

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



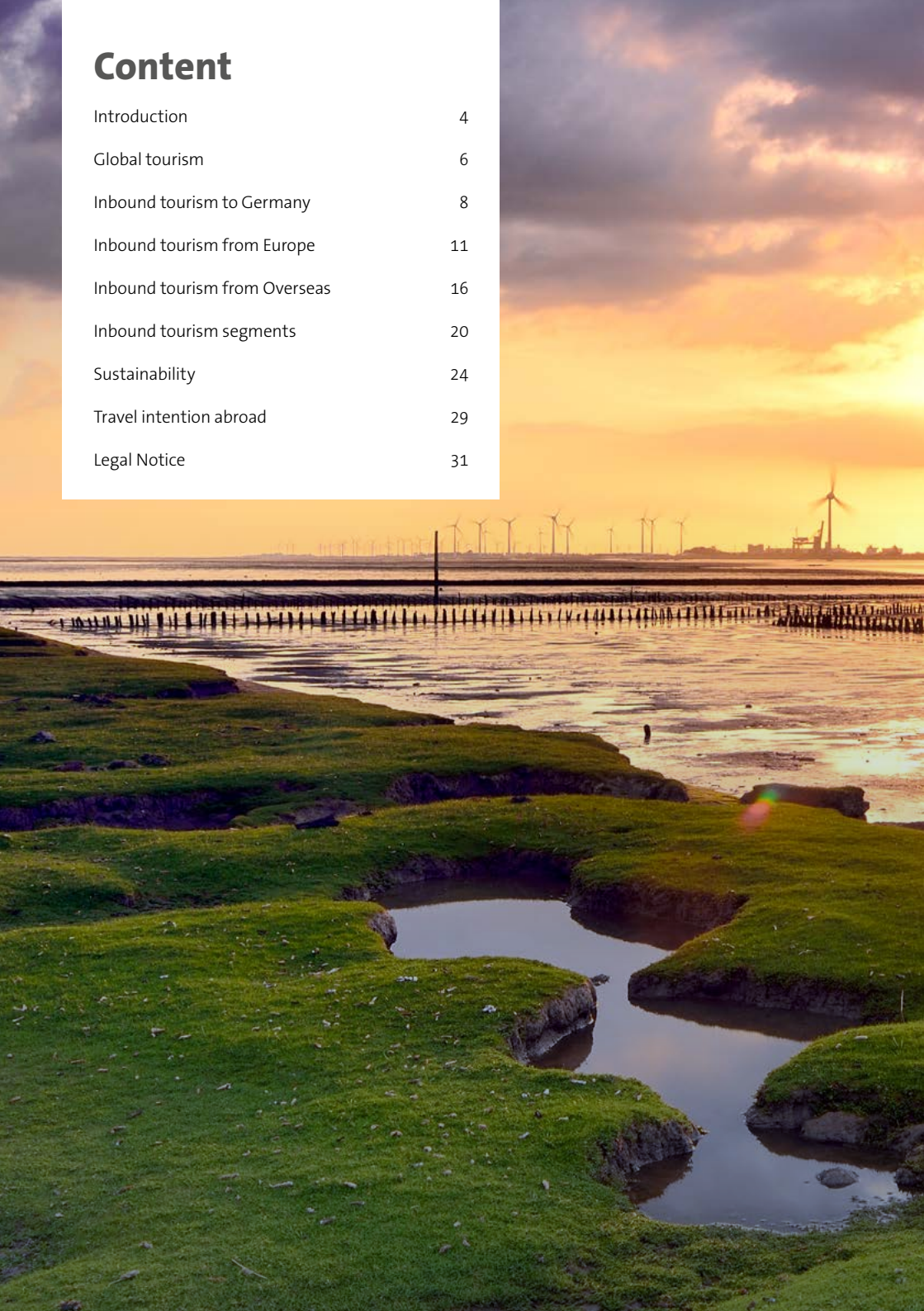
www.germany.travel

FACTS AND FIGURES 2023 FACTS AND FIGURES



Content

Introduction	4
Global tourism	6
Inbound tourism to Germany	8
Inbound tourism from Europe	11
Inbound tourism from Overseas	16
Inbound tourism segments	20
Sustainability	24
Travel intention abroad	29
Legal Notice	31





**Inbound tourism
to Germany**

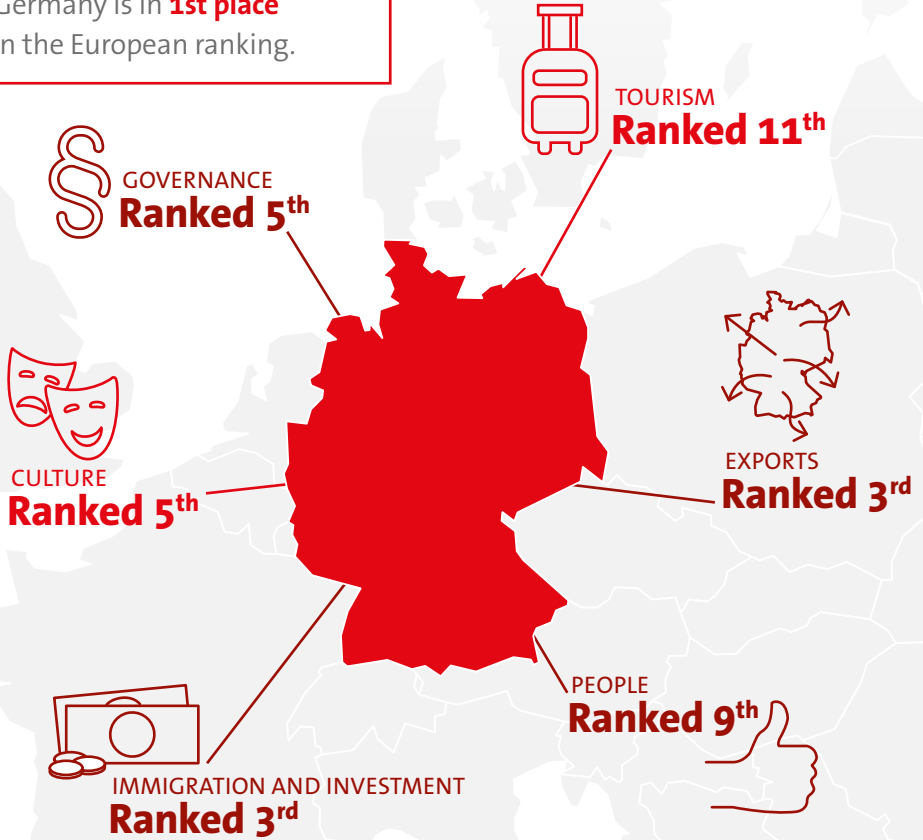
80.9

**million overnight stays
by foreign visitors in 2023**

Source: Federal Statistical Office 2024

Germany retains **no. 2 ranking** in the **Nation Brands Index**

Germany is in **1st place**
in the European ranking.



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

Source: Anholt-IPSOS Nation Brands IndexSM 2023 Report, October 2023,
online survey with 60,072 interviews in 20 countries worldwide, 60 nations examined.

