

INCOMING AUSTRALIA

Country and people¹

Capital	Canberra (351,000 inhabitants)
Area	7.7 million km ²
Inhabitants	23 million (growth rate 1.1%) (2016) 24.7 million (forecast 2025)
Mean age	38.6 years (2016)
Economy	GDP per capita: 63,940 US\$ (GDP – real growth rate 2.9% 2016)*
Unemployment rate	5.9% (2016)*
Inflation rate	2.5% (2016)* *forecast
Gini coefficient	0.34 / rank 26 (OECD average 0,31)

GENERAL TRAVEL BEHAVIOUR

- Intensity of travel abroad: 54% (resident population from 15 years on) = 0.5 trips per person

European Destinations of trips abroad in 2016²

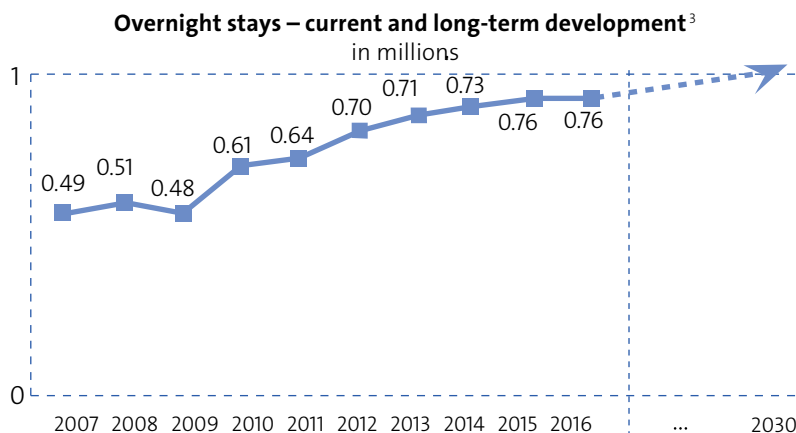
rank 1 – Great Britain

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)

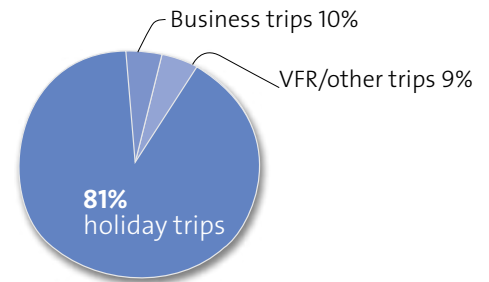
- Year 2016: 314,014 arrivals from Australia / 756,709 overnight stays (Camping included)
- Volume of overnight stays: increase 2007–2016: +55.3%; growth 2015–2016: -0.1%; average annual rate of change 2007–2016: +3.9%
- DZT forecast until 2030: 1.1 m overnight stays

MOST POPULAR DESTINATIONS IN 2016

Federal states ³	Cities ³ (more than 100,000 inhabitants)
rank 1: Berlin with 35.0% of all overnight stays	rank 1: Berlin with 264,592 overnight stays
rank 2: Bavaria with 27.9% of all overnight stays	rank 2: Munich with 137,639 overnight stays
rank 3: Hesse with 8.8% of all overnight stays	rank 3: Frankfurt with 49,165 overnight stays
rank 4: North Rhine-Westphalia with 7.4% of all overnight stays	rank 4: Hamburg with 28,236 overnight stays

Purpose of all incoming trips 2016:

- 81% holiday trips, ■ 10% business trips, ■ 9% VFR/other trips
(Only one answer possible. Deviations from 100% due to rounding.)



Accommodation during holiday trips

- 69% stayed in hotels, 55 in first class hotels, 10% in mid-range hotels/guesthouses/cruise ships, 19% stayed with relatives/acquaintances
- Those who travel to Germany are most often between the ages of 40 and 55 and are high earners who work full-time.

CONTACT

Deutsche Zentrale für Tourismus e.V.

Beethovenstraße 69
60325 Frankfurt am Main
E-Mail: Mafo@germany.travel
www.germany.travel

REFERENCE

World Travel Monitor 2016, IPK International; also:

1 www.cia.gov, www.gtai.de

2 Australian Bureau of Statistics 2016

3 German Federal Statistics Office 2008-2017/ German State Offices 2017

Supported by:

