

Press Information

Press tour with representatives from Chinese television

Shopping in Destination Germany

Frankfurt am Main, 15 December 2011 – Together with financial service provider Global Blue, the German National Tourist Board (GNTB) is organising a press tour for a Chinese television team from 10 to 18 December 2011. It focuses on Germany as an attractive shopping and cultural destination for Chinese visitors. During the tour from Frankfurt to Stuttgart, Nuremberg and Munich, a film will be shown about the impressive variety of shopping opportunities and wide-ranging cultural attractions in Germany. As well as a visit to a number of Christmas markets and pedestrian shopping areas, the itinerary also includes a trip to the Wertheim Village outlet centre.

Press tour organised by the GNTB and Global Blue with a focus on shopping

"Germany is traditionally regarded as a leading business destination in the Asian markets", explains Petra Hedorfer, Chief Executive Officer of the GNTB. "Last year our sales and marketing activities focused on promoting Germany as a cultural destination that is excellent value for money." And with resounding success: overnight stays by visitors from China and Hong Kong were up 21.8 per cent between January and September 2011. In 2010, the number of overnight stays from China and Hong Kong surpassed one million for the first time, registering a 33 per cent increase on 2009.

China is a key high-growth market

21.8 per cent increase from January to September 2011

Global Blue is a financial service provider that creates more effective contact between retailers and international shoppers. Its figures show that the money spent by Chinese visitors on shopping in Germany increased by just under 50 per cent between January and November this year. What's more, the Chinese also made up the lion's share of tax-free shopping sales this year, spending €243.4 million (26 per cent).

Increase in shopping expenditure by Chinese visitors in Germany in 2011

Tax-free shoppers are those who come from outside the European Union and are entitled to a reimbursement of VAT. With an average expenditure of €499 per capita, Chinese travellers generated the highest retail sales, spending €190 more on average than other tax-free customers. The most popular purchases are watches, jewellery and clothing.

Expenditure per capita of €499

"The momentum with which sales from China are rising is simply breathtaking", explains Thorsten Lind, Managing Director of Global Blue Germany. "Chinese visitors who come to Germany simply love to shop." By participating in this press tour, Global Blue hopes to continue to drive shopping tourism from China. In its promotion of this segment, the GNTB also sees a great incentive in extending the travel season for Chinese visitors in the winter months.