Key drivers for Germany's global tourism image



Historic Buildings



Vibrant City Life



Contemporary Culture



Natural Beauty

Source: Anholt-IPSOS Nation Brands IndexSM 2023, 60 nations worldwide

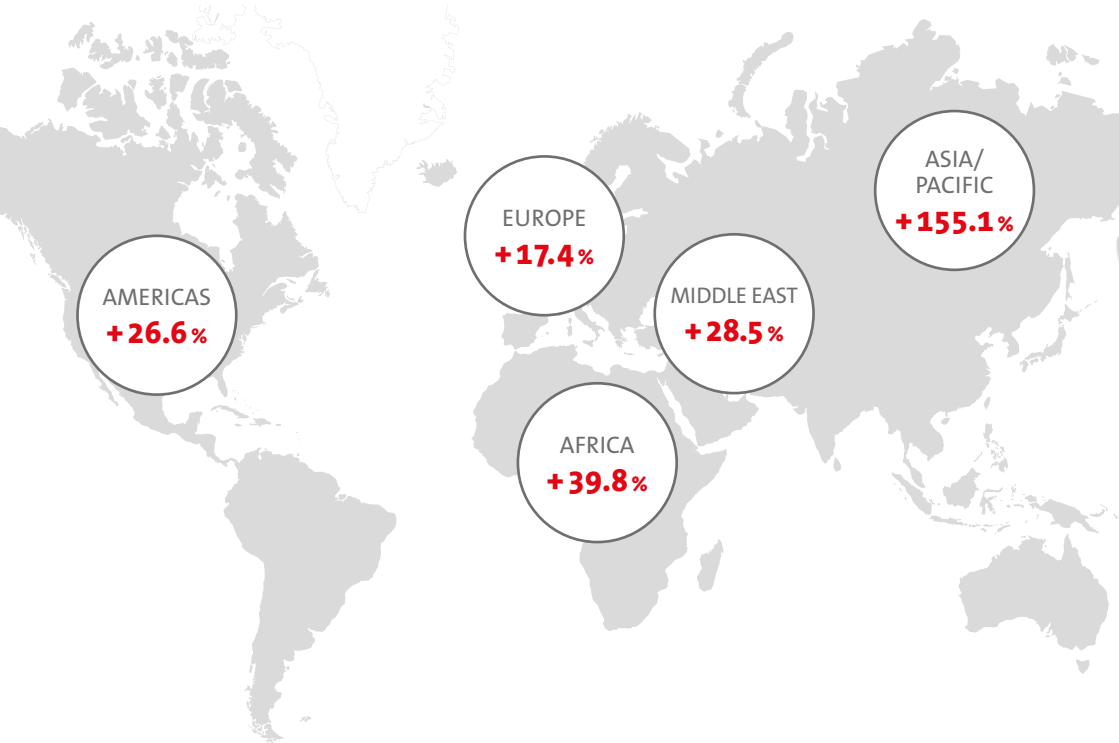
**International
tourism
increases to**

**1,286
million arrivals
in 2023**

Source: World Tourism Organization (UNWTO), January 2024



Back to worldwide growth in 2023



+33.9%
Change 2023/22

Source: World Tourism Organization (UNWTO),
World Tourism Barometer, January 2024, preliminary figures

Recovery of international
arrivals worldwide at

87.9%

compared to 2019*

Recovery of arrivals in
Germany already at

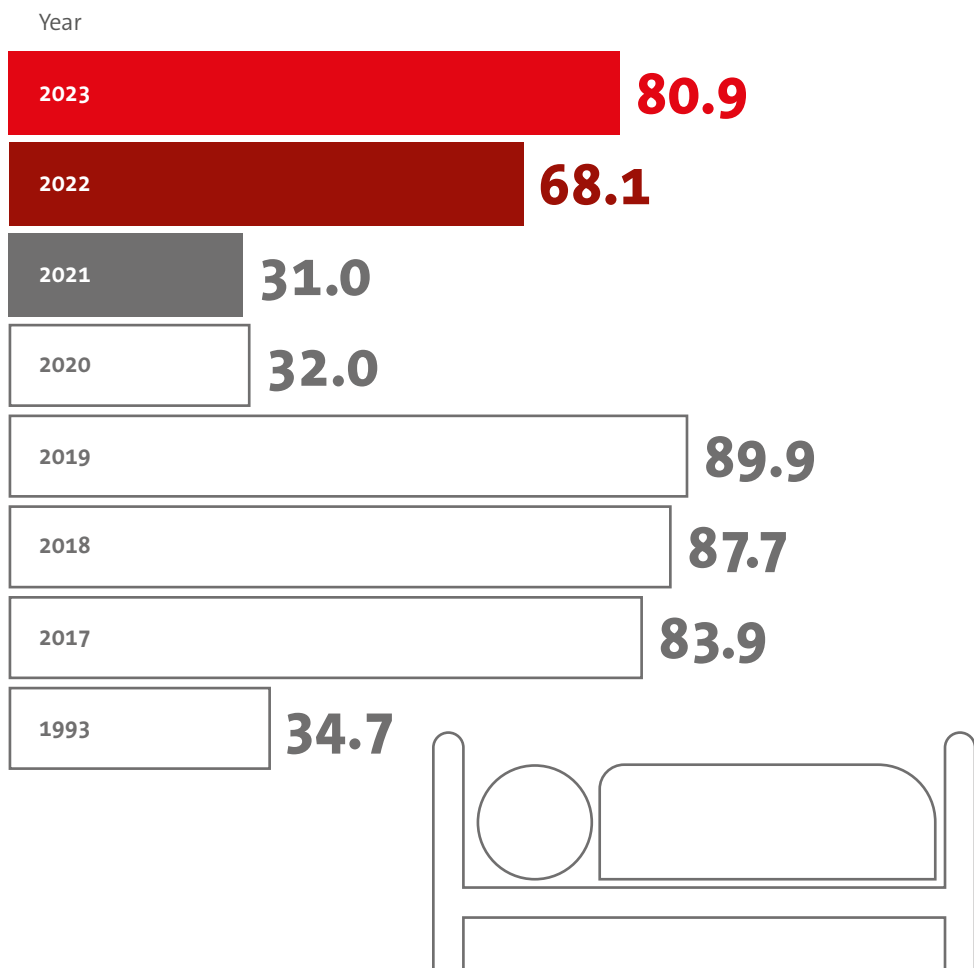
88.0%

2023 compared to 2019**

Source: *World Tourism Organization (UNWTO), January 2023,
international arrivals; **Federal Statistical Office 2024
(January–December 2023 compared to January–December 2019)

Until 2019, the number of **overnight stays** from **international visitors** to Germany had **risen by 55.2 million**

