

## Press Information

### Growth even in times of crisis

## Destination Germany remains on growth trajectory

Frankfurt am Main, 18 November 2011– Continuous growth despite the crisis: Germany is becoming an increasingly popular destination for travellers from all over the world, even at a time of economic difficulties. In September 2011 it achieved its best result since accommodation statistics started to be collected after the country's reunification. The latest figures from the German Federal Statistical Office show that the number of overnight stays by international visitors in September 2011 rose by 2 per cent year on year to 6.3 million. There was a total of 49.8 million overnight stays by international visitors between January and September 2011, an increase of 6 per cent compared with the same period of 2010.

"The Federal Statistical Office's figures for September 2011 are proof positive of how successfully Germany has positioned itself as a travel destination in recent years", said Ernst Burgbacher, Member of the German Parliament, Parliamentary State Secretary at the Federal Ministry for Economics and Technology and Federal Government Commissioner for SMEs and Tourism. "Even in times of crisis, Germany appeals to people from around the world as a fantastic place for a holiday – thanks to attributes such as cultural diversity, good value for money, high-quality service, infrastructure and safety."

*Record number of overnight stays in September 2011*

*Destination Germany proves robust during the crisis*

"The statistics up to September 2011 indicate that Germany continues to be in line with global trends", added Petra Hedorfer, Chief Executive Officer of the German National Tourist Board (GNTB). "According to the consultancy IPK, the 6 per cent increase in inbound travel to Germany from Europe over the first eight months of 2011 is in fact higher than the average growth rate for Europe as a whole."

*Europe sees increased tourism in 2011*

A recent IPK survey on the current crisis, which was carried out on behalf of the GNTB, reveals that European travellers are confident overall about planned outbound travel next year. The survey found that 70 per cent of Europeans want to travel abroad to the same or even a greater extent than they did in 2011. Germany can again expect growth in travel in 2012, above all from Scandinavia, Switzerland, Austria and the Netherlands, whereas competition for visitors from Italy, Spain and the United States will continue to intensify. "The very good value for money offered by Germany will again give us a competitive edge in attracting international visitors next year", explained Petra Hedorfer.

*Europeans are confident overall about travel in 2012*

"Based on the current trends identified for Europe and the information from the travel confidence index, the realistic expectation for the inbound sector in 2012 is an increase in overnight stays of 2 to 3 per cent. That means another year of solid growth for Destination Germany."

*Solid growth forecast for 2012*

The United Nations World Tourism Organization (UNWTO) anticipates that arrivals in Europe will rise by 2.3 per cent per year, reaching 744 million by 2030.