

## INCOMING AUSTRALIA

### Country and people<sup>1</sup>

Capital	Canberra (351,000 inhabitants)
Area	7.7 million km <sup>2</sup>
Inhabitants	24.8 million (growth rate 1.0%) (2017) 24.7 million (forecast 2025)
Mean age	38.7 years (2017)
Economy	GDP per capita: 61,940 US\$ (GDP – real growth rate 3.1% 2019)*
Unemployment rate	5.2% (2019)*
Inflation rate	2.4% (2019)*                      *forecast
Gini coefficient	0.34 / rank 26 (OECD average 0,31)

## GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 58.6% (resident population from 15 years on) = 0.6 trips per person

European Destinations of trips abroad in 2017<sup>2</sup>

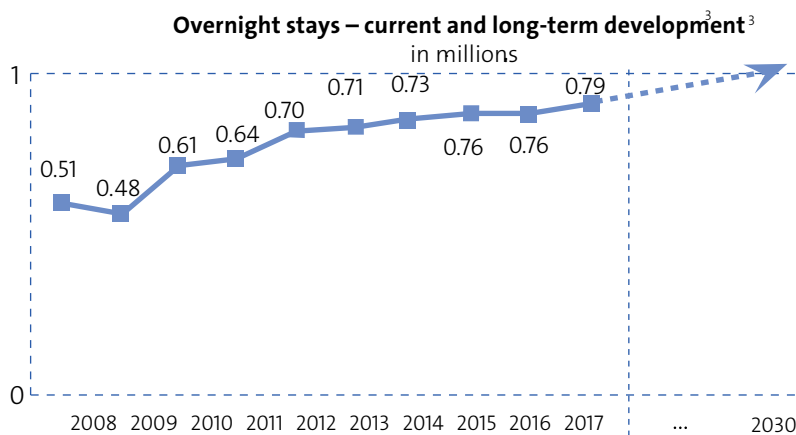
rank 1 – Great Britain

rank 2 – Italy

rank 3 – France

rank 4 – Germany

## DESTINATION GERMANY



(Figures without camping, 2001–2010 Australia, New Zealand and Oceania combined, forecast only for Australia)

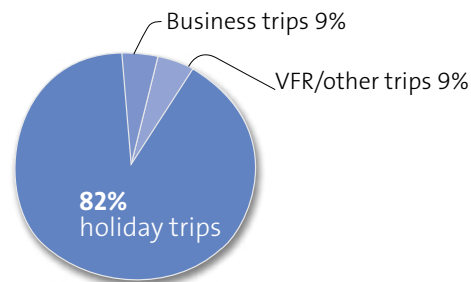
- Year 2017: 330,494 arrivals from Australia / 789,684 overnight stays (Camping included)
- Volume of overnight stays: increase 2008–2017: +55.4%; growth 2016–2017: +4.3%; average annual rate of change 2008–2017: +5.2%
- DZT forecast until 2030: 1.1 m overnight stays

## MOST POPULAR DESTINATIONS IN 2017

Federal states <sup>3</sup>	Cities <sup>3</sup> (more than 100,000 inhabitants)
rank 1: Berlin with 33.3% of all overnight stays	rank 1: Berlin with 263,164 overnight stays
rank 2: Bavaria with 29.9% of all overnight stays	rank 2: Munich with 155,750 overnight stays
rank 3: Hesse with 8.4% of all overnight stays	rank 3: Frankfurt with 48,142 overnight stays
rank 4: North Rhine-Westphalia with 7.6% of all overnight stays	rank 4: Hamburg with 31,446 overnight stays

Purpose of all incoming trips 2017:

- 82% holiday trips, ■ 9% business trips, ■ 9% VFR/other trips  
(Only one answer possible. Deviations from 100% due to rounding.)



Accommodation during holiday trips

- 68% stayed in hotels, 54% in first class hotels, 10% in mid-range hotels  
19% stayed with relatives/acquaintances
- Those who travel to Germany are most often between the ages of 40 and 54 (22%) or older 55+ (33%) and are high earners who work full-time.

## CONTACT

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## REFERENCE

World Travel Monitor 2017, IPK International; also:

<sup>1</sup> [www.cia.gov](http://www.cia.gov), [www.gtai.de](http://www.gtai.de)

<sup>2</sup> Australian Bureau of Statistics 2017

<sup>3</sup> German Federal Statistics Office 2009-2018/ German State Offices 2018

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