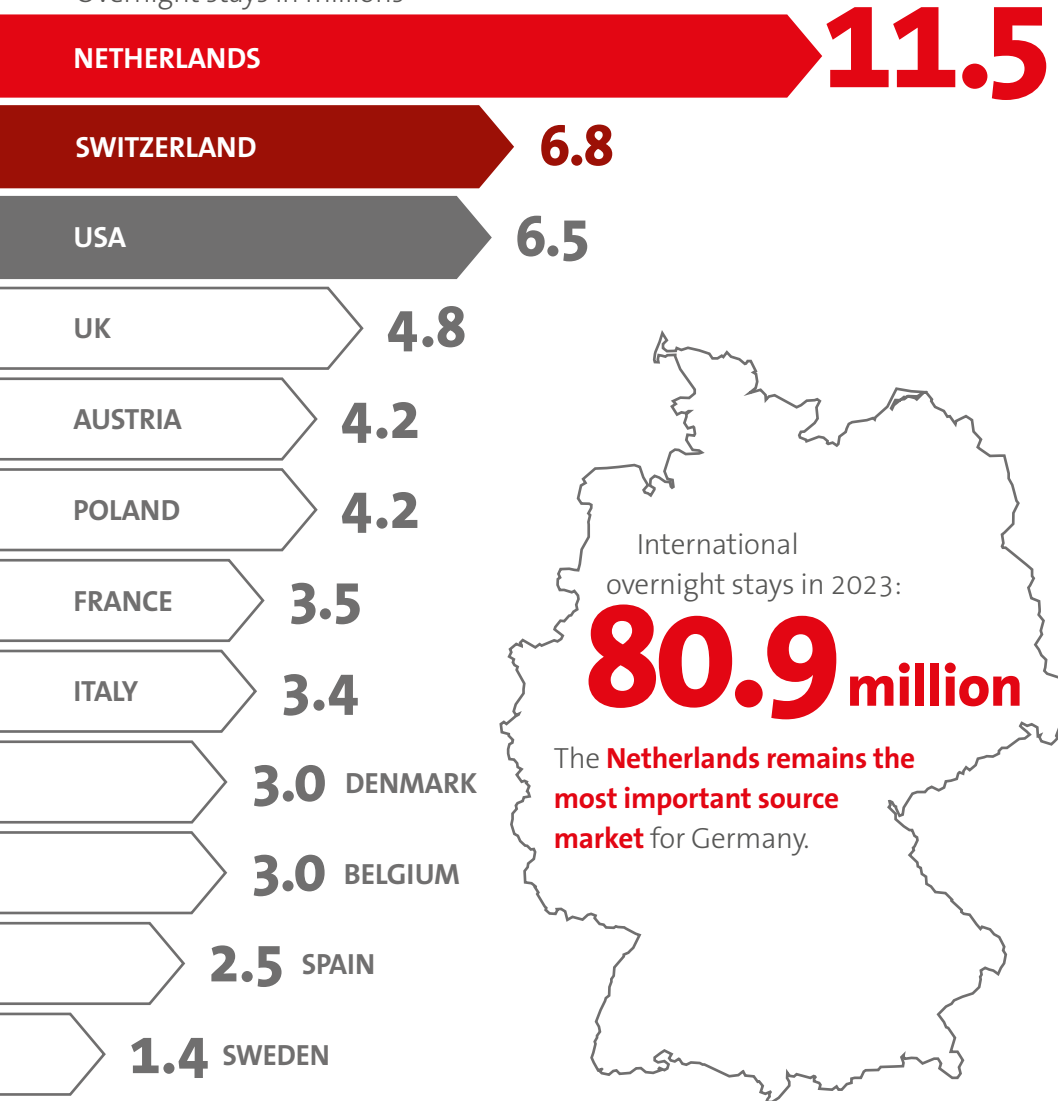
Overnight stays from international visitors
in millions since 1993



Source: Federal Statistical Office 2024

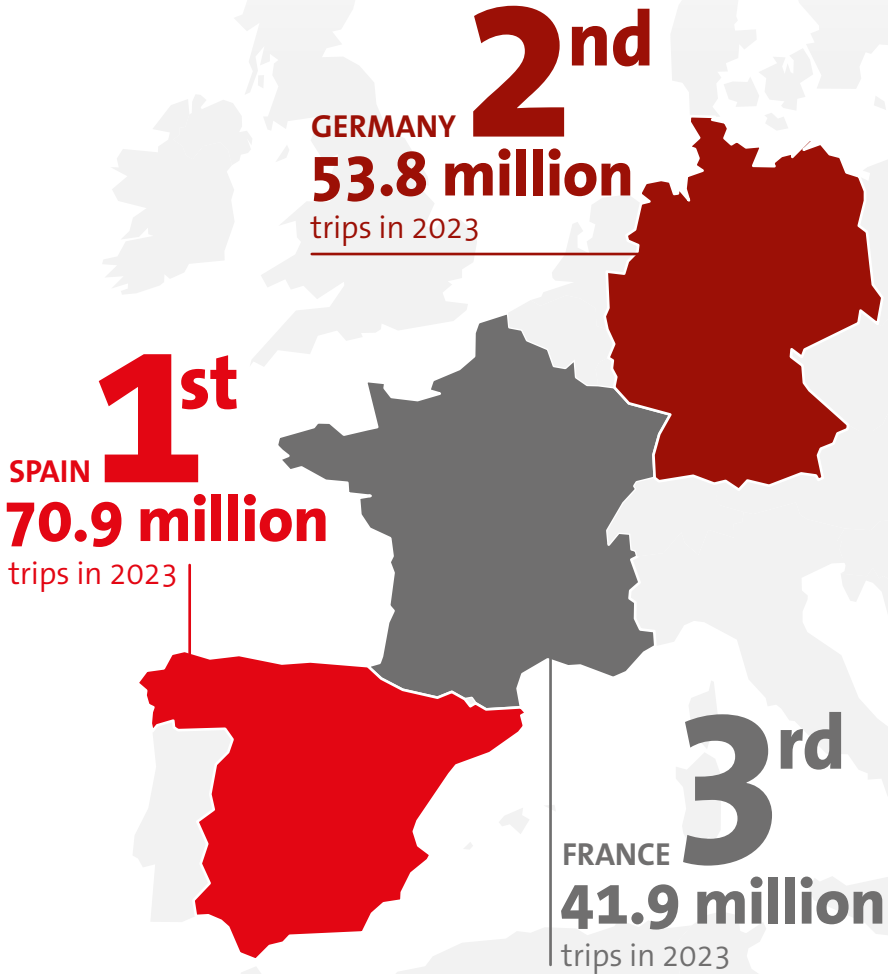
Most important source markets worldwide for Germany in 2023

