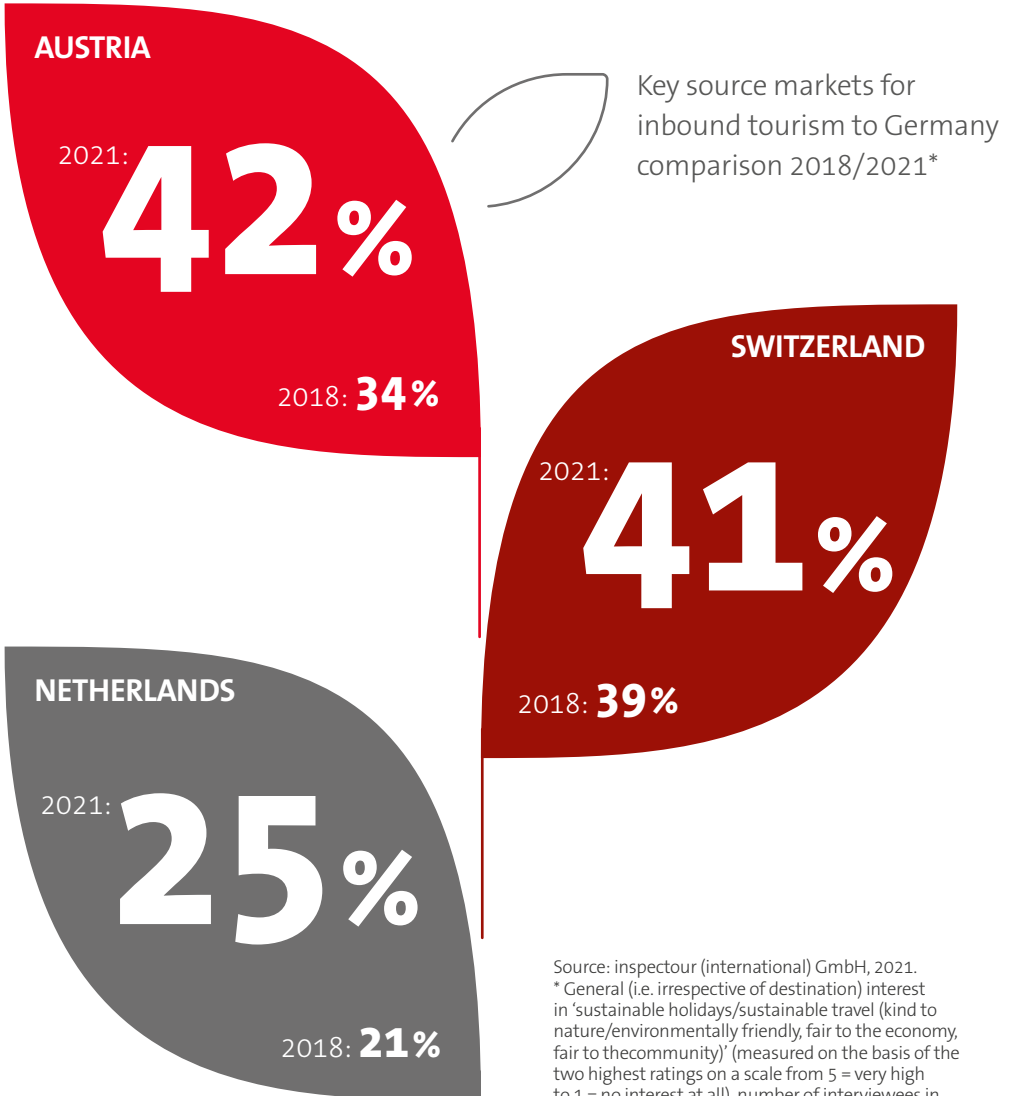
Germany ranked<sup>3</sup>

**10**<sup>th</sup>

out of 180 countries, **Environmental Performance Index 2020 (EPI)**



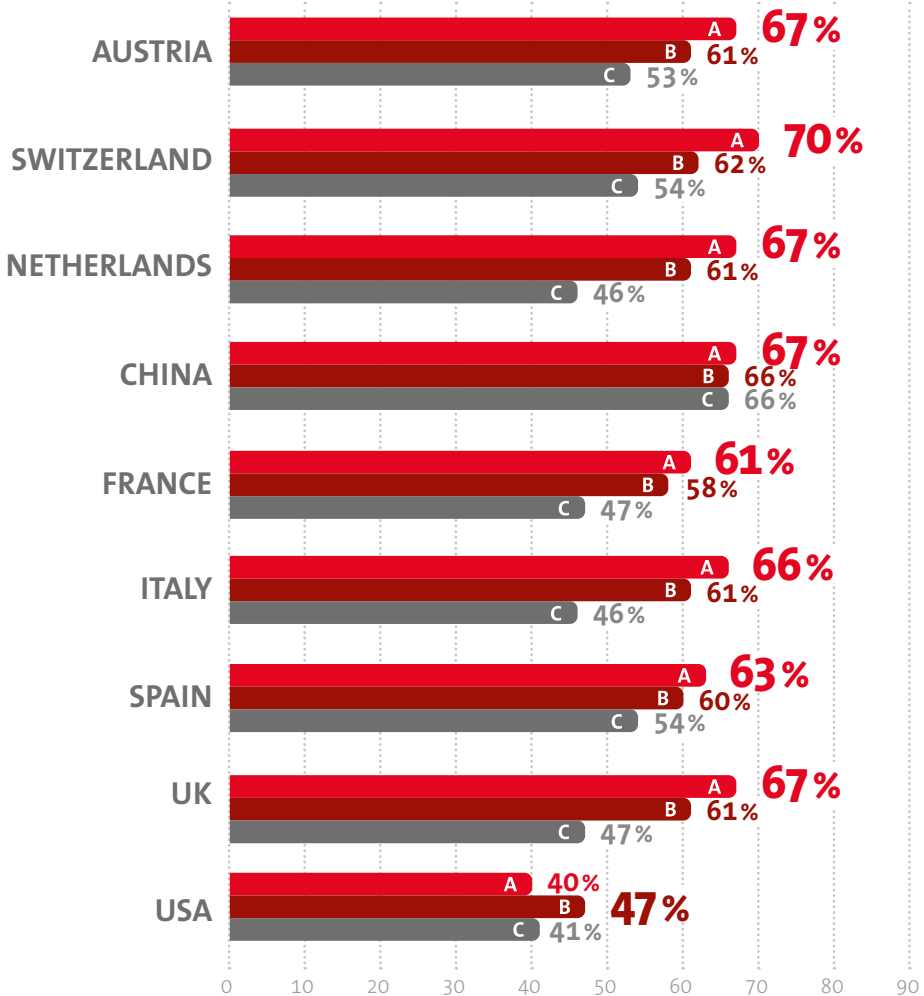
# Interest in **sustainable tourism** is growing!



