

Press Information

Another increase in UK overnight stays to Germany

UK second highest source market for German Tourism

London, 28th April 2014 – the UK is now the second most important and highest source market in the world for overnight stays to Germany, ahead of all other European countries (apart from the Netherlands), the US and all other regions. Latest figures released by the German National Tourist Office (GNTO) show an increase in of 5.1% for the period of January-February 2014, compared to the same period for 2013.

You don't have to be called George, but maybe it helps. With the recent media coverage of all things Georgian and the historical Royal connections between Germany and the UK in the spotlight, the upward trend of visitors to Germany from the UK looks set to continue.

<http://www.london.diplo.de/Vertretung/london/en/091-Personalunion/0Personalunion.html>

The picture is equally positive from Ireland, with an increase of 7.5% in overnight stays, compared to the same period in 2013.

Klaus Lohmann, director of the GNTO UK and Ireland said: 'there are many long-term factors that account for this increase, but the current celebrations of the UK-German Royal connections and 300th anniversary of the personal union has undoubtedly put the two countries together in the spotlight. In addition to the long-standing cultural connections between the UK and Germany, visitors are attracted by the excellent value for money Germany offers and the enormous diversity of things to see and do, whether your interest is 'Royal' or otherwise.'

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About the GNTB

The German National Tourist Board (GNTB) has its headquarters in Frankfurt am Main, Germany. It works on behalf of the Federal Ministry for Economic Affairs and Energy (BMWi) to represent Germany as a tourist destination and is funded by the Ministry in accordance with a decision taken by the German Bundestag. The GNTB develops and communicates strategies and products to promote Germany's positive image abroad as a tourist destination and to encourage tourists to visit the country. It has 30 agencies around the world to support its activities. More information can be found in our online press centre at www.germany.travel/presse.