Overnight stays in millions



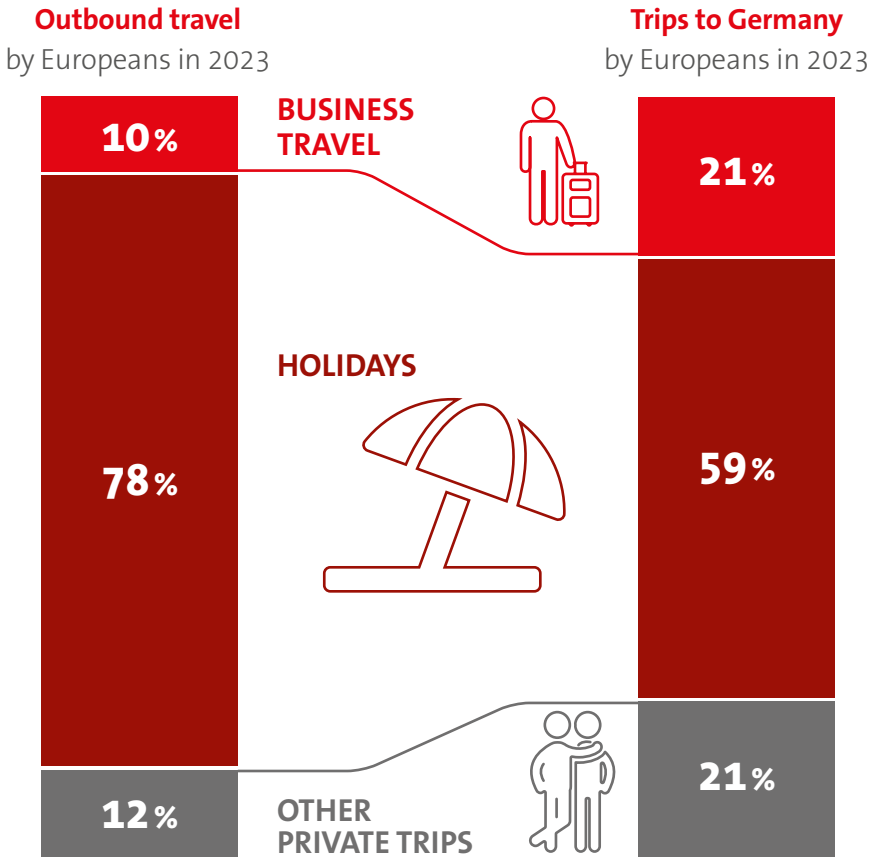
Source: Federal Statistical Office 2024

2023: Destination Germany is the **second most popular destination for Europeans**



Source: GNTB/WTM 2023, IPK 2024, preliminary figures

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

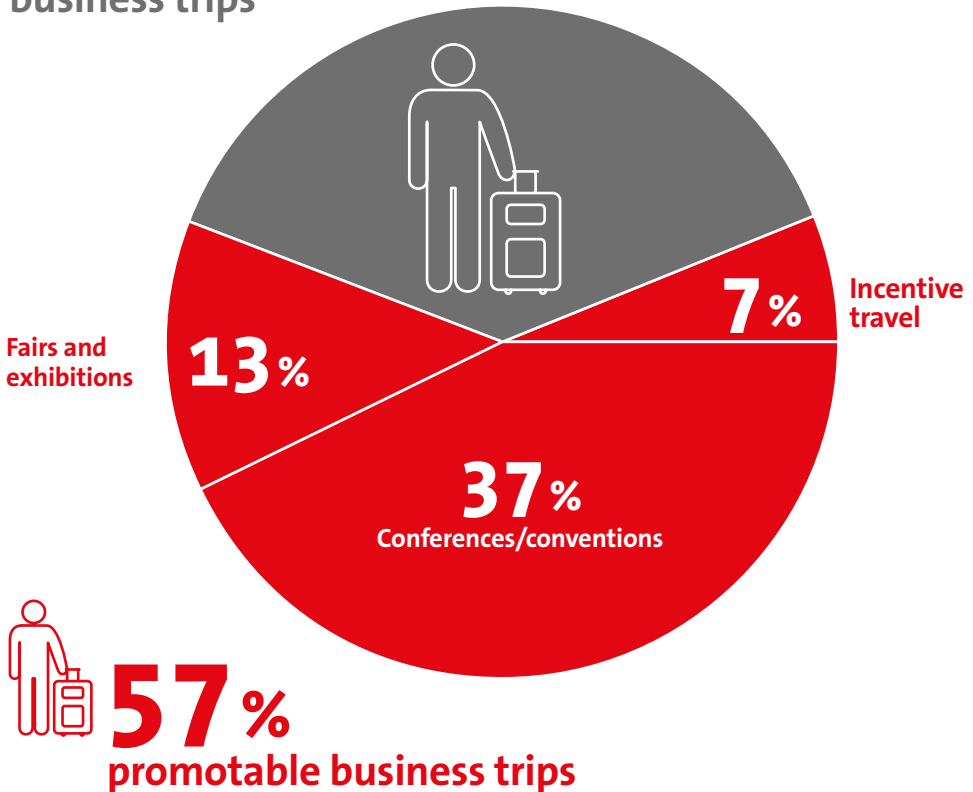


Source: GNTB/WTM 2023, IPK 2024

Promotable business trips to Germany by Europeans have the largest market share, with **6.3 million** in 2023

Total volume of business trips from Europe in 2023: **11.1 million trips**

43% traditional business trips

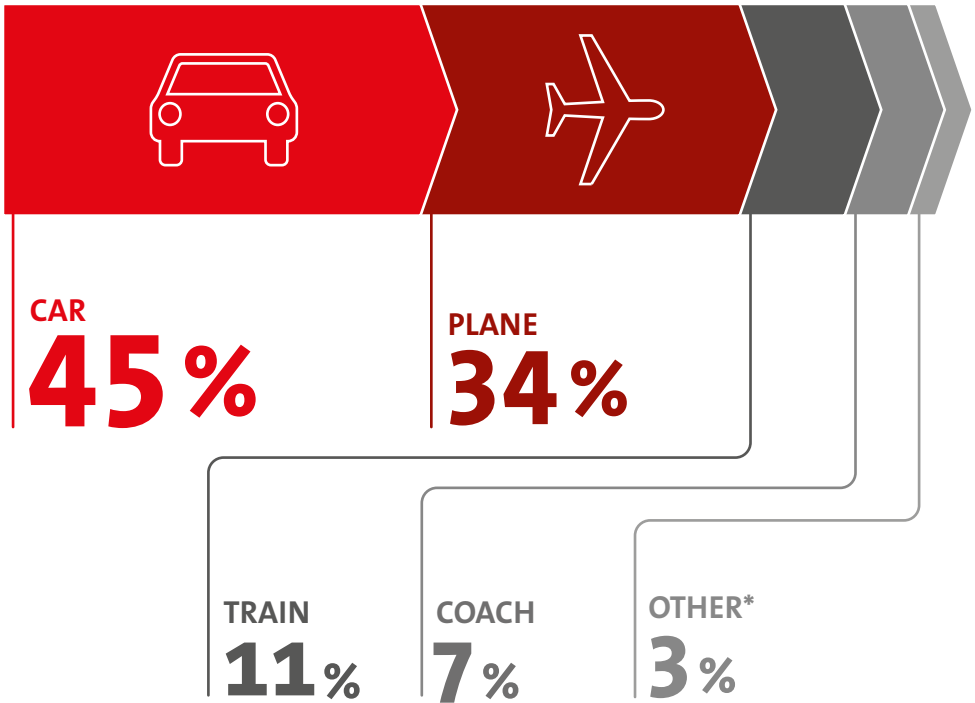


Source: GNTB/WTM 2023, IPK 2024, preliminary figures

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

All trips from Europe to Germany in 2023: **53.8 million**

Market share



In 2023 travel expenditure** on trips to Germany by visitors from Europe came to €46.0 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; source: GNTB/WTM 2023, IPK 2024