Source: inspectour (international) GmbH, 2021.  
\* 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 DB2021: 1,000 - 3,000 per source market.

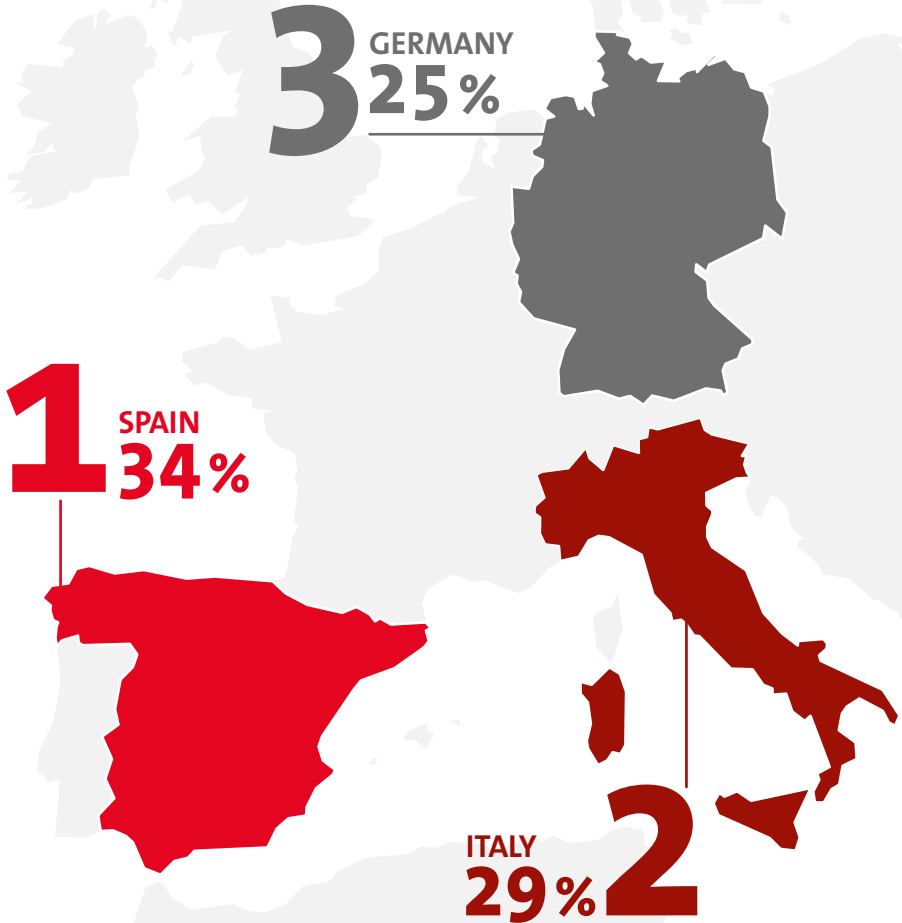
# City breaks are particularly popular in germany