Booking agent/channels for trips made by Europeans to Germany in 2023

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

DIRECT BOOKING OF ACCOMMODATION

29%

TRAVEL AGENT

16%

DIRECT BOOKING OF TRANSPORT

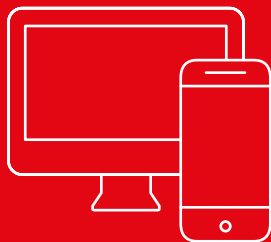
15%

OTHER*

11%

INTERNET

87%



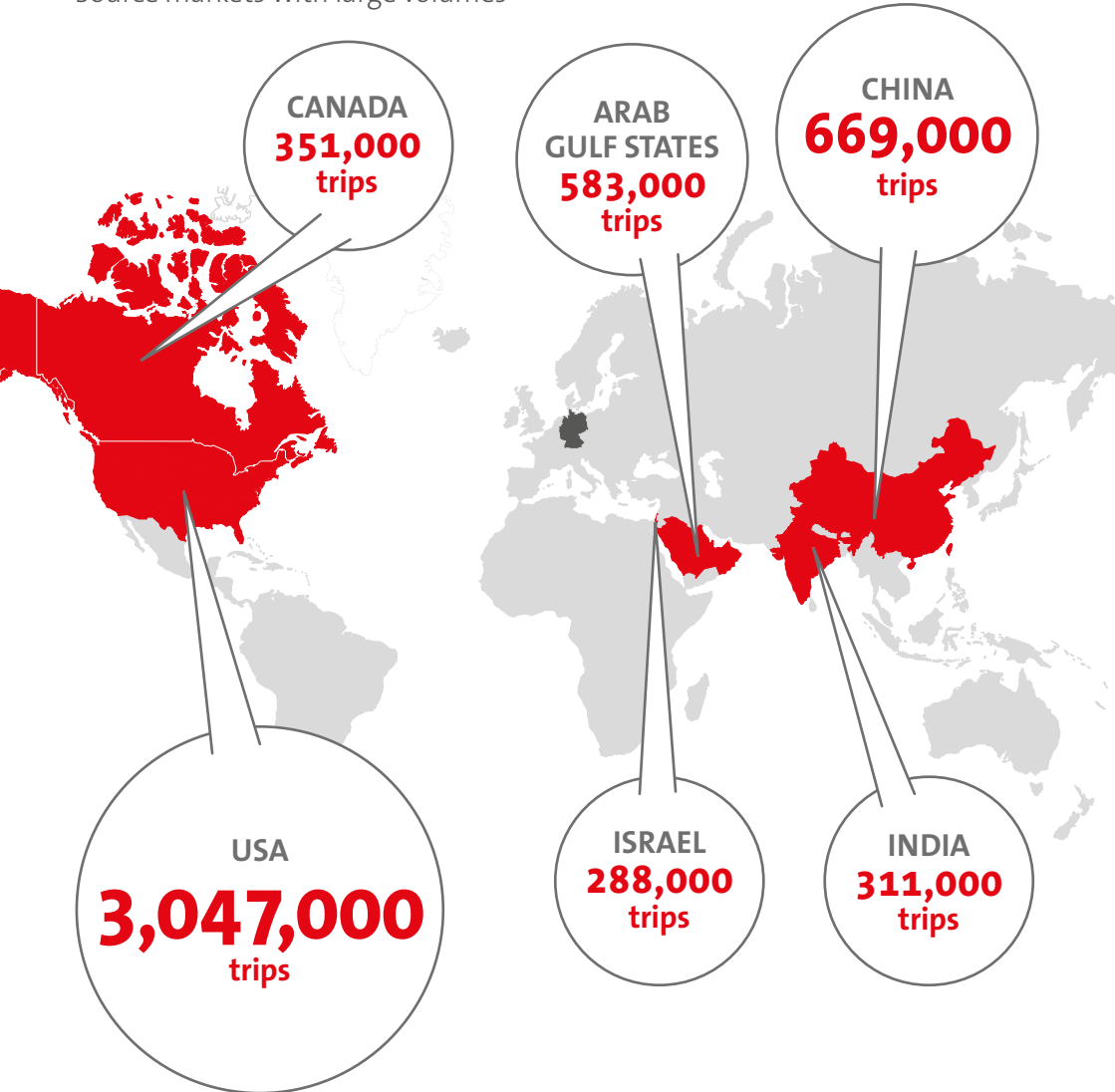
Share of bookings in 2023 (%)

*Club, newspaper, church, school, company travel agency and other (multiple answers permitted), only travel booked in advance; source: GNTB/WTM 2023, IPK 2024

[◀ Back to content](#)

Incoming from Overseas markets to Germany 2023

Source markets with large volumes



Source: GNTB/WTM 2023, IPK 2024, preliminary figures

Booking agent/channels for trips made from Overseas to Germany in 2023

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

**TRAVEL
AGENT**

32%

**DIRECT BOOKING OF
ACCOMMODATION**

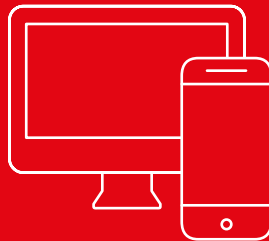
27%

**DIRECT BOOKING OF
TRANSPORT**

23%

INTERNET

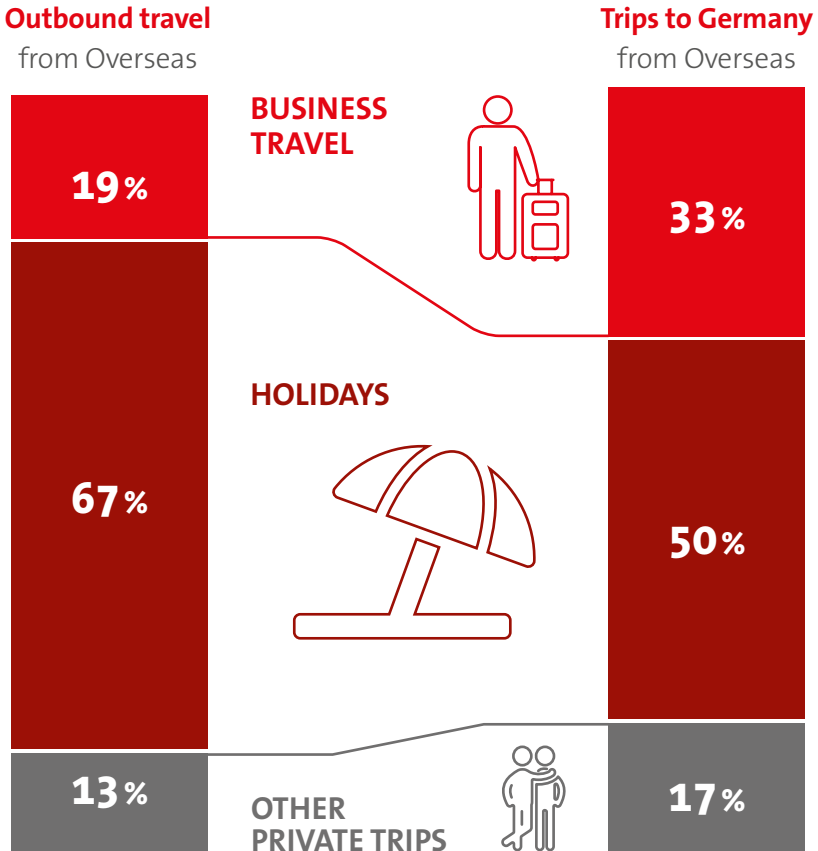
86%



Share
of bookings
in 2023 (%)

(multiple answers permitted), only travel booked in advance
Source: GNTB/WTM 2023, IPK 2024, preliminary figures

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

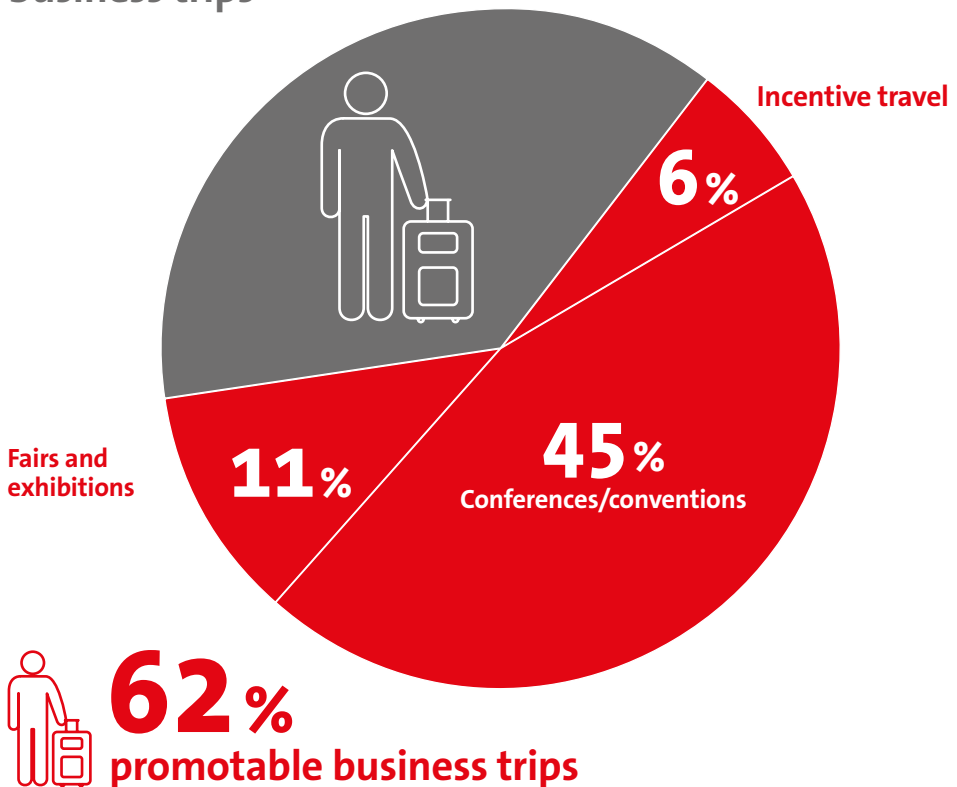


Source: GNTB/WTM 2023, IPK 2024, preliminary figures, Deviations from 100% are due to rounding

Promotable business trips to Germany from Overseas have the largest market share in 2023

Total volume of business trips from Overseas in 2023: **2.5 million trips**

38% traditional business trips



Source: GNTB/WTM 2023, IPK 2024, preliminary figures only travel booked in advance (multiple answers permitted)