● A = city trip ● B = visit cultural institutions ● C = enjoy culinary specialties

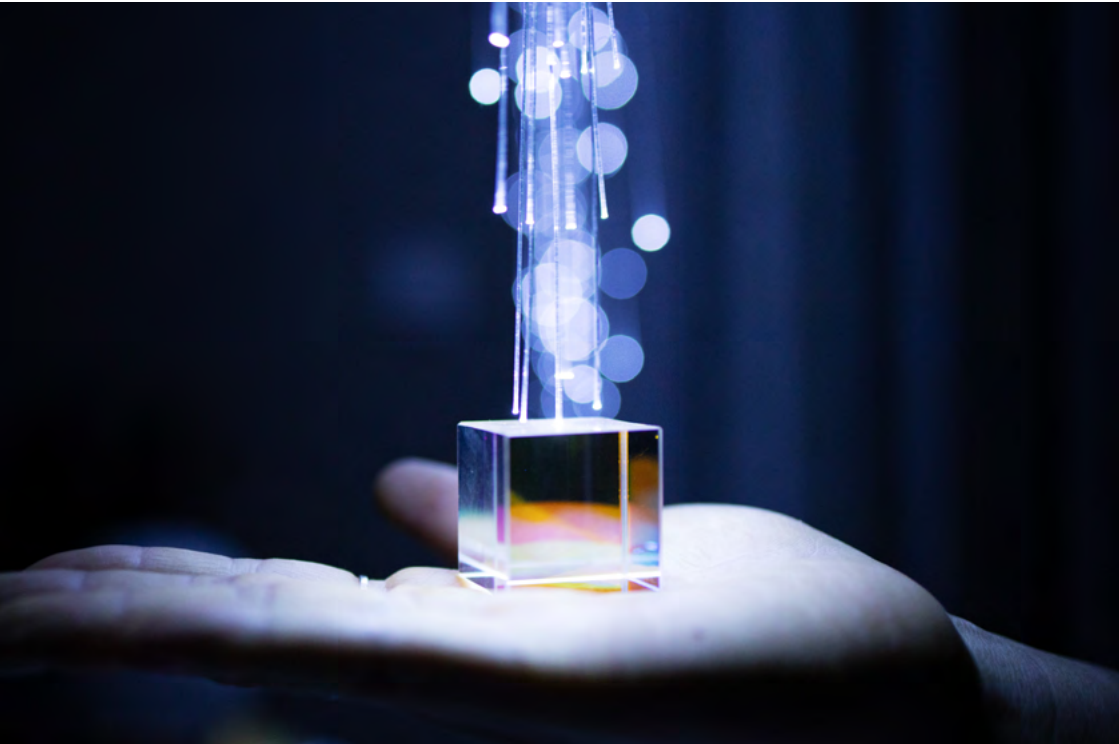


Source: inspektour (international) GmbH, 2021; Basis: number of interviews: 1,000 - 3,000 per source market, supported topic suitability for selected general topics (make a city trip, visit cultural institutions, enjoy culinary specialties) on Germany as a travel destination, measured on the basis of the two highest ratings on a scale from 5 = very high to 1 = no interest at all, incl. extrapolation of the absolute volume of the share in the represented population

# European Travel Intentions abroad – Destination Countries for the year 2022



Source: Impact of the COVID-19 Pandemic on International Tourism - Sixth Wave (January 2022), IPK International 2022, multiple answers possible



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