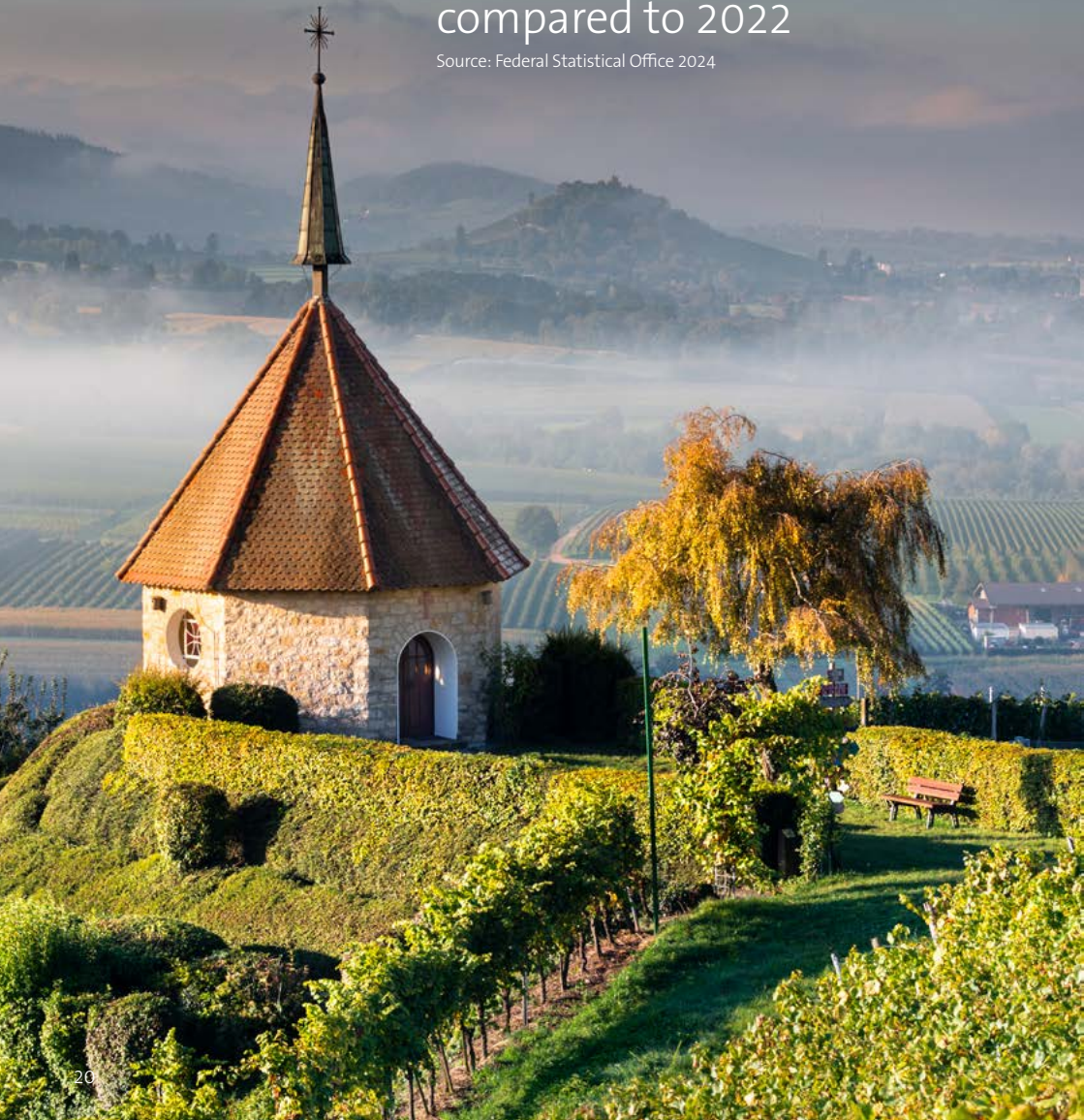
International overnight stays

in 2023

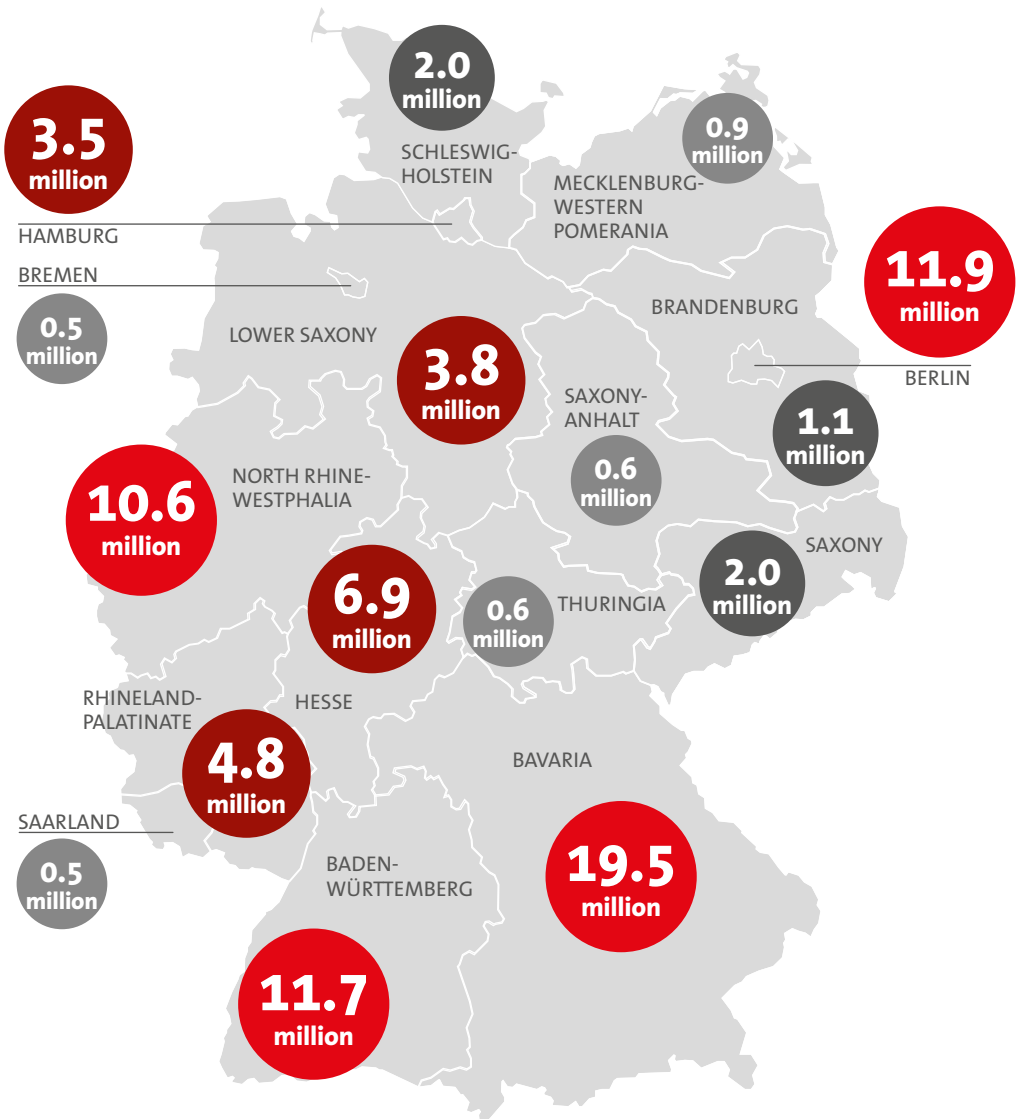
+18.8%

compared to 2022

Source: Federal Statistical Office 2024



International overnight stays by federal state



Source: Federal Statistical Office 2024

Germany's **major cities remain popular**

Distribution of international overnight stays in German towns and cities by size in 2023

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



Culture is an important facet of
global Germany marketing

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

25 % of all international
holiday trips to Germany
are **cultural trips****.

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

Source: *GNTB/WTM 2022, IPK 2024; **Quality Monitor survey, tourism in Germany, May 2015–Oct 2023, multiple answers permitted; ***Quality Monitor survey, tourism in Germany, scale: 1 = delighted to 6 = disappointed, May 2015–Oct 2023

Germany in **3rd** place out of 60 countries in the NBI's ranking of sustainability aspects

Ranked **2nd**
affordable, clean Energy

Ranked **3rd**
Climate protection

Ranked **5th**
Access to clean water

Ranked **6th**
Responsible industries

Ranked **9th**
protecting wildlife and restoring habitats

Source: Anholt-IPSOS Nation Brands IndexSM 2023 Report, October 2023

High scores for Germany in sustainability

Germany **ranked***

3rd

evaluating destinations by their range of offers considering climate and environmental protection/sustainability

Germany **ranked****

The 2023 SDG Index scores:
Germany 83.36/Rank 4 of 166

4th

Germany **ranked*****

16th

out of 63 countries,
**Environmental Performance
Index 2023 (EPI)**



Source: *Sustainability & Travel, results of 27 source markets, IPK International October 2023;

** Sustainable Development Report 2023, SDG Index; *** Environmental Performance Index 2023

The **importance of sustainability** is increasing worldwide

24% of respondents worldwide generally rule out destinations without sustainable offers.

“I would like to be environmentally friendly and have therefore chosen a train/bus for the journey or, in the case of an unavoidable flight, the flight without a stopover and rather economy than business class”



“I mainly use public transport on site or cover the distances on foot or by bike”



“I book an Eco certified hotel or stay at an Eco certified campsite”



% = agree/partially agree

Source: Sustainability & Travel, results of 27 source markets, IPK International October 2023/October 2022

Top 5 Destinations Destinations & Sustainability

Benchmark of 10 European nations

Good = 3, Average = 2, Poor = 1

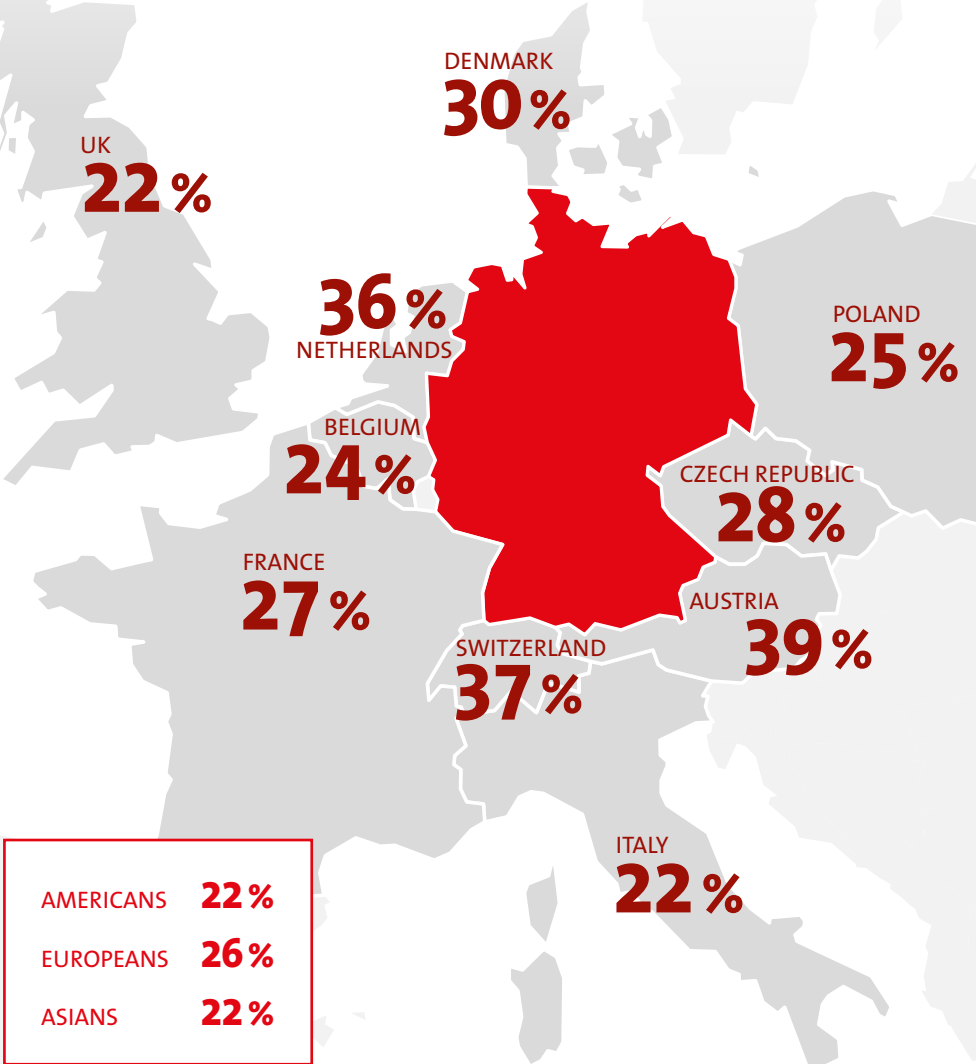


How would you rate the following destinations based on their commitment to climate and environmental protection/sustainability?

Source: Sustainability & Travel, results of 27 source markets, IPK International October 2023

Travel intentions 2024

Intentions to travel to Germany in the next 12 months



Source: Sustainability & Travel, results of 27 source markets, IPK International October 2023

Interests of sustainability-oriented holiday-makers include: **Nature, Monuments and Culture**

The sustainability oriented target group is particularly interested in the following holiday activities.

83% “Enjoying **nature**”

74% “Visiting **castles, palaces and cathedrals**”

71% “Visiting **cultural institutions/**
using **cultural services**”

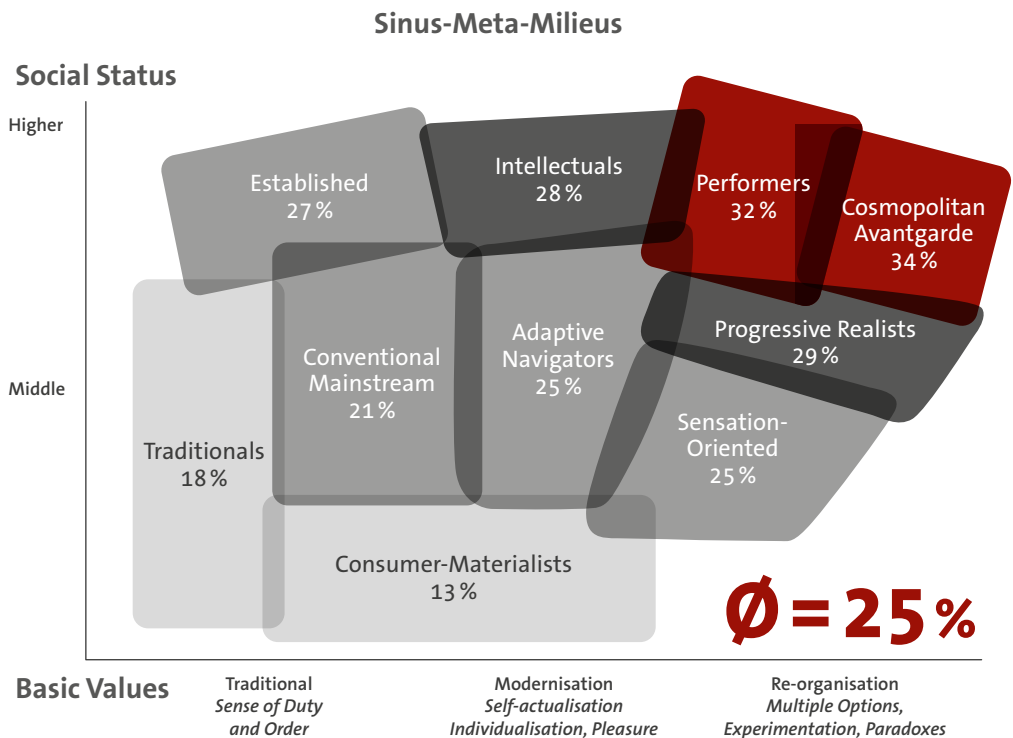
Average values of the source markets Austria, Switzerland, Netherlands, France, Italy, Spain, UK, USA and China based on representative online surveys considering the general interest in each holiday activity (not specific to Germany), measured on the basis of the two highest ratings (Top-Two-Box) on a scale from 5 = very high to 1 = no interest at all.

Source: Destination Brand 21; inspektour (international) GmbH

Travellers to Germany often fall into forward-thinking social groups, as per the Sinus-Milieus model

Question: In which of these European countries/regions have you been on holiday in the last 5 years?

*****have been on holiday in Germany in the last 5 years*****



■ Above average ■ Slightly above average ■ Average ■ Below average

Source: Exclusive study by the Sinus-Institut on behalf of the German National Tourist Board, October 2022, Base: Austria, Switzerland, UK, France, Italy, Spain, Netherlands, Belgium, Denmark, Sweden, Norway, Hungary, Romania, Czech Republic, Poland, USA, Canada and Israel

Concept and Design

markenzeichen GmbH
www.markenzeichen.de

Print

Burger Druck GmbH
www.burger-druck.de

Photo credits

p. 2 DZT / Francesco Carovillano; **p. 5 Foto 1–3** DZT / Francesco Carovillano;
p. 5 Foto 4 TMV / Felix Gänsicke; **p. 6** DZT / Dagmar Schwelle; **p. 8** www.anibaltrejo.com / Anibal Trejo;
p. 16 DZT / Francesco Carovillano; **p. 20** DZT / Jens Wegener; **p. 27** David Vasicek / David Vasicek

Published by:

German National Tourist Board (GNTB)
Beethovenstrasse 69
60325 Frankfurt am Main

www.germany.travel

Supported by:



Federal Ministry
for Economic Affairs
and Climate Action

on the basis of a decision
by the German Bundestag

Germany
The travel destination



German National Tourist Board (GNTB)
Beethovenstrasse 69
60325 Frankfurt am Main
Tel. +49 69 974640
Fax +49 69 751903
info@germany.travel



www.germany.travel